

Analysis of Potential Community-based Camping Attraction in Gambung Village, Mekarsari

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Abstract

The tourist village of Gambung Mekarsari is one of ten tourist villages established by the Bandung Regency government in 2016. This village has a lot of tourism potential, one of them is the Sahyang Bodas camping ground area managed by the community. Community-based tourism have been the driving force of tourism development in the region for years. However, it has not yet been optimally developed. This study aims to analyze the potential of tourist attractions in the area and find solutions to problems that can later be used as references to determine strategies for developing potential and tourist attractions at the Sahyang Bodas camping ground, Gambung Village, Mekarsari. The components that will be analyzed are related to the 4A tourism components, including Attraction, Accommodation, Accessibility, and Ancillary. This study uses a qualitative approach and SWOT analysis with data collection carried out through Focus Group Discussions, direct observations in the field, and in-depth interviews. Based on the review and analysis carried out regarding the potential and problems in the field, the results obtained that the potential attraction in the camping ground area of Gambung Mekarsari Village has enormous potential to be developed.

INTRODUCTION

Tourism has long been one of the leading sectors to generate foreign exchange for development in an area. "Tourism is a human activity in traveling outside the area where they live without the aim of earning a living." (UNWTO, 2013) and "is one of the sectors driving the economy that needs to be given more attention in order to develop properly" (OECD & Development, 2019). One way to improve the community's economy in tourism is through tourist villages.

A tourist village is a rural area with special characteristics to become a destination or tourist destination (Kloczko-Gajewska, 2014). Communities in this Area have traditions and cultures that are relatively original and have unique characteristics that characterize the area, such as typical food, community culture, agricultural systems, and social systems in tourist village areas. In addition, the authenticity of the landscape and the environment that is still maintained is one of the essential factors in the destination area (Setokoe & Ramukumba, 2020)

Gambung Mekarsari Village is one of ten tourist villages in the West Bandung Regency, with many potential tourist attractions that can be developed. Located in the Ciwidey area, precisely upstream of Jalan Gambung, Mekarsari, Pasir Jambu District, Bandung Regency, West Java, with 4,196 ha occupied by 5582 people, the majority of whom work as farmers. In addition, the village community also has a livelihood as freelancers and home-industry entrepreneurs with products derived from village produce, such as coffee, tea, traditional snacks, processed cow's milk, wood crafts, and mineral water from springs located within the area. The Village

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area is surrounded by tea, coffee, and pine forest plantations whose ownership and management consist of PPTK, Perhutani, and village communities. Access to the village is quite good, with the condition of the road already in concrete. The road to Gambung Village is also integrated into the Pangalengan area, another popular tourist area in Bandung Regency.

Since its establishment as a tourist village, this village already has tourists who often visit with various activities, one of which is camping, and one of the camping grounds that tourists widely know in this area is the Ranca Cangkuang Campground. Perhutani, one of the stakeholders who own much land in this area, permitted the community of the tourist village of Gambung to manage one of the Perhutani lands into a camping ground area named Camping Ground Sahyang Bodas, which is still in the development stage. This is an opportunity for the surrounding community to use the land as a source of income that can improve the economic welfare of rural communities from the tourism sector. In addition, this can also be a way to preserve the environment in the Gambung tourist village area, most of which are unspoiled plantation areas that are still beautiful. For this reason, it is necessary to analyze potential and problems through the Strength, Weakness, Opportunity, and Threat (SWOT) components related to the tourism component where according to Cooper et al., the tourism components include Attraction, Accommodation, Accessibility, and Ancillary (4A) in the Sahyang Camping Ground Area.

LITERATURE REVIEW

Community-based Tourism Village

"Tourism village is a village that is developed by utilizing the elements or potentials in the village and its community as tourism products or attributes, thus making the tourism series into an integrated and themed activity" (Kloczko-Gajewska, 2014). Meanwhile, according to Randelli and Martellozzone (2019), village tourism is one of the mechanisms to generate a rural economy and rural communities' perspective. In developing the potential and tourist attraction, sound planning is needed to have a positive economic, socio-cultural, and environmental impact on a destination (UNWTO, 2007). Destination development is also influenced by tourist interests, where tourists have different motivations when carrying out tourism activities by choosing tourism experiences/products according to their wishes from the region where they live (Leo et al., 2020; Novianti et al., 2019). Community-based tourism village development is a village development activity that fully involves local communities as stakeholders (Mayaka et al., 2018). Formally, the development of community-based tourism is an official government policy as implied in the Indonesian tourism principles formulated by the Ministry of Culture and Tourism which include the following principles: 1) Society as a basic force; 2) Tourism: of the people, by the people, for the people; as well as 3) Tourism is an activity of all levels of society, while the government is only a facilitator of tourism activities.

Camping Ground

Camping ground or camping in the Regulation of the Minister of Tourism No. 24 of 2015 concerning Campground Business Standards article 1 paragraph 2 states that camping is a place in the open, which can be used overnight by setting up camps and carrying out activities according to motivation. The type of camping that is applied at the Sahyang Bodas camping ground is camping for recreation, which is a camp that aims to relieve fatigue and boredom.

Attraction Potential

According to Perkins et al., (2020), tourism potential is everything found in a tourist destination and is an attraction so that people want to visit the place. Furthermore, tourism potential is everything a tourist attraction owns and helps develop the tourism industry in the area. So it can be concluded that tourism potential is something interesting that can be developed into a tourist attraction in a destination. On the other hand, tourist attraction is anything that attracts people to visit a specific area. Based on the Law of the Republic of Indonesia No. 10 of 2009, the tourist attraction is described as everything that has uniqueness, convenience,

and value in the form of a diversity of natural, cultural, and man-made wealth that is the target or tourist visit. Abreu-Novais et al., (2016) mentioned that the tourist attraction is exciting and valuable to visit and see. By the characteristics of an environment, the area's potential and problems are divided into aspects of attractiveness, accommodation, accessibility, and amenities (Cooper, 2008).

METHODS

The researcher uses qualitative data types in descriptions or descriptions that describe specific events. While the analytical method used is a descriptive qualitative method, based on the analysis of potential problems related to the 4P tourism component using integrated SWOT to determine the supporting factors in model development and triangulation analysis (Rangkuti, 2006). Triangulation is a technique used to analyze the results of research designs with various methods.

This analytical method is used to obtain an overview of the potential for attractiveness in the Sahyang Bodas Camping Ground area, Gambung Village, Mekarsari. Data sources are primary data, namely data processed by researchers directly from the primary source of the research object, and secondary data, namely data from literature reviews.

Data Collection

Data collection in this study was carried out in 3 (three) ways, namely: Focus Group Discussion (FGD) with 10 participants consisting of 8 area administrators (local authorities) and two people from the Gambung Mekarsari Village government, namely the village head and his deputy. To discuss the potential problems managers face in managing the Sahyang Bodas Camping Ground Area in the tourist village of Gambung Mekarsari with indicators that refer to the 4A tourism component in the SWOT analysis. The second method is to conduct in-depth interviews with the village of Mekarsari and the Head of the Sahyang Bodas Camping Ground Management group. The results of the interviews conducted a review of the literary element. In addition, the author also made direct observations by visiting locations and taking pictures in the Sahyang Bodas Camping Ground area, Gambung Mekarsari Village. This research was conducted in the Sahyang Bodas Camping Ground Area, Gambung Mekarsari Village, Pasir Jambu District, Bandung Regency, West Java. The Camping Ground area was chosen as the research location to identify potential attractions that can be developed in the area.

RESULT AND DISCUSSION

Based on the review and analysis carried out regarding the potential and problems in the Camping Ground area based on the tourism component 4A. The tourism component of 4A includes four (4) aspects: aspects of attractiveness, accommodation, accessibility, and amenities. The analysis related to the potential and problems with these four aspects is then linked to a SWOT analysis to describe the position of strengths, opportunities, weaknesses, and threats of potential tourist attractions in the Camping Ground area in the tourist village of Gambung Mekarsari, including:

Table 1. Resources Mapping

Components	Potential	Problems
Attraction	1. Primary attractions in the camping ground area are currently related to camping land with a pine forest topography, and a rest area where there are traditional buildings (saung) that sell traditional food and home industry products for the	1. The manager is a local community with an independent budget that comes from the manager and a Bumdes loan so that the improvement of camping land cannot be carried out optimally, so the land cannot be used for camping

Components	Potential	Problems
	<p>local community and drinks from village plantation commodities such as coffee and tea and also sells souvenirs.</p> <p>2. Secondary Attractions in photo areas such as tree houses and artificial gardens.</p> <p>3. Secondary attraction in an area related to an artificial lake (embung) to facilitate visitors who will go fishing.</p> <p>4. Secondary Attractions in areas related to outbound areas that are still under construction.</p>	<p>activities. In addition, the community's limited private capital also impacts the limited construction of facilities in rest areas, such as the provision of food and beverage facilities is still very small.</p> <p>2. Limited human resources and community capital have stagnated the construction of artificial parks.</p> <p>3. The large budget for constructing an artificial lake (embung) makes its construction still unfinished.</p> <p>4. The development of the outbound area is still in the planning stage.</p>
Accessibility	The road to the Camping area is the main road to Gambung Tourism Village, designated as a provincial road connecting Ciwidey with Pangalengan (another popular tourism area) so that the road is good (asphalt and concrete). In addition, there is public transportation that crosses the area.	The location of the Camping Ground area is upstream of Jalan Gambung, which is quite far from the Ciwidey highway and the center of the Bandung district. Although the road is good, it is narrow and winding. In addition, the available public transportation has a limited number so that tourists who will visit must bring their vehicles.
Accommodation	<p>1. Accommodations available around the area include lodgings such as villas, guest houses, and homestays.</p> <p>2. There is a place to sell traditional food and drinks.</p> <p>3. There are several coffee cafes</p>	<p>1. Some accommodations are not well managed, and most managers are private parties.</p> <p>2. The food and beverage sales center are still simple, and the products are limited. There is no restaurant yet.</p> <p>3. Most of the cafes are owned by residents, and the cafe's operating hours are uncertain, so many cafes are closed on weekdays.</p>
Ancillary	Ancillaries available in the area are toilets and prayer rooms, and around the area, there are village clinics, village government offices, and mosques.	Additional facilities and services are combined with public facilities and services for the local community.

Source: research data, 2021

Next, we will analyze using the SWOT method by identifying the potential problems above.

Table 2. SWOT Matrix

Strengths :	Weaknesses:
1. It has a cool climate	

	<ol style="list-style-type: none"> 2. Have abundant water 3. Safe conditions 4. Cozy atmosphere 5. Has an environmental carrying capacity 	<ol style="list-style-type: none"> 1. Limited human resources in tourism 2. Limited development budget where most of it is self-supporting community capital 3. Lack of facilities and infrastructure 4. Limitations of public transportation 5. There are still limited area managers
Opportunity : <ol style="list-style-type: none"> 1. There is a development plan from the local government. 2. It is located in a tourist village area. 3. Get local government support. 4. Get local community support. 5. Has much potential. 	Strategy S-O <ol style="list-style-type: none"> 1. Build tourism facilities and infrastructure in the area and its surroundings. 2. Developing tourist attractions in the camping ground area 3. Build and develop integrated tourist attraction management 4. Build and Develop accommodation. 5. Develop tourist transportation modes to the camping ground area and Gambung Tourism village 	Strategy O-W <ol style="list-style-type: none"> 1. Conduct tourism-aware community empowerment activities and develop community competencies in the tourism sector. 2. Cooperating with ABCGM (Academics, Business, Community, Government, Media) to improve area management development and increase marketing promotions. Cooperating with the government and CSR to assist the regional development budget
Threat <ol style="list-style-type: none"> 1. The large number of investors with significant capital who want to develop tourist attractions creates competition and monopoly. 2. Many residents selling their land to outsiders makes the community's land run out over time, and outsiders can monopolize the area. 3. There is natural damage caused by tourism activities that are not managed properly 	Strategy T-S <ol style="list-style-type: none"> 1. They cooperate with the local village government regarding developing and managing tourist attraction businesses and land ownership in the Gambung village area. 2. Optimizing the existing tourism potential so that the surrounding community can feel the benefits economically and Providing counseling and education to residents regarding land ownership. 	Strategy T-W <ol style="list-style-type: none"> 1. Increase professional workforce in the management and maintenance of tourist attractions. 2. Supervise and maintain the attraction environment and facilities.

CONCLUSION

Based on the analysis results above, it can be concluded that the Sahyang Bodas Camping Ground area, Gambung Mekarsari Village, based on the 4A component, has quite a lot of interesting tourist attractions ranging from natural culture and artificial tourism. In addition, access to the area is also quite good with roads that are already on asphalt and in concrete which can make it easier for vehicle users, both two-wheeled and

four-wheeled, to pass. Accommodation in the Area is still minimal, but accommodation around the area is quite complete, although with a limited number, such as lodging, homestays, guest houses, and coffee cafes. There are no additional facilities in the area such as a Tourist Information Center (TIC), guide services, or other tourism institutions, and the management of the area is still simple with limited human resources. If the manager in the Camping Ground area of Gambung Mekarsari village develops professionalization in the tourism sector and optimally manages the area, it can increase income and distribute economic equality to the surrounding community. Therefore, to answer problems in the field, one of which is cooperation in human resource training to improve community capabilities and develop tourist attractions in the area so that tourism activities can continue to run and generate economic benefits to develop the area.

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