LOCAL COMMUNITY PARTICIPATION IN THE DEVELOPMENT OF SUSTAINABLE TOURISM DESTINATIONS IN CIHANJUANG RAHAYU VILLAGE

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Abstract

Cihanjuang Rahayu Village has a lot of tourism potential starting from the famous tourist destination of CIC or commonly known as Ciwangun Indah Camp to developing tourist destinations such as the Singapore valley and waterfall. This site is a cultural destination in the middle of society, the development of this tourist destination is facing human and financial resource problems. Therefore, we chose this village as our research location to analyze the participation of the village community and how they implement sustainable tourism in Cihanjuang Rahayu Village. The purpose of this research is to identify the condition of sustainable tourism in Cihanjuang Rahayu Village and to find out how the community’s role in developing sustainable tourism destinations in Cihanjuang Rahayu Village. Through a qualitative descriptive method, this research is in the form of community participation in developing tourism with aspects of sustainable tourism. It can be concluded that there are participating from local community and implementing sustainable tourism but not yet fully implemented according to GSTC.

Key words: Participation, Local Communities, Sustainable Tourism
INTRODUCTION

Sustainable tourism development is used as a method to transform the mass tourism paradigm into quality tourism. Tourist destinations benefit from the culture, traditions and heritage of local communities. Therefore, people living in these areas have special privileges and responsibilities for their cultural heritage. [1]

The concept of local community participation can be loosely described as the involvement of local people in processes related to them. [2]. The local community is an indispensable element in the tourism industry as a whole. They play an important role in the process of developing a tourism destination. Communities who work and live side by side with areas where tourism destinations are built become core components of the tourism ecosystem. [3].

The ideal approach to implementing sustainable tourism management in Indonesia is through the Community-based tourism (CBT) method. CBT thus involves partnerships between communities, businesses, investors, and third parties in developing tourism destinations, which will greatly impact the improvement of community welfare [1]

Currently West Bandung Regency is the youngest region to be formed in West Java Province in 2007. This formation is the result of the division of Bandung Regency and officially designated as an autonomous region at the district level. Many Entrepreneurs see the market prospects for the position and location of the district as it is located between the famous cities, Jakarta and Bandung. [4].

West Bandung Regency has various kinds of natural tourist destinations that are growing rapidly, such as specific tourism interests that concentrate on biological activities, hiking, camping, and others. One of the most iconic outbound tours in West Bandung Regency is the Ciwangun Indah Camp which is located on Jalan Kolonel Masturi, Kampung Ciwangun RT.03 Rw 15 Cihanjuang Rahayu Village, Parongpong District, West Bandung Regency. Ciwangun Indah Camp or also known as CIC, provides tourist attractions in the context of engagement with biodiversity and adventure activities [5] In addition to Ciwangun Indah Camping, Cihanjuang tourism village has many other tourism potentials such as the “Lembah Singapur” and waterfalls.; However, they are still in the process of being developed, as said by village officials in Cihanjuang Rahayu Village.

The purpose of our research is to identify the condition of sustainable tourism in Cihanjuang Rahayu Village and to find out how community participation is in developing sustainable tourism destinations in Cihanjuang Rahayu Village.

LITERATURE REVIEW

United Nations World Tourism Organization [6] describes sustainable tourism as tourism, which takes direct consideration for present and prospective economy, environmental and social factors, aiming to meet the needs of the tourists, tourism industries, the ecosystem and environment as well as the local communities. Sustainable tourism conceptions generally recognize the environmental, social and economic dimensions in the tourism industry in order to make sure and maintain ‘structured’ or ‘responsible’ usage of resources. But then again the interpretation of what actually constitutes a reasonable usage of resources can largely depend on the
standards retained by the involved parties and the community of the destination. Sustainable tourism is often used as an effort to balance contradictory traditions with consideration to the environment [7].

Verhangen in Mardikanto [8] indicates that the presence or interference of an person should take place on a daily basis as a single task. The presence or intervention alluded to here is not passive in nature but explicitly directed by the individual concerned. Participation would then be more specifically defined as the participation of an individual in a social group to engage in collective events beyond their job or career. Participation is either an active or passive function for participants in the activities of society. In other words, involvement implies the participation or participation in events carried out by the group. The extent of group engagement can be measured by three approaches:

1. Thoughts Dimensions: that is, engagement in the form of thought in an attempt to establish a tourism village. This involvement can be seen from the contribution of proposals, both about how to build program bundles, to the media used in the creation of tourism villages.

2. Energy Dimensions: that is, donations in the form of energy or physical needs in the construction of a tourist village. This engagement can be seen in the physical readiness to ready the visiting area, tour guides, provision of infrastructure advice and provision of support equipment.

3. Material Dimension: including gifts in the form of material for the construction of a tourist village, such as the collection of development funds.

According to ASEAN Secretariat Jakarta [9] “Community-based tourism (CBT) is a community-owned and operated tourism operation that contributes to communities through the promotion of sustainable livelihoods and the preservation of cherished socio-cultural values and natural and cultural resources.” The definition of the application focuses on niche sector catering, such as adventure tourism, cultural tourism, eco-tourism, and agricultural tourism. Still, it depends on local goods and services to spread the economic benefits of tourism. Community-based tourism

RESEARCH METHODS

The research design used for this research is a qualitative approach to precise the researcher used descriptive qualitative approach. We collect the data using three different methods, which are an interview, observation, and documentation. The key informant we use for the research is Mr dudung, Mr haji kosasih, and Mr mamang. We observe the village and the destination by going there. Lastly, we use a mobile phone to take pictures, videos and a voice recorder for the interview for the documentation.

RESULTS AND DISCUSSION

Community participation is the primary key to sustainable development. Community engagement in the growth of tourism plays a significant role. The presence of local populations or communities surrounding tourist destinations is a social resource that lets tourism grow according to schedule. The presence or engagement of local people in the creation of a tourism destination is not ignored. When the local population feels ignored or
only seen as an object in the construction of a goal, it will generate a feeling of being endangered, which in turn, will affect the development of tourism.

Residents living in the area itself are the ones that know best about their village as opposed to people from outside the area. According to Fadli, in Kozi’er, Role is a collection of actions that other people expect of someone according to their place in the system [10] Community engagement or participation in tourism growth includes community participation in the preparation, execution, assessment and tracking of tourism destination development activities. Participation requires awareness, mental mindset, obligation and expertise. The next level of engagement is group involvement in determining whether the construction carried out is in line with the aspirations of the residents surrounding tourism destinations or vice versa.

Cihanjuang Rahayu village located in west Bandung regency has population of more than 11, 224 people. This village have many natural tourism destination potentials. One of its most famous and developed tourism spot in the village is CIC or is also known as Ciwangun Indah Camp this camp cover a lot of waterfalls, camping grounds, plantation, outbound and many more. Other than CIC there is also a new developing tourism spot in the village known as “Lembah Singapur” which focus on the plantation and farming of the local community and also many untouched natural waterfalls that yet to be developed.

Several years before Ciwangun Indah Camp was introduced as a tourism destination spot in the Ciwangun hamlet which is also a part of Cihanjuang Rahayu Village, the local residents work as gardeners, farmers and breeders. Most of the residents’ livelihoods come from lettuce and watercress harvesting which is then imported to Singapore. But since the Ciwangun Indah Camp destination site was established in 2007, the residents job opportunities have increase, the local community businesses become more varied as they create more job scope within the area as a result of the large number of visitors visiting CIC. The income of Cihanjuang Rahayu Village, which previously relied on lettuce and watercress harvesting businesses, has now shifted to the tourism sector.

Ciwangun Indah Camp with an area of about 22 hectares, located at an altitude of 1,100 masl. CIC is situated in Parongpong area, precisely on Jl. Colonel Masturi, Rt 03/15, Cihanjuang Rahayu, Kec. Parongpong, Kab. West Bandung. The service they offer among others are waterfall trekking, camping ground, outbound and many more.

CIC was first introduced to the local community in the year 2005 by Haji Kosasih and then later on established into a tourism destination site in the year 2007 to be precise 5th September 2007. The purpose of establishing this tourism site is not only to benefit economically but also to strengthen the local community both physically and non-physically. Another justification for setting up CIC is to help government measures to reduce the greenhouse effect or global warming. Much of the CIC region is covered by the forest. It is expected that CIC will be able to protect the forest and even control it from illegal harvesting by the group.

Other than CIC, There are many other potential tourism destination spots in the village such as local waterfalls and agricultural tourism. One example of agricultural tourism that is yet to be developed in the village is called “Lembah Singapur”. The name Lembah Singapur was born due to the lettuce and watercress harvesting being directly exported to Singapore. The plan to turn an area of 1400m into a tourism spot was because many tourist who came by and visited the village found it fascinating and refreshing to look at the plantation area so therefore Mr. Dudung decides to turn it into a tourism destination spot. Another reason for turning it into a public
area was to create more employment and job scopes for the local community and to increase the living condition of the community as well.

Since the growth of tourism affects almost all the lives of the people around it, the development of the Ciwangun Indah Camp and Lembah Singapur as tourist attractions means that the local community plays a significant role subject and as an entity. The analysis of the effect of cultural tourism on sustainable development through the production and provision of jobs demonstrates that the contribution of tourist destinations not only facilitates the economic revitalization of the region but also drives improvement activities in the various infrastructure surrounding destinations, including villages where cultural sites are located.

The growth of tourism and the active involvement of the city would support the community and the region. Their actions can see this by taking advantage of the resources that arise to raise their profits in the form of income. They are involved in tourist services, such as tour guides, business accommodation, cuisine and other services.

Based on the interview results, the researchers can safely said that the local community in Cihanjuang Rahayu village plays a big role in the development of the tourism destinations in Cihanjuang Rahayu village. The local community of Cihanjuang Rahayu village has really help in the development of CIC before it was even launched. At the time of the building of the Ciwangun Indah Camp, almost 98% of all CIC construction workers were residents of the village of Ciwangun and its surroundings. Until now, some CIC operators/instructors have been drawn from the village of Ciwangun and its surroundings.

But however it is not the same for Lembah Singapur. Mr. Dudung himself does not want to involve the community yet in the development as there are still some drawbacks in monetary matter and he feels bad if he can't get give allowance or wage to the community for taking their time so he rather not involve the local community just yet. However he said once the tourism destination is fully ready to operate he'll make sure all the job employment are allocated to the local community itself and not outsiders.

Community participation or participation in tourism development can be seen from the community's willingness to endorse or promote the success of tourism development programs according to their capacities, without compromising their interests.

Conceptually, the inclusion of local people in the tourism growth model is part of what is considered community-based tourism (CBT). The Community-based approach to tourism is used as a mechanism for alleviating suffering in the neighborhoods surrounding the destination. At the realistic stage, community-based tourism is carried out based on a top-down strategy, where the government is the initiator and the active involvement of people from the bottom up. The participation of local communities has been active in the introduction of Community-based tourism-CBT from the planning, implementation and development until the end, i.e. the work assessment.

In the implementation of Community-Based Tourism (CBT), parameters are used as a metric of progress. The profits generated from the tourism industry must be spread equally among all the communities surrounding the destination. Even though he did not say precisely when we asked if there was a rise in income after CIC was established as a tourism destination, Haji Kosasih as the founder and chief manager of Ciwangun Indah Camp initiated that he felt that there was an economic increase for him as well as the local people of the village.
According to Sumarto, community involvement in development may be in the form of taking part in activities along with other communities, i.e. taking part in activities, engaging in the exploitation of outcomes and benefiting greatly from the fruits of development [11].

After interviewing the chief manager of Ciwangun Indah camp, from his explanation we can conclude that there is an extraordinary movement and cooperation from the local community to help participate in developing CIC to be a tourism destination spot. One of the reasons why they help in developing site is due to the fact that CIC creates job opportunities for the surrounding community without CIC many people would be unemployed, stated by Mr. H. Kosasih.

Generally speaking, the three levels of participation are graded, including participation in the preparation, execution and use of outcomes. According to Sumarto, the criteria for the growth of participation or participation are classified into three categories [11], namely :

a. There is a Possibility to Engage in Construction
Local engagement is defined as an attempt to create greater opportunities for all parties to engage efficiently in development activities. The residents of Cihanjuang Rahayu Village are given the opportunity to develop tourism attractions for the Ciwangun Indah Camp through a planning process and a cooperative venture with local farmers. Residents are also given the chance to engage in the design of the facility. Almost 98% of the CIC builders were people from the village of Cihanjuang Rahayu itself. However in Lembah Singapore, the founder Mr. Dudung has agreed not to encourage the local community to help develop the tourism site.

b. The Desire to Take Advantage of This Chance
To improve or increase participation, the opportunity, capability and desire to engage in growth must be worked simultaneously following the potential and circumstances of the citizens in the area concerned. Opportunities are diverse to the point that they bring in improvement for a better life for people taking advantage of the opportunity and improving it. Their activities vary from the opening of small-scale stalls, the opening of souvenir shops, the transportation of visitors, and the construction of an agricultural experience area led by local farmers.

c. There's a Desire to Join
Participatory mechanisms allow residents to have sufficient control of their own life and community. One of the factors that can promote community participation, namely the development of positive community expectations, especially those related to the value-added aspects that tourism can bring to the community's economy. Group engagement in Cihanjuang Rahayu Village shall be carried out by protecting the environment, upholding cleanliness and not participating in disruptive behavior. The local population of Cihanjuang Rahayu meets on Fridays every other week to help clean up the surroundings of CIC. In general, the village officers themselves agree that there has been an increase in the people's consciousness to protect the atmosphere in the village of Cihanjuang Rahayu.

The participation of local communities in management should be stressed in line with the sustainability values, namely the conservation of natural areas, the production of profits, education and participation of local communities and economic development [12].
The management of the Ciwangun Indah Camp site has also built a stage to display regional arts and as an entertainment area for the local community. Normally Friday nights the use to help live music on the stage provided by CIC. This is used as a starting point for visiting tourists to gather.

Group engagement strategy has been advocated as an important part of sustainable tourism growth [13]. This is following the UNWTO concept of sustainable tourism. Sustainable tourism is a tourism that takes full account of current and potential economic, social and environmental impacts to adapt to the needs of tourists, the tourism industry, the climate and the host community. According to the report on the effect of cultural tourism on sustainable development through job creation and supply, it contributes not only to fostering the economic revitalization of the region, but also to providing funding for the repair and conservation of heritage sites, preserving and sustaining the traditions and lifestyle of the community.

Good collaborations and community support will suppress efforts that are counter to the principle of biodiversity and environmental protection in the tourism industry’s management. With the growth of the Ciwangun Indah Camp and Lembah Singapur sites as tourist attractions, it has led to the availability of jobs and business opportunities and the resurgence of traditional culture. However, consideration still has to be paid to the effects on the climate.

Sustainable tourism practices do not only mean consuming natural and cultural resources, but also conserving them; not only benefit a few people, but aims to distribute benefits more widely among stakeholders and communities. In line with this concept, [14] states that the target of sustainable development includes efforts to realize several aspects, including:

a. Equitable distribution of benefits from intergenerational tourism development (intergeneration equity). This means that the use of natural resources for growth needs to pay attention to reasonable limits in the control of ecosystems or environmental systems and be directed at natural resources and emphasize the lowest possible exploitation of unreplaceable natural resources. The chief managers of the tourism destinations in Cihanjuang Rahayu village ensures that the benefit of its tourism can be felt by all people, not only those who live in Cihanjuang Rahayu Village.

b. Safeguarding or safeguarding the preservation of natural resources and the existing environment and preventing disturbances to the ecosystem in order to ensure a good quality of life for future generations. There is evidence that the local community in Cihanjuang Rahayu village are aware of the importance in maintaining and preserving the environment. Some of steps they have took to preserve the environment are recycling organic waste into fertilizers, planting new trees for every cut downed old trees, help in cleaning the destination spot and many more.

c. Utilization and management of natural resources solely for the sake of pursuing economic growth for the sake of equitable distribution of sustainable use of natural resources between generations.

d. Maintaining sustainable social welfare both now and in the future (inter temporal). Awareness to manage the sustainability of the tourism sites in Cihanjuang Rahayu in general has increased in the local community, but threats sometimes come from visitors who accidentally will throw garbage in the forest land or cut on woods while camping or others small damages.

e. Maintain the benefits of development or management of natural resources and the environment that have long-term or sustainable intergenerational impact.

f. Maintain the quality or quality of intergenerational human life in accordance with their habitat.
Sustainability can be described, as stated by [15], as equality among the three foundations of environmental security, social impartiality and economic prosperity. These three foundations are recognized as the "triple bottom line" of the three Ps widely recognized as planet, people, profit. In order to ensure sustainability, aspects such as fiscal, social and environmental must be aligned fairly. Sustainability is far more than just having to take care or look after the physical world. It is all about the understanding of the social and financial consequences of social behavior.

In the manuals of "Making Tourism More Sustainable: A Guide for Policy Makers" by the United Nation World Tourism Organization, [16] stated that sustainable growth of tourism has 12 objectives linked to three foundations of sustainability, which includes (1) economy, (2) social and (3) environmental. In order to make sure its long-term longevity, an adequate alignment between all of these three components should be developed. Sustainable tourism should therefore:

a. Economic Sustainability

To ensure maximum operational activities which can generate social and economic advantages to all adequately integrated stakeholders, providing steady jobs and resources for the local people or communities to gain revenue and social services, as well as to help reduce poverty. Sustainable tourism growth tends to require the interference of all knowledgeable stakeholders and powerful political representation to achieve pervasive participation and effective communication. Accomplishing sustainable tourism is indeed an evolving task that involves continuous evaluation of impacts and also where applicable, prevention and/or corrective measures. Sustainable tourism should also ensure maximum level of visitors’ satisfaction as well as provide visitors with valuable experience, increase awareness towards sustainability problems and encourage sustainable tourism activities within tourists.

Cihanjuang Rahayu had manage to implement some of the indicators of economic sustainability thus it resulted in an slight improvement in the economic condition of the village. The chief managers of the tourism destination in Cihanjuang Rahayu are aware of sustainability problems.

<table>
<thead>
<tr>
<th>Table 1. Number of Unemployment in Cihanjuang Rahayu Village</th>
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<tbody>
<tr>
<td><strong>Unemployment</strong></td>
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<tr>
<td>The number of labour force (population aged 18-56 years)</td>
</tr>
<tr>
<td>The number of people aged 18-56 who are still in school and not working</td>
</tr>
<tr>
<td>The number total population aged 18-56 years who become housewives</td>
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<tr>
<td>The number population aged 18-56 years who full-time working</td>
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<tr>
<td>The number of working population aged 18-56 years is uncertain</td>
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<tr>
<td>The number of disabled and unemployed residents aged 18-56</td>
</tr>
<tr>
<td>The number of disabled and working population aged 18-56 years.</td>
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</tbody>
</table>

Source: Cihanjuang Village Data (2020)
Table 2. Number of Family Welfare Conditions in Cihanjuang Rahayu Village

<table>
<thead>
<tr>
<th>Family Welfare</th>
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<tbody>
<tr>
<td>1. Number of underprivileged families.</td>
<td>206 families</td>
</tr>
<tr>
<td>2. Number of prosperous families 1</td>
<td>2619 families</td>
</tr>
<tr>
<td>3. Number of prosperous families 2</td>
<td>622 families</td>
</tr>
<tr>
<td>4. Number of prosperous families 3</td>
<td>57 families</td>
</tr>
<tr>
<td>5. Number of 3 plus prosperous families</td>
<td>0 families</td>
</tr>
<tr>
<td>6. Total number of household heads</td>
<td>3504 families</td>
</tr>
</tbody>
</table>

Source: Cihanjuang Village Data (2020)

The tables above states the unemployment rate and number of unprivileged families. In conclusion the researchers can state that the economic condition in the village is getting better as, the number of unprivileged is way lesser than the number of prosperous families.

Increased tourism activities may encourage the creation of other economic sectors, such as the growth of the service industry which includes business or souvenir manufacturing, housing enterprises such as lodging (home stay), camping, transport firms, motorcycle taxis, and encouraging the diversification of agricultural enterprises, which have been the livelihood of most of the people in the village. So therefore they are planning to shift into a tourism village through this, it means that there will be a lot of opportunities for people who are interested in the tourism industry.

The tourism industry is a long economic chain (multiple effect), beginning with travel agents, transport facilities, hotels, restaurants, guiding events, folk craft, conservation of tourist artifacts, etc. Besides, the tourism industry will also require agricultural goods, poultry, forestry, construction materials and infrastructure creation resources, and several employees may also be consumed as support for the success of the tourism industry chain.

b. Social Sustainability

Means to sustain socio-cultural provenance as well as the local customs, conserve cultural background and existing local culture, maintain conventional traditions and make a significant contribution to cross cultural acceptance and compassion. It also signifies, regards for individual rights and uniform opportunity for everyone within the society. An equal allocation of resources with such emphasis towards diminishing inadequacy. Local populations are prioritized since their economic structures are preserved and improved, traditions are valued and appreciated while violence is avoided.

With the growth of tourism destination in Cihanjuang Rahayu village economic prospects are distributed equally to all the local residents of Cihanjuang Rahayu village. The chief managers always ensure that the local community will first get the employment opportunity and benefits before others.

c. Environmental Sustainability

Includes maintaining and supervising funds, mainly for those not sustainable or beneficial in context of supporting way of living. The desire for the protection of ecological ecosystems and nature reserves aims to eliminate the contamination of air, soil and water.
The chief managers of the destination knows and realize the importance to preserve and protect the environment.

**CONCLUSION**

From the results of the research, it is obtained an illustration of how the role of local communities in Cihanjuang Rahayu Village in developing sustainable tourism destinations by participating and implementing sustainable tourism in the tourism destination like for one the local people help in conserving the environments in the tourism destinations site especially in Ciwangun Indah Camp. The initial form of participation was in the form of construction of the tourism destination in CIC even though local communities are not involve yet in the development of Lembah Singapur but they are we much happy with the development and are ready to support the development in any kind. However, there were obstacles in the development of the tourism site in the form of financial support both destination where hoping for the government initiative or investors to help fix the infrastructure of the destination. For sustainable tourism, they have already been introduced in CIC (Ciwangun Indah Camp) but have not yet been fully implemented according to GSTC, but they're still self-implantation. However, there's a program pokdarwis and plans to help make tourism a more proper destination by fulfilling all GSTC implementations. The Lembah Singapur has not yet implemented sustainable tourism because it's not ready to be a tourism destination.

The positive benefits felt by the local community are in the form of opening up opportunities to open businesses that can improve their economic level which has been dependent on agriculture and livestocks. Before the development of Ciwangun Indah Camp, most of Cihanjuang Rahayu received income from framing, gardening and livestock carried out by residents in the village.

**SUGGESTION**

The researchers have a few suggestion for Cihanjuang Rahayu village tourism destination :

1. The Lembah Singapur must be quicker to make stairs to access the valley because it will be very dangerous for the tourist and workers carrying lettuce if it is raining and the path will be slippery.
2. The route to reach the lembah singapur also need to be improved to find another access, because it was quite small and not effective.
3. The road to CIC is quite rough because the road is not comfortable for people to access, whether it is by car or motorcycle. So it's better to make the road is smooth and it also comfortable for people who are passing by that road.
4. The pipe in CIC also need to be more pay attention from the government so there will be no problems, because it will cause landslide.
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