

Feasibility Assessment of Cikole Hamlet Through IRTD Assessment Method as Tourism Village In Neglasari Village, Cisompet District, Garut Regency

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Abstract

Integrated Tourism Village Development (IRTD) proposes an intervention strategy for developing Tourism Villages in Cikole Hamlet, Neglasari Village, Garut Regency, to generate opportunities for people in rural areas to earn a sustainable income as a complement to their current earnings, contribute to equitable territorial development, and shape the environment. Neglasari Village is located in South Garut, designated as a tourism development area—encouraging the tourism industry's rural development. This village has several hamlets, one of which is the Cikole Hamlet, with the main attraction being tea, coffee, ginger, onion, and other plantations. However, the Cikole Hamlet community does not carry out the existing traditions. However, the potential of local culture can still be used as a supporting attraction and a preservation effort. For the sake of the sustainability of the existence of Neglasari Village as a tourist village, it is necessary to identify, assess and prioritize village tourism assets by using a Tourism Village Feasibility Assessment with the IRTD (Integrated Rural Tourism Development) Assessment Method to create sustainable development opportunities, in Cikole Hamlet, Neglasari Village, Garut Regency.

Keywords: Tourism Village; IRTD, Sustainable Development

INTRODUCTION*

Indonesia's tourism sector is one of its most essential. Its sectors have experienced rapid expansion over time and have developed into one of the emerging and fast economic sectors. As more destinations and investments are provided, tourism has become a more important role in export earnings, income generation, business growth, and infrastructural developments.

Indonesia has a severe problem: inequality among people living in villages and cities with a large population. From the data received in 2010, the percentage of city residents was 49.8%. This figure increased in 2015 to 53.3%. BPS predicts that in 2025 the number of urban residents in Indonesia will reach 60%. According to data, the inequality between villages and cities must be addressed to avoid increasing urbanization from year to year.

In response to these concerns, the government, the Minister of Villages, Development of Disadvantaged Regions, and Transmigration established a strategy in 2018 to expedite village development. Rural Area Development is essential since it will increase added value and product competitiveness, according to the Minister of Villages, Development of Disadvantaged Regions, and Transmigration Regulation No. 5 of 2016 concerning Rural Area Development. Excellence, increasing economic growth, encouraging increased development cooperation between regions functionally and between relatively developed regions and the surrounding underdeveloped regions in an integrated system of economic development areas, optimizing the management of regional

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resource potential for regional economic growth and community welfare, which is insightful environmental sustainability and create the embodiment of integration, balance, and harmony of change. In addition, the development of rural areas will also have a significant influence on the economy, society, culture, and environment within the scope of the region. One form of the rural area development program is to utilize existing resources for tourism.

The existence of tourist villages in Indonesia is currently increasing. In just three years, the number of visits to tourist villages has increased fivefold. According to the Ministry of Tourism statistics, Indonesia presently has 987 tourist villages. Since the inaugural tourism village in 2009, the number has been consistently growing. The development of tourist villages can have a beneficial impact on the village community, including creating new jobs for the community reducing unemployment in the village, and tourism villages that pursue the Ecotourism concept will facilitate a village to preserve its natural resources and cultural heritage.

Tourism villages raise awareness of the authenticity of culture and nature in their communities to keep tourists interested in visiting the village. A tourist village (Hadiwijoyo, 2012) is a rural area that provides an overall atmosphere that reflects the authenticity of the countryside, both in terms of socio-economic life, socio-culture, customs, and daily life, as well as having distinctive building architecture and spatial structure, or unique economic activities. Attractive and capable of developing numerous tourism components such as attractions, lodging, food and beverages, and other tourist requirements. The tourist village's management follows a profit-sharing approach that is considerably different from a business-oriented system. As a result, the success of a tourist village is measured by an increase in income and community participation.

In the context of tourism, Garut Regency is located in West Java. Garut is a tourism destination that is entirely developed in West Java. The West Java Government, in the 2015-2025 Tourism Development Master Plan, has determined 5 Provincial Tourism Destinations (DPP) consisting of Provincial Tourism Strategic Areas (KSPP) and Provincial Tourism Areas (West Java Provincial Government, 2015). Garut Regency is one of the KSPPs with the theme of natural tourism changing tourist behavior in the pandemic era.

Neglasari Village, Cisompet District, Garut Regency is located in South Garut, designated a tourism development area. This village has several hamlets, one of which is the Cikole Hamlet. Cikole Hamlet's main attraction is tea, coffee, ginger, onion, and other plantations. The access road to the tourist attraction is rocky and quite steep. Currently, tourism support facilities are available in Cikole Hamlet, Neglasari village, including homestays, f&b stalls, and huts for tourists who want to rest for a while.

Supportive of the tourism industry's rural development. Integrated Tourism Village Development (IRTD) proposes an intervention strategy for developing Tourism Villages in Cikole Hamlet, Neglasari Village, Garut Regency to create opportunities for rural areas to generate sustainable income, contribute to equitable territorial development, and shape the environment. It is vital to identify, appraise, and prioritize local tourism assets to ensure Neglasari Village's viability as a tourist village. These factors can serve as a foundation for competing with other villages, developing long-term income-generating options centered on the village's tourism potential (including tourist attractions and support services), and documenting the village's socio-economic characteristics. In light of these circumstances, it is necessary to conduct a research study on the Feasibility Assessment of Tourism Villages Using the IRTD (Integrated Rural Tourism Development) Assessment Method in Cikole Hamlet, Neglasari Village, Garut Regency to create sustainable development opportunities. This assessment allows for an unbiased and objective selection of village resources that meet pre-determined criteria with minimum human subjectivity.

LITERATURE REVIEW

Tourism Village

According to Priasukmana & Mulyadin (2001), Tourism Village is a rural region that displays a general atmosphere that reflects the village's authenticity in terms of socio-economic, socio-cultural customs, everyday life, and village architecture spatial design, or activities. Thanks to the distinctive and appealing economy, attractions, lodging, food and beverages, souvenirs, and other tourism needs can all be developed. Furthermore, the tourist village has a typology, which divides the village into several types based on the potential and model of tourism growth. Tourist villages in Indonesia can be classified into three types based on

their typology: First and foremost, the traditional or cultural tourism village serves as the foundation for the potential and growth of tourism in terms of culture or customs. A belief system (religion), an art system, a social system, traditional architecture, or other components related to culture and traditions can all grow into a custom or culture. Secondly, a conservation tourism community, tourism potential, and development are based on natural beauty such as mountains and waterfalls. Nature protection refers to the 1990 statute No. 5 on the conservation of live natural resources and ecosystems. Conservation areas are separated into two types: Nature Reserve Areas and Nature Conservation Areas. Thirdly, the creative economy village, where economic development is based on the local community's creativity, serves as the foundation for tourism potential and development. The community creates a variety of tourist-friendly products with native village characteristics. The classification of tourist villages can be distinguished based on the potential and tourism development factors presented in Table 1.

Table 1. Tourism Village Classification

Aspect	Culture-based Tourism Village	Nature-based Tourism Village	Creative Economy-based Tourism Village
Attraction	Values of customs, culture, or community traditions.	The beauty of nature or the environment.	Craft products/community creative economy products
Tourism development purposes	Preservation of customs, culture, or community traditions.	Conservation of nature or the environment.	Community economic development.
Tourism source	It is being united with the community environment.	Being united or apart with a community environment.	Being united or apart with a community environment.
Tourists' purpose	It is knowing and understanding the community's customs, culture, or traditions.	Enjoy the beauty of nature or the environment.	Having handicraft products/community creative economy products.
The process of interaction with local communities	Local community interaction is an integral part of tourism.	Local community interaction becomes an outer part of tourism.	Local community interaction can be an internal or external part of tourism.

Source: Herdiana (2019)

Local Wisdom

Culture is derived from the Sanskrit word "buddhayah," which means "everything that pertains to human reason." The Big Indonesian Dictionary (KBBI) defines culture as "thinking or reason, customs, something that has become a bothersome habit of evolving." Culture is a way of life that belongs to a group of people and has been handed down between generations. According to Ishak (2008), culture refers to patterns of attitude, mental, and physical behavior in a particular way on a group's standard belief value system. Culture is viewed as dispensable and neutral in this situation. Local knowledge is made up of two words: wisdom and local.

Local is the same as local in the KBBI, and wisdom is the same. Local wisdom, when regarded etymologically, can be defined as local (local) ideas that are wise, full of wisdom, and appropriate value and that are implanted and followed by community members. HG Quaritch Wales (in Budiwyanto 2006) coined the phrase "local wisdom," which refers to a set of cultural qualities that a community has due to its everyday historical experiences. According to Aulia and Dharmawan (2010), the forms of local wisdom in the community might take the shape of values, norms, beliefs, and particular regulations. (1) conservation and preservation of natural resources; (2) growth of human resources; (3) development of culture and science; and (4) instructions on counsel, beliefs, literature, and taboos are all roles of local wisdom.

As a result of these numerous forms, the role of local wisdom is also diverse. In addition, Sartini (2004) adds the purposes and meanings of local wisdom, which include: 1) Functions for natural resource conservation and

preservation; 2) Functions for human resource development, such as life cycle ceremonies and the concept of earning rates; 3) Functions for cultural and scientific development, such as the Saraswati ceremony, belief, and worship at the Panji temple; 4) Functions as advice, belief, literature, and taboos; 5) Social significance, such as the communal/relative integration ritual; 6) Moral significance, such as the Ngaben ceremony and the purification of ancestral spirits; and 7) Political significance, such as the sad nodding proper and patron-client authority.

Local wisdom is defined as a collection of knowledge in the form of values, standards, and particular laws that grow and are followed, as stated by Maridi, who raised Local Culture and Wisdom in the Natural and Cultural Conservation System. It is necessary to pay special attention and handlers according to the expectations, attitudes, views, and treatment of input from the community and the community in the planning development of the tourist village of Cikole Hamlet in the Cisompet District, especially in maintaining, managing, and utilizing local wisdom contained in the Sundanese cultural area of the East Priyangan region (Garut, Tasikmalaya, Ciarnis, and surrounding areas).

Integrated Rural Tourism Development (IRTD)

The Integrated Rural Tourism Development (IRTD) Project, according to UNDP Armenia (2017), offers an intervention strategy for the development of rural tourism in Armenia to create sustainable income-generating opportunities as a supplemental income source, contribute to equal territorial development, and shape a conducive environment for rural development. "There are three primary components to the project: 1) Planning for sustainable integrated rural tourism: a preliminary expert assessment and participatory planning mechanism will outline the vision and strategy for rural tourism development in the community through a comprehensive consultation and participation of local stakeholders, and will identify, assess, and prioritize the tourism assets of the villages for further development; 2) Increasing income levels in the community by diversifying tourism products and services: Developing human resources through sector-specific training (business management, food processing, sales, marketing, and local guide training) will help close knowledge gaps and prepare local communities to manage tourism enterprises effectively. Meanwhile, all actors involved in tourism production, service delivery, and management will be trained in the sustainable use of tourism assets and implementing procedures to reduce their activities' environmental impact. Furthermore, the project will make it easier for local tourism businesses to obtain startup funding through the SME DNC loan mechanism; 3) form institutions to involve local stakeholders and authorities in the community's administration and development as a tourism destination. Meanwhile, the UNDP will synergize its planned big data projects and set up an up-to-date information hub in Yerevan to promote new tourism destinations. In addition, the initiative will use ICT technologies to assist new locations in marketing tourism services". It can be observed from this concept that IRTD is a strategy for rural tourist development that strives to provide opportunities that generate long-term income for the community.

METHODS

A qualitative descriptive method is used in this type of research. (Moleong, 2010:4), qualitative research is "descriptive data in the form of written or spoken words and observable behavior produced by study processes." The descriptive method was adopted because the research was based on current events and conditions. (Sugiyono, 2015:15), qualitative research is a method that is fundamental to the philosophy of positivism, used as an assessment of the condition of natural objects (as opposed to experiments), where the researcher is the key instrument, sampling of data sources is done by purposive sampling, analysis inductive/qualitative data, combining triangulation techniques, and qualitative research results that emphasize meaning rather than generalization.

Because the primary goal of the research is to get data, data collection procedures are the first stage. Due to the study's restrictions, the research team used data gathering procedures such as direct observation and structured interviews. Data can be collected in various contexts, multiple sources, and in various ways.

RESULT AND ANALYSIS

Nature

Cikole Hamlet has natural resources that can become a tourist attraction. The following is a table related to natural resources owned by Cikole Hamlet:

Table 2. Natural Resource in Cikole Hamlet

Resource	Description
1. Climate Condition	
a. Topography	Neglasari village is located \pm 700 meters above sea level.
b. Climate	Neglasari village has a temperature of 24 C – 30 C, indicating that the village has a relatively cool air temperature. This village has a relatively cool air temperature.
2. Flora	The land in Cikole Hamlet, Neglasari Village, has a variety of plants, including coffee, rice, sap, bananas, tea, cloves, cardamom, ginger, and lemongrass. Coffee, bananas, palm sugar, and rice are superior crops due to their high annual production yields, including palm sugar at 0.5 tons/year. In addition to increased production yields, the expanse of tea gardens close to road access is the main attraction for Neglasari village, indicating a beautiful village and creating stunning scenery.
3. Fauna	The quiet village atmosphere is complemented by the sound of fauna, which characterizes a beautiful village. Neglasari Village has several types of fauna, including birds, butterflies, honey bees, and squirrels. The people of Neglasari village also raise livestock such as cattle, sheep, and fish. From the village monograph, it is known that there is a fish production of 1.85 tons/year.
4. Water Resources	
a. River	Five hundred forty families use three rivers for daily life.
b. Waterfall	One waterfall in 1.5 ha, but the surrounding community has not used it.
c. Natural and Artificial Mineral Water Sources	Neglasari village has six springs, 425 dug wells, three pipes, and three rivers. The water sources in Neglasari Village are in good condition and used by 1593 families with the following details: 6 springs are operated by 428 families, 425 families use 425 dug wells, 200 families use three pipes, and 540 families use three rivers.

Source: Processed by researchers (2021)

Man-made Products

Cikole Hamlet currently also has artificial products developed to become a tourist attraction. The following is a table related to manufactured products that Cikole Hamlet can develop:

Table 3. Man-made Products in Cikole Hamlet

Resource	Description
1. Archeology	
Ancient Building	Since the Dutch era, a tea factory building has been around and is still actively used by companies that produce tea in Cikole Hamlet.

Resource	Description
2. Historically	
Springs	A spring in Cikole Hamlet is maintained due to a myth believed by the community.
3. Urban Architectural	
Residential House	The local community's house building is still unique because it embraces a traditional Sundanese house.
4. Monumental Art	
	<ol style="list-style-type: none"> 1. The local community produces art items in the form of chicken pieces from bamboo blades, usually used as walls, commonly known as booths. 2. The community is also still producing brooms made from <i>injuk</i>.

Source: research data (2021)

Human Culture

Cikole Hamlet has a life that still maintains a culture that can be developed to become a tourist attraction. The following is a table related to human life that can be developed in the Cikole Hamlet:

Table 4. Human Culture in Cikole Hamlet

Resource	Description
Organizing activities on Special Days or Holidays	
Holidays (national, religious, special village holidays)	On the 1st of Muharram, the community held a torch relay in the Cikole Hamlet.
Traditional Event and Entertainment	
Circumcision Event	A traditional ceremony for parading the circumcised children. The decorated stretcher is called <i>Sisingaan</i> . Besides <i>Sisingaan</i> , the circumcised bride will also be accompanied by a <i>ronggeng</i> horse. <i>Ronggeng</i> horse is a Sundanese art that shows horses that have been trained so that they can walk to the rhythm of the circumcision bride's music. This event is done so that children feel happy and not afraid to be circumcised the next day. In addition, the family also provides food and drinks to be served to neighbors and other relatives.
Nature's Gifts	
Betel, Clove, Cardamom, and Coffee Processing	<ol style="list-style-type: none"> 1. The garden land in Cikole Hamlet, planted with betel trees at certain times, is processed into betel oil. Betel oil prevents bleeding and heals wounds on the skin and digestive tract disorders. 2. Cloves found in Cikole Hamlet are usually processed into clove oil. Clove oil is antibacterial, reducing skin swelling, curing acne, preventing premature aging, and treating toothache and nausea. 3. Cardamom harvested will usually be sold directly to the collectors. 4. The coffee beans found in the Cikole Hamlet are Arabica and Robusta. Coffee farmers in Cikole Hamlet usually sell coffee beans directly or semi-finished materials to collectors.
Traditional Dishes & Drinks	<p>Dishes that local people usually process include:</p> <ol style="list-style-type: none"> 1. Assorted Flavor Banana Chips (Original, Chocolate) 2. Cassava Chips (Original and Spicy) 3. <i>Rengginang</i> is a thick cracker made of glutinous rice shaped around, then dried and dried in the sun and fried until it turns brown. 4. Highlight Thumb. This dish is a cracker made from rice flour shaped like a flower.

Resource	Description
	<ol style="list-style-type: none"> 5. <i>Peuyeum</i> Glutinous Rice. This food is a typical Sundanese snack. <i>Peuyeum</i> glutinous rice is made from fermented glutinous rice. 6. Sale Pisang. Sale Pisang is food processed from bananas cut into thin slices and dried by the sun. 7. Sugar palm fruit. <i>Kolang-Kaling</i> is a processed food in the form of sweets made from palm tree seeds <p>As for the drinks that are usually processed by the community, namely:</p> <ol style="list-style-type: none"> 1. Turmeric Acid Drink. This drink is made from turmeric and tamarind, which benefits lowering stomach acid and treating heartburn. 2. Honey <i>Odeng</i>. <i>Odeng</i> honey is a honey produced by wild bees in the forest
Arts & Crafts	
Traditional Dance	<ol style="list-style-type: none"> 1. <i>Jaipong</i> dance. The trainer for this dance is still there, but it has not been packaged into a regular performance. 2. <i>Merak</i> Dance. The trainer for this dance is still there, but it has not been packaged into a regular performance. 3. <i>Reog</i>. The trainer for this dance is still there, but it has not been packaged into a regular performance.
Musical Arts	<ol style="list-style-type: none"> 1. <i>Calung</i>. The trainer to play this instrument is still there, but it has not been packaged into a regular performance. 2. <i>Suling</i>. The trainer to play this instrument is still there, but it has not been packaged into a regular performance.
Chamber	They are woven from bamboo slats commonly used for walls.
<i>Rayung</i> Broom	A broom was made of sizeable yellow grass, and the handle was bamboo.

Source: Processed by researchers (2021)

Services and Infrastructure

Currently, Cikole Hamlet has good services and infrastructure to support tourism activities. The tables below are a description of the existing services and infrastructure:

Table 5. Places for Cultural Entertainment

Type	Name/description	Status
Hall	The village hall is a meeting building located in the village office. Village halls open to the public are usually used for sports activities, weddings, and village meetings with prior permission from the Neglasari Village apparatus.	Owned by the village

Source: Processed by researchers (2021)

Table 6. Choice of Recreational Places

No.	Type/description	Status	Distance from The Village
1	There have been no tourists hiking in Neglasari village due to a lack of information about what attractions are in Neglasari village. They have located about 2 km from the Neglasari Village office. There is hiking through tea plantations, cloves, and cardamom. The hiking area is about 200 m from the highway with a route length of \pm 8 km. The distance is quite steep because the road is not yet asphalted and winding. Along the way, tourists are served views of the expanse of tea gardens and hills.	Owned by PT. Sosro (as a tea plantation production contract)	\pm 200 m

2	The waterfall is one of the tourist attractions in Neglasari village, with 1.5 ha. This waterfall presents a beautiful view, and the sound of gurgling water brings tranquility.	Owned by the village	± 5 km
3	Fishing spots are located around residential areas but have not been opened to the public but have potential as a rural tourist attraction.	Belongs to the people of Neglasari Village	± 1 km

Source: Processed by researchers (2021)

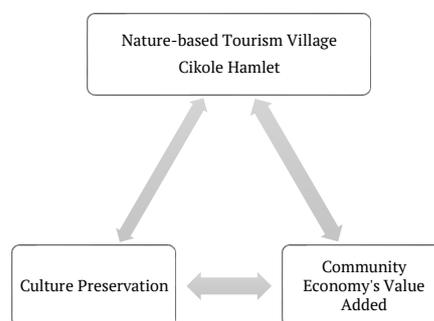
Table 7. Attractions That Can be Visited at Night

No.	Type/description	Status
1	Warung Jamu is one of the attractions found in Neglasari village. This herbal shop provides various natural products and processed spices typical of Neglasari Village, such as honey, clove oil, and lemongrass oil. Currently, the customers are the people of Neglasari village and its surroundings.	Belongs to the people of Neglasari Village

Source: Processed by researchers (2021)

CONCLUSION

Based on the findings and discussion of general conditions, natural-cultural potentials, and facilities, it can be concluded as follows: 1) Natural conditions are the dominant/main potential of Cikole Hamlet, namely hilly nature with tea, coffee, palawija plantations, and several other types of flora, making this area a beautiful sight. Some of the plantation products are processed by the community for various needs, such as citronella oil, essential oils, and others. Although the hamlet's location is relatively close to the access road, the beautiful natural atmosphere still dominates this area. The air temperature is relatively extraordinary, the sound of several animals, the calm atmosphere characterizes the rural atmosphere, which is still relatively beautiful; 2) The people of Cikole Hamlet, Neglasari Village, are not carrying out the existing traditions. However, the potential of local culture can still be used as a supporting attraction and a preservation effort. Seeing the potential and condition of Cikole Hamlet, it is hoped that if tourism is developed, it will participate in preserving nature and culture and provide added value in improving the community's welfare. After knowing the conclusions, there are several suggestions for Dusun Cikole. This hamlet can be used as a Sustainable Nature Tourism Village, developed according to local wisdom to provide economic benefits in improving the community's welfare. It is hoped that the development of a sustainable natural tourism village can be achieved.



Picture 1. Conclusion Scheme

Source: Processed by researchers (2021)

Development of Tourism Attraction and Facilities

1. Nature as Main Attraction: a) Utilizing various natural potentials, b) Development of various outdoor tourism activities by the potential and carrying capacity of nature, c) Utilization of natural wealth from plantations, agriculture, forestry, fisheries, and agriculture for local/traditional food and beverages to

- introduce and preserve local culinary, d) Plantation potential; Agriculture; Forestry; Fisheries, and community animal husbandry are developed and can be used as tourist attractions and activities, e) Utilize natural and cultivated products as souvenirs, and d) Developed as a conservation effort.
2. Culture as Supporting Attraction: a) Exploring or taking inventory and activating the abandoned culture, b) Organizing artists or performers, c) Establish a studio or use an existing building as a place for arts and cultural activities, d) Developing as an effort to preserve local culture, e) Packaged as a supporting tourist attraction, f) Introducing local culinary as part of the culture, and g) Introducing farming methods.
 3. Facility Development
In developing facilities, it is necessary to pay attention to the architectural design of buildings following culture and nature. The physical development required includes: a) Trekking trails, b) Haven, c) Scenic viewpoints, d) Homestay utilizes the community's house, e) Public toilet, d) Parking lots (to prevent visitors from parking anywhere), and e) Facilities are sought to take advantage of existing buildings.
 4. Activity Development
The development of tourism activities and facilities is adjusted to the potential of existing natural, cultural, and artificial resources, for example, can be seen in the following table:

Table 8. Activity Development

No.	Attraction	Activity	Facility	
1	Natural	Tea Plantation	a. Trekking	a. Natural walking path
			b. Photography	b. Haven
			c. Nature Therapy	c. Scenic View Point
			d. Picking Tea	
	Coffee Plantation	a. Trekking	a. Natural walking path	
		b. Picking Coffee	b. Haven	
			c. Scenic View Point	
	Hamlet Area	a. Nature Walk	a. Natural walking path	
		b. Nature Therapy	b. Haven	
		c. Enjoying View	c. Scenic View Point	
		d. Photography	d. Traditional Food Stall	
		e. Animal & Plant Learning	e. Public Toilet	
f. Bird Watching				
2	Cultural	a. Traditional Dance	a. Watching Local Arts & Culture	a. Traditional Art & Culture Studio
		b. Traditional Ceremony	b. Learning Local Arts & Culture	b. Community-owned Kitchen
		c. Farming Tradition	c. Learning How To Cook Local Menu Using Traditional Equipment	
		d. Traditional Culinary Art	d. Enjoy Local Cuisine	

Source: Processed by researchers (2021)

Community Development and Management

1. Dissemination to the public about tourism and the development plan for Cikole Hamlet as a Sustainable Nature Tourism Hamlet
2. Training such as homestay management; services according to local wisdom; Sapta Pesona training; clean and healthy food and beverage packaging; scouting techniques; compiling and managing activity programs; financial management
3. Preparing the community to teach visitors to cook local dishes with traditional methods and equipment

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