



Analysis of the Tourism Village-Based Tourism Potential in Supporting Tourism Development In Cirebon Regency

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Abstract

Background. The tourist sector represents a viable avenue for development as a source of regional revenue. The program for the development and utilization of area tourist resources and potential is anticipated to enhance original income and contribute to economic development.

Aims. The establishment of tourism villages serves not only to diversify tourism offerings but also functions as a strategic tool for economic fairness, employment generation, and the empowerment of local communities.

Method. The employed research method is a qualitative descriptive approach, utilizing data collection techniques such as observation, in-depth interviews, and documentation analysis. The investigation involved evaluating possible tourist attractions, accessibility, amenities, and the involvement of local populations in the management of tourist villages.

Results. The results of the study show that Cirebon Regency has considerable potential for Tourism Villages, especially in aspects of culture, traditional culinary and rural people's lives. Therefore, tourism villages can be one of the strategies to develop tourism in Cirebon Regency. However, the development of Tourism Villages still faces a number of obstacles, such as the limitation of professional human resources, lack of optimal promotion, and uneven support for tourism infrastructure.

Conclusion. This study indicates that Tourism Villages can serve as a catalyst for regional tourism development if administered cohesively via the collaboration of government, community, and tourism industry stakeholders.

Implementation. This research recommendation is expected to be considered in the formulation of tourism development policies in Cirebon Regency.

Keywords: Potential, Tourism, Tourism Village, Development, Cirebon Regency.



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INTRODUCTION

The tourist sector possesses the capacity to evolve into a significant regional revenue source. Initiatives to enhance local original revenue are anticipated to foster economic growth via development programs and the utilization of regional tourism resources and potential. Tourism is regarded as a multifaceted activity within the continuum of development processes. The expansion of the tourism sector is interconnected with socio-cultural, economic, and political factors. This aligns with the provisions of Law Number 10 of 2009 regarding Tourism, which articulates that the execution of tourism endeavors aims to augment national revenue to enhance community welfare and prosperity, broaden and equalize business and employment prospects, stimulate regional development, promote and leverage tourist sites and attractions in Indonesia, as well as cultivate national pride and reinforce international camaraderie.

The advancement of tourism also promotes and expedites economic development. Tourism activities create demand for both consumption and investment, thus stimulating manufacturing activities for products and services. During vacations, travelers engage in shopping, hence generating market demand for products and services. Moreover, tourists indirectly generate a demand for capital goods and materials necessary for the production of goods and services that satisfy their needs. Investment is required in transportation and communication sectors, hospitality and accommodations, handicrafts and consumer goods industries, service sectors, restaurants, and others to satisfy tourist demands (Spillane, 1994 p. 20).

Cohen categorizes the impact of tourism on the socio-economic conditions of local communities into eight primary areas: (1) foreign exchange receipts, (2) individual income, (3) employment opportunities, (4) pricing effects, (5) community benefit distribution, (6) ownership and control dynamics, (7) overall development, and (8) state revenue. The expansion of the tourism industry in a region is significantly affected by the volume of tourists, necessitating the enhancement of tourist locations to foster robust growth in the tourism sector. Indonesia, abundant in natural beauty, robustly fosters the development of the tourism sector. Indonesia, an archipelagic nation, possesses considerable potential for the advancement of its tourist sector, particularly in Cirebon Regency.

Cirebon Regency is situated on the boundary between West Java and Central Java, neighboring the seat of West Java Province, Bandung. The strategic location presents a chance for advancement, expansion, and service as a hub of national industry, commerce, transportation, communication, and tourism. Cirebon Regency is a designated area for tourism

development in West Java Province. Featuring a diverse array of tourism destinations that appeal to both domestic and international visitors.

The tourism potential in Cirebon Regency encompasses culinary and natural attractions, as well as tourist villages, which serve as attractions created through collaborative efforts between the government and the community, particularly by leveraging local wisdom and employing a tourism development model centered on these villages. In alignment with the concept of thirty tourism communities in Cirebon Regency. Commencing with ecotourism, the ecology, and funeral tourism. Nonetheless, the advancement of tourism has not been executed effectively and is, in fact, transient. Moreover, this type of tourism development has not been adequately disseminated by district government initiatives and community service promotions. Upon analysis, the theme potential for development in Cirebon Regency is notably intriguing and possesses the capacity to enhance the tourism sector within the region.

LITERATURE REVIEW

Tourism Potential

Tourism potential encompasses all the attributes and attractions of a destination that entice visitors. According to Sukardi (1998:67), tourism potential encompasses all regional assets that serve as attractions and contribute to the development of local tourism businesses. Simultaneously, Sujali (in Amdani, 2008) asserted that tourist potential constitutes a capability within a region that can be leveraged for development, encompassing factors such as natural resources, population, and human labor (Padalarang, 2020). Tourism potential refers to a resource that can be turned into a tourist destination. Padalarang (2020) categorizes tourist potential under three distinct types:

1. The potential for ecotourism, specifically the environmental conditions and varieties of flora and fauna in a region, as well as sceneries such as beaches, woods, and other physical attributes of the place.
2. The potential of cultural tourism stems from human ingenuity manifested via customs, handicrafts, art, and historical artifacts, including buildings and monuments.
3. Man-made tourism potential, namely tourist attractions that come from humans themselves, such as dance performances or cultural arts in an area.

Tourism potential is definitely attractive to tourists. Therefore, several conditions must be met for a tourist attraction to be considered to have tourism potential. First, there is something to see, something to do, and something to buy. In addition, other factors make tourist

attractions attractive, namely the completeness of facilities and infrastructure. Tourism infrastructure comprises all facilities that support tourism and meet the needs of various types of tourists, such as highways, railways, airports, seaports, power generation and clean water, telecommunications, health services, security, and other services.

Tourism Development

Tourism development aims to enhance tourist attractions and destinations, making them more appealing, comfortable, and of superior quality for visitors, while also delivering enduring advantages to local people and the environment. The process entails enhancing many elements like tourist attractions, amenities, infrastructure, marketing strategies, and institutions, with the objective of establishing sustainable and competitive tourism.

Yoeti (2006: 22) stated that tourism activities are one of the cultural expressions. Maybe not all cultures have the same concept of tourism activities. There may even be those who don't know him at all. Tourism is a deliberate effort that aims to get a special experience elsewhere, outside the residential area of the 'tourist', to then return home, and this is regulated in the service industry.

Pitana (2009: 134) asserted that effective tourist development necessitates sound and suitable planning methodologies. The development strategy must integrate multiple elements that facilitate tourism success. These factors encompass accessibility (transportation and marketing channels), attributes of tourism infrastructure, degree of social contact, integration/compatibility with other sectors, resilience to tourism impacts, resistance levels of local communities, among others.

The primary impetus for the advancement of tourism in a destination, whether at the local, regional, or national level, is intrinsically linked to the economic prosperity of the area or nation. The advancement of tourism in a destination will consistently be regarded as advantageous for several individuals.

Tourism development is a series of efforts carried out with the aim of realizing integration in the use of various tourism resources in integrating all forms of aspects outside tourism that are directly or indirectly related to the continuity of tourism development, namely to advance, improve, and improve the condition of tourism of an object and tourist attraction so that it can become established and crowded to be visited by tourists and able to provide a good benefit to the community around the object and attraction and further will be a source of income for the government.

Tourism Village

The Concept of Tourism Villages in Regional Planning

Tourism planning is crucial, serving as a framework for management, a method to anticipate unforeseen events and devise solutions, a means to steer tourism towards its objectives of effective and efficient realization, and a tool for assessing success rates, facilitating monitoring and evaluation to inform future implementations. Tourism villages represent a model of tourism development that emphasizes the role of rural communities and the conservation of the rural environment. Tourism villages possess tourism items that embody cultural significance and have pronounced traditional attributes (Fandeli, Baiquni, Dewi, 2013: 61). Inskeep (2013: 126) describes rural tourism as tourism wherein a group of tourists resides in a traditional setting, immersing themselves in village life to get insights into rural existence.

As per the Regulation of the Ministry of Culture and Tourism, a tourism village constitutes a cohesive amalgamation of lodging, attractions, amenities, and infrastructure designed to facilitate tourism, organized within a framework of community life that is harmonized with existing traditions. A tourist village is a rural area characterized by a distinctive feature that can serve as a tourist destination. In tourist villages, inhabitants continue to uphold their ancestral traditions and culture. Various ancillary businesses, including agricultural systems, horticulture, and indigenous cuisine, further enhance the viability of the tourist hamlet. Moreover, authentic and well-preserved environmental elements are crucial for a tourism hamlet (Zakaria, 2014). The components essential for the development of a tourist village include an understanding of the following elements: the natural environment, community culture, architecture, socio-economics, spatial structure, and historical aspects, as well as the local capabilities and knowledge of the community.

RESEARCH METHODS

This study uses a qualitative, descriptive approach to analyze in depth the development of tourism village-based tourism potential to support the tourism sector in Cirebon Regency. This approach was chosen to comprehensively understand social, cultural, and institutional phenomena from the perspective of stakeholders.

DISCUSSION RESULTS

Development of tourism village-based tourism potential in supporting the development of the tourism sector in Cirebon Regency

The findings indicate that village-based tourism development in Cirebon Regency is crucial in bolstering the regional tourism sector. Cirebon Regency possesses a rich array of local potential, encompassing natural resources, culture, traditions, and the indigenous wisdom of the village population, which can be cultivated into sustainable tourist attractions. The potentials encompass cultural tourism, religious tourism, traditional gastronomic tourism, and true rural natural tourism.

Identification and Potential of Tourism Villages in Cirebon Regency

The study's findings indicate that communities in Cirebon Regency has varied tourist potential in ecological, cultural, and social dimensions. Natural potential encompasses picturesque rural landscapes, rice paddies, rivers, and village settings that are aesthetically pleasing and largely intact. Simultaneously, cultural potential manifests in local traditions, regional arts, rituals, and the ideals of indigenous wisdom upheld by the community.

Cirebon Regency also possesses potential for religious and gastronomic tourism, alongside natural and cultural tourism. The presence of religious sites, traditions, and regional gastronomic specialties offers a distinct appeal for travelers. When effectively managed within the framework of tourist villages, these potentials can create an authentic, unique tourist experience, distinguishing it from mass tourist attractions.

The Role of the Community in the Development of Tourism Villages

The advancement of tourism in Cirebon Regency is predicated on the local community as the primary agent. The study's findings indicate that community engagement, particularly through POKDARWIS, is a crucial element in the effective administration of tourism villages and the success of tourism development. The community participates in several activities, encompassing planning, management, and the delivery of tourism services. Community engagement encompasses the administration of homestays, the supply of local tour guiding services, the establishment of microenterprises such as handicrafts and traditional cuisine, and the execution of cultural attractions. This active engagement not only yields obvious economic advantages but also enhances the community's sense of ownership and accountability for the survival of tourist villages.

However, the study also shows that community participation levels still vary between villages. Some villages have shown readiness and independence in managing tourist villages, while others still need assistance and capacity-building for human resources.

The Role of Local Governments in Supporting the Development of Tourism Villages

The Cirebon Regency local government, particularly the Culture and Tourism Office, is instrumental in fostering tourism growth via tourist villages. According to the research findings, government support is realized through policy creation, mentorship initiatives, and the enhancement of tourism-related services and infrastructure.

The local government additionally contributes by offering training and coaching to the village community, namely in tourism management, tourism services, and destination marketing. Furthermore, the government is enhancing the competitiveness of tourism towns in Cirebon Regency by promoting them through diverse media, including digital platforms. Nevertheless, the study revealed that stakeholder coordination requires enhancement to facilitate the establishment of tourism villages in a more focused and sustainable manner.

Challenges and Obstacles in the Development of Tourism Villages

The implementation of tourism development in Cirebon Regency faces numerous hurdles. The primary challenge noted in this study is the inadequate quality of human resources, particularly in tourism management and the application of information technology for promotion.

Moreover, deficiencies in supporting infrastructure, including road access, public amenities, and tourism-related facilities, impede the establishment of tourist communities. Certain tourist communities lack adequate amenities to ensure visitors' comfort, thereby affecting visitation rates.

A further difficulty is achieving equilibrium between tourism development and the conservation of the local ecology and culture. The establishment of tourist villages must be executed meticulously to prevent the erosion of local qualities, which constitute the primary allure.

Contribution of Tourism Villages to the Development of the Regional Tourism Sector

The study's findings indicate that the establishment of tourism villages positively impacts the tourism sector in Cirebon Regency. Tourist villages can diversify the distribution

of tourist destinations, preventing concentration in a singular locale. This facilitates the fair allocation of tourism development among areas and enhances the economic prosperity of rural populations. Besides its economic influence, tourism villages also aid in cultural preservation and enhance public awareness regarding the significance of environmental protection. By adopting a community-based tourism strategy, the growth of tourism in Cirebon Regency can proceed inclusively and sustainably. The enhancement of Cirebon Regency's tourism potential is a pertinent and effective way to bolster the regional tourism sector. The effectiveness of tourism village development is predominantly influenced by collaboration among the community, local authorities, and other stakeholders, alongside a commitment to sustainable tourism management.

Tourism village-based tourism potential development strategy in supporting the development of the tourism sector in Cirebon Regency

The study's findings indicate that the tourism village development plan in Cirebon Regency seeks to maximize local village potential using a participative and sustainable methodology. This plan seeks to enhance visitor influx while simultaneously empowering village populations and ensuring equal distribution of tourism sector growth throughout the region. According to the findings from observations, interviews, and documentation, the strategy for building tourism villages in Cirebon Regency can be delineated into several key areas as follows.

Strategies for Identifying and Utilizing Village Local Potential

The primary technique for establishing tourism communities in Cirebon Regency is to assess each hamlet's local potential. This potential includes the community's natural environment, cultural heritage, religious practices, and social activities that possess tourism appeal. The study's findings indicate that each community possesses distinct qualities and benefits, necessitating a differentiated development plan. Syafrudin Ariyono, Head of Destinations and Tourism Industry at the Cirebon Regency Culture and Tourism Office, observed, "The development of tourist villages in Cirebon cannot follow a singular model." Each town possesses distinct characteristics; some excel in cultural heritage, others in religious significance, others in natural beauty, and others in culinary offerings. Our objective is to harness this potential and transform it into a viable tourism product. The employment of local potential occurs while preserving the authenticity and values of indigenous wisdom. Tourist

villages are designed not to become mass tourist destinations, but to function as experiential tourism venues that emphasize rural life.

Local Community Empowerment and Participation Strategy

Community empowerment is a fundamental element in advancing village-based tourism. The community is positioned not merely as an object, but also as the primary subject in tourism management. The methods of empowerment implemented encompass training, mentorship, and the establishment of tourism awareness groups (POKDARWIS). Mr. Wastani Bajuri, the Chairman of the POKDARWIS of Sitiwinangun Tourism Village in Cirebon Regency, stated: "Initially, residents were apprehensive, fearing that tourism would be complex." Following support, locals gradually became engaged; some established gallery workshops and homestays, while others offered unique culinary items and handcrafted souvenirs. This community engagement enhances collective understanding on the significance of safeguarding the nature, culture, and reputation of the village. Moreover, the community's active participation yields economic advantages for residents.

Strategies for Strengthening Tourism Village Institutions

The strategy for developing tourist villages in Cirebon Regency emphasizes enhancing the capabilities of tourism village management institutions. This institution serves as a platform for collaboration among the community, local governments, and external entities. The study's findings indicate that tourist communities possessing a well-defined institutional framework are often more advanced than those lacking an organized management system. Mr. Rio, a government official from Karangreja village in Cirebon Regency, stated: "Without a definitive administrator, the tourist village will stagnate." Following the establishment of the Pokdarwis, responsibilities are delineated, and management becomes more focused. Institutional strengthening is achieved by organizational formalization, the development of work programs, and the enhancement of the competencies of tourism village administrators to manage tourism activities proficiently.

Strategy: Development of Facilities, Infrastructure, and Accessibility

The presence of facilities and infrastructure is a crucial supporting element in the creation of tourist communities. The tactics employed include improving road accessibility, providing public amenities, and establishing homestays in residents' homes. Municipal

authorities facilitate the development of fundamental infrastructure, whilst communities furnish ancillary facilities. One informant from the local community remarked: "Tourists appreciate the village ambiance; however, if the road is deteriorated or amenities are lacking, they become disenchanted." With enhanced access, tourist numbers are beginning to rise. Nevertheless, the survey revealed that not all tourist communities has sufficient facilities, indicating a continued necessity for support from local government and pertinent stakeholders.

Tourism Village Promotion and Marketing Strategy

Promotion and marketing tactics are crucial elements in enhancing the competitiveness of tourist settlements in Cirebon Regency. The study's findings indicate that the promotion of tourism villages is progressively centered on digital media, including social media and online platforms, despite suboptimal execution. Mr. Eman, the manager of the Cikuya tourism hamlet, stated: "Our efforts to promote via social media have been constrained." Not all of our human resources personnel comprehend digital marketing. The local government aims to promote tourist villages through exhibitions, tourism events, and collaboration with the commercial sector. The constraints of promotional capabilities at the village level persist as a barrier that necessitates ongoing training and mentorship.

The Impact of the Tourism Village Development Strategy on Regional Tourism Development

The village-centric tourist development approach enhances the expansion of the tourism sector in Cirebon Regency. The effects observed encompass a rise in visitor arrivals, an augmentation of community income sources, and an enhancement of Cirebon Regency's reputation as a culturally and traditionally rich tourist destination. Tourism in this community encompasses not only the arrival of guests but also the transformation of people's perspectives. The community is now more cognizant of its village's potential. The strategy for enhancing tourism potential in Cirebon Regency is progressing positively, it requires further fortification in human resources, infrastructure, and promotional efforts. The collaboration of local governments, village administrations, and communities is a crucial element in fostering the sustainable development of the tourism industry.

CONCLUSION

From the findings of the research and discourse regarding the strategy for enhancing tourism potential to bolster the tourism sector in Cirebon Regency, numerous conclusions may be articulated as follows:

1. The establishment of tourism centered around tourism communities in Cirebon Regency possesses significant and strategic potential for enhancing the regional tourism sector. The variety of local assets, encompassing natural, cultural, religious, and gastronomic tourism, constitutes the primary strength of tourism communities, enabling the development of attractions rooted in originality and local knowledge.
2. The strategy for developing tourism villages is carried out through the use of local potential, community empowerment, institutional strengthening, provision of infrastructure, and tourism promotion and marketing. The strategy has been gradually implemented and has shown positive results, although it has not been fully optimized across all tourist villages.
3. The involvement of local communities is essential for the successful development of tourism villages. Community engagement in the administration, delivery of tourism services, and enhancement of local products not only bolsters the village economy but also cultivates a sense of belonging within the tourist village.
4. Local governments play a crucial role as facilitators and partners in the development of tourist villages, particularly through the implementation of policies, provision of training, promotion, and enhancement of basic infrastructure. Nevertheless, collaboration among stakeholders needs to be enhanced to ensure the tourism village development strategy operates more efficiently and sustainably.
5. The establishment of tourism villages in Cirebon Regency positively influences the tourism sector, encompassing economic, social, and cultural dimensions. Tourism villages can facilitate equitable tourism growth, enhance village residents' incomes, and aid in the preservation of local culture and the environment.

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