

Involvement of Local Communities in the Development of Batulayang Tourism Village

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Abstract

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This abstract examines the involvement of the local community in the development of Batulayang Tourist Village, a tourism-focused village in the Cisarua district of Bogor. The study employs a qualitative approach with a SWOT analysis to evaluate the strengths, weaknesses, opportunities, and threats in the village's development. The results indicate that Batulayang Tourist Village possesses strengths in its natural beauty and cultural richness, along with active community participation in tourism development and management. However, there are weaknesses, such as inadequate infrastructure, a lack of community awareness of tourism potential, and insufficient destination promotion. Opportunities for growth include collaborations with private sector entities, skill development for the community, and the introduction of new tourism products. The threats faced include competition from other tourist villages and potential negative impacts on the environment and local culture. The study concludes that active community participation is key to the successful development of Batulayang Tourist Village, as it drives economic growth, cultural preservation, and environmental sustainability. Recommendations for improvement include providing training and support for community members in tourism-related skills, forming cooperatives or joint business groups, and involving the community in the planning and management of tourism in a sustainable manner.

Keywords: Tourism, Participation, Local Community, SWOT Analysis

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INTRODUCTION

Tourism is one of the sectors that have an important influence on the development and development of a country. The tourism sector is developed because it is considered to be a source of industry that can provide jobs, benefit the community, government, and private parties, and shift manufacturing industry activities and other economic activities that can exploit natural resources. The tourism industry has grown to become the largest sector recognized in this century, as evidenced by various global development indices, and its position will continue to grow in the coming years according to (Wahyuningsih et al., 2019).

Tourism as a global phenomenon has become a basic need of hundreds of millions of people. As a basic necessity, travel should be part of human rights that must be respected and protected. This has led to several international organizations

such as the United Nations, the World Bank, and the World Tourism Organization (WTO) recognizing that tourism is an integral part of people's lives, especially in terms of social and economic activities. The notion or definition of "tourism" develops with various similarities and differences. The similarity lies in people's desire to travel from one place of residence to another, driven by curiosity to experience or experience for themselves the beauty of a tourist destination. The difference, however, is the priority of certain parts of the definition based on their perspective or importance (Pradini et al., 2023). According to the Law No. 10 of 2009, tourism can be defined as a variety of tourism activities supported by various facilities, as well as services provided by the community, companies, government, and local governments (Pradini et al., 2022). The study of tourism participation has been widely applied in the tourism sector. This tourism participation connects all sectors (Pradini et al. 2023). Tourism at this time is a necessity for humans, both those who travel and the community around the tourist destination area. Tourists need to be satisfied through their expectations, while the community around the location hopes that it will have positive implications in the form of increased income and welfare. At this time, the position of the tourism sector is one of the mainstay sectors that can increase the country's foreign exchange as a support for oil and gas and non-oil and gas export commodities. The development of the tourism sector is carried out because it is able to make a considerable contribution to the country's foreign exchange receipts and in addition, tourism activities are closely related to the unique resources of a tourist destination, namely in the form of natural attractions and cultural attractions (Nugroho, and Pradini, 2022).

People need entertainment from their daily activities, one of which is by holding tourist activities. People began to like many forms of natural tourism, one of which was by traveling to the village. Tourism villages offer a cool, calm natural atmosphere, far from the hustle and bustle of the city where it is one of the strengths that a village has to attract tourists. Activities that tourists usually do when traveling to tourist villages such as farming systems, gardening and traditional food.

One of the areas that develops the tourism sector through the development of tourism villages is Cisarua District, Bogor. Cisarua District has the potential in the form of beautiful natural scenery, Sundanese culture that is still preserved, and this is an attraction of natural tourism, cultural tourism, educational tourism, agrotourism, to attract tourists to visit tourist villages in Cisarua District. In the development and management of tourism villages, the government and the people of Cisarua sub-district participate as tourism actors.

Batulayang Tourism Village, became one of the tourist villages in Cisarua District. This Tourism Village is famous for its beautiful natural beauty, such as waterfalls, pine forests, and expanses of tea gardens. Batu Layang Tourism Village also offers various natural tourism activities, such as trekking, camping, and outbound. In its development and management, Batula Tourism Village involves the community and local communities to actively make decisions. Local people are not only objects but also tourism actors.

METHOD

The qualitative research method in writing this paper is a qualitative research method. This method emphasizes more analytical or descriptive. In the qualitative research process, things that are subject perspectives are highlighted and theoretical foundations are used as writing guides, so that the research process is in accordance with the facts encountered in the field when conducting research. This qualitative approach is used to explain and analyze phenomena, events, social dynamics, attitudes, beliefs, and perceptions of individuals or groups (Pradini, et al. 2023). In this qualitative method, the author also conducted interviews with the management of Batulayang Tourism Village. This interview was conducted to find out how local communities are involved in the development of Batulayang's Tourism Village, including their forms of involvement, level of involvement, and motivation to get involved. From the results of this interview, the author summarizes and uses theoretical foundations to produce SWOT analysis data.

RESULTS AND DISCUSSION

SWOT analysis is a strategic planning analysis method used to monitor and evaluate the company's environment both external and internal environment for specific business purposes. The following is a SWOT analysis in the involvement of local communities in the development of Batulayang Tourism Village:

Strenght: Batulayang tourism village has the strength of its beautiful natural tourism potential. Natural beauty such as mountains, waterfalls, and forests as well as cool air become its tourist attraction. Not only its natural beauty, Batulawang Village has a wealth of culture, traditions of local hospitality that make tourists feel comfortable when visiting the tourist village of batulayang. The involvement of local communities such as the Greenping Community, the Waste Bank Community, and the Ecovillage Community, makes the potential in this tourism village well managed.

Weekness: Batulayang Tourism Village has weaknesses in local people's awareness of tourism, lack of infrastructure, and lack of promotion of villages. The people of Batulayang village do not fully understand the tourism potential in their village, and the lack of knowledge and skills needed to engage in tourism activities, such as excellent service, homestay management, and souvenir making. Lack of infrastructure such as roads, clean water, and proper sanitation can hinder tourism development.

Opportunities: With the involvement of local communities. Batulayang tourism village can develop its tourism products. This is an opportunity for economic improvement for the people of Batulayang. Cooperation with the private sector can also help the development of batulayang tourism village in terms of investment, marketing, and training.

Threats: With the development of the increasingly advanced batulayang village, the threats faced are even greater. The threat that will occur is, competition with other tourism villages, the negative impact of tourism activities that can

damage the existing environment and culture. With the existence of local communities, existing threats can be minimized through activities that already exist in the community.

CONCLUSION

Local Community Involvement in the Development of Batulayang Tourism Village Active participation of local communities is key in the development of Batulayang Tourism Village. The community is involved in determining the direction of tourism village development, starting from identifying potential, formulating vision and mission, to preparing programs and activities. The community plays an active role in the management of various tourist attractions, such as homestays, tea gardens, nature tourism, and cultural tourism. The local community also helps promote Batulayang Tourism Village through various social media platforms, community networks, and tourism activities. The involvement of local communities is a vital element in the development of Batulayang Tourism Village. The benefits are limited to the economic aspect, but it also strengthens the local culture and creates a sense of belonging and responsibility towards the tourist village. Overcoming various challenges and continuing to improve cooperation between parties is the key to realizing a sustainable and prosperous Batulayang Tourism Village.

Communities in Batulayang Tourism Village can hold training and mentoring to improve community skills in the field of tourism, such as excellent service, homestay management, tourism product development, and digital marketing. Support the formation of cooperatives or joint business groups to optimize tourism economic management. And involve the community in planning the development of tourism villages from an early age, from identifying potential to preparing programs. And at the time of homestay management, provide opportunities for the community to manage homestays, tea gardens, natural tourism, and cultural tourism independently. By implementing the suggestions above, it is hoped that the involvement of local communities in the development of Batulayang Tourism Village will increase and have a positive impact on community welfare and the sustainability of tourism villages.

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