

COMMUNITY BASED TOURISM (CBT) DEVELOPMENT STRATEGY FOR NATURAL TOURISM OBJECTS IN CIAMIS REGENCY WEST JAVA

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ABSTRACT. This research is motivated by fluctuations in local revenue from tourism levies in Ciamis Regency. Also, there is a phenomenon of the emergence of natural tourist objects that are managed and built by the community. This is part of tourism development based on Community Based Tourism. The research method used is a qualitative descriptive research method. This study aims to determine the strategy for developing natural tourism objects based on Community Based Tourism in Ciamis Regency. Based on the results of research and observations in the field, the development of natural tourism objects based on Community Based Tourism in Ciamis Regency is generally quite good and effective. However, there are still indicators whose implementation is not appropriate, especially in the management element. As for the obstacles faced in the tourism development strategy in Ciamis Regency, namely the awareness of managers and visitors of tourism objects of environmental sustainability, which is still low, education of rural communities who have not yet reached a high level, lack of time and Human Resources (HR). consistent in maintaining cohesiveness and working together, there are still some visitors who ignore the existing regulations, there is some egocentricity that emerged when the election of the head of a tourist attraction manager who did not comply with the rules to be wise in utilizing nature. Efforts to overcome the obstacles faced are educating the public to maintain the preservation of Natural Resources at natural tourist sites, building an understanding of diverse cultures and ways of life, namely by upholding tolerance in social life.

Key words; Community Based Tourism; Natural Tourism Objects; Community; Village

INTRODUCTION

The potential and diversity of Natural Resources in each region is one of the sources of economic potential that can be developed by the Regional Government and can be used as a source of Regional Original Income. However, the Regional Original Income from the tourism sector levies in Ciamis Regency has fluctuated.

One of the uses of natural resources, namely through tourism activities, therefore in Ciamis Regency several natural tourist objects are built and managed by the community, such as Datar Kondang in Sukamaju Village, Cihaurbeuti District, Jamiaki in Medanglayang Village, Panumbangan District, and Wana Wisata Sayang Kaak in Handapherang Village, Cijeungjing District. From some of these tourist objects, what is taken as the object of research is Jamiaki tourism object located in Medanglayang Village, Cihaurbeuti District, Ciamis Regency.

Based on Law Number 10 of 2009 concerning Tourism, article 1 paragraph (3) states that "Tourism is a wide variety of tourism activities and is supported by various facilities

and services provided by the community, businessmen, Government, and Local Government". The community and local government, in this case, have the same rights to manage a tourist object and of course, this does not conflict with the principles of tourism.

Ciamis Regency Government's program to drive the tourism industry, through Ciamis Regency Regional Regulation Number 16 of 2016 concerning Ciamis Regency Regional Tourism Development Master Plan 2017-2027 article 2 paragraph (1) the objectives of the Regional Tourism Development Master Plan areas guidelines:

1. to renew the potential of the production aspects of the tourism market which include tourist attraction, amenities, accessibility, human resources and institutions, marketing environment, and investment;
2. compile the Vision and Mission of Tourism Development;
3. analyze product and market development;
4. formulating a tourism development strategy;

5. compiling a tourism product and market development program; and
6. produce a draft on RIPPARDA as the basis for determining tourism development regulations.

Orientation for good object management, namely in the management of the tourist object itself and aiming at improving the welfare of the community. In the opinion of Vestikowati. E (2018) states, that:

The development of tourism is currently directed at encouraging and increasing the economic growth of the community, empowering the community's economy, expanding employment and business opportunities for the community, increasing regional income, and increasing the introduction and marketing of local and superior regional products to improve people's welfare government.

In addition to tourist attractions, facilities, and infrastructure, as well as Human Resources (HR) as managers of tourist objects, are supporting factors for tourism activities. This is in line with the opinion of Amerta I Made. S (2019: 148) states, "The availability of supporting facilities for tourism is one of the factors supporting the successful development of an area as a tourist attraction." Facilities and infrastructure in tourism objects are things that must be available to tourists. Based on this, the researchers conducted research related to the Community Based Tourism (CBT) Development Strategy of Natural Tourism Objects in Ciamis Regency, West Java.

LITERATURE REVIEW

1. Management Concept

The concept of management is one of the things that is implemented in carrying out everything to achieve common goals. According to Hasibuan (in Susetyarini, O., 2017) states that "Management is the process of planning, organizing, directing, and supervising the efforts of organizational members and the use of other organizational resources to achieve the stated organizational goals."

Planning is the process of setting goals and implementing guidelines by selecting the

best from the available alternatives. While organizing is a process of determining, grouping, and arranging the various activities needed to achieve goals. Likewise for direction as one of the leaders in directing all subordinates so that they are willing to work together and work effectively.

2. Tourist Attraction

The industrialization of the tourism sector has made this sector one of the sectors oriented towards sustainable economic development. Tourism activities cannot be separated from tourist activities, tourists, and tourist objects. According to Irawan, K. (2010) stated:

Tourist objects are all interesting things to see and feel by tourists, provided or sourced from nature alone. Meanwhile, the meaning of a tourist attraction is something that is interesting to see, feel, enjoy, and have by tourists, which is made by humans and requires preparation before being shown to tourists.

Based on this, a tourist attraction is one form of tourist destination in which there are tourist attractions and supporting facilities for tourism activities for tourists. The development of tourist objects must be in line with the objectives and principles of tourism administration. Besides, it must be oriented towards sustainable tourism development. The principles of implementing tourism based on Law Number 10 of 2009 concerning Tourism article (5) are as follows: upholding religious norms and cultural values as the embodiment of the concept of life in a balanced relationship between humans and God Almighty, the relationship between humans and others, humans, and the relationship between humans and the environment; As for another definition of tourism, namely according to Butar-Butar, M., & Arief, A. M. R. (2015) states that: Tourism objects and attractions consist of creations of God Almighty, which are in the form of natural conditions and flora and fauna.

Based on this, a tourist attraction is a tourist destination in the form of natural conditions and human works (artificial), of

course, in which there are tourist attractions as tourist attractions. The potential of tourist objects as an economic source is the basis for the emergence of artificial tourist objects.

3. Community Based Tourism

One of the principles of tourism that must empower and involve the community raises the concept of organizing tourism based on community participation or often known as Community Based Tourism (CBT). According to Dewi, M. H. U. (2013) stated that: Community Based Tourism is a tourism development activity that is carried out entirely by the community.

Based on this, community involvement in tourism industry activities is one form of empowering local communities. The implementation of this concept is dominated in rural areas or areas. Therefore, the village community is the main actor in developing their village in the tourism sector. This is in line with the opinion of Munawaroh, R. (2017) which states that: Community participation in community-based tourism development through increased marketing and accessibility of the tourism sector.

Based on this, tourism development cannot be separated from community participation in marketing activities and improving the quality of services in the tourist attraction area. The synergy of all parties in developing tourism activities is very necessary for the sustainability of the tourism industry itself.

METHOD

The research design in this case uses qualitative research which is the antithesis of quantitative research. This aims to look deeper into a social phenomenon, including the study of management science and public policy. According to Bogdan and Taylor (in Moleong Lexy, J, 2011: 4) states that:

Qualitative research is a research procedure that produces descriptive data in the form of written or spoken words from people and observable behavior. This approach is directed at the setting and the individual holistically (intact).

Based on this, qualitative research is research that depends on the results of the researcher's observations as a whole. Therefore, this study utilizing open interviews to examine and understand attitudes, paradigms towards a phenomenon found in the field.

RESULTS AND DISCUSSION

1. Natural Resources and Culture

a. Natural Resources Well Preserved

Natural Resources at the location of tourist attractions in Ciamis Regency are very well preserved. This can also be seen in the arrangement carried out by the manager who prioritizes the conservation of the environment and nature around the tourist attraction. There are several locations where there are still trees that support environmental conservation efforts. At the location of the tourist attraction, there are also several information boards so that the public and visitors adhere to regulations in order to protect natural resources. This is inseparable from the concept of good management of the tourist attraction manager. Apart from that, it is inseparable that human resources, local wisdom, and natural resources are sources or potentials that become the main capital in the sustainability of a tourist attraction. In accordance with the opinion According to Irawan, K. (2010) states that "tourist objects are all things that are attractive to be seen and felt by tourists, provided or sourced from nature alone."

Thus, when the manager of a tourist attraction and the community have carried out activities that conserve Natural Resources, it can be said that the natural resources around the tourist attraction have been well organized. However, there are obstacles in this effort, namely, there is still garbage carried by visitors to the tourist attraction sites. However, the efforts that have been made are implementing and socializing the importance of preserving Natural Resources.

b. Local Economy and Mode of Production Depend on Sustainable Use of Resources

The management has had an impact on the community and involved the community in managing tourist objects. This of course makes

the implementation of Community-Based Tourism (CBT) in tourism objects following the concept of the objectives of tourism activities.

c. Unique Culture as a Purpose

Based on research results that have shown that upholding the values and culture of cooperation in the management of tourist objects. This of course is by the concept of Yuliani, D., Endah, K., & Nurwanda, A. (2018) stated, that "... One of the efforts made to encourage the local economy is to encourage village-level development based on wisdom. local, resource potential, and uniqueness. "

2. Community Organizations

a. Communities Share Awareness, Norms and Ideologies

Based on the results of the research that has been carried out, it is found that there are agreed norms related to preserving nature and the environment at the location of the tourist attraction.

b. Communities Have Emulated Figures Who Understand Local Traditions and Local Knowledge and Policies

Based on the results of research that has been carried out, the village community has a figure, especially in the management of tourist objects. The elder figures who act as managers in the management of tourist objects come from village youth leaders. This means that in its management, the tourist attraction has involved the community. This, of course, is in line with the opinion of Dewi, M. H. U. (2013) who stated that:

Community-Based Tourism is a tourism development activity carried out entirely by the community. The idea of activities and management is carried out entirely by the community in a participatory manner, and the benefits are felt directly by local communities.

This suitability can be seen from the Village community being directly involved in the management of tourist objects. As for the obstacles and efforts that occur in implementing this indicator, several egocentricities arise when selecting the head of the tourism object

manager. However, this is resolved by the presence of facilitators to determine the outline and common perceptions in the management of tourist objects.

c. Communities have a sense of belonging and participate in development carried out by themselves

Based on the results of research that has been done, the community already has a sense of belonging to the management of tourist objects. Attitudes and a sense of community responsibility are shown while maintaining natural conditions and environmental sustainability. This is in line with Rocharungsat (in Prabawati H.J.K, 2013) which states that the criteria for measuring the success of Community-Based Tourism (CBT) consist of:

- 1) Involving the wider community;
- 2) Benefits can be distributed equally among all societies;
- 3) Good tourism management;
- 4) Strong partnerships both inside and outside;
- 5) Unique attractions; and
- 6) Environmental conservation is not neglected.

An output that is suitable for a tourist attraction, namely environmental conservation, has not been neglected. This means that people have voluntarily maintained the environment around the tourist attraction well. Inhibiting factors and the efforts made, namely coordination and unclear information conveyed and efforts made by the manager, namely by directly involving the community to become the manager of the tourist attraction.

3. Management

a. Society Has Rules and Regulations for Environment, Culture and Tourism Management

Based on the results of the research, signs or written regulations have also been around the tourist attraction. Tourism management regulations have also been established, although they are not completely well structured. This of course requires a strategy update. According to Hasibuan. A (2012: 133) states that:

Strategy reform is to rearrange the strategy formulation, increase the efficiency of the use of resources in anticipation of environmental changes, starting from determining the winning formula consisting of vision, mission, values, strategy and policies.

So that reforms are needed to reformulate the suitability of rules that will contribute and support efforts to conserve the environment through tourism activities.

b. Local Organizations or Existing Mechanisms for Managing Tourism with the Ability to Link Tourism and Community Development.

The results showed that the organizations that play a role in bridging the tourism program with community empowerment, namely the Village Government, Youth Organization and elements of village society. This is in line with the opinion of Munawaroh, R. (2017) which states that:

Community participation in community-based tourism development through increasing marketing and accessibility, as well as improving quality and services through increasing human resource expertise is an effort to empower communities through the tourism sector.

With the existence of local organizations, in this case, the Village Government will improve the competence and implementation of the concept of community empowerment in the tourism sector. There are obstacles in implementing this, namely the community has not been educated and wants an empowerment program that can generate profits.

c. Profits Are Distributed Fairly for Society

Tourism activities cannot be separated from the results that will be obtained by all who are involved in these activities. The earliest advantage is obtained, namely financial gain or income for the manager of the tourist attraction. The results showed that the manager of the tourist attraction had shared the results fairly. Also, profit sharing is carried out transparently.

d. Profits from Tourism Contribute to Community Funds for Community Economic and Social Development

The results of research for indicators of benefits from tourism have contributed to the economic and social development of society. This can be seen in several stalls in the tourist attraction area which are stalls owned by the local community. This of course fits with Mitchell. J and Ashley. C (in Astuti, Y. D., 2010) which says that:

.... The analysis of the economic, financial, and social impacts indicates an increase in employment for the local population and growth, but that the existence of an income-sharing mechanism can be more beneficial for increasing welfare.

Based on this, of course, it can provide an overview of the purpose of tourism which leads to improving people's welfare. For the village community, welfare is part of the aspirations to be realized. There are obstacles in achieving this indicator, namely in terms of the management's financial management which is not yet fully good.

4. Learning

a. Fostering a Collaborative Learning Process between Hosts and Guests.

The results showed learning activities carried out by managers and the community, namely regarding the concept of environmental conservation. The visitors were invited to tour and conduct education about the concept of environmental conservation to preserve nature. This is of course following Suansri's opinion (in Ahsani, R. D. P., Suyaningsih, O., Ma'rifah, N., & Aerani, E., 2018), suggesting several principles that must be adhered to in implementing Community Based Tourism. These principles include:

- 1) recognizing and supporting and developing community ownership in the tourism industry;
- 2) involve community members in initiating every aspect;
- 3) develop community pride;
- 4) developing the quality of life of the community;
- 5) ensure environmental sustainability;

- 6) maintain the unique character and culture in the local area;
- 7) foster learning about cultural exchange in the community;
- 8) respect for cultural differences and human dignity;
- 9) distribute profits fairly to the community; and
- 10) plays a role in determining the percentage of income.

Tourism activities must of course ensure environmental sustainability. Environmental sustainability will have an impact on the socio-economic condition of the community. The more damaged the environmental conditions, the more unbalanced the socio-economic conditions of the community are. Apart from that, there are obstacles in the application of this indicator, namely the perception of protecting the environment and apathy from both sides (visitors and society).

b. Educating and Building Understanding of Diverse Cultures and Ways of Life

As for the results of the research that has been done, the community and tourism object managers have upheld the value of tolerance in their opinion. Norms and customs in rural areas are still held by every element of Village society. The adaptive power of the tourist attraction manager makes it a natural tourist attraction but it becomes a tourist location that is friendly to visitors.

c. Raising Awareness of Nature and Cultural Conservation among Tourists and Local Communities

The results showed that the management had carried out socialization to increase awareness of nature and culture conservation among tourists and local communities, namely by carrying out reforestation and maintenance of tourist sites regularly. As for the obstacles in implementing this indicator, there are still some members of the community who do not comply with the regulations to be wise in utilizing nature. Efforts have been made by the management by educating the public to maintain the preservation of Natural Resources at the location of the tourist attraction. Thus, it

is necessary to take preventive steps that are educative to the public and the overall manager of tourism objects.

CONCLUSION

The strategy for developing natural tourism objects in Ciamis Regency can be seen that in general it has been implemented quite well. This is indicated by the 12 (twelve) indicators used, 7 (seven) indicators implemented optimally, and 5 (five) indicators of less than optimal implementation. Based on the results of research and observations in the field, there are still indicators whose implementation is not suitable in their implementation.

The obstacles faced, namely the presence of garbage carried by visitors to the tourist attraction sites, the education of the village community which has not yet reached a high level, Lack of time and consistent Human Resources (HR) in maintaining cohesiveness and continuing to work together, there are still some visitors who ignore the existing regulations, there are some egocentric that appear when the election of the head of the tourism object manager, there is information that is not clearly conveyed by the manager, there are members from elements of society who do not understand the concept of forming a tourist attraction, the community has not been educated and want an empowerment program that can generate profits, namely income from tourist objects that is still not maximized and results in an uneven distribution proportion, in terms of financial management that is not completely good, perceptions to protect the environment and there is still apathy from both sides (visitors and society) , not fully all community members do the same to comply with existing norms, and there are still some community members who do not obey the rules to be wise in utilizing nature.

Efforts to overcome the obstacles faced, namely educating the public to maintain the preservation of Natural Resources in tourist attraction locations, building an understanding of diverse cultures and ways of life, namely by upholding tolerance, mutual respect, and

respect among other community members, hold meetings or meetings regularly so that the joint learning process between the hosts and guests can be carried out properly.

SUGGESTION

The suggestions from the results of this study are as follows:

1. For local governments, there must be consistency in issuing permits to open tourist objects, so that environmental sustainability is maintained and the development of natural tourism objects is achieved.
2. Tourism Object Managers who are in charge must uphold deliberation to reach a consensus and still maintain the cohesiveness of all elements of society in implementing community-based tourism object management strategies.

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