



Strengthening Community Empowerment through Smart Tourism Development in The Bojongkulur Tourism Village, Indonesia

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Abstract: The main objective of this research is to determine the impact of developing Smart Tourism on empowering the Bojongkulur Tourism Village community. This research uses descriptive qualitative methods. Data were collected using surveys and interviews with village government figures, tourism awareness groups, and the surrounding community. The research results show that developing tourist villages with the concept of smart tourism through community empowerment is a solution for village development. In addition, implementing the smart tourism concept also improves the quality of tourism experiences, community welfare, effectiveness, competitiveness, and business objectives and ultimately contributes to overall competitiveness. The research results showed that the Bojongkulur Tourism Village has implemented smart tourism through the Bojongkulur website and social media @desabojongkulur. In 2022, Bojongkulur Village won 1st place as the best social media management village in West Java at the 2022 digital literacy festival (Viral). Bojongkulur Village has partnered with academics and other parties. Community empowerment is very important in advancing tourist villages, and additional knowledge is needed to go to tourist villages.

Keywords: Community Based Tourism, Community Empowerment, Smart Tourism.

1. Introduction

Even before the United Nations adopted the Sustainable Development Goals (SDGs) as the primary framework for the 2030 Sustainable Development Agenda, the tourism sector was recognized as a powerful tool for achieving sustainable development (UNWTO, 2023). The SDGs, with their strong emphasis on community engagement, further underscore the significance of a community-based tourism (CBT) approach in ensuring the sustainability of the tourism industry. The success of the tourism sector relies heavily on the availability of information and data related to tourism offerings. Such information not only raises awareness but also enhances services, enabling potential tourists and operators to make well-informed decisions (Fandeli, 2002). Global changes in the tourism landscape have led to a growing demand for distinct tourism experiences, particularly those tied to heritage, culture, or nature. These experiences emphasize the development of relationships, exploration, and cultural exchange between tourists and local communities (Kagungan, 2019). Community-based tourism (CBT) addresses this increasing demand by providing a range of tourism experiences that actively involve local communities and residents in shaping these experiences, fostering collaboration with local industries. In the past, CBT faced challenges due to limited resources, industry knowledge, and access to comprehensive promotional tools (Saarinen, 2019). However, the landscape began to shift with the rise of social media and the internet as primary sources of information about tourism destinations.

The emergence of digital channels and new technologies has opened up opportunities to more actively engage community members in the planning, development, and promotion of their tourism products. These technologies are cost-effective, interactive, map-based, and capable of generating original content (Zebua, 2016). They also facilitate increased interaction between local communities, tourism agencies, and other service providers within the industry. This synergy between digital tools and community involvement has transformed the landscape of community-based tourism, making it more accessible and impactful than ever before.

A new ecosystem called "smart tourism" has the potential to encourage and assist the development of new technologies for the application of "smart travel" assist and encourage the development of fresh technological advances and the production of innovative travel experiences. The use of technology and the creation of innovative travel experiences. The concept of "smart tourism" was created because of the evolving link between technology and travel. The term "smart tourism" refers to the current state of the industry's development as well as how it has been impacted by the evolution of the rapidly advancing fields of information and technology. The quickening pace of technological and informational advancement serves as a link between microbusinesses from regional/local and nomadic communities to the global market (Mardikanto & Soebianto, 2013).

The concept of smart in smart tourism is the advancement of technology and information innovation. Utilizing all the potential and resources available to improve the travel experience is known as smart tourism resources to enhance the tourism experience. Smart tourism offers a variety of enterprises in dispersed places so they can

generate employment and offer employment opportunities. Travelers may be able to extend the cognitive bonds of their travel plans thanks to the confluence of tourism information, services, and IT. Tourists to add information about well-visualized sites to expand their cognitive trip itineraries. Smart tourism's primary goal is to focus on satisfying visitors' needs by fusing IT development with local and cultural practices (Mardikanto & Soebianto, 2013).

The development of the participatory process within the framework of community empowerment Two pillars forms the foundation of community empowerment: first, local community participation in the process. Program selection, design, planning, and execution will influence community life. Second, transformative participation aims to improve the poor and marginalized people's circumstances so that they are stronger and more independent.

Bojongkukur is a settlement in West Java's Bogor Regency's Gunung Putri Sub-district. Bojongkukur, which borders Bekasi City, is situated at the northernmost point of the Bogor Regency. Bojongkukur Village is farther away from Bogor Regency Government than it is from Bekasi City Government. The Cikeas River on the west side and the Cileungsi River on the east side of the village serve as its bordering rivers.

The two rivers then combine to form the Bekasi River at the end of Bojongkukur. Although Bojongkukur is a rural area, it has a city feel. This is because there are several housing estates such as Vila Nusa Indah 1, Vila Nusa Indah 2, Vila Nusa Indah 3, Vila Mahkota Pesona, Bumi Mutiara and others. Bojongkukur village boundaries: (1) North are Jatirasa Village, Jatiasih District, Bekasi City; (2) South area Ciangsana Village, Gunung Putri Subdistrict, Bogor Regency; (3) East: Bantar Gebang Village, Bantar Gebang District, Bekasi City; (4) West: Jatiluhur Village, Jatiasih Subdistrict, Bekasi City. Bojongkukur Village is divided into 6 hamlets, 41 RW, 220 RT. Bojongkukur Village is located at coordinates 6.33311 N and 106.97056 E with an area of 477.717 ha.

Table 1. Demographics Numbers.

Total Population	70.156
Family's	22.809
Male	35.393
Female	34.763
Age 0 – 15 years old	14.400
Age 15 – 65 years old	43.365
Age up to 65 years old	12.391

Sources: Bojongkukur village administrative office (2022).

According to Gumelar in Zakaria (2014), the main elements of a tourist village can be seen through its unique characteristics and reliability, as well as its position close to extraordinary nature. This includes the unique appeal and beauty of tourist villages, their proximity to very impressive natural conditions, as well as cultural attractions that are attractive to visitors. Apart from that, the village has the potential to be improved in terms of facilities and infrastructure.

According to Gajdosik (2018), the concept of smart tourism emerged from development studies that discussed the relationship between technology and tourism. This concept emerged through the development of research that explored the relationship between technology and the tourism industry. Tourism intelligently describes the current conditions in the development of the tourism sector, which is greatly influenced by the rapid development of technology and information. The Smart Tourism Platform connects small and micro businesses, bridging tourist village communities with global markets.

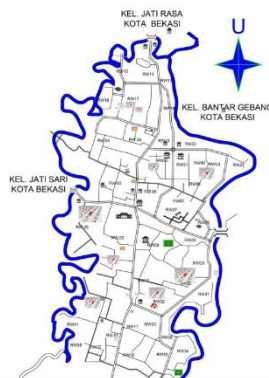


Fig1. Maps of Bojongkukur Village

Source: Bojongkukur Village Administrative (2022)

Bojongkukur Tourism Village boasts a wealth of educational and creative economic tourism potential that is incredibly captivating and should be on every tourist's itinerary. The village is blessed with breathtaking natural beauty, with two magnificent rivers, the Cileungsi River and the Cikeas River, converging in Bojongkukur Village before merging into the Bekasi River. The village offers various educational tourism programs, including guided tours along the Cikeas River and initiatives to maintain the river's cleanliness by collecting litter along its banks. Furthermore, they engage in chili agro-tourism activities and undertake catfish farming, from cultivation to post-harvest processing, including the production of shredded catfish and various sauces.

Moreover, the village is at the forefront of technological innovation in hydroponic agriculture and has effectively leveraged social media. As a result of these efforts, in 2023, Bojongkukur Village earned the distinction of being named the second-best digital village in West Java Province. According to Regulation No. 6 of 2014 on villages, community empowerment is an effort to develop community independence and welfare by improving knowledge, attitudes, skills, behavior, abilities and community awareness. Kurniawati et al. (2021), the development of tourist villages is expected to help create equitable development following sustainable tourism. A tourist village has made tourism products to bring and show more rural culture to preserve the local culture while providing more opportunities for the rural people.

Low community commitment and awareness in supporting tourism activities and limitations in skills and knowledge to support tourism activities. Limited cultural, tourism supporting facilities, infrastructure, and limited professional human resources are still becoming the major problems still occurs in Bojongkukur Village. The ability of professional human resources to manage and develop the potential of the tourism sector and the untapped potential of art and culture in the village of Bojongkukur.

In the tourism sector, the potential of arts and culture in Bojongkukur village has not been maximized. This article specifically measures and determines the effect of the development of a smart tourism village based on based smart tourism by empowering the competence of the Bojongkukur village community. In addition, it will look at the inhibiting factors and supporting factors of developing a tourism village with a smart tourism concept through empowering community competencies Bojongkukur village.

2. Methodology

This research uses descriptive qualitative methods. Data were collected using surveys and interviews with village government figures, tourism awareness groups, and the surrounding community. The research results show that developing tourist villages with the concept of smart tourism through community empowerment is a solution for village development. This research was conducted in Bojongkukur Tourism Village, District Gunung Geulis, Bogor Regency.

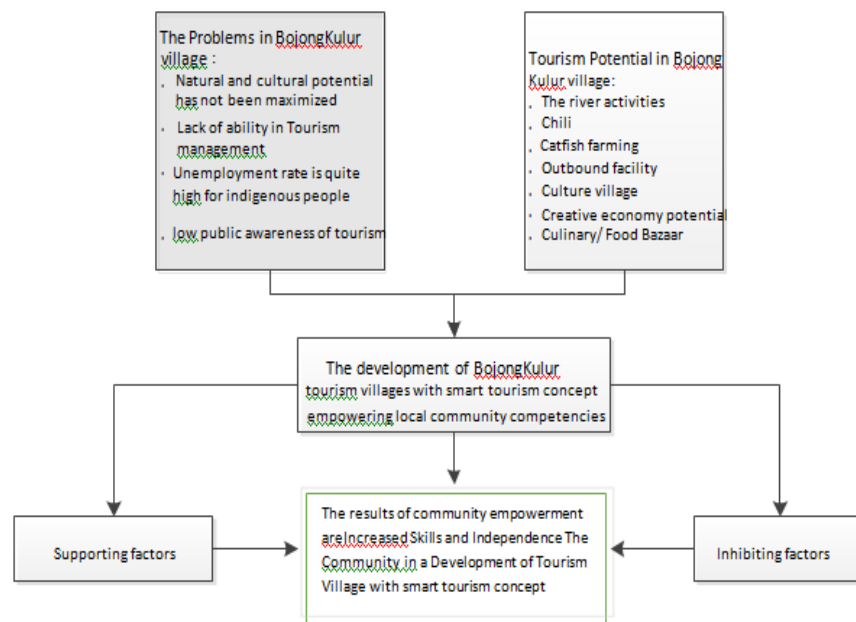


Fig 2. Research Design Scheme

The population in this study were local communities, tourism awareness groups and tourists 70.156 people. With drawl of samples from the population to represent the population in the study because to conclude research conducted on the population. Samples used in this study are local communities, tourism awareness groups, and visitors/tourists of Bojongkukul tourism village. Based on the variables studied, the authors present the operational variables with each indicator (Table 2).

Table 2. Research operational definition

Research Variables	Indicators	Definition	Measurement Tools	Sources
Tourism Village Development	Local community participation Prevailing norm system Local village customs Native village culture	A tourist village is a village that has been developed with tourism potential and is equipped with various supporting facilities such as transportation facilities, road access to the tourist village, accommodation, culinary options, handicraft centers, and souvenir shops. Apart from that, the authenticity of nature and the well-maintained rural environment are the main factors that stand out in this tourist village area.		Proceedings. undip.ac.id
Smart Tourism	Tourist Attractions Attractions Transportation Tourist support facilities	Smart Tourism is a planned and in-depth effort that combines the latest generation of information and communication technology to meet the individual needs of tourists. The aim is to improve their experience and satisfaction while traveling, thereby achieving efficiency and the best results in the utilization of tourism resources and social resources. (Zhang 2012)	Scoring technique	https://jurnal.uns.ac.id/region Journal Pembangunan Wilayah dan Perencanaan Partisipatif
Community Empowerment	Selection Location Socialization of empowerment Community Process Empowerment Community	Empowerment is a process that aims to reduce dependency by giving poor groups the ability to take more independent political action in their own interests. increasing the ability of poor people to take more independent political action for their own benefit. (Moeljarto, 1987:25)		Moeljarto (1987 : 25)

3. Results and Discussion

According to Gumelar in Zakaria (2014), the main components of a tourism village can be seen from the uniqueness and reliability of a tourism village, located next to a very extraordinary natural situation, has a unique

culture to attract visitors, and has a potential that can be developed both in terms of facilities and infrastructure. Meanwhile, according to Prasiasa in Zakaria (2014), there are four main components of a tourism village, namely: 1) local community participation; 2) a system of norms that apply in the village; 3) local village customs and 4) original village culture. A tourism village must have tourism potential, art, and customs of local residents, the village environment is included in the scope of tourism development areas or included in travel routes sold to tourists, and there are managers, trainers, and artists who can support the sustainability of the development of the tourism village, accessibility that can support the tourism village, guaranteed security, order and cleanliness of the tourism village environment.

According to Jasrotia & Gangotia (2018) smart tourism destinations can be perceived as cities or places that utilize the available technological tools, innovations and techniques to enable pleasure and experiences for the tourist and profit for the organizations and the destinations. Gretzel et al. (2015), smart tourism also clearly rests on the ability to not only collect enormous amounts of data but to intelligently store, process, combine, analyze and use big data to inform business innovation, operations and services. Numerous technologies support big data creation and in the context of smart tourism, they are often the ones put into the limelight.

According to Regulation No. 6 of 2014 concerning villages, community empowerment is an effort to develop community independence and welfare by increasing knowledge, attitudes, skills, behavior, abilities, and community awareness. Christens (2012) states that if our goal is to promote well-being in communities, power must be considered. Incorporating psychological empowerment into frameworks for the evaluation of community development programmes makes power a more central consideration. It can also provide a proximal outcome variable that can be useful for understanding change processes as they unfold and demonstrating incremental or intermediary gains to stakeholders. This autonomy encompasses the freedom to think, act, and have control over their actions. Community self-sufficiency implies that the community possesses the capacity to analyze situations, make decisions, and undertake appropriate actions to address the challenges they encounter, utilizing their inherent abilities and resources, which include cognitive, conative, and psychomotor skills, as well as efficient utilization of internal community resources. Consequently, attaining self-sufficiency necessitates the support of fully developed human resources encompassing cognitive, conative, psychomotor, and effective aspects, in addition to other essential resources such as facilities and infrastructure.

Kurniasih et al. (2018) the tourism village is a way to apply sustainable community-based tourism development. By developing the tourism village, it is expected that equal distribution with the concept of sustainable tourism development can occur.

From the questionnaires and questionnaires distributed to local communities, tourism awareness groups, and tourists who filled out questionnaires in this study, the facts found in the field showed that the development of tourism villages still had to be improved. Because there are still complaints and criticisms from tourists about facilities at tourist attractions, the database as a basis in Smart Tourism is still not well organized, because there are still no updates on the development of tourism villages, and empowering community competence is still not optimal. There are still many people who do not care about competency empowerment carried out by village officials for the community.

In addition, implementing the smart tourism concept also improves the quality of tourism experiences, community welfare, effectiveness, competitiveness, business objectives, and ultimately contributes to overall competitiveness. The research results showed that the Bojongkulur Tourism Village has implemented smart tourism through the Bojongkulur website and social media @desabojongkulur. In 2022, Bojongkulur Village won 1st place as the best social media management village in West Java at the 2022 Digital Literacy Festival (Viral). Bojongkulur Village has partnered with academics and other parties. The role of community empowerment is very important in advancing tourist villages and additional knowledge is needed to advance tourist villages.

The Bojongkulur tourist village started with the Cileungsi Cikeas River Care Community (KP2C) building a culinary-based tourist destination. Since the end of 2021, this destination has been serving visitors. The destination is named "Dermaga6". The existence of this tourism helps overcome this bamboo waste problem in the Cikeas River. The location was known to be flood season at that time. This destination is on the edge of the river, there is Pier 6, making the riverbank clean and well maintained. This residents' movement was responded to by the Head of Bojongkulur Village, Firman Riansyah, so Bojongkulur became a tourist village. The Bojongkulur tourist village is developing river tourism, culinary tourism, and sports tourism. The tourism known in this tourist village is river walking tourism. This community empowerment activity was launched in 2021, resulting in the growth of tourist villages and tourist destinations in Bojongkulur Village, Bogor.

4. Conclusion

Regarding the implications of this study, it appears that tourists perceive the development of Bojongkulur tourism village as suboptimal. This perception arises from several factors, including underutilized tourist attractions, inadequate maintenance of these attractions, limited road signage leading to tourist spots, a singular entrance gate, a perceived lack of creativity among locals in boosting tourist interest, and insufficient upkeep of public facilities

within Bojongkulur village's tourist attractions. Suggestions that may be useful for Bojongkulur Tourism Village, Gunung Putri Sub-district, Bogor Regency, especially for the management of Bojongkulur tourism village, as follows: Letting the manager of tourist attractions in the tourist village of Bojongkulur Gunung Geulis Sub-district, Bogor Regency better maintain the facilities it has so that tourists feel more comfortable when traveling. Directions to the tourist attractions of the Bojongkulur tourist god should be increased so that tourists who want to visit do not feel confused about the tourist attractions in the Bojongkulur tourism village. Empowerment of the competence of the surrounding community should be further enhanced by providing training so that the surrounding community is more creative. Bojongkulur tourism village should understand the wishes of tourists and always update places - photo spots that Instagramable the surrounding community should receive training in improving skills to become one of the tourist destinations in the Bojongkulur tourism village. The Management at tourist attractions should be given training on how to manage good tourist attractions, so that the quality of services management is even better.

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