

# The Concept Of Community-Based Tourism Development In Situ Tandon Ciater

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## **Abstract**

*Sustainable development must incorporate the three fundamental principles of ecological, social, cultural, and economic sustainability to benefit present and future generations. As this pertains to preserving the environment in which they reside and the community's economic, social, and cultural concerns, community involvement in developing tourism in their region is essential. Community-Based Tourism (CBT), a sustainable tourism development concept that empowers the community, is critical in contrast to conventional tourism development, which frequently disregards community rights and fails to involve them in the process. The research methodology is descriptive and qualitative, encompassing data collection techniques such as documentation, focus group discussions, interviews, and observation. Preliminary investigations, conceptual modeling, model validation and revision, and model testing comprise research activities. The utilization of an interactive analytical model developed by Miles and Huberman facilitates data analysis both during and after researchers' fieldwork. The findings of this study informed a three-stage framework for community empowerment-based development: 1) a program for the development of tourism destinations, 2) a program for the marketing of tourism, and 3) a program for the formation of partnerships.*

*Keywords: Ecotourism, Sustainable Tourism, Community-Based Tourism*

## **INTRODUCTION**

Indonesia has diverse tourist attractions and is the principal capital for implementing tourism through natural wealth and arts and cultural traditions. Tourist destinations are often visited due to environmental conditions, infrastructure, and cultural values (Zemła, 2016). With so many kinds of tourism potential, Indonesia should be able to attract the attention of local and foreign tourists and become a foreign exchange-generating engine that can advance the economy and is a mainstay in Indonesia's national development. The improvement and development of tourism are mainstays of the sector because they can promote community activities oriented not only to the economic aspect but also to other interrelated sector activities to improve the welfare of the community (Nyaupane & Poudel, 2011). The community can use tourism as a field to grow the creative economy in the vicinity. As in the area around the beach, the community can take advantage of it with the business of shellfish curtains, breast milk, and fish chips. The community can feel the positive impact of tourism directly because it can generate income for them. Through tourism, we can develop a creative economy and then use it to develop and provide facilities for the people.

In its development, tourist destinations need an excellent concept to optimize the potential, from utilizing the potential of nature, culture, facilities, and the community. From this development plan, a form of sustainable tourism can be created. The notion of sustainable tourism is inextricably linked to the concept of sustainable development, which refers to a method of progress guided by the principle of satisfying current needs while safeguarding the ability of future

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generations to fulfill their own (Johnston, 2015). Sustainable tourism also emphasizes the importance of tourism activities to avoid negative impacts on a destination, both economically and socio-culturally, and on the environment (Rodrigues et al., 2015). Sustainable tourism development, according to the World Tourism Organization (WTO), is a development that safeguards and promotes opportunities for the future while simultaneously satisfying the needs of tourists in the present. To optimize the utilization of all available resources to satisfy economic, social, and aesthetic requirements while preserving cultural authenticity, vital ecological processes, biological diversity, and life support systems (Dunets et al., 2019).

In addition to sustainability, the significance of empowerment in tourism development in a region lies in its potential to enhance the well-being of the local village community. Although much transpires in the field, the adjacent community may not always perceive the advantages of tourism development in their vicinity (Hani et al., 2021). The community must participate in implementing tourism in their area because this involves economic, social, and cultural issues for the community as well as the conservation of the nature in which they live. In essence, it is not only about nature that is served as a tourist spot but also as a conservation function. The forms of community participation are thought participation, participation of personnel, and participation of skills.

In developing tourism in the area, the South Tangerang City Government is trying to build a mainstay tourist attraction that can drive various economic activities to improve the community's welfare. One of the attractions that is being developed is Situ Tandon Ciater. As a tourist attraction in its development, Situ Tandon requires a good development system to optimize the existing potential. Starting from utilizing the potential of nature, culture, facilities, and the community (Sunarta et al., 2017). This tourist attraction is an artificial lake with the original function as a retention lake or water catchment source with a land area of 6 square hectares, which was created and managed under the local government of the South Tangerang City Public Works (PU) Department.

Situ Tandon Ciater is currently an open nature vehicle that the local community is interested in as a means of family recreation. However, in its development, community participation in tourism development is currently very minimal and not optimal. The role of the community is still not visible. However, several representatives and community leaders have been included in several group discussion forums (FGDs) on the plan to develop Situ Tandon Ciater as a sustainable tourist attraction. However, there is still no idea, thought, or technical opinion expressed by representatives of the community leaders. They only expressed their desire to be included and participate in the development process of the Ciater Tandon Situ. This is because the community does not have enough technical knowledge about the strategy of developing an area that is an artificial lake. Therefore, a study is needed to develop Ciater Situ Tandon into a sustainable tourism object based on community empowerment.

## **LITERATURE REVIEW**

### ***Sustainable Tourism***

For the benefit of present and future generations, sustainable development must incorporate the three fundamental principles of ecological sustainability, social and cultural sustainability, and economic sustainability (Johnston, 2015). Public awareness of the environment is influenced directly by various factors, including destination attractiveness, community involvement, environmental consciousness, and place attachments (Mondal & Samaddar, 2021). Cultural preservation and conserving economic and natural resources are critical in advancing the tourism industry. Sustainable tourism can be realized through the fair and equitable utilization of human resources, cultural assets, and natural resources, in addition to ensuring economic sustainability.

According to Muller (Rahmanul et al., 2021), In order to operationalize the notion of sustainable tourism, there exist five key indicators: 1) robust economic expansion; 2) the well-being of local communities; 3) preservation of natural resources and prevention of alterations to the natural structure; 4) the development of a healthy societal culture; and 5) the optimization of tourist satisfaction through the provision of excellent service. Adopted by the United Nations General Assembly in 2015, the Sustainable Development Goals (SDGs) comprise seventeen objectives to promote global sustainable development. These objectives underscore the significance of sustainable development in both developed and developing nations by acknowledging every national government's financial, political, and strategic obligations (Rasoolimanesh et al., 2020). Year by year, the 17 Sustainable Development Goals strive to establish a peaceful, secure, prosperous, and equitable existence for all individuals across the globe. Furthermore, sustainable tourism ensures policies are implemented consistently with the Sustainable Development Goals (SDGs). Strong partnerships among

pertinent stakeholders and a positive impact on sustainable development are perceived to be potential outcomes of the tourism industry (Bhuiyan & Darda, 2021).

As per Regulation No. 9 of 2021 issued by the Minister of Tourism and Creative Economy/Head of the Tourism and Creative Economy Agency regarding Guidelines for Sustainable Tourism Destinations, the following are encompassed within the scope of the guidelines: a) sustainable management; b) social and economic sustainability; c) cultural sustainability; and d) environmental sustainability. In order to establish a sustainable tourism development process, it is imperative to balance these four elements appropriately; sustainable tourism places emphasis on the journey rather than the final destination (Minister of Tourism and Creative Economy/Head of the Republic of Indonesia Tourism and Creative Economy Agency, 2020)

### ***Community-Based Tourism***

Community participation is the involvement and influence of community members, including social groups, organizations, and individuals, in planning, implementing, and monitoring policies that directly impact the general public's lives (Liburd et al., 2020). Community-Based Tourism (CBT), one of the sustainable tourism development concepts geared toward community empowerment, is a critical concept of conventional tourism development, which frequently disregards community rights and fails to involve them in the process (Sunaryo, 2013). Community-based Tourism (CBT) is defined by the ASEAN Community-Based Tourism Standard as a form of tourism managed or coordinated at the community level and owned and operated by the community. Its primary objectives are safeguarding culturally significant and sustainable traditions, promoting community welfare, and supporting sustainable livelihoods—resources of natural and cultural heritage (Giampiccoli et al., 2020).

The community-based tourism development or community-based tourism planning strategy is founded upon three fundamental principles: 1) community member participation in decision-making; 2) assurance that tourism activities will yield benefits for local communities; and 3) community-based tourism itself; and 4) Education of the local populace on tourism (sunaryo, 2013). According to (wahyuningsih et al., 2021), certain principles of CBT that ought to be implemented include the following: 1) acknowledge, endorse, and advance community ownership in the tourism sector; 2) engage community members in diverse facets of tourism development at each stage; 3) foster community pride; 4) enhance the quality of life; and 5) guarantee environmental sustainability. 6) Foster an appreciation for the distinctive attributes and cultural milieu of the immediate vicinity; 7) Promote intercultural education; 8) Honor human dignity and cultural diversity; 9) Allocate the acquired profits and benefits proportionally to community members; 10) Allocate a specific portion of the revenue generated towards community development initiatives; 11) Emphasize the genuine connection that exists between the environment and the community. The following describes a tourism destination development strategy that incorporates community empowerment: 1) a program for developing tourism destinations, 2) a program for developing tourism marketing, and 3) a program for developing partnerships (Rahayu et al., 2017).

## **METHODS**

A descriptive qualitative research methodology is employed, utilizing research and development procedures initially formulated by Borg and Gall, subsequently modified and adjusted. The duration of the study was set at four months: data collection methods encompassing documentation, focus group discussions, interviews, and observation. Preliminary investigations, conceptual modeling, model validation and revision, and model testing comprise research activities. Researchers utilize active instruments to gather data in the field. As key informants, the research subjects were the Head of the South Tangerang City Community Empowerment Institute and the Head and Expert Staff of the South Tangerang City Department of Culture, Tourism, Youth, and Sports. Tourists, community leaders, and community actors who reside near the Situ Tandon Ciater tourist attraction serve as supporting informants. Miles and Huberman's interactive analytical model is utilized for data analysis, enabling researchers to conduct data analysis in the field or upon their return.

## **RESULT**

South Tangerang City is a new city that is developing into one that relies on the service, tourism, trade, and settlement sectors to develop the regional economy. The improvement and development of tourism are mainstay sectors because they can promote activities that are not only oriented to the economic aspect but also other interrelated sector activities to improve the welfare of the community. Therefore, South Tangerang

City needs a potential tourist attraction as a source of Regional Original Income and to support community activities. One of the attractions in South Tangerang City that is being developed is Situ Tandon Ciater. The Situ Tandon area is a potential area that can be developed as a water tourism area that can later attract tourists but does not forget its original function, namely an artificial lake as a water catchment area and also for irrigation. Furthermore, the development of the lake as a tourist destination can later add benefits to the surrounding community. To develop Situ Tandon based on community empowerment, the South Tangerang City Government should carry out three stages of development: 1) a tourism destination development program, 2) a tourism marketing development program, and 3) a partnership development program.

Developing tourist destinations is an effort to organize the area's condition of tourist objects and provide complete tourism facilities and infrastructure. This program can be implemented by selecting superior tourist attractions, providing tour packages for individuals and groups, adding tourism support facilities, improving tourism facilities and infrastructure, managing tourist area entrance fees, and preparing insurance premiums for tourists and employees. In this development, the natural and environmental conditions must be taken into account, lest they affect or even damage the original function of the area as a retention lake and also for irrigation.

The marketing development program aims to introduce, inform, and promote Situ Tandon Ciater as a leading tourist attraction in South Tangerang City in the potential tourism market on a regional, national, and even international scale. In this program, the community can be included through cooperation through the Community Empowerment Institution (LPM), Youth Organizations, or Family Welfare Empowerment (PKK). Through LPM and PKK, local communities are involved in regional promotion activities, tourism exhibitions, or travel dialogues held by the government. They can participate in promoting regional specialties and crafts. Marketing and promotion can also involve the general public, such as travel activists, travel agencies, and transportation entrepreneurs.

This partnership development program aims to increase the capacity and participation of the community directly in the development of tourist destinations. This program is implemented through various training and educational activities for local communities. They are given training on tourism area management skills, expertise as facilitators and operators in outbound activities, training on expertise in processing regional specialties, digital marketing, and social media training, hydroponic expertise for agro-tourism, and basic training in excellent service to increase tourist satisfaction. Through these various training activities, it is hoped that the local community can experience direct benefits and upgrade skills.

## CONCLUSION

In order to develop Situ Tandon Ciater as a tourism destination based on sustainable community empowerment, it is necessary to pay attention to natural and environmental conditions as a conservation measure, not to affect or even damage the area's original function as a retention lake and irrigation. Community involvement should be a valuable resource for the sustainability of a tourist destination. The role of the government as a stakeholder and facilitator who encourages the community to build a more developed region through tourism must be more precise and firmer so that people are more motivated. Even though a concept has been planned and packaged as well as possible, there will always be obstacles.

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