

Explore The Potential Community-Based Tourism of Cikadu Edutourism as A Tanjung Lesung Bufferzone Area

Filda Rahmiati¹, Felix Goenadhi²

Faculty of Business, President University¹²

Correspondence Email: filda.rahmiati@president.ac.id

ARTICLE INFORMATION

Publication information
Research article

HOW TO CITE

Rahmiati, F., & Goenadhi, F. (2022). Explore the potential community-based tourism of Cikadu Edutourism as a Tanjung Lesung Bufferzone area. *Journal of Community Development in Asia*, 5(2), 1-10.

DOI:
<https://doi.org/10.32535/jcda.v5i2.1491>

Copyright© 2022 owned by Author(s).
Published by JCDA



This is an open-access article.
License:
Attribution-Noncommercial-Share Alike
(CC BY-NC-SA)

Received: 02,MARCH,2022
Accepted: 04,APRIL,2022
Published: 20,MAY,2022

ABSTRACT

The purpose of this research is to determine the possibility for Cikadu Tourism Village, Bufferzone Tanjung Lesung, to transition to community-based tourism through the use of the 4C model (Conservation, Community, Culture, and Commerce). In-depth interviews and interactive observations were used to acquire qualitative data. This study focuses on Cikadu Tourism Village, Tanjung Lesung's buffer zone. The findings of this study show that the Cikadu Tourism Village, Bufferzone Tanjung Lesung, has the potential to develop into a community-based tourism village. The community is eager to collaborate in order to conserve existing culture through the preservation of regional dances, the production of batik employing regionally distinctive designs, and the prudent use of existing natural resources. The natural splendor of the accessible coastal areas provides an excellent opportunity for tourist growth. However, Cikadu Tourism Village, Bufferzone Tanjung Lesung, has a long way to go in terms of establishing community-based sustainable tourism. Additionally, it must carry out tourist value chain (TVCA) operations in order to generate competitive advantages.

Keywords: Community-based tourism, culture, commerce, conservation, community, pandemic, and sustainable tourism.

INTRODUCTION

Tourism was the first industry to be impacted by the COVID-19 epidemic as the imposition of restrictions between cities and countries reduces tourist competitiveness (Kuswaraharja, 2020). There will be losses in the form of a 64.11 percent decline in international visitor arrivals (Rahayu, 2020) and million jobs in the tourism sector (UNWTO, 2020). Additionally, revenue loss has a detrimental effect on communities, heritage sites, and cultural events, eroding destination competitiveness and market distinction. The outbreak of COVID-19 and the Restart Tourism plan has served as a watershed moment in raising awareness about the critical role of sustainability in achieving more sustainable tourism (Sustainable Tourism). Tourism in rural areas provides substantial prospects for economic recovery, as travelers seek smaller crowds, open experiences, and indigenous culture. Rural tourism provides significant chances for recovery as people want reduced crowds, open experiences, and authentic local culture. The global travel slump provides a chance to transition away from unsustainable practices and toward more resilient, inclusive, and resource-efficient models that contribute to the Sustainable Development Goals (SDGs) (Halimatussadiah et al., 2020).

As a result, the Indonesian government has developed a strategy to address the tourist issue caused by the epidemic in accordance with United Nations World Tourism Organization (UNWTO) standards, named "Restart Tourism" (Aziz, Handayani, & Nasution, 2020). The COVID-19 epidemic and the Restart Tourism initiative were watershed moments in raising awareness of the critical importance of sustainability. This is an excellent opportunity to change to a more commercially, socially, and environmentally sustainable tourist strategy (UNWTO, 2020). Additionally, community-based tourism contributes to tourism's sustainability (Sasongko et al., 2019; Singgalen et al., 2019; Thetsane, 2019). By allowing community members to participate as tourist agents, tourism growth will accelerate. If all components are appropriately examined, the trip experience will be more memorable and the tourist sector will recover more quickly (World Travel & Tourism Council, 2020). The 4C (Conservation, Community, Culture, and Commerce) paradigm is a realistic approach to envision sustainability, with each C interacting with the others. Conservation (conservation) benefits society (community), and business (commerce) also contributes to the development of culture (culture). Therefore, culture may be developed via collaborative efforts. Tourism experiences become more meaningful when efforts are made that do not affect culture, society, or environmental conservation (The Long Run, 2020).

One of the tourist attractions that evolved into the "10 New Balis" is a collection of ten Indonesian locations identified as "the Bali of the future." The "10 New Balis" project identifies ten Indonesian sites as "the Bali of the future." These places are predicted to draw a large number of visitors, similar to Bali which attracted 4 million visitors (Indonesia Investment Coordinating Board, 2017). Indonesia has enormous tourist potential due to its stunning archipelago. The Ministry of Tourism is attempting to "improve" tourist attractions to international standards. Certain locations remain scarce, particularly when overseas visitors are the intended audience. To address this issue, the government expanded infrastructure, including ring highways, ports, and airports. This is in line with Tandaju, Kawatak, and Kadepa's (2020) statement who say that better infrastructure will benefit the local community as well as the tourists who come to visit the tourist destination.

Despite that, other facility improvements need to be addressed such as the inclusion of four-star hotels. This prediction was realized in 2019 with the emergence of multiple "10 New Balis."

Tanjung Lesung in Banten is one of the ten new Bali locations. Banten is blessed with abundant natural beauty, one of which is the beach. There are Carita beaches and white sand beaches. The most recent one is Tanjung Lesung which is located in the Pandeglang district. Despite its enormous potential, tourist development in Tanjung Lesung, Banten is still far from optimum. According to field research findings, several critical components for creating tourist villages, such as lodging, tourist activity attractions supplied, accessibility, and advertising tactics, still require improvement. Several problems have been encountered, including suboptimal quality of tourist goods, a lack of professional human resources, a scarcity of professionally qualified tourism actors, and the need to increase the quality of tourism services. Thus, the establishment of tourist communities in Tanjung Lesung, Banten, will be necessary to boost tourism. This research will examine the Cikadu Tourism Village in the Tanjung Lesung Buffer zone, one of the 10 New Bali, in order to determine the possibilities for community-based tourism.

LITERATURE REVIEW

Tourism with a Community Focus

The term "community" refers to the usage of local resources in the tourist sector. By empowering local residents and inviting them to participate as tourist players, tourism growth will be accelerated (Singgalen et al., 2019). Community-Based Tourist (CBT) is a novel approach to tourism development that is more concerned with the impact of tourism on local people and natural resources. Community-based tourism enables rural/local organizations and communities to develop their capability through tourism. This technique is associated with an increase in people's income (Sasongko et al., 2019) and the ability to attract return tourists when they feel satisfied (Ismail & Rohman, 2019).

Pamulardi (2006) conducted research on community-based tourism. As seed capital for building eco-friendly agro-tourism, collaboration with entrepreneurs who have successfully developed tourist communities is required. The management is collaborative, guided by ideals of community engagement, collaboration, and openness. Additionally, there is a need for community support in order to establish ecologically sustainable tourist communities.

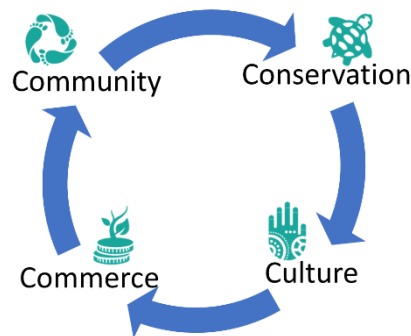
Community engagement in the development of tourist villages can take the form of ideas and input, labor in the form of volunteer work, or ownership of property in the form of commodities donated by the community when available. engagement in wayang, batik, and ceramic crafts, and finally, social participation via caring acts (Alfiani, 2016). This has an effect on enhancing tourism village visits, protecting cultural heritage in tourist villages, and repurposing existing studios as prospective tourist villages, resulting in more revenue and employment creation for the community.

4C (Conservation, Community, Culture, and Commerce)

The travel industry must be able to prioritize the 4Cs (Conservation, Community, Culture, and Commerce). The 4Cs provide a solid framework for conceptualizing

sustainability, which is critical for corporate survival. Each C complements the other holistically. It is critical that conservation benefits society. Trading contributes to the development of culture, culture is viewed as a component of society, and the trade system's application should not be detrimental to culture, society, or conservation (The Long Run, 2020). Individuals contribute to biodiversity, climate, and social protection through recognizing these issues, exploring ways to improve meaningful travel experiences, including health and safety, and innovating new goods to further a sustainable goal. Conservation, the tourism sector, and the community are no longer to be overlooked; they must be the primary benefactors.

Figure 1. 4C Framework



Source: The Long Run (2020)

Cultural Conservation

Ariyanto (2014) states that preserving and managing cultural heritage supports national development in a variety of ways, including intellectual, economic, and ideological. Education is beneficial in conserving and managing cultural heritage since it is a subject of research in a variety of fields.

RESEARCH METHOD

The research is based on the book "Cultural Tourism Research Methods" by Richards and Munsters (2010). Qualitative data were gathered by survey methods, in-depth interviews, and participatory observation. This study focuses on Cikadu Tourism Village, Tanjung Lesung's buffer zone. This village was picked as one of the "10 New Bali" vacation locations. Additionally, this location offers tremendous natural possibilities, including pristine beaches. The data-gathering process accomplished the study's objective of determining the potential for community-based tourism in Cikadu Tourism Village, Bufferzone Tanjung Lesung.

RESULTS

As a subject of study, cultural legacy possesses inherent values that must be reconciled with historical-cultural values. Economically, maintaining the cultural property as a tourist attraction benefits both the community and the government. The ideological advantage of collecting and maintaining cultural heritage is that it comprises noble qualities that are critical for the growth of Indonesian society. Thus, the significance of cultural legacy in fostering national identity must be supported by attempts to instill a community's personality with its cultural origins. One of these attempts is to educate students about the importance of cultural

heritage. Among the cultural relics covered in this research is the traditional Banten batik. Batik has a philosophical connotation based on the indigenous understanding of life. The batik masters create batik designs through a process of self-determination and meditation in order to hear their conscience's whispers, which is comparable to receiving revelation or, in more current terminology, ideas/creativity/innovation, but has a far deeper significance. Additionally, the beauty of batik has a philosophical connotation, or what is referred to as the beauty of the soul, which is achieved via the arrangement of the symbolic meanings of the ornaments that comprise the image in line with one's perspective of life. Thus, establishing batik tourism requires not only physical labor but also inner self-effort. The Pandeglang area has a variety of batik motifs with philosophical connotations. For example, Cikadu Tanjung Lesung batik has a variety of batik motifs that are no less beautiful and interesting than those found elsewhere in the region, and some of their batik motifs have philosophical connotations. Among them are the batik motif of the rhinoceros, the lisung/lesung motif, the rampak bedug motif, the debus motif, the leuit motif, the Koran

santri motif, the degung motif, the satuy motif, and the Kalapa rod motif (Saepudin, 2019) (see Figure 1).

Figure 1. Cikadu Tanjung Lesung batik



Apart from batik, the residents of the Cikadu tourist town are proficient in the manufacture of wooden dinnerware which is already selling the product until Bali (Bobby, 2020) (See Figure 2). During a pandemic, when the primary market segment for Cikadu Edutourism is students. This is a significant blow for us because we are in the tourism sector, marketing tourist village educational tour packages with students as the primary market segment. As a result, the Cikadu tourist village intends to serve as a platform for the development of village community organizations capable of sustaining the local economy in the event of a pandemic. Tanjung Lesung Special Economic Zone Management Agency, which assists us in bringing village handmade items to the internet market. He has been marketing wood, bamboo, and coconut shell items since March 2020 using social media platforms such as Instagram and online marketplaces such as Tokopedia

and Shopee. Particularly before Eid, when everyone is on the lookout for Eid Hampers for their friends and family. Additionally, sales improved when Tanjung

Lesung's management provided us with a space/booth to sell in two places, namely Hotel Tanjung Lesung and Lalasa Beach Club.

Figure 2. Wooden product



Based on data obtained from observations, interviews, and various secondary sources. This study reveals that Cikadu Tourism Village, Bufferzone Tanjung Lesung, has the potential to develop into a community-based tourism village. In terms of village accessibility, it is fairly excellent; the road leading to the tourism area is quite nice, as is the position. As seen in Figures 1 and 2, the residents of Kampung Wisata Cikadu, Bufferzone Tanjung Lesung, are enthusiastic about preserving their traditional culture. One option is to conserve the cultural history of batik by the use of motifs that are tailored to the local environment, such as images, one-horned body patterns, and coconut palms. Additionally, the artisans possess the ability to be inventive when it comes to producing wooden cooking and dining equipment. This wooden sculpture has already received orders from throughout Indonesia, demonstrating its unmatched craftsmanship. Thus, via effective coordination, the 4C paradigm of conservation, culture, community, and commerce may be implemented effectively.

However, Cikadu Tourism Village, Bufferzone Tanjung Lesung, has a long way to go in terms of establishing community-based tourism. Whereas each tourist activity requires the fulfillment of Tourism Value Chain (TVCA) activities, such as travel agencies, transportation firms, homestays, unique souvenirs, and tour guides (Rahmiati, 2020), which can provide a competitive edge. Porter's original value chain must be modified for use in the tourism business (Sharma & Christie, 2010). The tourism business requires a transition from the production to the service sectors. The flow of activities and the transformation of physical commodities in manufacturing organizations is changed into the flow and transformation of physical and individual services such as management and customers where the features of the service sector set are present. Yahya (2017) emphasizes that the tourism value chain is critical to tourist satisfaction. Furthermore, value chain activities are critical for establishing a competitive advantage (Utomo et al., 2022). The tourism value chain is a consumer journey that follows the tourist process's flow. This stage begins with travelers contacting travel agents, making bookings, locating transportation and lodging, enjoying gastronomic pleasures, purchasing mementos, and then enjoying the experience at the location. Transportation, travel

agencies, and lodging are all interconnected effects in the tourism business. As a result, if one of the companies fails to deliver the finest service, the other actors in the tourism chain suffer. The value chain approach emphasizes the sector by outlining the travel industry's players and their tourism products (Curta, 2014). Numerous tourism value chains propose strategies for business management and control, small business industries, economic flow, and long-term sustainability (Mcewen & Bennet, 2010; Christian, Fernandez-Stark, & Ahmed, 2010; Vignati & Laumans, 2010).

The implementation of the tourism value chain in Cikadu Edutourism would begin with introducing the Cikadu village to the larger community. All actors involved in the provision of tourism products must work together effectively. Begin with the form of transportation available to tourists who utilize public transit, such as the availability of buses to Tanjung Lesung from the airport or bus station and vice versa. Furthermore, the good road infrastructure and availability of road signals make it easier for tourists to visit by their own vehicle. Following that, the availability of lodgings such as hotels, resorts, and homestays, as well as the importance of qualified tour guides to provide explanations about present tourist sites, in addition to the provision of classic tourist attractions. Local souvenirs are important to visitors because they give them a sense of a memorable village. As a result, local souvenirs should also include explanations that tell stories to tourists and make them proud of their purchases. As a result, planning is essential to ensuring that everything functions smoothly. As a result, rural communities play an important role in the growth of community-based tourism. Without the communities, local guides, or other actors, there would be no original tale about each local souvenir sold.

DISCUSSION

People's habits have changed as a result of the COVID-19 pandemic. To unwind, tourists prefer open-air nature tourism away from the noise and bustle of the metropolis. Tourists are becoming interested in the village's community-based tourism. Community-based tourism is one of the practical measures in preparing for return tourism, as tourists are presently more interested in environmental and cultural tourism. As a result, the 4C model is projected to serve as a roadmap for developing community-based tourism in Cikadu Village. Due to shared ideals and strong relationships between tourism and cultural stakeholders, the two sectors may collaborate to provide equitable access to heritage while nations recover from the epidemic. They are concentrating their efforts on reviving responsible cultural tourism. These findings indicate that the hamlet of Cikadu Edutourism may be developed as a community-based tourist destination. However, there is still a great deal of homework to be completed in order to achieve this achievement. Thus, participatory government institutions are vital, as are artists, creators, tourist, and cultural professionals, the corporate sector, and indigenous people. In addition, the implementation of the tourism value chain in Cikadu Edutourism would begin with introducing the Cikadu village to the larger community is also crucial.

According to the World Tourism Organization (UNWTO) (2021), there are various guidelines for the effective establishment of community-based tourism, including the following: (1) Reconnecting with indigenous communities through domestic tourism. Electronic media, such as television, websites, and social media, as well

as visual communication media, such as banners and billboards, can be used for promotional campaigns. (2) Strengthening the rebirth of urban and rural experiences via the involvement of rehabilitating communities, particularly women and adolescents. (3) Developing a more resilient tourist and cultural workforce during the digital transformation, including professional skill training and upgrading for new technologies, as well as adjusting customer service to new health metrics that demand up-to-date abilities. It is critical to improve the digital capabilities of women, youth, indigenous peoples, and marginalized populations. (4) Promoting community-based tourism via living heritage by heightening awareness of the critical role of communities and practitioners of their culture and history in the development of sustainable tourism. Assure that communities and practitioners are the primary beneficiaries of tourism management and have a leading role in it. (5) Protecting the environment is critical to sustaining culture because it teaches tourists to cherish and respect both natural resources and cultural values and protected places. This will contribute to the development of responsible, low-impact tourism while also improving the tourist experience.

CONCLUSION

The study concludes, based on observations, interviews, and a variety of secondary sources, that the 4C paradigm of conservation, culture, community, and commerce can be effectively implemented and that the village has the potential to develop into a community-based tourism village. The 4Cs (Conservation, Community, Culture, and Commerce) provide a strong conceptual framework for sustainability, which is critical for corporate survival. Each C is a holistic complement to the others.

Furthermore, Cikadu Tourism Village, Bufferzone Tanjung Lesung, has a long way to go in terms of community-based tourism establishment. Whereas each tourist activity necessitates the participation of Tourism Value Chain (TVCA) actors such as travel agencies, transportation companies, homestays, unique souvenirs, and tour guides, all of which can provide a competitive edge.

ACKNOWLEDGMENT

The study was funded by The Directorate of Institutions, Directorate General of Higher Education, Ministry of Education, Culture, Research, and Technology, 2021. Grant No. 3348/E3/PKS.08/KL/2021.

REFERENCES

- Alfiani, F. (2016). *Partisipasi masyarakat dalam pengembangan desa wisata Grogol, Margodadi, Seyegan, Sleman, DI Yogyakarta* (Bachelor's thesis). Universitas Islam Negeri Sunan Kalijaga, Yogyakarta.
- Ariyanto, Y. B. (2014). Manfaat pelestarian dan pengelolaan cagar budaya untuk kepentingan pembangunan nasional. Prosiding Seminar Arkeologi 2014.
- Aziz, M. F., Handayani, S., & Nasution, H. M. A. A. (2020). Telaah yuridis investasi pemerintah dalam menyelamatkan UMKM pariwisata akibat pandemi Covid-19. *Jentera: Jurnal Hukum*, 3(1), 202-215.
- Bobby, G. (2020). Peralatan makan kayu Cikadu Edutourism terbang ke Bali. Retrieved from <https://patadaily.id/2020/07/24/peralatan-makan-kayu-cikadu-edutourism-terbang-ke-bali/>

- Christian, M., Fernandez-Stark, K., Ahmed, G., & Gereffi, G. (2011). The tourism global value chain (Economic upgrading and workforce development. Retrieved from https://gvcc.duke.edu/wp-content/uploads/2011-11-11_CGGC_Ex.Summary_Tourism-Global-Value-Chain.pdf
- Cuta, N. C. (2012). Customize the value chain for tourism companies. *Quaestus Multidisciplinary Research Journal*, 75-85.
- Halimatussadiyah, A., Cesarina, A., Siregar, A. A., Hanum, C., Wisana, D., Rahardi, F., ... Sofiyandi, Y. (2020). *Thinking ahead: Indonesia's agenda on sustainable recovery from Covid-19 Pandemic*. In Halimatussaddiah, A., Widyasanti, A. A., Damayanti, A., Verico, K., Qibthiyyah, R. M., Kurniawan, R., ... Budiantoro, S. (Eds). Jakarta: LPEM FEB UI.
- Indonesia Investment Coordinating Board. (2017). All you need to know about the 10 New Bali Project in Indonesia. Retrieved from <https://www.investindonesia.go.id/en/article-investment/detail/all-you-need-to-know-about-the-10-new-bali-project-in-indonesia>
- Ismail, T., & Rohman, F. (2019). Peran daya tarik, aksesibilitas, amenitas, dan pendukung terhadap kepuasan pengunjung dan loyalitas sikap pengunjung pantai Gili Ketapang. *Jurnal Manajemen Teori dan Terapan*, 12(2).
- Kuswaraharja, D. (2020). Efek corona kewisata, izin khusus lion air, hotel yoga berguguran. Retrieved from <https://travel.detik.com/travel-news/d-4997549/efek-corona-ke-wisata-izin-khusus-lion-air-hotel-yoga-berguguran>.
- McEwen, D., & Bennett, O. (2010). Seychelles tourism value chain analysis. Retrieved from http://www.gwu.edu/~iits/unwto2012/Seychelles_Tourism_Value_Chain.pdf
- Pamulardi, B. (2006). *Pengembangan agrowisata berwawasan lingkungan (Studi kasus Desa Wisata Tingkir, Salatiga)* (Doctoral Dissertation). Universitas Diponegoro, Semarang.
- Rahayu, A. (2020). Siaran pers: Enam langkah Kemenparekraf di masa darurat Covid-19. Retrieved from <https://www.kemenparekraf.go.id/post/siaran-pers-enam-langkah-kemenparekraf-di-masadarurat-covid-19>.
- Rahmiati, F. (2020). *Meningkatkan keunggulan kompetitif pariwisata Indonesia melalui Aktivitas Rantai Nilai Pariwisata*. Bogor: PT Filda Fikrindo.
- Richards, G., & Munsters, W. (2010). *Metode penelitian wisata budaya*. Inggris: CABI.
- Saepudin, A. (2019). *Unsur sejarah dalam motif Batik Kreasi Cikadu Tanjung Lesung Pandeglang* (Doctoral dissertation). UIN Sultan Maulana Hasanuddin, Banten.
- Sasongko, G., Trianggono, B., & Wiloso, P. G. (2019). Pengembangan pariwisata berbasis masyarakat di Pinusan Kragilan, Desa Pogalan, Kabupaten Magelang, Jawa Tengah, Indonesia. *Jurnal Studi Pariwisata dan Pembangunan Indonesia*, 7(3), 156-165.
- Singgalen, Y. A., Sasongko, G., & Wiloso, P. G. (2019). Partisipasi masyarakat dalam pengembangan pariwisata daerah: Studi kasus di Kabupaten Halmahera Utara-Indonesia. *Wawasan Pembangunan Daerah*, 1(4), 318-333.

- Tandaju, T., Kawatak, S. Y., & Kadepa, M. (2020). Identifying a sustainable tourism development model for the Amungme tribe community at Mimika Regency Papua Province. *Journal of International Conference Proceedings*, 3(2), 156-163.
- The Long Run (2020). Konservasi dan komunitas harus didahulukan agar pariwisata pulih secara bertanggung jawab dan membangun Kembali dengan lebih baik bagi manusia dan planet ini. Retrieved from <https://www.oneplanetnetwork.org/tourism-responsible-recovery-covid-19-the-long-run>.
- Thetsane, R. M. (2019). Partisipasi masyarakat lokal dalam pengembangan pariwisata: Kasus Desa Katse di Lesotho. *Jurnal Pariwisata Athena*, 6(2), 123–140. doi: 10.30958/ajt.6-2-4.
- UNWTO. (2020). Covid-19: Mengutamakan orang. Retrieved from <https://www.unwto.org/tourism-covid-19>.
- Utomo, S., Sutrisno, J., Sinulingga, G., & Dachi, A. (2022). Achieving MSMEs business performances by innovation and value chain through competitive advantages. *Linguistics and Culture Review*, 6(S1), 674-685. doi: 10.21744/lingcure.v6nS1.2112
- World Tourism Organization (2021). *UNWTO Inclusive Recovery Guide – Sociocultural Impacts of Covid-19*, Issue 2: Cultural Tourism. Madrid: UNWTO.
- Vignati, F., & Laumans, Q. (2010). Value chain analysis as a kickoff for tourism destination development in Maputo City. Paper presented at International Conference on Sustainable Tourism in Developing Countries, Tanzania, 10-11 August.
- Yahya, A. (2017). Kemenpar towards customer-centric organization. Retrieved from <http://www.kemenpar.go.id/asp/detil.asp?c=193&id=352>