



ANALYSIS OF COMMUNITY-BASED TOURISM (CBT) SUSTAINABILITY IN KAREDOK TOURISM VILLAGE, JATIGEDE DISTRICT, SUMEDANG REGENCY

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ABSTRACT

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Community-based tourism is seen as an alternative approach to tourist development due to its emphasis on the active participation of local communities and their potential contribution to its growth. The development of tourist villages is the manifestation of this concept, where local communities can effectively harness the natural resources, cultural assets, and human resources for the benefit of tourists, with the aim of positively impacting the community's economy. Karedok Village in Sumedang Regency has many tourism potentials, although the local community and village government have not effectively taken advantage of these potentials, resulting in a lack of economic benefits from the tourism context. This research tries to evaluate the extent to which the

principles of sustainability in Community-based tourism have been implemented in the management of the Karedok Tourism Village. It will examine the five key principles of sustainability, namely economic, social, cultural, environmental, and political sustainability, using a descriptive-qualitative methods. The analysis findings indicate that the implementation of environmental and cultural sustainability principles has been successful. However, the principles of economic, social, and political sustainability have not been effectively implemented. This is reflected from the limited community participation, which impacts the progress of the sustainable tourism development.

Keywords: Tourism Village; Community Based Tourism; Sustainable Tourism

INTRODUCTION

A tourist village is a rural area that has various and interesting elements that have the potential to attract tourists. These elements can include the scenic beauty of the natural rural environment as well as the socio-cultural activities and culture of the local people. As in the Tourism Village Guidebook (Asri et al., 2021:184) a tourist village is a specific area with the potential for unique tourist attractions, combined with a unique community able to developing a variety of tourist attractions and supporting facilities that attract tourist visits. This tourist village



concept emphasizes the principles of sustainable tourism, which aims to be implemented in the tourism industry to ensure the preservation and enjoyment of natural and cultural resources for future generations (Andari et al., 2020).

One of the villages in Sumedang Regency that has a lot of potential is Karedok Village, located in Jatigede District, with the majority of its population making a living from farming. There are many potential resources that can be developed into tourist attractions, such as natural landscapes, cultural heritage, local wisdom, local cuisine, and traditional crafts. The village area offers a beautiful landscape including of hills, valleys, and rice fields crossed by Cimanuk river. This has significant potential for nature-based tourism, such as due to the Cimanuk river's strong river flow that allows rafting activities. In addition to its natural tourism potential, Karedok Village also offers cultural components, such as Kuda Renggong, Tayuban, Gondang, and "Ngarot" tradition, which are actively conserved by the local community.

With the variety of potential resources available in Karedok Village, it has the potential to become an attractive tourist destination that can compete other tourist villages, especially in West Java. However, local communities and village governments are struggling to optimally utilize all of the potentials that are available. There still an amount of people in Karedok Village who currently not aware of these advantages and potential resources they have. In addition to this, lack of support from both the village government and regional government in the development of tourism results in little participation from the community.

In the past decade, the potential for local tourism has started to develop in the form of tourist villages, some of which are run under the community-based tourism model (Rahmasari & Wibawa, 2022). Community-based tourism involves the active participation of local communities in the development of tourism, as the community is regarded as an essential component of success. When developing tourist villages, communities in tourism areas utilize various resources to enhance community income. This includes creating job opportunities for local people through tourism activities, promoting direct transactions between consumers and local producers using products from the area, and improving village infrastructure to support tourism activities.

As stated by Sastrayuda (2010), community empowerment can be accomplished through many activities in tourism development; 1) Community-based tourism has unique characteristics, including having of small-scale businesses, commitment to ecological safety measures, and a reduced potential for causing negative impacts that differ from conventional types of tourism; 2) Community-based tourism has an opportunity for developing and supervising small-scale tourist object and attractions, with management being carried out by local communities and businesses; 3) Local communities have the opportunity to share in the benefits of tourism.

According to Suansri (2003), community-based tourism refers to a form of tourism that considers and gives importance to the sustainability of the environment, society, and culture. It is managed and controlled by the community, and its primary focus is to benefit the community. Additionally, community-based tourism represents a new approach to tourism management, characterized by the adherence to 10 fundamental principles during its implementation. These principles

include: 1) Recognize, support and promote community ownership of tourism; 2) Involve community members from the start in every aspect; 3) Promote community pride; 4) Improve the quality of life; 5) Ensure environmental sustainability; 6) Preserve the unique character and culture of the local area; 7) Foster cross-cultural learning; 8) Respect cultural differences and human dignity; 9) Distribute benefits fairly among community members; 10) Contribute a fixed percentage of income to community projects.

The concept of community-based tourism development is important, as it solves the problem of local communities being mere spectators instead of active participants in the operation of the tourism ecosystem. This lack of participation often leads to communities not getting the benefits of tourism. Local communities live permanently at the destination, while visitors have a temporary presence. Therefore, in order to ensure the continuing sustainability of the local population's livelihood, it is important for the community to take part in the development of tourism (Setiyorini et al., 2019).

Tourism has the potential to positively impact the local economy, empower the community, and enhance public infrastructure and accessibility. However, it is frequently observed that tourism can lead to environmental degradation, mostly in the context of mass tourism. Mass tourism can lead to environmental degradation, exert pressure on natural resources, and affect local ecosystems, presenting significant challenges to sustainability and conservation efforts (Pribadi et al., 2021). The existence of these problems encourages the need to adopt community-based tourism as alternative concepts in order to realize sustainable tourism.

Utilizing natural resources for alternative tourism can facilitate the transformation of natural assets into profitable tourism products. Community-based tourism encourages identifying and utilization of all potential resources for sustainable tourism, with a focus on social, environmental, and cultural sustainability. It also offers local communities chances to participate in tourism management (He et al., 2021; Okazaki, 2008).

Several researchers who discuss the sustainability of community-based tourism are Rahmasari & Wibawa (2022) indicated that the key determinants impacting the sustainability of the community-based tourism concept are the availability of natural resources, market demand, human resource capacity, and regulatory procedures, while the main challenges are limited financial resources and conflicts with concurrent community engagements. In addition, Permatasari (2022) asserted that local communities play a crucial role in achieving sustainable tourism. The government and tourism businesses also play a significant role in achieving sustainable tourism. According to Purbasari & Asnawi (2014), the concept of community-based tourism is different from the concept of mass tourism. To develop tourism that is more beneficial to local communities' needs, initiatives, and opportunities, tourism have to begin by raising awareness of the values of community needs.

However, according to Blackstock (2005), community-based tourism tends to take a functional approach to community involvement, treating the host community as a homogeneous block, and ignoring structural barriers to local control of the tourism industry. Meanwhile, in Kieffer & Burgos (2015) research, community-based tourism causes weaknesses in results such as the emergence of new conflicts

in the host community, inappropriate inversion of infrastructure, or lack of local organizational capabilities. Meanwhile, Dodds et al. (2018) stated that the focus of community-based tourism which is more related to the impact of tourism on society and environmental resources can result in a lack of attention to the management and development aspects of the tourism business as a whole. From several studies, it can be concluded that the community-based tourism concept cannot always be successful and easily applied in tourism development because the characteristics of the community in each region and the level of support for tourism are certainly different.

The purpose of the research was to analyze the the extent of implementation of the community-based tourism concept in Karedok Village and the elements that impact its sustainability. This question can be answered by examining the level of community participation and engagement in the tourism industry. This research is novelty since few studies have explored the principles of community-based tourism specifically in Karedok Village.

METHOD

The research aims to determine the extent to which the sustainability principles of community-based tourism have been applied in the management of the Karedok Tourism Village. Additionally, it attempts to identify the strengths and challenges found in the implementation process. The current research includes two separate data sources, specifically primary data and secondary data. Primary data refers to data that is gathered directly through on-site observations and interviews. On the other hand, secondary data is acquired by a comprehensive review of existing material, such as books, documents, articles, and scientific journals that are relevant to the research topic. Interviews were conducted with multiple participants in the study, including as the Head of Village Government, Head of the Tourism Awareness Group (Pokdarwis), and various community members, to discuss the operational side of the Karedok Tourism Village, as well as its potential and challenges.

RESULTS AND DISCUSSION

Karedok Village Tourism Potential

Tourism potential relates to every aspect of resources that exist in the area that can be managed and transformed into attractive destinations for tourists. These resources include human, environmental, and cultural dimensions. The success of a tourism destination depends on the availability of tourism supporting components that properly accommodate to the needs of tourists during their visit.

Buhalis (2000), defines the components of tourism as 6A: Attraction, Amenities, Ancillary, Activity, Accessibility, and Available Package. From the perspective of Hadiwijoyo (2012), the essential elements are Attraction and Accommodation. The author conducted a theoretical synthesis to identify six primary components of tourism: Attraction, Activities, Accessibility, Amenities, Accommodation, and Ancillary Services. These components were used as a foundation for determining the tourist potential in Karedok Village. The following is a summary of the potential

tourism components of Karedok Village, collected from various data collection methodologies.

No	Tourism Components	Potency
1	<i>Attraction</i>	<ul style="list-style-type: none"> - The rich agricultural conditions in Karedok are because of the Cimanuk River's water flow, enabling the rice fields to be utilized for Agrotourism and Edu-Tourism activities - The "Ngarot" cultural activity, which is a unique characteristic of Karedok Village, has the potential to be developed as a tourist attraction that reflects local wisdom - There are traditional arts such as Kuda Renggong, Tayuban, Gondang and Lengser
2	<i>Activities</i>	<ul style="list-style-type: none"> - The scenic location of the Cimanuk river offers great potential for sport tourist activities, including rafting and river tubing using constructed tributary rivers - It has several traditional children's games which are currently sustained, such as <i>Egrang</i>, <i>Kalang Sendah</i>, and <i>Boy-boyan</i> - There are many historical sites of ancestral graves which are usually visited by pilgrims - There are craftsmen who make souvenirs from coconut shells and woven bamboo crafts - Various gastronomic culinary delights, such as Opak Karedok and Salted Eggs
3	<i>Accessibilities</i>	<ul style="list-style-type: none"> - The road to Karedok Village is relatively narrow, although it is secure for passage - The suspension bridge serves as the primary access point to Karedok Village and is a popular attraction for travelers seeking for pictures
4	<i>Amenities</i>	<ul style="list-style-type: none"> - The village tourist area features multiple gazebos available for guests to relax or take a break - The tourist area is equipped with prayer rooms and public bathrooms, while the central area contains a mosque
5	<i>Accommodation</i>	<ul style="list-style-type: none"> - Multiple homestays, which are accommodations provided by local individuals, are available for travelers to stay at
6	<i>Ancillary Services</i>	<ul style="list-style-type: none"> - Tourism Awareness Group (Pokdarwis), karang taruna, and lembaga adat desa still exist, although their contribution on tourism development has been not significant.

Table 1. Analysis of Karedok Village Tourism Potential

Implementation of Community-based tourism (CBT) Principles

When a village announces itself as a tourist village, its development efforts will consist of several key actions. These actions involve identifying undeveloped potential that aligns with unique characteristics of the local community, considering economic factors, and focusing on community empowerment. This includes ensuring that the parties responsible for managing the developed products are well-equipped and capable of utilizing them effectively and in meaningful ways.

Suansri (2003:21-22), developed five fundamental principles that serve as the primary elements in the development of community-based tourism for the purpose of implementing sustainable tourism. First, economic principles with indicators of

generating funds for community development, creating jobs in the tourism sector and generating income for local communities. Second, social principles with indicators that there is an increase in the quality of life, an increase in community pride, a fair distribution of roles between men and women, the younger and older generations and there is a mechanism for strengthening community organizations. Third, cultural principles with indicators encourage people to respect different cultures, encourage the development of cultural exchange and a culture of development that is closely embedded in local culture. Fourth, environmental principles with indicators of developing carrying capacity areas, there is an environmentally friendly waste disposal system and there is concern about the importance of conservation. Fifth, political principles with indicators include efforts to increase participation from local residents, efforts to increase the power of the wider community and mechanisms that guarantee the rights of local communities in managing resources. Researchers will use the following five parameters to evaluate the execution of the community-based tourism concept in Karedok Village, with the aim to support sustainable tourism.

Principles of Economic Sustainability

This principle includes support for community development, creating jobs in the tourism sector and generating income for local communities. Based on interviews with the Head of Karedok Village, it is evident that there is significant undeveloped potential, although the overall development is perceived to be lacking. Karedok Village, characterized by enormous areas of rice fields and woodlands, primarily in the ownership of the community and Perhutani, boasts a lot of teak and bamboo trees, which serve as valuable resources for crafting. However, due to a shortage of human resources, the village is unable to fully capitalize on this potential. The majority of the locals of Karedok Village engage in farming, which can yield up to three harvests per year, which is celebrated with the "Ngarot" overtime festivity. In the village of Karedok, a traditional transaction system known as barter is still in practice, where commodities are exchanged directly. Many different kinds of sellers from nearby towns visit Karedok Village to engage in trade, bartering their product for rice. The Barter system is unique and presently has no popularity in the economy.

The community has not benefited from the economic advantages of the Karedok Tourism Village due to a lack of tourist inflow and a short duration of tourism activity. Extended visitor stays exceeding 24 hours can influence the choice of utilizing homestay accommodations and consuming locally produced processed goods, including a variety of culinary products. This occurs due to the insufficient implementation of effective marketing and distribution of information to the wider audience regarding the variety of tourism packages available in Karedok Village. In addition, the collaboration with tourism stakeholders, such as travel agent businesses, has proven to be ineffective, resulting in a relatively low level of tourist visits. Naturally, this encourages managers to prepare themselves and devise tactics that increase "expenditure" or tourist spending by attempting to prolong tourists' duration of stay in Karedok village. Although the amount spent by tourists may not be high if it is directly received by the local community as producers, it will contribute to economic sustainability.

Karedok village is located beside Cimanuk river, which offers a strong stream that may be harnessed for swimming tourism. Additionally, the river's flow is suitable for rafting, making it an ideal destination for sport tourism activities. The manager of the tourist town implements a ticketing process for visitors, charging a fee of Rp. 5,000 each person. The revenue generated from ticket sales is allocated towards enhancing facilities and compensating the safety personnel of the tourist site, with a fixed amount of around Rp. 50,000 per person every month.

According to the researcher's discussion with the leader of Tourism Awareness Group (Pokdarwis), the Karedok village administration has been unable to provide sufficient financial support to village managers due to a shortage of funds for tourism development, particularly in developing community capacity. Similarly, the income collected from ticket sales for tourist attractions has proven not good enough to raise funds for community development. However, the close location of Karedok village to PLTA Parakankondang, which is under the ownership of the Perusahaan Listrik Negara, presents a positive situation to obtain support in the form of corporate social responsibility (CSR). In 2022, Karedok Village was granted corporate social responsibility (CSR) funds from PLTA Parakankondang. These funds were allocated for the construction of tourism support facilities, including gazebos, bathrooms, and prayer rooms, in surrounding areas of the tourist area located along the side of Cimanuk river.

Principles of Social Sustainability

The implementation of social sustainability can be seen from the extent of community involvement, improving the quality of life, the existence of organizational strengthening mechanisms and increasing community pride. The Tourism Awareness Group (Pokdarwis) is currently responsible for managing the Karedok Tourism Village. Pokdarwis, as a collaborator of the regional government in tourism development, must have a greater desire and capacity to motivate other communities in adopting the principles of tourism awareness and *Sapta Pesona*, which will facilitate the achievement of tourism development targets. But there is a limited number of individuals who remain actively participating in Tourism Awareness Group (Pokdarwis) and express an authentic interest in the development and management of tourism.

Based on interviews conducted with the leader of the Tourism Awareness Group (Pokdarwis), who is a prominent figure in Karedok Village, it has been discovered that the members' enthusiasm has decreased as a result of a lack of agreement in vision and mission between the community and the village government. Therefore, the primary duties that should be delegated to each member of Pokdarwis are now centralized onto the same person. Presently, the administration of tourist sites is mainly handled by freshly graduated village youngsters who have yet to secure a stable job. However, this arrangement significantly contributes to increasing community involvement.

Based on the problems that have occurred, it can be assumed that Karedok village has not effectively implemented social sustainability. This is a collaborative effort aimed at restructuring and harmonizing the vision and mission in order to establish a solid organization that will improve the enthusiasm of members in Tourism Awareness Group (Pokdarwis) and all stakeholders. The ultimate goal is to collectively support the development of tourist villages.

Principles of Cultural Sustainability

Karedok village has great cultural potential and cultural traditions, including Ngarot (traditional weaving), rempug tanam (traditional farming technique), rice harvest celebrations, Ngarumpon (traditional dance), and kaulinan barudak (traditional children's games). The Ngarot activity, which has been conducted 122 times as of 2023, is one of the unique traditions of Karedok village. Ngarot is a yearly ceremonial event held in Karedok Village, symbolizing the conclusion of the Guar Bumi. The meaning of "Tutup Buku" signifies the conclusion of the farming or rice field stages, whereas the term "guar bumi" denotes the beginning of these phases. The purpose of conducting the Ngarot or Guar Bumi Book Closing ceremony is to seek soil fertility, ensure the safety of village residents and agricultural equipment, and invoke the blessings of God to achieve abundant agricultural production (Tim Yayasan Dawuh Pasundan Bandung, 2021:24).

The Ngarot festivities feature a variety of art acts, including Bangreng, Tayuban, Terebang, and Dogdog. These performances attract a diverse audience, including invitees from different sectors of society and even officials from various agencies. This annual activity has a significant impact on empowering the community and artists to showcase their artistic performances. It also fosters cultural interaction with communities beyond Karedok village, offering visitors the opportunity to gain a deeper understanding of the diverse arts and culture. The display of arts and culture by the people of Karedok village is expected to enhance their sense of cultural identity, leading to changes in their lifestyles. This includes the ability to apply *sapta pesona* to visitors and take pride in the village's cultural and natural resources.

Principles of Environmental Sustainability

The principle of environmental sustainability is seen in the level of community and group initiatives aimed at boosting tourism while simultaneously preserving the environment's carrying capacity. Based on the researcher's observations, the village road from the bridge to the residential area is clean and aesthetically pleasant. The route is adorned with visually appealing rice fields and offers a refreshing atmosphere. Nevertheless, researchers discovered multiple instances of improper waste disposal by locals along the banks of the Cimanuk river. Based on the findings of interviews conducted with local communities, it is evident that the community is facing challenges in garbage disposal due to the absence of a designated final disposal location and insufficient property owned by the village government to establish a landfill.

The tourism area around the Cimanuk river, which serves as the center point for visitor engagement, is heavily contaminated by waste from tourists due to activities such as swimming and leisurely contemplation of the river views. Despite the provision of multiple rubbish bins, there remains a significant number of people who dispose of their waste improperly. In addition, there is organic waste in the form of leaves and tree branches that pass decomposition readily yet appear to negatively impact the visual appeal of the environment. Considering these facts, it is imperative for administrators overseeing the area to be meticulous in maintaining cleanliness to ensure that tourists experience a sense of comfort during their travels.

Based on the researchers' observations, the Karedok tourist village has applied environmental principles, however it is not fully optimized due to the presence of decentralized trash disposal locations. The village government has the responsibility to collaborate with pertinent entities in order to arrange for the allocation of appropriate locations for the final disposal of homes waste and waste generated by tourism activities. The presence of environmental problems requires the adoption of community based alternative tourism concepts and environmental sustainability practices to achieve sustainable tourism.

Principles of Political Sustainability

The principle of political policy is defined by the participation of the community in the planning and management of tourism, including a fair distribution of profits from resource management and decision-making processes. The Sumedang Regency Government has enacted Regional Regulation Number 1 of 2023 about Tourism Villages and Regent Regulation Number 198 of 2022 outlining the procedures for establishing Tourism Awareness Group (Pokdarwis). These two regulations can serve as a guideline for the Village government for developing tourism and strengthening the organization's operations, specifically when evaluating the Karedok Village Tourism Awareness Group (Pokdarwis).

From an administrative perspective, Karedok Village has not been declared as a tourist village by the district government, as specified in the Regent's Decree. This is due to the inability of technical regulations which govern the process of designating tourist villages, as well as the lack of a specific evaluation conducted by the district government through the Department of Tourism, Culture, Youth, and Sports.

Based on the interviews conducted with the leader of the Pokdarwis, it is evident that the participation of local communities or Pokdarwis in the decision-making process is currently lacking. This was shown when Karedok Village was granted funding for Corporate Social Responsibility (CSR) in 2022 to enhance its status as a tourist village. The funds were obtained through a proposal presented by the leader of the Pokdarwis to PT. PLN Indonesia Power, facilitated by PLTA Parakankondang.

However, there is a lack of transparency in the usage of these funds, as the village government does not involve the leader of the Pokdarwis in decision-making processes. Consequently, a crisis of trust has come up. In addition to that, there has been a lack of visible initiatives by several entities to strengthen the influence of tourism community. Allowing this condition to continue surely impacts the political sustainability of the Karedok tourist village.

Karedok Village frequently serves as a research site for multiple universities in West Java. By selecting Karedok village as a research subject and gaining support from local enterprises, it is possible to accelerate the development of tourism in Karedok village.

CONCLUSIONS

Karedok Tourism Village might develop into an attractive Sumedang Regency tourist destination with its many resources. Since few stakeholders have completely

supported this tourist village, its development has not improved and has not benefited local people. Human resources limitations, lack of tourism awareness and lowers enthusiasm of local people prevent Karedok Village from developing their potential. Tourism development and economic benefits require government, local communities, academics, investors, and other stakeholders to plan. To increase tourism, all stakeholders must prioritize tourism development, including visitor amenities, interpreting facilities, and tourism industry human resources, also work with stakeholders such as travel agents and a variety of organizations.

Community based tourist could motivate the community to discover and capitalize on all sustainable tourist potential. Karedok Village's community-based tourism initiative to encourage sustainable tourism has struggled. Community-based tourism principles of sustainability like environmental and cultural sustainability have been adopted there. But the implementation of Economic, social, and political sustainability has not yet fully implemented.

Community involvement is crucial to sustainable tourism. The Karedok village community needs help supporting sustainable tourism and Sapta Pesona to promote participation and services. Karedok Village must evaluate its Tourism Awareness Group (Pokdarwis) and membership, including youth groups and community leaders, to better member participation. Further research on institutional strengthening strategies for tourist settlements is recommended.

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