

Tourism Industry Development Strategy: A Concept and Case Study of a Tourism Village

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Abstract—The problem under study is the factors that are driving and inhibiting the development of a Tourism Village. The case study was carried out in the village of Cidadap, Cianjur regency, Indonesia. Cidadap village already has a tourism potential including waterfalls, lakes, and beautiful nature. In addition, there have been several small industries. But this potential has not been well managed by the community. Though it is a tourism potential for his village. The purpose of this study is to provide a strategy for developing and managing tourism villages in Cidadap village, Cianjur regency, Indonesia. In this study first make a concept or model in the development of Tourism Villages. This concept is based on several stakeholders who can participate in the development of Tourism Villages, namely The Village Officials, Higher Education, and Village Ministry. The concept was built to realize an output that is integrated with the concept of Community Based Tourism (CBT). The analysis used to reduce and present data is a qualitative descriptive method. The formulation uses SWOT (Strengths, Weakness, Opportunity, Threat) with SO, ST, WO, and WT analysis. Furthermore, using GAP analysis. The weaknesses and threats are analyzed using the Fishbone Diagram. The results of the study were then used as input for the strategy for developing and managing the tourism industry in the village of Cidadap, Cianjur regency, Indonesia. This will have an impact on improving the economy and empowering people.

Keywords—HIV, Female Sex Workers, Cibitung

I. INTRODUCTION

Cidadap Village is one of the villages in the coastal area of Campaka District, Cianjur Regency. This village has a very high natural potential to be developed as a tourist spot because the area has a very abundant natural beauty such as views of the tea gardens, waterfalls and a very cool atmosphere. Besides having the natural beauty of the village Cidadap also has local culture and customs to be exported so that tourists know the cultures that exist in the village. Cidadap village also has natural resources, small industries, and plenty of recreation areas to support the readiness to hold a tourism village. The local community strongly supports the holding of a tourism village because in addition to income for the community, the tourism village is very helpful for the regional

economy and introduces beauty, and culture in the village of Cidadap, Campaka District, Cianjur Regency.

The purpose of this study is to provide a strategy for developing and managing tourism villages in Cidadap village, Cianjur regency, Indonesia.

Some previous studies on tourism villages with the aim of providing a strategy for developing and managing tourism villages are [1][2][3][4][5][6][7] and [8]. In this study using descriptive analysis method with SWOT, ISM, QSPM, and IPA methods. The planning and development of a tourism village is based on the participation of the local community.

In this research is the planning and development of the tourism industry in a concept and strategy, based on its potential.

The potential of natural resources in an area can be selected as the selected superior product in the area, using several criteria including abundant natural resources, government readiness, and the uniqueness of the products to be produced [9].

The concept of innovation development in the village must involve the higher education with the village. The tertiary institution acts as a guide for village progress, and as a facilitator for other parties as needed. Some criteria in developing village potential are capital, availability of raw materials, product innovation, attractive packaging, promotion, sales system, and business management [10].

A. Definition of tourist village

According to [11] Tourism villages are one form of implementation of community-based and sustainable tourism development. Through the development of tourism villages, it is expected that equity will occur in accordance with the concept of sustainable tourism development. In addition, the existence of a tourism village makes tourism products more valuable in rural culture so that the development of a tourist village is cultural value without damaging it.

According to [12], the Tourism Village is a rural area that offers an overall atmosphere that reflects the authenticity of the countryside both from socio-economic, socio-cultural, cultural, cultural, daily life, has a unique architectural building and village spatial structure, or

unique and interesting economic activities that have the potential to develop various components of tourism,

According to [12], the determination of a village as a tourist village must meet the following requirements, among others:

1. Good accessibility, making it easy for tourists to visit using various types of transportation,
2. Having interesting objects in the form of nature, arts and culture, legends, local food, and so on to be developed as tourist attractions,
3. The community and village officials receive and provide high support to the tourist village and the tourists who come to the village,
4. Security in the village is guaranteed,
5. Adequate accommodation, telecommunications and manpower are available,
6. Cool or cold climate,
7. Connect with other tourism objects that are well known by the wider community.

B. SWOT Analysis

The SWOT Analysis Method is a strategy planning method used to evaluate strengths, weaknesses, opportunities and threats in a project or business speculation. The four factors that form the acronym SWOT (Strengths, Weaknesses, Opportunities, and Threats).

According to [13] to analyze more deeply about SWOT, it is necessary to look at external and internal factors as an important part in SWOT analysis.

II. METHOD

In this study first make a concept or model in the development of Tourism Villages. This concept is based

on several stakeholders who can participate in the development of Tourism Villages, namely The Village Officials, Higher Education, and Village Ministry. The concept was built to realize an output that is integrated with the concept of Community Based Tourism (CBT). The analysis used to reduce and present data is a qualitative descriptive method. The formulation uses SWOT (Strengths, Weakness, Opportunity, Threat) with SO, ST, WO, and WT analysis. Furthermore, using GAP analysis. The weaknesses and threath are analyzed using the Fishbone Diagram.

III. RESULT AND ANALYSIS

A. Concept or model in the development of Tourism Villages

The potential of natural resources in an area can be selected as the selected superior product in the area, using several criteria including abundant natural resources, government readiness, and the uniqueness of the products to be produced [9]. According to [10] The concept of innovation development in the village must involve the higher education with the village. The tertiary institution acts as a guide for village progress, and as a facilitator for other parties as needed. Some criteria in developing village potential are capital, availability of raw materials, product innovation, attractive packaging, promotion, sales system, and business management. From this statement a concept was developed in the development of the tourist village as shown in Figure 1.

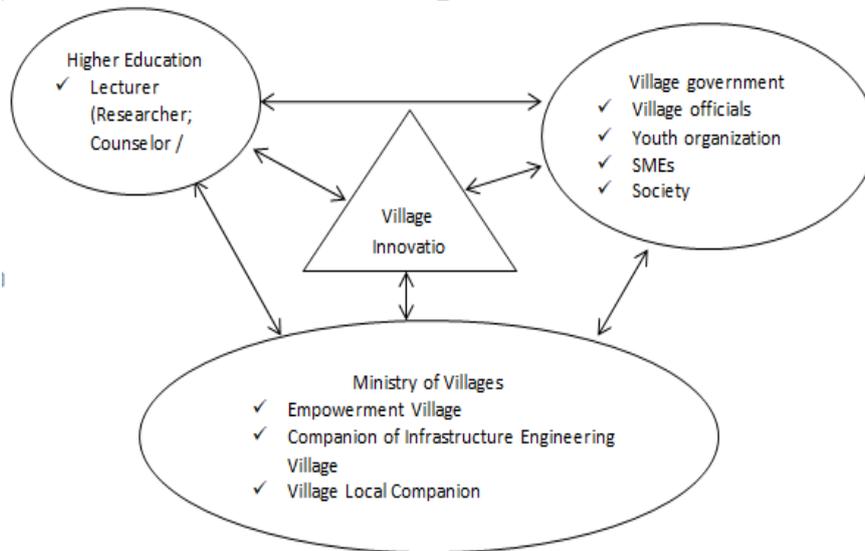


Fig. 1. Concept or model in the development of Tourism Villages

This concept is based on several stakeholders who can participate in the development of Tourism Villages, namely The Village Officials, Higher Education, and Village Ministry. The concept was built to realize an output that is integrated with the concept of Community Based Tourism (CBT). Higher Education plays the role of researcher, mentor and facilitator.

B. Strength and Weakness

In table I, the strengths and weaknesses of Cidadap village in the planning and development of tourism villages will be explained.

TABLE I. THE STRENGTHS AND WEAKNESSES OF CIDADAP VILLAGE IN THE PLANNING AND DEVELOPMENT OF TOURISM VILLAGES WILL BE EXPLAINED

Strength	Weakness
1. Has an appeal formed into a tourist village.	1. Transportation to the Village Very little travel.
2. Having Motivation	2. Damaged streets
3. Having natural beauty which is very beautiful to be enjoyed by tourists	3. Structuring the Tourism Village yet well
4. Creating Outdoor Games	4. Natural Resources Readiness
	5. Parking lots are still lacking
5. Introducing culture in the village.	6. Travel agency still a little
6. Having Natural Resources which is very abundant for supporters of the tourist village.	7. Information System not good

C. Opportunity and Threat

In table II, the opportunity and threat of Cidadap village in the planning and development of tourism villages will be explained.

TABLE II. THE OPPORTUNITY AND THREAT OF CIDADAP VILLAGE IN THE PLANNING AND DEVELOPMENT OF TOURISM VILLAGES WILL BE EXPLAINED

Opportunity	Threat
1. Able to improve typical economy by hand homestay in Cidadap village	1. Tourism Village Competitors in the next village.
2. Motorcycle & Car Rentals	2. The Occurrence of Natural Damage
3. Water Bicycle Rental	3. Moral degradation (Mangrove in negative terms)
4. Tire Rental For Rafting.	4. Human Resources Readiness
5. Travel / Travel Bureau Towards Attraction	5. Progress in Village Development Travel
6. Maintaining the preservation of nature	6. Lack of government support in promotion and facilities infrastructure.
7. Develop Attractions Culture in Cidadap village	

D. Fishbone Diagram

From the results of data analysis from table I (strengths and weaknesses) and table II (opportunities and

Threats) then the causes of the problems that occur using Fishbone diagrams can be found / shown in Figure 2.

Fishbone Diagram

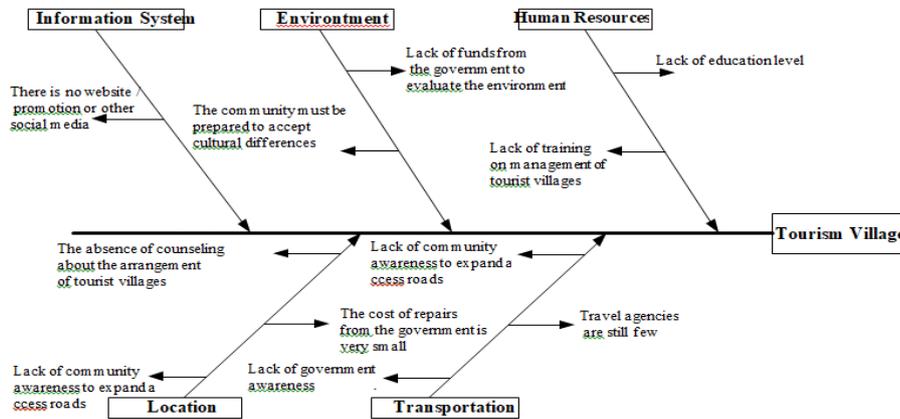


Fig. 2. Fishbone Diagram

E. Gap Analysis

Besides using the Fishbone Diagram, a Gap analysis is also performed. The goal is to find out the gap that occurs,

from the current state compared to the desired ideal. Gap analysis results are shown in table III.

TABLE III.GAP ANALYSIS

GAP Analysis			
Factor	GAP	Desired Ideal	Weight
1. Human Resources	1. Lack of education level	1. Increase Education Level	20%
2. Lingkungan	2. Lack of training on village tourism management	2. Providing direction on the management of the Tourism Village	15%
	1. Lack of government funding to evaluate the environment	1. The Government pays more attention to Tourism Village Readiness	
3. Transportation	2. The community must be prepared for foreign culture / cultural diversity	2. There is a briefing on Local Culture Wisdom	20%
	3. Travel agencies are still small	1. Increase Transportation Towards Tourism Village	
	2. Lack of community awareness to expand access roads	2. provide direction for the development of the village tourism	
4. Location	3. Lack of awareness of local government.	3. pay more attention to access supporting tourism villages	20%
	1. The cost of repairs from the government is very small	1. The Government pays more attention to Tourism Village Readiness	
	2. Lack of community awareness to expand access roads	2. Deliberation of local communities to pay attention to readiness Tourism Village	
	3. Lack of counseling regarding the arrangement of tourist villages through guidance	3. provide direction and receive community input	
5. Information Systems	4. from the government and public input	1. create a website & promotion to introduce Tourism Village	25%
	1. No website / promotion and other social media		

F. Matrix SWOT, the strategy for developing and managing the tourism industry in the village

The following (table 4), is a strategy to develop the tourism industry in the village of Cidadap, Cianjur regency, Indonesia. This is based on Strength and

Weakness data as Internal Factor Analysis Strategy (IFAS). And the Opportunities and Threat data as External Factor Analysis Strategy (EFAS). These data are the result of Fishbone Diagram analysis and Gap Analysis.

TABLE IV. THE STRATEGY FOR DEVELOPING AND MANAGING THE TOURISM INDUSTRY IN THE VILLAGE OF CIDADAP, CIANJUR REGENCY, INDONESIA.

IFAS	STRENGTH (S)	WEAKNESSES (W)
	<ol style="list-style-type: none"> It has an appeal to be made into a tourist village. Having Motivation. It has a very beautiful natural beauty to be enjoyed by tourists. Creating Outbon Games Introducing culture in the village Having abundant natural resources for supporting the tourist village. 	<ol style="list-style-type: none"> Transportation Towards Tourism Villages Very few. Damaged streets The Tourism Village Arrangement is not yet Good Natural Resource Readiness. Parking lots are still lacking Travel Bureau / Travel is still a little Information System Not Good.
EFAS	STRATEGY S-O	STRATEGY W-O
OPPORTUNITIES (O)	<ol style="list-style-type: none"> It has a tourist village appeal so that it can improve the economy of typical souvenirs and Homstey in Cidadap Village. Have good motivation so that the community in the village creates new innovations such as making water bicycle rental, motorbike & car rental to generate community income in the village of Cidadap Introducing culture in the village of Cidadap so that the travel / travel bureau earns more income and is able to develop cultural attractions in the village of Cidadap to be introduced to tourists. 	<ol style="list-style-type: none"> Transportation to the tourist village is very little so that the local government should pay more attention to the Travel / travel agency towards the tourist village object. the road to the tourist village should be paid more attention in order to preserve the natural attractions of tourism in the village cidadap. Parking land Very little as a means to rent Mtor / Cars, Water Bikes and rafting tires for supporters of the Tourism Village. The nature of natural resources as to develop cultural attractions in the village of Cidadap sebagai dayatarik / Ciri Khas desacadap.

THREAT (T)	STRATEGY S-T	STRATEGY W-T
1. Competitors Wisatadi Village next door. 2. The Occurrence of Natural Damage 3. Moral Degrees (Follow the Age in negative terms 4. Human Resources Readiness. 5. Progress in the development of tourism villages. 6. lack of government support in promotion and infrastructure.	1. It has an appeal to be a tourist village and has a very beautiful natural beauty for tourists to enjoy so that it has an impact on tourism villages in other villages. 2. Introducing the culture of culture in the village so that it has an impact on cultural norms and values of local wisdom in the tourist village in the village of Cidadap. 3. It has a very beautiful natural beauty to be enjoyed by tourists so it must be guarded, maintained and preserved so it does not happen natural damage in the tourist village. 4. Having abundant natural resources for supporting tourist villages, therefore it is necessary to prepare, improve the skills and abilities of human resources in the management of natural resources.	1. Transportation to the Tourism Village Very few and damaged roads resulting in difficulties in access to the Tourism village which results in impeded the progress of the development of the tourism village. 2. Improving the Arrangement of Tourism Villages that have not been Good for the excellence quality of tourism objects to overcome the competition of tourist villages. 3. The information system is still not good so there is a lack of government support to help promote or market the Tourism Villages located in the Cidadap village.

IV. CONCLUSION

The concept of village tourism planning and development must involve stakeholders, namely cooperation between the university and village officials. Higher Education as a Trustees implementation of Wista village well. The university also acts as a facilitator for other parties if needed.

Some of the strategies that must be carried out by Cidadap villages in the planning and development of tourism villages are, the readiness of human resources, structuring infrastructure, innovation in developing tourism products, structuring tourist attractions, making handicraft items and food as souvenirs, and still preserving nature so that not broken.

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