

The Model of Tourism Village-Based Service Learning: A Strategy of Regional Tourism Potential Development

Leni Anggraeni
Civic Education
Indonesia University of Education
Bandung, Indonesia
l_anggraeni@upi.edu

Fitri Rahmafritria
Resort and Leisure Management
Indonesia University of Education
Bandung, Indonesia
rahmafritria@upi.edu

Abstract—This study aims to find out the model of tourism village-based service learning as a strategy in developing tourism potential in the region. Qualitative approach was used in this study. The required data was collected through interview and observation methods. The locations of this research are Bandung Regency, Indramayu Regency, and Subang Regency. It involved 56 students, 3 field supervisors, elements of local government, and society as informants. The results obtained show that village-based tourism service learning models conducted by students consist of three mutually sustainable stages, including (a) the preparatory phase that aims to identify the potential of regional tourism and program preparation; (b) the implementation phase that aims to implement the service learning activities for 40 days; (c) the monitoring phase is carried out systematically with the aim of knowing the suitability between the program and its implementation in the field.

Keywords—*service learning; tourism village; tourism region*

I. INTRODUCTION

The development of regional potential is a very strategic aspect in realizing a prosperous society [1]. The development of regional potential that is in accordance with the needs of the community will create a harmonious and productive community order. At present, the development of a tourism village is an important issue in the development of the country because it can improve social, economic, and cultural aspects significantly.

Currently, Indonesia is facing problems of economic resources that are still focused in urban areas. Therefore, the tourism village will be able to create an additional economic resource for village community [2]. It is also able to give an impact on the social mobility of people. People do not have to move to big cities for sources of income. In addition, the development of tourism villages can have an impact on

improving a healthier, more organized, and more productive environment.

A sustainable tourism village development needs support from academics who study the potential of the area to be a tourist attraction. The involvement of academics must be carried out on an ongoing basis with a model of service-learning. It aims to develop regional potentials. The activities aim to increase the participation of local communities in the development of their regions' potentials.

II. LITERATURE REVIEW

A. The Importance of Service Learning for the Community

Service learning is a learning that emphasizes the development of students experience in undergoing learning process to fit conditions of society [3]. Service learning in universities aims to (1) give positive effects on personal and interpersonal development; (2) increase sense of social responsibility, citizenship, and commitment to service; (3) improve student academic learning by applying the lesson in the "real world"; (4) reduce stereotypical thinking among students; and (5) facilitate cultural and racial understanding [4]. This signifies that the learning process in the service learning is done to develop students' interaction abilities in the community.

B. Tourism Village in State Development

Tourism village development has a very strategic role for Indonesia because Indonesia has the highest biodiversity that places ecotourism as a sustainable development sector [5].

Infrastructure is a very important aspect in the development of tourism villages since it supports access for international tourists to know the potential of Indonesian tourism villages. The infrastructure covers parking areas, information and services, public toilets, bicycle parking

areas, installation and display of urban farming practices, urban farming installation, gazebo/observation post, and bicycle track [6].

The development of sustainable tourism village contains many internal and external aspects that must be the focus of every element of policymakers. The internal aspects are related to the condition of community [7]. A number of internal and external aspects influence the success and the future sustainability of tourism. Within the framework of state development, tourism sector plays an important role in providing additional economic [8].

C. Community Engagement in the Development of Regional Potentials

Community involvement in the development of tourism villages is important because local community knows and understands the potential of the region [9]. Therefore, the local community needs to be involved in every policy-making process regarding the development of tourism villages. At the practical level, the involvement of village community includes the development stages of planning, implementation, and supervision [10]. However, in reality, community participation is often neglected [11].

III. METHOD

This study used a qualitative approach with descriptive method. It aims to find facts with correct interpretation. It is also used to interpret and tell the data concerning current situation [12].

This research was conducted in three regencies, namely Bandung, Indramayu, and Subang. These places were chosen based on the characteristics of the geographical location of the study, the culture of the community, and the potential of the region. Those aspects make them considered as the right representative of the whole region of West Java.

The data were obtained from interviews, observations, and documentations related to learning activities involving the students of Indonesia University of Education in the Even Semester of Year 2016/2017. The data obtained were focused on the learning service activities. They covered learning process, implementation, and evaluation of students' service-learning activities that aims to develop regional potential.

The informants of the study came from the academic realm. There were 56 students and 3 field-supervisors. They also included some villagers that consist of village heads, district heads, communities' social institutions, development cadres, community organizations that foster and/or organize cooperatives, and organizations that conduct environmental development. Data analysis was carried out in a structured and systematic manner. The data were then classified before they were interpreted and concluded.

IV. RESULTS AND DISCUSSION

The data show that the service-learning model conducted by the students focus on three aspects. They cover preparation, implementation, and monitoring. The aspects involve elements of universities, the government, and the communities. The tourism village-based service learning purposes include three important points. Firstly, the learning is intended to strengthen village products that are excellent to improve the welfare of community. The strengthening is in the form of media publications to create broader marketing. The second purpose is to ensure that the infrastructure in the tourism villages can be accessed by tourists. If there is a deficiency of infrastructure, the students should establish cooperation with the local government. The third purpose is to increase the creativity of rural communities in making good products to be marketed. This activity is carried out in collaboration with parties who are experts in the field of marketing.

A. The Preparation of the Model of Tourism Village-Based Service Learning

The preparation of the service-learning model involves many parties, including the leaders of universities, the local governments, and the local communities.

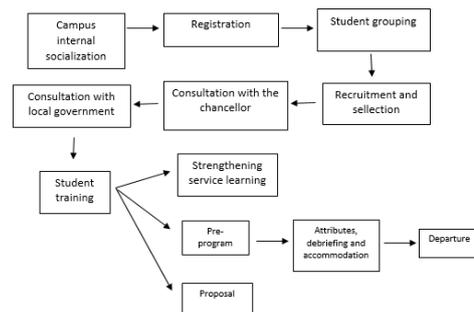


Fig. 1. The Preparation of Tourism Village-Based Service Learning

Based on the picture above, the involvement of universities, local governments, and communities is a very important aspect in the preparing the service learning. The planning activities are conducted as an attempt to obtain initial data about the potential of the area. Hence, the students can create activities that fulfill the needs of community [13].

At the preparation stage, there is a stage of education and training which is held by universities. The stage is intended to make sure that the students have skills in socializing with the community. In this stage, the students receive information concerning the characteristics of community in the area. It is intended to prevent students from doing activities that are not in accordance with the condition of community.

The stage of preparation focuses on the programs made by the students because the programs are important elements

in service learning. [14] states that the quality of program design matters, suggesting that the more meaningful the service, the higher the outcome of participation. Similarly, stronger linkage to curriculum, more student voice, choice in activities, and higher quality reflection activities were related to higher outcomes in nearly all of the outcome areas measured.

B. Implementation of the Model of Tourism Village-Based Service Learning

The implementation stage covers the application of a program that has been made by groups of students in the preparation stage. It indicates that the preparations made by the students must be designed according to the needs of the community.

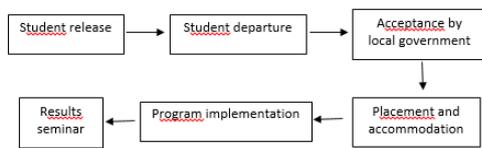


Fig. 2. The Implementation of Tourism Village-Based Service Learning

The students carried out the implementation of service learning for 40 days. The implementation is intended to enable the students implementing each program. In its practice, the service learning activities must involve the role of community and local government to develop the potential of the area. The potentials that are developed can be in the forms of environment, culture, food, or industrial products of the village. The characteristics of Bandung Regency are closely related to its green and natural environmental potential. Therefore, the implementation of the activities carried out must be able to develop the environmental potential in the realm of infrastructure, publications, and innovation to develop environmental tourism village in Bandung Regency. On the other hand, the characteristics of Subang Regency are closely related to village products in the form of agricultural products. Therefore, each student activity must be intended to strengthen agricultural products. Similarly, Indramayu Regency is known for its fishery products. Then, the student activities are aimed at strengthening Indramayu Regency's fisheries.

Based on the implementation of service learning activities, the characteristics of each region are very important in implementing the service learning.

C. Monitoring the Model of Tourism Village-Based Service Learning

The monitoring activity is a very important aspect to be implemented in every program since it reveals the existence of the process or the completion of the program's preparation and implementation[15].

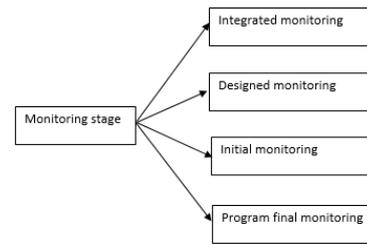


Fig. 3. Monitoring of Tourism Village Based Service Learning

There are four stages of monitoring in service learning activities. Integrated monitoring is carried out by elements of higher education. The monitoring is designed to be carried out twice during the program implementation. First, the initial monitoring aims to determine the suitability of planning with the site conditions. Second, the final program monitoring is carried out before service learning activities are complete.

Monitoring activities were carried out continuously and systematically. Consequently, every monitoring will result improvement in every activity carried out by the students. It was intended to ensure that during the 40 days of activities, the results can be achieved to develop the potentials of tourism site.

V. CONCLUSION

The village tourism-based service learning is very important for Indonesia because the potentials of regions are very diverse. The geographical conditions, cultures of communities, and quality of village products indicate opportunities to improve the society welfare.

Service learning activities must be based on the needs of a community. Therefore, preparation activities are needed to reveal information concerning the potentials of the region. In the implementation phase, it is also necessary to have ongoing monitoring. The monitoring ensures the program to be designed in accordance with the design from the program preparation.

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