

# Tourism Village Development Strategy Through The Community Based Tourism Concept In Ciliang Village, Parigi District, Pangandaran Regency

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## Abstract

Ciliang Village has tourism potential, namely nature, culture, and cuisine. One of the famous there is Batu Hiu Beach. However, this potential has not been explored optimally, as can be seen from the status of the developing village index in 2022 which still has the title "Developing". This research was conducted to identify the potential of the Ciliang Village area and determine a strategy for developing a potential tourist attraction. This research was conducted in the Ciliang Village Tourism Area, Parigi District, Pangandaran Regency. Data collection was carried out through interviews and observations then supported by the results of the documentation. Data and information are described descriptively. Based on the results of field observations and in-depth interviews, the strategy for developing tourist attractions by implementing the CBT concept can be started by conducting counseling and introducing the CBT concept, its benefits, and its impacts. This counseling can begin to be socialized to the closest stakeholders such as Pokdarwis and will then be disseminated to the surrounding community. Hopefully, with this development strategy, the Batu Hiu Beach tourist area can increase tourist visits.

**Keywords:** *Tourism Village, Strategy Development, Community Based Tourism*



## A. INTRODUCTION

Over the past few years, the tourism industry has been recognized as one of the fastest growing sectors in the world (Neto, 2003). This statement is supported by the United Nations World Tourism Organization (UNWTO), which writes that international tourist arrivals increased by 7% to 1,323 million in 2017. The industry also generates US\$1.6 trillion in export earnings and the UNWTO estimates that international tourist arrivals will reach 1.8 billion by 2030 (Schumann, 2018). In this case, it is clear that the tourism industry contributes significantly to a destination's economic growth in various ways, such as by generating foreign exchange earnings, providing employment opportunities, and improving infrastructure (Li et al., 2018). Given the magnitude of its contribution, tourism is widely regarded as an important driver in promoting export trade and economic growth. (Hamzah & Hermawan, 2018) Due to the revenues generated, the tourism sector is considered as one of the main sources of income for many countries (Fahimi et al., 2018).

In Indonesia itself, the tourism sector is the second largest contributor of foreign exchange (Maharani & Mahalika, 2020). Tourism foreign exchange is calculated to exceed the palm oil commodity or crude palm oil (CPO). In reality, the tourism sector in West Java Province is still unable to be processed optimally, so it is

still very far from being compared to tourism in other provinces in Indonesia. The leading sector of West Java Province currently still relies on the manufacturing sector (Aliansyah & Hermawan, 2021). While West Java Province has abundant natural resources ranging from mountains, jungles, sea, water, beaches and cultural arts. No wonder, the government continues to support the tourism sector with various strategies. From accelerated infrastructure development, large-scale promotions to the development of new destinations. One of the new destination developments is the development of tourist villages.

A tourist village is a form of integration between attractions, accommodation, and support facilities presented in a community living structure (Purbasari & Asnawi, 2014). Village tourism currently has a tendency to use the concept of ecotourism, where the concept offered is all the potential owned by rural communities (Susanto et al., 2012). This rural tourism is believed to increase public awareness in preserving the beauty of nature and its cultural characteristics. The concept used in rural tourism is in line with community-based tourism (CBT). CBT is a form of tourism managed by local communities that emphasizes the principles of environmental, social, and cultural sustainability to help tourists understand and strengthen the organizational capacity of local communities (Tyas & Damayanti, 2018). Unlike conventional tourism or mass tourism, CBT prioritizes the improvement of community well-being through local empowerment.

In addition, the existence of tourism villages is able to preserve the culture of rural communities through the involvement of the community as actors of tourism activities in the village (Istiyanti, 2020). Of course, the community will be empowered first in order to be able to develop and manage the potential of their own village (A'inun et al., 2015). The success of tourism village development with the CBT approach is determined by leadership, effective management, active community participation, community support and commitment, togetherness and government support (Giampiccoli & Kalis, 2012).

Thus, the development of tourist villages is expected to promote the growth of various community-based economic sectors such as handicrafts, trade, services, and others. This kind of thing is expected to be an attractive factor for tourists to visit tourist villages (Istiyanti, 2020). Pangandaran Regency is one of the tourist attractions in West Java Province. Pangandaran Regency actually already has sufficient tourism potential spread in each region. One of the most famous besides the charm of the beach is the tourist village.

Ciliang Village is one of the villages with tourism potential to be developed into an independent, sustainable and environmentally friendly tourism village. The main tourism potential of Ciliang Village is the beautiful charm of Batu Hiu Beach, which is often referred to as the Tanah Lot of West Java. This is because Batu Hiu Beach has a rock that juts out in the middle of the sea just like Tanah Lot, which is located in Bali Province. In addition, Ciliang Village has Turtle Breeding Conservation, Bukit Pasir Gintung, Art Cave, and Kramat Tomb Site, where the place is often used as a place of meditation by pilgrims. Speaking of cultural attractions,

Ciliang Village also has the Ruat Jagat Sila Saamparan Traditional Performance. The performance is usually held once a year as a form of gratitude to the Almighty for the grace and favor given.

However, the potential owned by Ciliang Village has not been maximally developed into a Tourism Village area. Based on observations of local residents, many people in Ciliang Village still do not know what a tourist village is and how to manage an area to become a tourist village. Most people also prefer to work as farmers rather than utilize the existing potential to enter the tourism industry. In fact, the development of this tourist village can have a positive impact on various parties, both the surrounding community, government and private sector with more directed management in the future. In addition, the most important thing is the preservation of culture which is a cultural heritage for the progress of sustainable tourism in Ciliang Village.

Based on this background, the researcher is interested in further examining the development of Desa Wisata in Ciliang Village and pouring it in the form of an article with the title **“Tourism Village Development Strategy through the Concept of Community Based Tourism in Ciliang Village, Parigi District, Pangandaran Regency”**.

#### **Research Sites**

The research was conducted in Ciliang village, Parigi sub-district, Pangandaran district, West Java province. The village is located about 6 km from the center of Pangandaran district government. In the Village Development Index, Ciliang Village still has the status of a developing village. The leading tourism attraction in Ciliang Village is Batu Hiu Beach. However, there are several supporting potentials such as turtle conservation, and the annual performance of the ruat jagat sila saamparan tradition.

#### **Participants or Informants**

Participants are people who are believed to be knowledgeable about the problem being studied and who are willing to provide information to the researchers. Then the determination of a number of participants in qualitative research using non-probability techniques, namely a sampling technique that is not based on statistical formulations, but rather on the subjective judgment of researchers based on the range and depth of the problems being studied. In addition, informants in this study include tourists who will/have visited Batu Hiu Beach during the year 2022, traders who have been selling along the Batu Hiu Beach area for at least two years, managers who have been working in Batu Hiu Beach for at least two years, employee representatives from the Pangandaran Regency Tourism and Culture Office, and representatives from Ciliang Village officials.

#### **Type of Research**

The type of research used in this research is qualitative research. Qualitative research is able to capture a comprehensive picture of the situation by bringing together all perspectives. The main focus of qualitative research in tourism is to collect information or data related to activities or activities, events or events, behaviors that

occur in a social context and seek an understanding of the actions, problems and processes that occur in society (Junaid, 2017). The researcher's consideration in choosing qualitative research methods is because qualitative research is generally related to the classification of answering what & how questions, this is in accordance with the formulation of the problem that has been designed.

### **Research Methods**

The method used in this research is a descriptive research method. The descriptive method allows researchers to describe human behavior in a natural context, remembering that a phenomenon can only be understood in its entire context (Luthfiyah, 2020). Researchers used descriptive methods related to exploring tourists' experiences when visiting Ciliang Village.

### **Data Collection Technique**

The data collection technique in this research uses interview methods, literature study and documentation. More in-depth interviews (in depth interviews) are used by researchers to dig deeper into the answers given. Interviews followed a semi-structured interview guide with open-ended questions. Data from the interview results becomes the basic material that will later be analyzed. Next, for literature studies, namely collecting secondary data by studying books, journals, or websites to obtain information related to theories and concepts related to tourism development strategies. Meanwhile, the purpose of collecting personal documentation is to obtain real events about social situations and the meaning of various factors surrounding the research subject. If teachers or researchers ask or subjects to write down their memorable experiences, it is also seen as personal documentation.

### **Data analysis technique**

In this qualitative research, the data analysis technique used was thematic analysis. Thematic analysis is a way to analyze data with the aim of identifying patterns or finding themes through data that has been collected by researchers (Braun & Clarke, 2008). This method is a very effective method if a study intends to examine in detail the qualitative data they have in order to find interrelationships between patterns in a phenomenon and explain the extent to which a phenomenon occurs through the researcher's eyes.

## **B. RESULTS AND ANALYSIS**

Ciliang Village is one of the villages in Parigi District, Pangandaran Regency, West Java Province. Ciliang Village is known for the beauty of Batu Hiu Beach. As tourism progresses there, most of the village people work as culinary traders, souvenir craftsmen, freelance photographers and life guards. Apart from that, the residents of Ciliang Village also work as farmers. According to the current village development index (IDM) status ranking for Ciliang Village, the Village District Province in 2022 is still in developing status, compared to other villages in Parigi District.

### **Potential tourist attraction**

A tourist attraction is something that is prepared in advance so that it can be seen and enjoyed. Some of the activities included in this are dances, traditional folk art songs, traditional ceremonies, etc. (Spillane, 1994). The tourist attraction in Ciliang

Village is the potential beach with cliffs and beautiful panoramas called Batu Hiu Beach which is often called the land of West Java. This is because Batu Hiu Beach has rocks that jut out into the sea, like Tanah Lot, Island of the Gods. The name shark rock originates from a coral rock in the middle of the sea whose shape resembles a shark. In terms of position, this beach is located 14km from Pangandaran Beach to the south. Batu shark beach also has a rich historical story, where there is the sacred tomb of the Mataram kingdom, Ki Braja Lintang, which is often visited by various tourists from all cities in Indonesia to meditate at the tomb. On average, tourists who visit can spend two to five days meditating in this place.

After that, there is also turtle conservation which has existed since 2003 and is managed by a marine biota community monitoring group (Pokwaswas), namely green turtles, hawksbill turtles, loggerhead turtles and flatback turtles. This conservation is located right on the edge of Batu Hiu Beach, but when the tsunami hit in 2006, this place suffered quite serious damage so it only started operating again in 2008 in a new place, but still in the Batu Hiu Beach area. There are several areas in the conservation, such as a turtle pond which is used as a treatment pool for sick turtles, a small pond for hatchlings ready to be released into the sea, then there is a sandbox for hatching turtle eggs and finally there is an area for souvenirs which are sold in to support turtle conservation.

Meanwhile, for its own culture, Ciliang Village has a traditional performance of Ruat Jagat Sila Saamparan, this performance is held as a form of gratitude from the villagers for the good fortune given by Allah SWT. Even though it is not yet widely known, it is hoped that the performance agenda which is held at Batu Hiu Beach once a year can become a cultural tourism attraction in Ciliang Village.

Talking about accessibility, Batu Hiu Beach is equipped with adequate access. This makes it easier for tourists to visit this tourist attraction. The condition of the road that has been paved along the road to Batu Shark Beach provides added value to this tourist attraction visited by tourists. Not only are the roads adequate, but tourists can also enjoy beautiful natural views on the left and right sides while heading to Batu Hiu Beach. After tourists arrive at Batu Hiu Beach, tourists will not feel confused about parking their vehicle. Batu Hiu Beach has a fairly large parking area, capable of accommodating two-wheeled, four-wheeled vehicles and large vehicles such as buses. With the accessibility available, Batu Hiu Beach has become a popular tourist attraction for tourists, because tourists feel comfortable and find it easy to get to Batu Hiu Beach. Meanwhile, the amenities or supporting facilities around Batu Hiu Beach are also complete, starting from homestays, although there are not many, then there are food stalls, coffee shops, places selling souvenirs, a large parking area, public bathrooms and even a photographer. which can be used to immortalize precious moments

### **Community Perception and Readiness for Development**

In accordance with the CBT concept approach, it is clear that the community has an important role in implementing development strategies in the Batu Hiu Beach area, Ciliang Village. Therefore, this identification aims to determine the community's

perception of development with the CBT concept and the community's readiness to participate in it. Based on the results of interviews in the field, the people of Ciliang Village do not yet understand what CBT is and how it is implemented. However, since the Covid-19 pandemic, people have not felt any increase in income while selling at Batu Hiu Beach, even though the level of tourist visits to Pangandaran Regency continues to increase. This is clearly a problem for the community, especially those who are directly involved in Batu Hiu Beach. Therefore, they are very ready to participate in rebuilding Batu Hiu Beach into a tourist spot that is popular with tourists so that it can have an impact on improving the economy of the people of Ciliang Village. With the existing problems, the development strategy in Ciliang Village was deemed appropriate to use the CBT concept.

### **Perception and Readiness of Stakeholders (pokdarwis & government)**

The tourism awareness group or pokdarwis in Ciliang Village has an office located in the Batu Hiu Beach parking area. They are also employed as life guards, ticket keepers, and some also do side jobs, namely photographers. In terms of readiness, they are very ready to carry out development at Batu Hiu Beach using the CBT approach, but they are of the opinion that there needs to be training first regarding this development concept because not everyone understands it. Furthermore, they also hope that there will be other guidance such as tour guides for tourists who attend.

From the government's perspective, in this case, the Pangandaran District Tourism and Culture Department believes that Batu Hiu Beach is not as busy as Pangandaran beaches because there are not as many tourist attractions as other beaches in Pangandaran. Apart from that, Batu Hiu Beach cannot be used as a water sport because the waves are quite high and dangerous. So far the government has tried in various ways, one of which is creating a new access via the beach road from Pangandaran Beach which can be accessed directly to Batu Hiu Beach. With this, Disparbud hopes to increase tourist visits to Batu Hiu Beach. Apart from that, the Pangandaran Regency Tourism and Culture Department is also ready to support the development of this CBT concept so that the community can also feel the benefits, especially in improving their economy.

### **Development Strategy**

Based on the results of field observations and in-depth interviews conducted, the development strategy using the CBT concept can be started by providing outreach and introduction to the CBT concept, how it is useful, and what its impact is. This counseling can begin to be socialized to the closest stakeholders such as Pokdarwis and will then be distributed to the surrounding community. In this program, the community is educated to be independent in preparing new forms of attractions that can be utilized on the Batu Hiu Beach land, then making food characteristics that can only be found and tasted there, and also preparing homestays that can be lived in by tourists. This will not happen instantly, requiring a lot of training, but adding new attractions by maximizing the abilities of the people in the area is the start to making this CBT concept a success.

### C. CONCLUSION

Based on the observation results, it can be concluded that the development strategy with the CBT concept is the right strategy in making Ciliang Village a tourist village, especially as the main tourist attraction, namely Batu Hiu Beach, has the potential to be developed both sea and land, this is because the area is still very large, supportive environment, and easy to access location. This development will later focus on the level of independence and reliability of the community in participating in developing tourism in Ciliang Village.

Several recommendations that can be given based on the results of this research include:

1. The most famous tourist attraction in Ciliang Village is Batu Hiu Beach, even though there are many other attractions that can be explored. For this reason, it is necessary to develop tourist attractions so that they can grow and increase tourist interest in visiting Ciliang Village.
2. Regarding accessibility, physical assistance is needed regarding maintenance of signs or direction markers to make it easier for tourists to reach public facilities.
3. Regarding tourist amenities, further training is needed regarding homestays so that residents who want to use their homes as accommodation can understand what needs to be prepared.
4. Regarding the information center, it is necessary to repair, organize and re-function the TIC or tourist information center to maximize services for tourist needs
5. Due to the institutions related to Tourism Villages which are still not active, it is necessary to reactivate tourism institutions as a forum for community involvement in the management of tourist villages. Because institutions such as Tourism Awareness Groups (Pokdarwis), Management Bodies, Tourism Cooperatives, or forming the empowerment of local community groups.

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