



Strategy For The Development Of Independent Tourism Villages At The National Level In Belawa Tourism Village, Cirebon Regency

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Abstract

Background. Belawa tourism village is located in Lemahabang sub-district, which has tourism potential that can be developed to improve the welfare of the community, involving the community in the process of tourism activities.

Purpose. The purpose of this activity is to provide an overview of the potential objects and tourist attractions owned by the Belawa tourism village.

Method. This research activity is carried out through field research to obtain precise data on the research object through observation, as well as in-depth interviews, whose results will be described qualitatively.

Result. Research. Inventory of potential tourist attractions based on tourist attractions, accessibility, amenities, human resources, tourism industry, and local community involvement.

Conclusion. Belawa tourism village as one of the tourism destinations that has tourism potential that can be developed, so it is necessary to identify and develop strategies to increase the economy of the community by involving the local community

Keywords: identification of tourism potential, tourism villages, community involvement



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INTRODUCTION

Belawa Tourism Village is located in Cirebon Regency, based on the Decree of the Regent of Cirebon Regency No. 556/Kep. 429.DISBUDPAR/2022 dated August 15, 2022. Belawa tourist village has gained the status of a tourist village due to the existence of the only Belawa turtle conservation tourist attraction in Cirebon Raya. Potentially, Belawa village has

various kinds of potential objects and tourist attractions that can be developed and become an attraction for tourists to visit Belawa village. Belawa Tourism Village is managed by the Raksa Buana Sejahtera Village-Owned Enterprise (BUMDES), which has been institutionally ratified by the village head (Kuwu) based on Belawa Village Regulation No. 3 of 2023 concerning Tourism Village Management by BUMDES Raksa Buana Sejahtera. Belawa Tourism Village, as one of the developing tourist villages, must conduct an inventory of potential tourist attractions to become a fully developed tourist village at the national level. This, of course, must have the support and involvement of the local community. According to the Tourism Village Guidelines (2021), the development of tourist villages must include tourist attractions, accessibility, amenities, human resources, the tourism industry, and the local community. Community involvement in the development of independent tourism villages at the national level is an absolute requirement that must be met, as the impact of tourism must provide benefits to improve the community's economy. Involvement through community empowerment is often known as community-based *tourism (CBT)*. Community-based tourism creates numerous job opportunities in the tourism sector. It has an impact on various aspects, including increasing local people's income as an economic aspect, improving the quality of life as a social aspect, community participation in tourism development as a political aspect, and environmental conservation activities as an environmental aspect (Rahayu et al., 2016). In addition to community involvement in the development of tourism villages, the concept of Pentahelix must be supported by academics, the tourism industry (business), the government, the media, and the community itself. Belawa tourism village in order to become an independent tourism village at the national level, the method used must be based on the assessment of tourist villages at the national level based on the regulations of the Ministry of Tourism and Creative Economy and the Governor of West Java Regulation No. 114 of 2022 so that the most important thing is how the Belawa tourism village identifies and inventories tourism potentials in the form of tourist attractions, accessibility, amenities, human resources, tourism industry and local community participation to profile as well as make the blueprint of the Belawa tourism village along with the concept of the development master plan (RIP) of the Belawa tourism village and also as material for legalizing the Raksa Buana Sejahtera BUMDES at the Directorate General of General Legal Administration of the Ministry of Law and Human Rights of the Republic of Indonesia. The results of mapping tourism potential in the Belawa tourism village, Cirebon Regency, should be used to develop a tourism strategy that enables the Belawa tourism village to progress and compete with other tourism villages, ultimately leading to its

development following the strategy's outcomes. Toni (2023) states that this can be achieved by creating a tourism development strategy for Leuwengajah village, which aims to establish it as a tourist village with characteristics that leverage its potential tourist objects and attractions, as outlined in 4A and 1C, thereby providing social and economic benefits for the local community (Toni, 2023). The development strategy that will be carried out in Belawa village must also refer to the village of Leweungajah so that in making a strategy, it must be based on the existing tourism potential and of course, must also be based on the community so that it can have a positive impact socially and economically for the community of Belawa tourism village. The development strategy model that will be carried out will enable Belawa tourism village to become an independent tourism village at the national level

Belawa Tourism Village, as one of the developing tourist villages, has conducted an inventory of potential tourist attractions to enhance its development into a nationally recognized independent tourism village. This, of course, must have the support and involvement of the local community. The researcher has carried out a roadmap to identify potential tourist attractions through an inventory of tourist attractions, accessibility, and facilities owned by tourist destinations, providing an overall picture of the existing potential, including community involvement in tourism activities. The results of the inventory of tourism potentials in a tourist destination include tourist attractions, accessibility, amenities, and human resources, as well as the active involvement of the community. A strategy for developing tourist destinations can be developed by examining the strengths, weaknesses, opportunities, and threats that exist within the tourist destination.

LITERATURE REVIEW

Tourism Potential

Tourism Potential: A place designated as a Tourist Attraction must have potential that invites tourists to visit. (Sujali, 1989) defines potential as a change in the shape of the Earth's surface resulting from a natural process with endogenous energy, which forms mountains, rivers, lakes, and other features. Regarding the potential for tourist attractions, it can also be attributed to the presence of human culture or creativity. Some factors affect the tourism potential of a place, namely:

1. Physical aspects, including conditions that affect climate change, soil, flora and fauna, and morphology.

2. Attractions are everything that is an attraction for tourists to visit an area, for example, there is a particular festival such as the Dieng Culture Festival, the Durian Festival, traditional ceremonies, and others.
3. Accessibility, related to the various efforts made to reach tourist attractions, in this case, the easier it is to find tourist attractions, the higher the interest of tourists to visit.
4. Land ownership and use that affect the location of tourist attractions and the direction of their development policies—land ownership, such as private or government-owned land.
5. Facilities and infrastructure supporting tourism. Tourist facilities include transportation, travel agencies, accommodations, and dining establishments. Meanwhile, tourism infrastructure includes communication, electricity, drinking water supply, banking system, and health services. Complete facilities and infrastructure will support tourists to stay longer in the location (Wahab, 1996).
6. The role of the community is critical as the owner of tourist attractions; therefore, the government periodically conducts counseling to the community in the form of tourism awareness and community development (Suwanto, 1997).

The potential of tourism in an area is seen to develop based on the aspects offered by tourism in the region (Medlik, 1980, as cited in Ariyanto, 2005). There are four aspects (4A) that must be considered in tourism offerings, where the aspects of tourism product offerings include:

- 1 *One attraction, where tourist destinations attract tourists, should have attractions that appeal to both natural and cultural interests.*
- 2 *Accessibility (ease of access), this is intended so that domestic and foreign tourists can easily reach their destination to tourist attractions*
- 3 *Facilities, this third requirement is indeed one of the requirements for the Tourist Destination Area (DTW), where tourists can stay longer in the area.*
- 4 *The existence of Tourism Institutions (Ancillary). Tourists will increasingly visit and look for DTW (Tourist Destination Area) if they can feel secure (Protection of Tourism) and are protected both when reporting and submitting criticisms or suggestions regarding their experience as visitors/travelers.*

According to Inskeep in Suprpto's thesis (2005), the components of tourism have always existed. They are the basic components of tourism and interaction with each other, where the components of tourism can be grouped as follows:

1. Attractions and tourist activities. The tourism activities in question can take various forms,

including those related to the natural environment, culture, and the uniqueness of an area, as well as other activities that attract tourists to visit a particular attraction.

2. Accommodation. The accommodation in question encompasses a wide range of hotels and various other facilities related to tourist services, catering to those who intend to spend the night during their trip.
3. Tourism facilities and services. The facilities and tourism services in question are all essential for planning tourist areas. These facilities include *tour and travel operations* (also called welcome services). These facilities include: restaurants and various other types of eateries, shops selling handicrafts, souvenirs, specialty shops, grocery stores, banks, money exchange and other financial service facilities, tourist information offices, personal services (such as beauty salons), health care facilities, public security facilities (including police and fire stations), and travel facilities for entry and exit (such as immigration and customs offices excise).
4. Transportation facilities and services. Includes access transportation to and from tourist areas, internal transportation that connects the main attractions of tourist areas and development areas, including all types of facilities and services related to land, water, and air transportation.
5. Other infrastructure. The infrastructure in question includes the provision of clean water, electricity, drainage, and telecommunications (such as telephones, telegrams, telex, facsimiles, and radios).
6. Institutional elements. The institution in question is the institution necessary to establish and manage tourism activities, including workforce planning and education and training programs; develop marketing strategies and promotional programs; structure public and private sector tourism organizations; regulations and legislation related to tourism; determine investment policies for the public and private sectors; and control economic, environmental, and socio-cultural programs

Community Involvement in Tourism

Pitana (2002) stated that participation is not only a free contribution of local energy, time, and materials to support various development programs and projects, but also an active involvement in every process. The active role in question starts from planning, determining designs, implementing, supervision, and enjoying the results, also known as "genuine participation" or in other words, the community as tourism actors.

Pratiwi (1999) explained that one of the principles for defining community involvement is to view it from the perspective of the purpose of a development project, which aims to enhance the capabilities of the local community. The ability of local communities to participate in economic activities related to tourism is said to have emerged at the stage of discovery and involvement (Butler, 1980; Noronha, 1976). According to Sumarto (2003), community participation is a process in which the community, as individuals, social groups, and organizations, takes a role and participates in influencing the planning, implementation, and monitoring of policies that directly affect people's lives.

Tourism Development

According to Soemanto in Syaifullah (2017:35), the development of tourist objects and attractions, which are the main drivers of the tourism sector, requires the cooperation of all stakeholders, including the community, the government, the business community, and the private sector.

According to Yoeti in Toni Ari Wibowo et al (1997: 2-3), the development of tourism has several aspects that need to be considered, namely:

1. Tourists must know the characteristics of tourists, from which country they come, their age, hobbies, and in what season they travel.
2. Transportation Research must be carried out on how transportation facilities are available to bring tourists to the destination area.
3. Attractions/attractions How are the tourist objects and attractions to be sold? Do they meet the following three conditions: what can be seen, what to do, and what can be bought at the DTW visited?
4. Service facilities What facilities are available in the DTW, and how are the existing hotel accommodations, restaurants, public services such as banks/money changers, post offices, telephones/telexes in DTW that tourists will visit?
5. Information and promotion Publication or promotion is needed when the advertisement is placed, where leaflets/brochures are distributed, so that prospective tourists know each tour package and can quickly make decisions.

As for the main steps of the development strategy of Suwanto's tourism in Toni Ari Wibowo et al. (2004:55):

1. In the short term, the focus is on optimization, especially to: Sharpen and strengthen the image of tourism, improve the quality of the workforce, improve the quality of

management, utilize existing products, and increase the share of the existing tourism market.

2. In the medium term, the emphasis is on consolidation, especially in: Strengthening Indonesia's tourism industry, consolidating management capabilities, developing and diversifying products, and developing the number and quality of the workforce.
3. In the long term, the emphasis is on the development and deployment of: Development of management capabilities, Development and dissemination of products and services, Development of new tourism markets, Development of quality and number of workforce.

Based on the explanation above, it can be concluded that tourism development involves the creation of objects that attract tourists and requires local assistance to become a characteristic of the tourism image. This assistance typically involves collaboration among the community, local government, entrepreneurs, and the private sector. The aspects that must be considered also consist of: tourists, transportation, attractions/objects, facilities, information, and promotion. There are also the main steps of tourism development, namely: strengthening the quality of the professional workforce, improving management quality, and expanding market shares in both the short and long term.

METHODS

The researcher has conducted activities based on an inventory of potential tourist attractions, including accessibility, amenities, human resources, the tourism industry, and local community involvement. The purpose of this activity is to provide an overview of the potential objects and tourist attractions owned by the Belawa tourism village. This research activity has been carried out through field research to obtain precise data on the research object, utilizing both observation and in-depth interviews.

The first (1) activity that the researcher has carried out in the previous research will be analyzed to become a development strategy using a SWOT matrix and analyzed with qualitative descriptiveness, so that a development strategy will be obtained that is by the potential of the object and tourist attraction, including community involvement.

Descriptive analysis through a SWOT matrix Analysis using data obtained in previous research in the form of an inventory of potential tourist attractions based on tourist attractions, accessibility, amenities, human resources, tourism industry, and local community involvement. In this activity, the role of researchers and partners collaborate in making a strategy for the development of an independent tourism village at the national level, which is the result of data

collection through observation and interview activities, so that tourism potential data can be used as data to make a strategy for the development of Belawa tourism villages.

SWOT analysis consists of (Strengths, Weaknesses, Opportunities, and Threats) and is a systematic identification of various factors that determine the company's strategy. This analysis is based on the logic of maximizing profits and opportunities, while minimizing weaknesses and threats.

DISCUSSION

Conservation of the Belawa tortoise

The tourist attraction that utilizes this conservation area is known as the Belawa Cikuya Turtle Tourist Attraction. Belawa Turtles belong to the reptile class, Order Testudinata, Trionychidae Family, specifically *Amyda cartilaginea* Boddaert, also known as the *Asiatic Softshell Turtle*. The turtles, also known as Labi-labi, found in the Belawa Tourist Attraction in Belawa Village, are better known as "Labi-labi Belawa". These turtles are a type of freshwater *turtle* characterized by having a concave shape on the spine in adult individuals. The Labi-labi Belawa tourist attraction area is one of the means for preserving Labi-labi Belawa. At the same time, it serves as a living laboratory that can be utilized for education, research, and recreation.



Figure 1. Belawa Turtle

Agrotourism

Belawa Tourism Village, in addition to having a Belawa Turtle Conservation Area, also develops agro-tourism managed by a group of tourism entrepreneurs. Agrotourism in Belawa village is famous for its many Belawa mango plants, which have a typical sweet and sour taste. This characteristic allows the products produced from mangoes to be used as candied mango chips or mango fruit syrup.



Figure 2. Mango Candied Crafts

The activity of making candied mango fruit chips and mango fruit syrup is near the Belawa turtle conservation area. This is done to attract visitors who can purchase candied chips and mango fruit syrup products, as well as to observe the process of making candied chips and mango fruit syrup. In addition to candied mango chips and mango syrup, a group of farmers from Belawa village also developed vegetable agro-tourism initiatives, including chili, tomato, and spinach planting.

Traditional Dance Group

Belawa Tourism Village also features a wealth of traditional dances, including mask dances, drum performances, and choirs of traditional Sundanese songs. This activity was carried out by Mr. Eman, both as an art actor and as the chairman of the Belawa Tourism Village Tourism Awareness Group. Mr. Eman carried out art training activities at both the

children's and adult levels. This was done to further enrich tourism potential, including arts preservation efforts in the Belawa tourist village.



Figure 3. Dance Art Training

Belawa turtle educational tour package



Figure 4. Educational Package

Belawa tourism village has educational tour packages offered to the community, especially students in Cirebon, where the Belawa tourism village tour package consists of educational tours to care for turtles in Belawa village, there are activities to make souvenirs typical of Belawa tourist village in the form of turtles, there are educational activities for making chips including making mango fruit syrup. This is done to provide options for the community, especially students in Cirebon, to travel and study. This educational tourism activity is often carried out by kindergarten students (PAUD), where children can express themselves while gaining knowledge about the Belawa tourism village education.

Supporting facilities for the Belawa tourist village

Belawa Village, in making it a tourist village, must provide services to visitors through the provision of supporting facilities that can be used by visitors and supporting facilities to facilitate operational activities in Belawa tourism village, including:

Belawa tourism village offers various activities to facilitate operations, with access ticket counters located on both minor roads and main roads, close to the field. The construction of the main ticket counter is assisted by the Cirebon Regency Culture and Tourism Office, as a parking lot provides the main access for four or more vehicles. Belawa tourism village offers a parking lot for two-wheeled, four-wheeled, and larger vehicles, located in two areas. Two-wheeled vehicles can park near the second entrance, while four-wheeled or larger vehicles can park in the front yard of the main counter. Belawa tourism village in order to fulfill one of the requirements to get the national level tourism village award, there must be a health post facility, this is very important for one tourist destination to prevent dadn also as the first act of treatment if there are visitors who are sick so that this health post is the first place to handle sick visitors. Belawa tourism village also provides worship facilities for Muslims, including a prayer room where they can pray. Although the prayer room is small, it is clean and neat, offering a space for performing ablution before prayer.

SWOT Analysis

Strength

Internal Factors	Weight	Rating	Score
Strengths			
1. The unique potential of local culture and traditional arts	0.15	4	0.60
2. Bamboo handicraft superior products	0.12	4	0.48
3. Support and active participation of the community	0.10	3	0.30
4. Strategic location near Cirebon tourist routes	0.08	3	0.24
Weaknesses			
5. Limited tourism supporting infrastructure	0.15	2	0.30
6. Lack of trained human resources in the field of tourism	0.13	2	0.26
7. Lack of digital facilities and online promotion	0.10	2	0.20
8. Dependence on external help	0.07	2	0.14
TOTAL	1.00		2.52

Interpretation: The total score of 2.52 indicates that the internal factors of the Belawa Tourism Village are relatively strong; however, significant internal challenges remain that need to be addressed, particularly in infrastructure and human resources.

EFAS Matrix (External Factor Analysis Summary)

Assess external factors: opportunities and threats.

2. Local tourism trends and educational tourism interests	0.13	3	0.39
3. Availability of Village Funds for the tourism sector	0.10	4	0.40
4. Partnerships with universities and NGOs	0.12	3	0.36
Threats			
5. Competition between tourist villages in Cirebon Regency	0.10	2	0.20
6. Rapid change in tourism trends	0.08	2	0.16
7. Dependence on tourist season	0.07	2	0.14
8. Risk of natural disasters or economic crises	0.05	1	0.05
TOTAL	1.00		2.30

Interpretation:

A total score of 2.30 indicates that there are more opportunities from outside than threats, but the village has not optimally utilized them.

Strategies Based on IFAS & EFAS Results (SWOT Matrix)

1. SO (Strengths–Opportunities) Strategy

2. Develop culture-based tourist attractions by utilizing the support of the central government.
3. Making bamboo crafts as a promotional icon through national programs.
4. To establish partnerships with campuses for human resource development and digital promotion.

WO (Weaknesses–Opportunities) Strategy

1. Increasing the capacity of tourism human resources through training with the support of village funds and CSR.
2. Building basic tourism infrastructure (toilets, rest areas, photo spots) gradually.
3. Involve village youth in the development of digital promotion and information technology.

ST (Strengths–Threats) Strategy

1. Highlighting the uniqueness of local culture to face the competition of other tourist villages.
2. Create an annual event calendar so that it does not depend on the tourist season.

WT (Weaknesses–Threats) Strategy

1. Make contingency plans and SOPs in case of disasters or fluctuations in visits.
2. Diversification of products and sources of income to reduce dependence on external assistance.

CONCLUSION

Belawa tourism village is one of the tourism destinations that has tourism potential that can be developed, so it is necessary to identify and develop strategies to increase the economy of the community by involving the local community

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