

The Development of Rural Tourism in Bogor Regency (Case Study of Ciseeng Village)

Liliana Dewi
Hospitality Study
Bogor Tourism Institute
Bogor, Indonesia
Lilidewi.ana@gmail.com

Ika Suryono Djunaid
Hospitality Study
Bogor Tourism Institute
Bogor, Indonesia
koko_aufklarung@rocketmail.com

Abstract—Ciseeng Village is one of the villages in Ciseeng sub-district, which is also the location of Minapolitan Region. Minapolitan development is focus on the fisheries sector. Along with the program, it is known that Ciseeng village has natural resources that are potential to be natural tourism. On the other hand, the village also has shortcomings that need to be fostered. The process of identifying village's potential used SWOT analysis. SWOT analysis used as a tool to recognize the strengths and weaknesses of the village as well as to see the opportunities and threats faced by the village. This study aims to map the facts of potential and constraints that the village has, in order to realize the existing Minapolitan Area by using SWOT analysis. The data analysis technique used in this study is a qualitative data analysis technique. The analysis shows that Ciseeng Village has internal and external potential that will turn the village into a tourism village. The strategy used is in the form of tourism village development clusters, village tourism institutions, and tourism village development with the theme of a unique, distinctive, and healthy tourism village with a Minapolitan perspective based on fisheries excellence.

Keywords—strategy; rural tourism; swot analysis and minapolitan

I. INTRODUCTION

Indonesia is rich of its tourism potential. No wonder, the tourism industry has been growing rapidly in Indonesia. This industry has become one of the pillars of Indonesian economy. Indonesia has also become one of the most well-known tourism destinations. Not only among local tourists, but the beauty of Indonesian tourism has also admired by global community. The progress of tourism industry goes hand in hand with the increasingly rapid development carried out in tourism area to support tourism infrastructure. However, the current progress of tourism industry has not provided great benefits to the surrounding communities yet. In fact, some provinces that have many tourism potentials also have high levels of poverty. It could be caused by local people who have not been able to manage their own tourism so that the tourism sector management is dominated by investors. The government should equip the tourism villages with a strategy that is community-based management to improve society welfare in local communities.

Ciseeng sub-district was originally part of Parung district. There were 19 villages: Parung village, Waru Induk village, Waru Jaya village, Jabon Mekar village, Pamagarsari village, Bojong Sempu village, Bojong Indah village, Iwul village, Cogreg village, Ciseeng village, Parigi Mekar village, Babakan village, Cibentang village, Cihowe village, Kuripan village, Cibeuteung Muara village, Putat Nutug village, Karihkil village, and Cibeuteung Udik village. To make the administrative service for community easier, a representative office named Kamantren Putat Nutug was established. Nowadays, Ciseeng Sub-District Office includes 10 villages; Ciseeng village, Parigi Mekar village, Babakan village, Cibentang village, Cihowe village, Kuripan village, Cibeuteung Muara village, Putat Nutug village, Karihkil village, and Cibeuteung Udik village.

Based on current situation of Ciseeng, local government has vision and mission to lead in the service towards a thriving Ciseeng community. To achieve one of local government's mission to develop local economy through the development of local potential, the program of Minapolitan Development was created.

Ciseeng village has an area of 2,536 km², inhabited by 17,238 population, with 50% male population. Ciseeng is an area of fishery communities that has catfish as its main commodity, adequate potential land, formal institutions, unseasonal production cycle, and infrastructure. These potentials make Ciseeng village a minapolitan destination tourism. Knowing that this village has become a new tourist attraction, the villagers take initiative to establish a Tourism Local Community called Pokdarwis (Kelompok Sadar Wisata). This community is aware that Ciseeng village needs attention, improvements, serious management, as well as involvement of community, stakeholder, and government. That way, the development of Ciseeng as a tourism village can be well-planned.

Based on survey and discussion with the Leader of Tourism Local Community, this village has unique potential to be built as rural tourism village. However, there are some things need to be improved, such as the quality of its human resources who can promote the potential of Ciseeng village.

This study is focus on analyzing the potentials of Ciseeng village. After that, it will use SWOT analysis to develop a management strategy to make Ciseeng Village become a destination of rural tourism.

II. LITERATURE REVIEW

A. Rural Tourism

Rural tourism can be defined as activities and services within rural areas that are undertaken by government, local people, and farmers, which aims for recreation, tourist attraction, and relaxation. Meanwhile, tourism flow is defined as tourists who stay at the village or area near the rural are to do leisure activity or get information about the condition of that area [1].

WTO [2] indicate some functions of rural tourism: a) to increase economic capacity of rural communities, to innovate and develop human resources by attracting investments in these areas, to do diversification of economic structure and functions of rural communities; and b) to bring rural communities out of economic, social, and cultural isolation, to make economic connection with regard to the increasing globalization processes.

Rural tourism causes the increasing of income for the village by providing goods and services for tourist, utilizing its resources, encouraging the growth of handicrafts industry, attracting investors, and creating jobs within the village. By improving tourism sector and socio-cultural potential of the village, social life will be improved, development can happen, wages will be distributed fairly, new jobs can be created, poverty will be decreased, public health will be improved, and social welfare among local society can be created [2]. There are 5 varieties of rural tourism, as shown in table I.

TABLE I. VARIETIES OF RURAL TOURISM

Varieties	Considerations
Eco tourism	Generally, it is in equilibrium with ecological attractions
Cultural tourism	It is related with local culture and history, archaeological and cultural heritages of rural people
Indigenous tourism	This is a tourism in which tourist not onlu can visit natural tourist attraction (eg. river, mountain, etc.), but also can learn about the live and social norms of local people.
Village tourism	In this kind of tourism, tourists live with local people and experience their social and economic activities.
Agricultural tourism	Tourists interact with local ecosystems or participate in traditional agricultural activities. Along the process, tourists must not do anything that gives bad impact for the environment.

Source : Rahmani Seruasat M, Hajari B., Karimian T., and Hajilo M., 2013

B. SWOT Analysis

[3] explains that SWOT Analysis is a systematic identification of various factors to formulate strategy for a company. This analysis is based on logic that can maximize strengths and opportunities, but simultaneously minimize weaknesses and threats. The strategy decision making process is always related to the development of mission, goals, strategies, and company policies. Thus, strategic planning must analyze the factors of strengths, weaknesses, opportunities and threats) in the current conditions. SWOT analysis describes

situations and conditions that are faced and is able to provide solutions for the problems at hand. There are 4 components of SWOT analysis, namely:

- a. Strength-S (Strength); Strength analysis is an analysis of the current strength possessed by a company or organization. This power is used to face competition.
- b. Weakness- W (Weakness); This is an analysis of the current weaknesses that exist within the company or organization. The weaknesses can be obstacles in achieving organizational goals and facing competition.
- c. Opprtunity-O (Opportunity); This analysis describes the conditions and situations outside the organization that provide an opportunity for the development of the organization.
- d. Threats-T (Threat); Threat analysis describes the challenges or threats that must be faced by the organization. This threat comes from a variety of environmental factors that are not profitable and can cause setbacks. This threat is a barrier in the present and future.

The four components above are included in the SWOT matrix. This matrix can clearly describe opportunities and threats (external factors) faced by the organization, which will be adjusted to the strengths and weaknesses possessed by the organization. This matrix can produce 4 sets of possible strategic alternatives. In the SO (Strength-Opportunities) strategy, it shows the use of strength to seize the opportunities that exist. The ST (Strength-Threats) strategy is a strategy for using the power you have to overcome threats. WO (Weaknesses-Opportunities) strategy is a strategy implemented based on the utilization of the existing opportunities by minimizing the existing weaknesses. WT Strategy (Weaknesses-Threats) is a strategy based on defensive activities that tries to minimize the existing weaknesses and avoid threats.

III. METHODOLOGY

This research is a qualitative research that uses descriptive approach. This study aims to describe the actual and accurate situation and condition of the field in a systematic way. The process of collecting data takes around 6 months, which is located in Ciseeng Village, Ciseeng District. The sampling technique uses non probability technique with snowball type. The process of primary data collection is done through interviews related to the condition of the village (strengths, weaknesses), the opportunities, and the threats possessed by the object of this research.

At this initiation stage, this research produced a mapping contained in the SWOT matrix. The SWOT matrix shows the strategies that the organization can do. The strategy is implemented in a real form, namely a diagram of activity.

IV. CONCEPTUAL FRAMEWORK

To answer the problems formulated in this study, a conceptual framework is needed, which is an abstraction and synthesis in literature review. Qualitatively, this research begins with the determination of Ciseeng Village as a Minapolitan-based tourist destination. The policy is an

opportunity to develop the tourism potential of Ciseeng Village, which is supported by the regional autonomy policy. In this study, the problem is the development of Ciseeng Village tourism has not been well implemented. Although this village has been designated as a tourist attraction, its development has not been progressive yet. So far, the development carried out by the government is a number of tourist facilities at the location of the wizard, which some of them have been damaged. In the developing process, the village government did not involve local community so that the development carried out had not been able to meet the villagers' expectations. This is due to the weak human resources (HR) of local community in tourism sector, which made them not involved in the development of tourism in Ciseeng Village.

The following chart describes the strategy of developing a Minapolitan-based Tourism Village in Ciseeng Village, as seen in figure I.

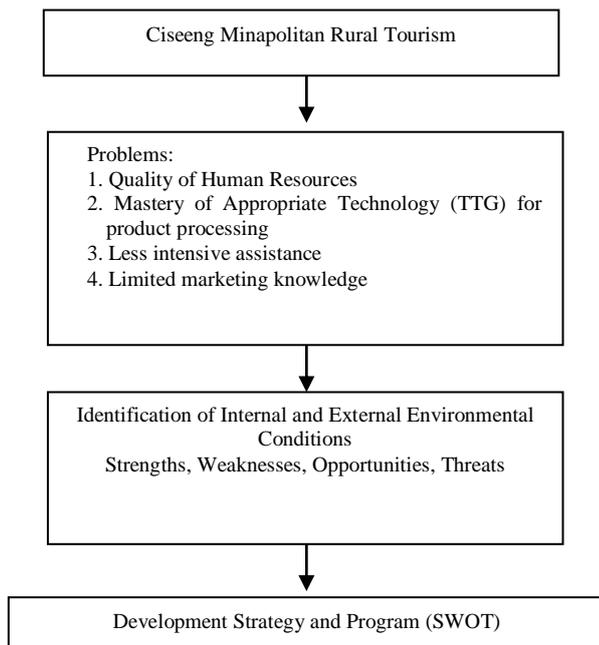


Fig. 1. Strategy of Developing a Minapolitan-based Tourism Village in Ciseeng Village

V. RESULT AND DISCUSSION

Minapolitan consists of two words: mina and polytan. Mina means fisheries and polytan means cities, so minapolitan is a city of fisheries or a city in the area of fisheries. Based on the data, there are 3 tourist attractions in Ciseeng village listed on [4]. They are showed in table II.

TABLE II. TOURIST ATTRACTION IN CISEENG VILLAGE

Tourist Attraction	Type of activity
Minapolitan Center	Manmade tourist attraction – Mina Edu Tourism
Setu Iwul	Natural tourism
Setu Parigi Mekar	Fishing spot

Based on observation and discussion with Tourism Local Community, human resources need improvement. Knowledge about Sapta Pesona as well as the processing, packing, and marketing of products also need improvement.

In order to develop Ciseeng Village, the relevant facts obtained are described as follows:

1) Quality of Human Resource

- The community still has limited knowledge about the processing, packaging, and marketing of fishery products, especially catfish.
- It is still lack of participation and awareness of all village communities in developing tourism potential in the village.

2) Mastery of Appropriate Technology (TTG) for product processing

- The village still needs technology to process catfish into processed products. The development of processed products should be adjusted to market segments. Catfish can be processed into treats for both fried foods and soup, shredded, and crisps.
- The village still needs knowledge of internet-based technology for product marketing programs and tourism activities. In addition, knowledge of packaging technology is also needed.

3) Less intensive assistance

The village communities still need support and assistance to optimize its agro-tourism products. Fish ponds can be attractive tourist destinations if the land from the pond is arranged in such a way that makes it enjoyable, where tourists can visit, experience fishing, and enjoy the comfortable atmosphere. Gradual and intensive assistance is needed so that the communities know what steps they should undergo to make their villages become tourist attractions.

4) Limited marketing knowledge

Knowledge of marketing management that includes marketing plans, making marketing tools such as brochures, logos, brands, promotional packages, and packaging designs is still not optimal. Participation in the promotion agenda held by the Culture and Tourism Board and Bappeda Service is still need to be encouraged, as it can be an alternative form of distribution channels and promotion of village potential.

TABLE III. MATRIX SWOT ANALYSIS OF CISEENG VILLAGE

Matrix SWOT	Opportunity (O)	Threat (T)
	<ol style="list-style-type: none"> Decree of the Minapolitan Bogor regent The condition of the village is still original 	<p>Tourist location is not strategic</p>
Strength (S)	<p>(S1,2-O1,2) Promoting village potential broadly for become a tourist village</p> <ol style="list-style-type: none"> Superior fishery products The natural beauty of the village 	<p>(S1,2-T) Improve physical facilities and infrastructure</p>
Weakness (W)	<ol style="list-style-type: none"> (W1-O1,2) Insights to increase motivation (W2-O1,2) superior product processing training (W3-O1) enhances external cooperation 	<ol style="list-style-type: none"> (W1,2-T) companion, the village head always encourages the village community (W3-T) effective promotion is carried out

Source : Analysis Finding, 2018

Some data, observations, and facts have been obtained from the extracted information from the informants. This information is mapped using SWOT analysis. The results of the mapping are contained in Table 3. In Table 3, we have identified strengths, weaknesses, opportunities, and threats in Ciseeng Village. The identification process is continued in the form of crosses/matrices to determine the appropriate strategy that can be done in Ciseeng Village.

Strategies that can be implemented in the form of activities include:

- Making and distributing brochures (S1,2-O1,2); (W3-T)
- Participating in the agenda of the Tourism Office and Ciseeng District (S1,2-O1,2); (W3-T)
- Making and actively up-dating information in the web (S1,2-O1,2); (W3-T)
- Conducting information dissemination through social media and communities (S1,2-O1,2); (W3-T)
- Collaborating with travel agencies, educational institutions, and investors (W3-O1)
- Preparing physical facilities and infrastructure that support tourism (S1,2-T)
- Holding training on superior product cultivation as a form of tourism product development (W2-O1,2)
- Holding training on superior products in the form of fruits (W2-O1,2)

- Making a Minapolitan Tourism package (W3-T); (S1,2-O1,2) Providing tour management training (W2-O1,2)
- Mentoring and motivating the community in making tourism villages (W1-O1,2); (W1,2-T)
- Holding regular meetings with Pokdarwis, Bumdes, and village heads in developing tourism (W1,2-T)

VI. CONCLUSION

This study produces a SWOT matrix analysis for Ciseeng Village. This SWOT matrix produces a strategy that aims to create a Minapolitan area in Ciseeng Village, Ciseeng District. This strategy is then implemented into activities that can be carried out in the village.

Based on the description of the twelve activities in the village, there are 4 main activity programs, namely:

- The Minapolitan Tourism Package Development Program, which emphasizes on exploring and developing fishery, agriculture, and natural resource sectors.
- Human Resource Development Program, which emphasizes the development of the potential and skills of Pokdarwis, Bumdes, farmers, and rural communities.
- The Minapolitan Tourism Marketing and Development Program, which emphasizes effective and voluntary marketing aspects in this digital era.
- Monitoring and Evaluation Program, which emphasizes on annual program monitoring and evaluation.

This SWOT matrix analysis greatly helps the villages to recognize their potential and weaknesses. Analysis of the strengths and weaknesses of the villages is used to seize opportunities and face threats. The results of SWOT matrix analysis can also change according to the increase/decrease of strengths, weaknesses, opportunities, and threats. In the next stage, SWOT will be matched to determine future strategies. Thus, the village strategy in creating a tourism village is flexible and can be changed.

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