



Act-belong-commit: Developing strategic plan of sustainable tourism village in Indonesia through NVivo qualitative analysis

Dina Mayasari Soeswoyo¹ and Made Handijaya Dewantara^{2*}

¹Sekolah Tinggi Pariwisata Bogor, Indonesia

²Universitas Prasetya Mulya, Indonesia

*Correspondence email: made.handijaya@lecturer.prasetyamulya.ac.id

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ABSTRACT

Planning is essential in developing a sustainable tourism destination. Good planning will explain the direction, facilitate performance evaluation and minimize negative impacts. This study aims to explore the perspectives of the local community, tourism village developers, policymakers, and experts as a strategic basis for an agriculture-culturally based tourism village development plan. This qualitative research was conducted in 2019-2022, using a case study strategy and an abductive approach. Data were collected through repeated observations, in-depth interviews, a qualitative survey, and literature studies from scientific book, journals, and mass media (websites). Data analysis was carried out qualitatively using CAQDAS NVivo. The results of the study outline the priority strategies for short, medium, and long-term programs in the development of tourism in Cimande Village. This study contributes to other researchers regarding other vital components that must be considered in developing tourism in rural areas, especially those based on culture, namely the commitment and participation of the local community and the local customary system.

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INTRODUCTION

The development of rural tourism is one form of diversification of tourism products. According to Lane, rural tourism is an alternative tourism that can provide a different experience, not only enjoying beautiful landscapes and typical rural scenery but also learning about the typical lifestyle of its residents (Andrianto & Sugijama, 2016). The uniqueness of rural tourism in Indonesia lies not only in its natural attractions and activities but also in its unique local cultural wisdom.

Inskip (1991) stated that rural tourism is an activity of travelling and living in the village or around

the town, interested in learning everything about the village, both local culture, daily life, customs, and often even being involved in an activity in the village (Soeswoyo et al., 2021). As mentioned by Chuang, rural tourism can also be said to be a geographical environment where tourism activities take place and original characteristics in the form of traditional culture, agricultural culture, inland landscapes and the simple lifestyle of local people (Raharjana, 2012). The World Tourism Organization (WTO) explained that rural tourism is where rural culture is a critical component of tourist recreational products (Dorobantu et al., 2013). Rural tourism can be

developed based on natural and cultural conservation (NCC) to be an innovative way to build tourism, a source of income, and means to reduce poverty (Andrianto & Sugiana, 2016; Davardoust & Karahan, 2021; Št'Astná et al., 2020).

Rural tourism development needs to be planned from the beginning so that all development programs can be organized and formed as expected, producing results and providing benefits for all stakeholders. If rural tourism is not based on careful planning, various negative things will occur. They can threaten the sustainability of resources in the rural area itself (Andrianto & Sugiana, 2016; Nugroho et al., 2018; Sunarjaya et al., 2018). Several impacts that can occur due to the absence of good planning are (i) damage or permanent changes to the physical environment, historical/cultural areas and natural resources; (ii) changes in social aspects of society, (iii) too many people and congestion, (iv) pollution, and (v) traffic problems. The World Tourism Organization (WTO) revealed that sustainable tourism development pays attention to policies on three things, namely sustainable nature, socio-cultural, and economic (Gunawan, 2016). Soeswoyo (2016) also explained that creating a sustainable destination needs attractions, facilities, services, infrastructure and tourist satisfaction, while also controlling its impact on the natural, cultural, social, and economic environment. Local community participation plays a vital role as a provider of social capital in developing cultural tourism in rural areas (Belij et al., 2014; Garau, 2015). For this reason, concern, roles and support from all parties are needed to make the tourism development more successful and sustainable (Davardoust & Karahan, 2021). According to Andrianto & Sugiana (2016), rural tourism development can be integrated and effective based on four pillars (quadro helix): government, local communities, private sector, and academia.

One type of tourism that utilizes cultural elements as its primary object is culture-based tourism. Cultural tourism is unique because there are so many individual cultural elements from an area that can attract tourist arrivals, such as community traditions, history of the site, arts, crafts, architectural forms and characteristics, language, local clothing, local community activities, festivals, and cultural activities (Inskeep, 1991). The uniqueness of an area's local wisdom encourages tourists to know the artistic elements and even learn about them. Št'Astná et al.

(2020) argued that cultural tourism is an essential complementary activity that can provide economic and non-economic benefits even though, according to him, it is not the primary driver of village development. However, according to Sunarjaya et al. (2018), local culture is one of the crucial components of a tourist village.

According to Sumarwoto in Pujianto (2015), agrotourism is a type of tourism that utilizes natural attractions, especially the potential of agricultural commodities, including food crops, plantations, livestock, fisheries, and forestry. However, to develop agrotourism, it is necessary to pay attention to various aspects such as the surrounding natural environment, geographical location, type of product, and the facilities and infrastructure of the agro-potential. If appropriately developed, agro-based tourism villages will have a positive impact on the results of the agro-village, and will increase the welfare and capacity of the community.

Tourism components are essential components that are needed in the development of a tourist destination. Main components of tourism development are the 4As: Attraction, Accessibility, Amenities and Ancillary Services (Andrianto and Sugiana, 2016; Cooper in Wiweka and Arcana, 2019). According to Inskeep (1991), the components of sustainable tourism planning are grouped into nine parts, namely (i) tour attractions and activities, i.e. all forms of tourist attraction, both natural, cultural, and other attractions, as well as various tourist activities, (ii) accommodation or lodging facilities, (iii) other tourist facilities & services, (iv) facilities and transportation services, (v) infrastructure such as clean water, electricity, telecommunications, and sewerage, (vi) institutional elements, such as human resource management programs, promotion and marketing strategies, organizational management structures, tourism regulations and provisions, investment policies, development programs and monitoring the impact, (vii) natural and socio-economic environment, (viii) domestic and international tourists, and (ix) benefits for the local community. Sustainable development of tourist destinations focuses on increasing job opportunities, income, and welfare of the local community. Also, it considers the value of the sustainability of the natural, economic, social, and cultural environment.

Management of a tourism destination involves setting goals, making choices of action plans, and

balancing all aspects of performance to achieve the same vision by paying attention to available resources (Arbogast et al., 2017).

The development of rural tourism is also one of the Indonesian government's programs to accelerate equitable growth and help improve the welfare of the local population. According to Davardoust & Karahan (2021), developing tourism in rural areas and impacting the village economy can also maintain the conservation of nature and culture. According to Gunawan (2016), the concept of national economic independence rests on the Nawacita of the President of the Republic of Indonesia, that is achieving financial independence by moving strategic sectors of the domestic economy. Agriculture and tourism are strategic sectors capable of sustaining life and driving the national economy that takes root and becomes a culture in the community. In Indonesia, the development of tourist villages is mainly facilitated by the state, while the community tends to be passive. As a result, the local capacity to respond to state-sponsored innovations through developing tourist villages still faces several crucial problems (Raharjana, 2012). In Indonesia, many people still do not understand tourism development in rural areas. In her research, Muresan et al. (2016) revealed that rural communities in the Nord-Vest region in Romania view tourism as a factor in village development. Many experts research the importance of local communities' role and participation in rural tourism development (Belij et al., 2014; Davardoust & Karahan, 2021; Fong et al., 2017; Garau, 2015).

For this reason, tourism development should be appropriately organized and planned to form a sustainable tourism destination that does not negatively impact the natural, social, cultural and economic environment. A tourist destination can experience delays in its development if thorough planning is not carried out at the beginning (Sunarjaya et al., 2018). The existence of good planning in the development of tourist villages will determine a clear direction in the stages so that it can run more effectively, increase benefits for the community, and create a balance with the environment (Sugiarti, Aliyah & Yudana, 2016). In addition, developing a tourist destination in rural areas will open new businesses that can be a source of additional income (Andrianto & Sugijama, 2016; Nooripoor et al., 2021).

Cimande Village is located in Bogor Regency, West Java Province, Indonesia. The Cimande tourist

village's establishment was initiated by the Cimande Village Head, who saw a lot of tourism potential in the area. Besides its potential for unique rural nature tourism, agricultural landscapes, plantations and mountains, Cimande Village is also very famous for its exceptional culture. The martial art of Pencak silat Cimande is one of Indonesia's oldest and largest martial arts schools (Fuad, 2022). Cimande Pencak silat has several unique features regarding movement, philosophy and special provisions that must be adhered to. Since 2019, UNESCO has designated pencak silat as a non-physical Indonesian cultural heritage and has become better known to the world since it was established as one of the official branches of world-class sports competitions (Kusumo & Lemmy, 2021). Cimande village is also known for its traditional art of fracture treatment, 'Urut Cimande', which uses a special oil named 'balur Cimande', believed by many to be an effective and affordable alternative medicine. According to one resident, on average, as many as 150 patients visit the village in one month.

Cimande Tourism Village was formed in 2015, and currently, there is an arrangement of tourism village administrators. But, so far, it seems slow to develop. Based on this description, it is necessary to conduct a study that can explore views from various sources as a basis for planning. Many qualitative studies on tourism development in rural areas examine the opinions of the community, government, managers and visitors. The novelty of this research is the exploration of in-depth views including ten experts and the use of NVivo qualitative data analysis, which is still rarely done by other researchers. This study aims to determine the right strategy for tourism development in Cimande Village based on the community's perspective, tourism village managers, policymakers and experts.

RESEARCH METHOD

This exploratory study employs a qualitative method with a case study strategy in Cimande Tarikolot Village which is well known in Indonesia because of its unique culture of the pencak silat martial art, the art of traditional healing of fractures, and other cultural traditions. Cimande Village is located in Caringin District, Bogor Regency, West Java Province. The case study strategy was considered the most suitable for this research because, according to Yin, the case study strategy is an in-depth

investigation of a topic or phenomenon in a real-life setting (Saunders, Lewi, & Thornhill, 2019).

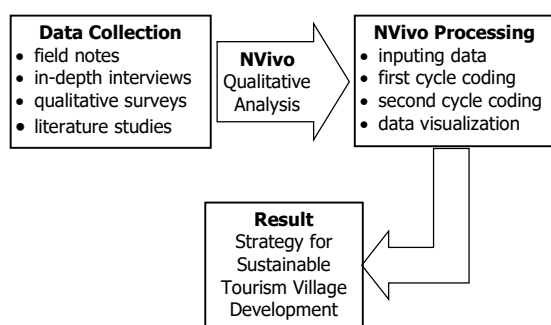


Figure 1. Research flow chart

This research was first conducted in mid-2019. It encountered several obstacles in data collection due to the COVID-19 pandemic from 2020 to early 2022. First, research data were collected through direct observation technique to the village, which were carried out four times by making several field notes containing photo documentation, research note, and face-to-face interviews with village communities. The second data collection technique was in-depth interviews with key informants from the village government, local government, and tourist village managers, using tools of semi-structured interview guides and recording devices. Given the high spread of the COVID-19 virus at the time of the research, in-depth interviews were conducted by telephone with a duration of 48 to 87 minutes. A telephone interview is one of the data collection techniques that can be done in certain situations (Cresswell, 2015). The third data collection technique was qualitative survey containing open-ended questions in the form of a google form, which were distributed online to an expert group of 10 academics from 3 tourism institutions in Bogor and Jakarta. The sample for the expert qualitative survey respondents was determined purposively with special criteria, i.e. those who had visited Cimande Village at least three times so that they were considered sufficient to understand the conditions in the village. Other research data were from books, scientific literature, online newspapers, and websites.

The research procedure was data collection and grouping, data reduction, data processing and analysis, and then conclusion. Data analysis was performed using NVivo's computer-assisted qualitative data analysis software (CAQDAS). Research data's

level of trust or validity was confirmed through a data triangulation process.

The NVivo data processing was carried out by inputting data, first cycle coding, second cycle coding, data visualization, and writing findings (Figure 1). All data were grouped based on their source at the input stage, and the text was adjusted to N-Vivo format to make coding accessible. The first stage of the coding cycle was done by doing a text search in the form of Word cloud and Word tree, then identifying Parent Nodes, Child Nodes and Cases. Finally, the second cycle, which was the coding stage, analyses matrix coding and project maps (Miles et al., 2014).

RESULT AND DISCUSSION

Cimande Tourism Village Overview

Geographically, Cimande Village is included in the administrative area of Caringin District, Bogor Regency, West Java Province. Ciderum Village borders this village in the North, Pancawati Village in the West, and Lemah Duhur Village in the South. The village is flanked by two mountains, Mount Pangrango and Mount Salak, so it has a beautiful landscape with fresh, clean air. Cimande Village has an area of 252 hectares, with a total population of 6,800.

The residents are known to be religious. There are many prayer rooms and *surau* available to support spiritual activities. The education level of the majority of the Cimande village residents is elementary, junior high and high school graduates. The local people's primary income is from farming, gardening, and the traditional fracture treatment known as 'Urut Cimande'. Some residents also trade and become farm laborers and employees.

The expertise of traditional treatment of fractures is owned by most of the village's natives, who also practice the martial art of pencak silat Cimande. Cimande Pencak Silat is believed to be one of the oldest martial art schools in Indonesia. According to one of the Cimande silat elders, while studying, a silat fighter must undergo several conditions, including accepting *ta'leq* (oath) and *peureuh* (drops of water in the eye accompanied by prayer), moves, and a Cimandean salute. In addition, Taleq Cimande is an oath or code of ethics that must be adhered to, which essentially contains a message to respect teachers and foster diversity, politeness, humility, hospitality, and mutual respect for fellow human beings. The martial art of pencak silat Cimande has been taught early, and

training is routinely carried out at several silat hermitages in the village.

Cimande Village is also known to have Kasepuhan customs which maintain several religious traditions such as the *Ngabungbang*, which is held every year on the 14th and 15th day of the month of Maulud (Islamic calendar). The descendants of Kasepuhan Cimande and practitioners of Cimande teachings gather to celebrate. *Ngabungbang* comes from the word *bungbang*, meaning throwing away or cleaning. If interpreted culturally, *Ngabungbang* is a holy bath to

unite creativity, taste, and intention to eliminate all lousy behaviour physically and mentally. The unique rituals include doing pilgrimages to several sacred tombs, connecting with Kasepuhan Cimande at the Tarikolot Pendopo, collecting and cleaning sacred heirlooms in the form of relics of Cimande elders, and preserving Cimande martial arts. One of the legendary holy heritage relics is Gobang Karancang which is one meter long, one span wide, and inscribed with the Qur'an 30 juz from the hilt to the top.



Figure 2. Regeneration of Cimande pencak silat



Figure 3. 'Parebut Seeng' pencak silat martial art (A-B) and 'Urut Cimande' (C) (Cimande, 2022)

NVivo Qualitative Data Analysis

Before qualitative data analysis, all data were inputted and prepared for easy coding using NVivo software. Figure 4 below depicts a project map, one

of the results of NVivo's analysis which shows the triangulation of data sources from observation's field notes, qualitative surveys, and in-depth interviews.

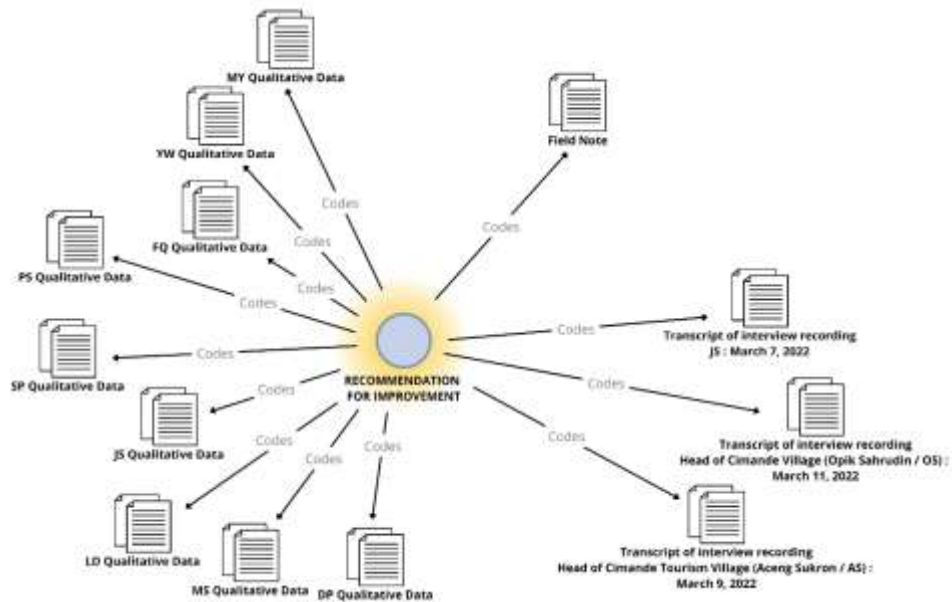


Figure 4. Data triangulation in project map NVivo analysis result



Figure 5. Word cloud result

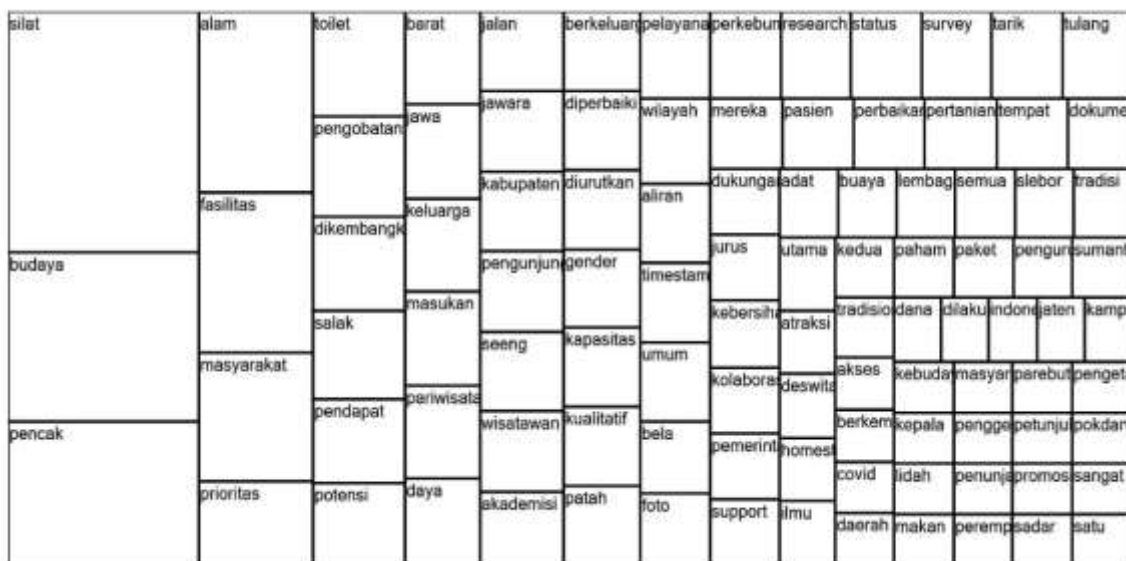


Figure 6. Tree map – NVivo qualitative analysis result

All data were processed with a word frequency query to help quickly search for relevant words in the coding process in this study and to produce the most frequently referenced words in the form of a word cloud and tree map shown in Figures 5 and 6. The results of the Word Cloud show some words that appear more prominent, indicating that these words are more frequently referenced, such as the words culture (*budaya*), pencak silat, community (*masyarakat*), nature (*alam*), and facilities (*fasilitas*).

The results of the research tree map in Figure 6 show several relevant words in the larger column, including Pencak Silat, culture, society, nature, facilities, toilets, and barking. Some appropriate words were then used to facilitate writing several Nodes in the coding process.

Priority Strategy

All data from various sources were then processed based on Nodes and Cases in the first and the second cycle coding stage to answer the research questions in this study. All data sourced from field notes from observations, in-depth interviews with the community, tourism village managers, village governments, and local governments, and results from qualitative surveys from experts were then processed and analyzed.

Table 1. Matrix Coding NVivo Analysis Result

Coding/Node	Short-Term	Middle-term	Long-Term
 %		
Accommodation	4.02	0.00	0.00
Institutional elements	26.40	0.00	0.00
Other Infrastructure	0.00	7.84	0.00
Other tourist facilities & services	0.00	9.00	0.00
Tourist attraction	7.69	11.76	10.50
Transportation service & facilities	0.00	11.76	23.16

Priority Strategy coding and Tourism Component coding were used to see the connection between the two concepts. The NVivo Matrix coding analysis results in Table 1 show that the most widely referenced tourism components for short-term strategies were institutional elements, tourist attraction, and accommodation. Table 1 is presented to show different elements of tourist facilities ranging from short, middle, and long-term strategies. The results of the Coding matrix for the medium-term plan are components of transportation services & facilities, tourist attractions, other tourist facilities & services, and other infrastructures. Tourism development for the Cimande Village long-term strategy is a component of transportation services & facilities and tourist attractions.

Short Term Strategy

The short-term strategic program for the development of the Cimande Tourism Village based on NVivo's qualitative analysis shows that the nodes that were sequentially most coded were (i) institutional elements, (ii) tourist attractions, and (iii) accommodation. The results of the matrix coding in Table 1 were processed from statements from various sources collected in this study. The main priority of the short-term strategy is the institutional elements component. It is a program that includes the consolidation and internal participation of rural communities, increasing knowledge and capacity of community/human resources on Tourism and Tourism Awareness, and developing regulations and provisions related to tourism in Cimande village. The program was identified from the results of the NVivo coding worksheet on the short-term strategy program in Appendix (Figure A1) and some quotation statements.

Relevant quotation statements to short term strategy:

"...people's understanding of human resources has begun to open, but an understanding must be formulated about the Cimande tradition." - In-depth interview

"...changed the paradigm of people's mindset. Together with our tourism village colleagues and the Youth Organization, we have moved to explain and straighten that tourism village does not mean negative but can help improve the community's economy, and we are starting to accept it". - In-depth interview

"There needs to be a commitment from stakeholders, a commitment to build a tourist village... because the main driving factor for development is human resources so that when human resources can commit, coordinate with each other to achieve the same goals, planning, strategies can be formulated and appropriately implemented through evaluation and monitoring regularly" - Survey

"...but don't know how to develop it yet. Our human resources knowledge about tourism is very little." - Field notes

Cimande Tourism Village is one of Indonesia's villages that still adhere to various traditions and customs. The name Cimande is an abbreviation of the Sundanese term *Ciri Iman Anu Hade*, which means a village that has a community of good character and behaviour toward fellow humans and their creators. Cimande Village still preserves various religious traditions, such as the Ngabungbang, which is held

annually and is usually visited by thousands of visitors who still have kinship or emotional ties with Cimande Village. The famous Cimande Pencak Silat martial art is included in Indonesia's three largest pencak silat schools (Fuad, 2022). To learn this martial art, all students are required to pronounce '*Taleq Cimande*' and obey it. There are many provisions and processions that must be adhered to regulate its use in goodness and further increase piety to the Creator. In the customs of Cimande Village, the Kasepuhan hierarchy, which is the traditional elders chair, is still respected. However, in the village government, Cimande is led by a village head, so sometimes, some provisions or regulations must be agreed upon by the Kasepuhan and village leaders.

From the results of observations, it was found that there were still some villagers who seemed hesitant to develop Cimande Village as a tourist destination because they were worried about some impacts that could change local cultural traditions. This reluctance needs to be studied with the community to produce the same understanding and commitment, and to formulate several provisions to control the negative impacts of tourism development related to cultural, social, economic, and environmental aspects. The effect was revealed in the research of Muresan et al. (2016), which showed that the socio-cultural, natural and economic environment can influence sustainable tourism development in rural areas. Tourism development in rural areas with natural and cultural capital is vulnerable to issues related to sustainable development (Nagy & Segui, 2020). The role of local community consolidation and commitment is also discussed in Arbogast et al. (2017), who revealed that building a vision, identity, and coordinating joint activities is one of the challenges in rural tourism development. The importance of the host community's role in the planning and development of tourist destinations was also expressed by Hall & Williams (2020). Local communities also need to gain additional knowledge about village tourism to increase their understanding and be motivated to advance the village further and preserve culture. These findings are also in line with Tiberghien (2019), who stated that local community empowerment is one of the critical factors in planning and managing eco-cultural tourist destinations.

The following short-term strategic program is related to attraction, including developing cultural and agricultural interests. Cultural involvement in tourism

is growing recently (Liang et al., 2021). The martial arts culture of Cimande Pencak Silat and the traditional healing art of Cimande fracture treatment are well known even outside the city of Bogor and abroad. They are generally known from the recommendations of relatives or friends who have been to Cimande. Several visitors who came from abroad would study the Cimande Pencak Silat martial art, who later opened a branch of a silat school in their country. Hence, the Indonesian martial art of pencak silat has become widely known worldwide (Bambani, 2022; Kemlu.go.id, 2020). The art of Cimande traditional treatment for fractures is also well-known because it is visited by patients from various cities almost daily. It is believed to be an alternative treatment that tends to heal faster with relatively affordable costs based on the sincerity of the patient. Virtually all the natives of Cimande Village who master the martial art of pencak silat automatically master the art of traditional fractures treatment.

Not all people there are able and allowed to make the special massage oil for this treatment, known as Balur Cimande. Special provisions based on the Kasepuhan hierarchy regulate this and people are prohibited from setting treatment fees for patients who have been cured. Now there are many places for treatment of fractures outside Cimande Village that use the Cimande brand. It's a shame that some of them turn out to be not native to the art of Cimande's medical treatment and cannot be said to have proper knowledge of the treatment. Hence, the results are not as good as expected. UNESCO provisions in 2019 stipulated the martial art of pencak silat as an intangible Indonesian cultural heritage. It makes the art of pencak silat Cimande and the art of traditional Cimande massage parts of local culture with unique and competitive advantage compared to other tourist destinations. As a part of Indonesian culture, Pencak silat has essential values such as friendship, mutual respect, and promoting social cohesion, so it is considered capable of becoming an identity and a unifying tool for the nation (Kusumo & Lemmy, 2021).

For this reason, it is necessary to maintain its sustainability through the process of regeneration and cultural conservation. This artistic potential can also be developed in educational, health, or other kinds of focused tourism.

Meanwhile, there are two tourist attractions in the Salak plantations in Sleman Bogor (Slebor) and Aloe Vera plantations. Salak Slebor in Cimande Village has

a distinctive, fresher but still sweet taste. Aloe Vera Plantation in Cimande Village is a variety derived from superior seeds from Kalimantan, which produce lush and large plants. and has the potential to become one of the attractions for agricultural or educational tourism.

The third priority of the short-term program is accommodation for homestay development. In the previous description, it is explained that many visitors want to learn Cimande Pencak silat and to treat broken bones. All patients with fractures come with their family or friends. Often, they are confused about finding a place to stay because their location is far from the site of origin or the stage of treatment that requires rest for the patient. Developing people's houses as homestays is a solution for medical patients' families, which also provides economic benefits for residents. However, in its development, it is necessary to provide additional knowledge and skills about homestay management so that the results can be optimal. Many studies have explained the importance of developing homestays in tourist villages and even turning them into a business sector in developing countries (Adhikari, 2020; Hia et al., 2020).

Another component that is quite widely referenced for short-term programs is tourist facilities, especially the provision of adequate public toilets. Several opinions on the results of in-depth interviews, surveys, and field notes express the results of the subsequent short-term program priorities, namely the development of components of cultural and agricultural attractiveness and components of homestay accommodation.

Statements during research related to attraction & accommodation components:

"...the most important thing is that cultural packaging is packaged into special interest tours. (For example,) tour packages that are either scheduled or based on orders, which highlight the culture but still follow village regulations or do not violate taboos. Public and tourists must be educated to highlight cultural advantages. The community's internal improvement will be understanding toward cultural tourism that maintains traditions and taboos." - In-depth interview

".....it is important to preserve and maintain the well-known Cimande Pencak Silat culture...." - Survey

"The main priority is increasing agricultural education tourism and increasing the standard of homestay for the patient's family. So even though

it is used for the patient's family, I want more good standardization. We still need training for public awareness-raising, tour guides, etc." - In-depth Interview

".....the participation of all levels of society, traditional elders, village institutions and village leaders, as well as increasing the knowledge and skills of human resources and homestays." - Survey

"There needs to be adequate public toilets for tourists and clear directions." - Survey

Middle Term Strategy

The Cimande Tourism Village development program for the medium term includes (i) attractions, (ii) transportation, and (iii) tourist facilities & other infrastructures. This conclusion can be seen from the number of Nodes referenced in Appendix (Figure A2) and is supported by several statements from the results of in-depth interviews and qualitative surveys.

Relevant quotation on middle-term strategy

"Development of natural attractions, improvement of food facilities, and sanitation and disposal infrastructure". - In-depth interview

"Road access, natural tourism development, agro-and selfie spots, rest area, and eating and drinking facilities." - Survey

"Development of natural attractions, improvement of other facilities." - In-depth interview

"It is necessary to develop tourism programs." - Survey

"In the 2nd year, (we will) implement Samisade (One Billion One Village) program for road and infrastructure repairs, God willing. In 2023, it will be directed for road repairs." - In-depth interview

The study results show that the medium-term strategic plans tend to be directed at exploring and developing the potential for natural attractions and continuing to develop cultural attractions. From the results of field observations, it was found that Cimande Village has several potential natural attractions. These attractions include waterfalls or Curugs, rivers whose water is relatively straightforward, natural scenery with the backdrop of Mount Salak and Mount Pangrango, and sparkling urban lights at night that are interesting. However, these innate potentials have not been developed and are not widely known to the public. The various potential cultural, natural, and agricultural attractions of Cimande Village can also be developed into exciting tourist activities. The activities include cycling in the village, trekking, and tourism programs that combine cultural and educational

activities such as learning programs for Pencak silat, learning about plantations, agriculture, etc.

Another Cimande tourism village development plan is the transportation services and facilities component. Currently, to get to Cimande Village from the Caringin highway, there are only narrow and inadequate roads connecting various tourist attractions in the village area. Directions to the village and the region must also be appropriately managed to make it easier for visitors. Sign currently only exists in 1 point location, so it is not yet adequate to function well.

Another development plan is tourist support facilities. Currently, in the area around the tourist attraction, there are no public facilities that provide local specialties and drinks where visitors can unwind while dining or enjoying the natural scenery typical of Cimande village. In the plantation area, there is already a Saung that functions as a resting place for visitors. Still, there is no signature on whether it is for aloe vera plantation visitors or for all visitors in general. Other tourist support facilities that are important are hygiene facilities and infrastructure. Clean water facilities for washing hands, public toilets, and garbage dumps are indispensable for visitors and help create a cleaner, neater, and more beautiful environment. Clean water infrastructure, cleanliness, and sewerage are also essential factors that can affect the sustainability of tourism development (Muresan et al., 2016).

Long Term Strategy

The results of NVivo's analysis for the long-term program plan for Cimande Tourism Village include (i) the development of natural and agricultural tourist attractions and (ii) other tourist support facilities. This conclusion can be seen in Appendix (Figure A3) worksheets which show the number of referenced nodes and several relevant statements from the results of in-depth interviews and qualitative surveys.

Relevant quotations on long-term strategy:

"Development of other tourist support facilities, explore natural tourist attractions." - Survey

".....infrastructure improvements such as the Cimande River rice dam can be used for trekking, canoeing." - In-depth interview

"..... later when Cimande is ready properly, it is necessary to do an integrated digital promotion as part of its marketing strategy." - Survey

The development of natural and agricultural tourist attractions is a continuation of the medium-term

program to improve its quality and be developed again continuously.

Other tourist support facilities also need to be developed because there is currently no tourist information center, tourist maps, souvenir sales places, or good communication networks. Moreover, handicraft products, food, and beverages with local characteristics as souvenirs can potentially become tourism products that attract tourists (Adikampana et al., 2019).

It is no less critical if various tourist attractions and facilities have been appropriately managed, that is by carrying out various promotional activities that are integrated internally and collaborating with local governments, tour operators, tour guide associations, and others. It is also part of the Institutional elements' component marketing program.

All planning for the Cimande Tourism Village development program, both short, medium, and long-term strategies must continue to be monitored and evaluated for improvement. For this reason, improving the human resources of rural communities cannot be separated from the support of various parties such as local governments and assistance from academics from different fields of science.

Research Implication

This study provides several implications for the literature related to social and economic development in the context of Tourism Villages. According to Muresan et al. (2016), a tourism village is built based on the commitment and agreement between various elements of society. This study supports the literature in the context of community empowerment in Cimande Village as a tourist village. This study finds an effort to respect each other and maintain unity, which is essential in developing the tourism village economy. This supports previous studies by Kusumo & Lemmy (2021) that the strong identity of a region is formed from the unity of its people, which originates from social solidarity and mutual respect for one another.

This study also emphasizes the importance of sustainable tourism development in rural areas. The results of this study indicate that a shared understanding and monitoring of the negative impacts of tourism on social, economic, cultural, and environmental aspects play a crucial role in ensuring sustainable tourism. This supports several works of literature related to sustainable tourism in rural areas,

which emphasizes the vulnerability of socio-cultural, natural, and environmental in the tourism sector (Nagy & Segui, 2020). However, local communities stand as the backbone of the existence of tourism resources in rural areas. This finding is relevant and has implications for previous literature regarding the importance of involving indigenous peoples and local communities in decision-making for tourism village development (Kusumo & Lemmy, 2021; Arbogast et al., 2017).

Local community involvement is not limited to tourism sector planning. Local communities are also involved in the function of implementing and supervising tourism. This also supports previous studies where local communities who participate in developing homestays will increase the enthusiasm of the youth to build their villages, foster an entrepreneurial spirit, and impact the country's development (Adhikari, 2020; Hia et al., 2020). In this regard, local communities need training and knowledge of tourism management. This finding is in line with the findings of Hall & Williams (2020). They mention that the involvement of local communities is strongly influenced by the implementation of capacity development in the area. Therefore, some forms of capacity development that we recommend include understanding related to tourism management, knowledge related to entrepreneurship, and skills in tourism administration in the village. Sufficient knowledge related to village tourism will increase the ability of the tourism village in the future to compete and continue to exist in the existing tourism business ecosystem.

Capacity development for local communities is indeed an essential factor. However, our research findings also show the importance of strengthening infrastructure in villages to welcome incoming tourists. Furthermore, our study shows the importance of building infrastructure that conforms to national and international standards tailored to tourists' motivation. This is in line with the opinion of Tiberghien (2019), which states that in addition to the development of human resources, infrastructure resources supporting tourism also have implications for the existence of the tourism sector in the future. We provide several recommendations, especially on the construction of sanitation facilities, waste management, and clean water resources. This is also a finding from research by Muresan et al. (2016), which emphasizes

supporting infrastructure for the tourism sector to prepare a tourist village in front of its target market.

We also provide several recommendations on tourism products that tourists can offer. The cultural wealth in Cimande Village is something that can be offered. Therefore, in line with Adikampana et al. (2019), his research implies the importance of maintaining cultural resources as outlined in the sale of handicrafts, local food, and beverages to tourists. The sale of local souvenirs will raise the spirit of doing business for local people depending on their livelihoods from the informal sector. Establishing an entrepreneurial ecosystem in a tourist village will not only move the wheels of the economy in the village but also create new jobs, encourage gender equality, reduce poverty, and increase regional economic growth (Andrianto & Sugiana, 2016; Davardoust & Karahan, 2021; Št'Astná et al., 2020). The literature consistently conveys that the development of tourist villages in the form of economic attention will ultimately impact the economic growth that comes from the community itself.

Finally, there are implications of this research in term of rural area development through the development of tourist villages. This research shows the very crucial position of cultural assets. Similar related components of sustainable tourism planning were found from the study by Inskeep (1991). These nine components of sustainable tourism planning will be able to be carried out comprehensively to a holistic result with the aid of an accurate strategy. This is also following the study by Št'Astná et al. (2020), which stated that the formulation of a strategy for sustainable tourism in rural areas will ensure economic and non-economic benefits even though it is not the primary driver of village development.

CONCLUSION AND SUGGESTION

This research was conducted using N-Vivo qualitative analysis software. It aims to determine the strategic plan for the development of Cimande Village based on the perspectives of the local community, village government, local government, and accompanying academics, as well as those who care about the growth of tourist villages.

This research concludes that the strategic planning for the development of Cimande Tourism Village is grouped into three stages for the next 1 to 3 years: the short-term, medium-term, and long-term. Short-

term development programs include (i) institutional elements, (ii) cultural and agricultural attractions, and (iii) homestays. The medium-term development programs include (i) natural attractions, agriculture, and tourism activities (ii) accessibility and facilities for eating and drinking, and resting, and (iii) tour programs. The long-term improvement programs are (i) natural and agricultural attractions and (ii) other tourist support facilities and promotional mixes.

The development of the Cimande tourist village requires commitment and support from all parties, especially the role of local communities, tourism village administrators, and village government, supported by local governments, assistance from academics of various disciplines, and collaboration with private partners. Furthermore, tourism village development needs to be well planned to be more effective and minimize all risks. It is expected to form an ideal, sustainable rural tourism destination that can benefit residents positively.

This research still has some limitations because it was conducted during the COVID-19 pandemic in Indonesia, so the data collection process could not be carried out optimally. However, other researchers can study more deeply based on tourists' perspectives using other methods. Furthermore, future researchers can also study deeper to explore the attractiveness of Cimande Pencak silat martial art based on tourists' perspectives.

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Appendix

Figure A1 shows the NVivo worksheet on short term strategy. The interface displays a list of nodes on the left and a table of results on the right. The 'Short Term' node is selected, showing a list of nodes and their associated frequencies.

Node	Freq	Ref
Priority Strategy	16	80
Long term	9	12
Multi Term	12	24
Short term	16	12
Attraction - cultural	4	4
Attraction - sign	1	1
Community participation and consultation	19	19
Community Tourism Awareness	8	8
Direction sign	2	2
Homestay	5	8
Infrastructure of access	1	1
STM	4	11
Tour programs	1	1
Tourist facilities	2	4
Village rules & policies of economy, social culture	1	1
Recommendations	14	29
Tourism Attraction & Activities	12	36
Transportation services & facilities	4	8

Figure A1. NVivo worksheet on short term strategy

Figure A2 shows the NVivo worksheet on middle-term strategy coding. The interface displays a list of nodes on the left and a table of results on the right. The 'Long term' node is selected, showing a list of nodes and their associated frequencies.

Node	Freq	Ref
Priority Strategy	16	80
Long term	9	12
Multi Term	12	24
Short term	16	12
Attraction - cultural	4	4
Attraction - sign	1	1
Community participation and consultation	19	19
Community Tourism Awareness	8	8
Direction sign	2	2
Homestay	5	8
Infrastructure of access	1	1
STM	4	11
Tour programs	1	1
Tourist facilities	2	4
Village rules & policies of economy, social culture	1	1
Recommendations	14	29
Tourism Attraction & Activities	12	36
Transportation services & facilities	4	8

Figure A2. NVivo worksheet on middle-term strategy coding

Figure A3 shows the NVivo worksheet on long-term strategy coding. The interface displays a list of nodes on the left and a table of results on the right. The 'Long term' node is selected, showing a list of nodes and their associated frequencies.

Node	Freq	Ref
Priority Strategy	16	80
Long term	9	12
Multi Term	12	24
Short term	16	12
Attraction - cultural	4	4
Attraction - sign	1	1
Community participation and consultation	19	19
Community Tourism Awareness	8	8
Direction sign	2	2
Homestay	5	8
Infrastructure of access	1	1
STM	4	11
Tour programs	1	1
Tourist facilities	2	4
Village rules & policies of economy, social culture	1	1
Recommendations	14	29
Tourism Attraction & Activities	12	36
Transportation services & facilities	4	8

Figure A3. NVivo worksheet on long-term strategy coding