

Agrotourism Development in Cibodas Village

Fitra Nurhakim
Nurtanio University, Bandung, Indonesia

Abstract

Agrotourism development in Cibodas Village represents a substantial shift in the use of agricultural and natural resources in the Tangkuban Perahu Mountains region of West Java. This town has focused on promoting agrotourism as a method for combining natural beauty with local agricultural potential, resulting in memorable tourism experiences while also helping the local community's economic viability. This development also prioritizes teaching and understanding of sustainable agriculture techniques, raising visitor awareness of the significance of environmental conservation and agricultural sustainability. The project aims to determine the process of creating educational agrotourism based on the potential of Cibodas village. This study employs a qualitative method, utilizing a case study methodology.

Keywords: Village Development; Agro Tourism; Tourist Village

Article Info

Corresponding Author:

Fitra Nurhakim
(fitranurhakim32@gmail.com)

Received: 05-01-2023

Revised: 20-02-2023

Accepted: 25-02-2023

Published: 05-03-2023



1. Introduction

Agrotourism development serves not only to boost environmental protection but also to promote community economic growth. Community-based tourism development is a deliberate attempt to empower the community. The combination of natural beauty, community culture, and agricultural life will become a tourist destination in one location. Aside from that, the growth of rural tourism in a region will help community welfare and government revenue (Aprilia, 2015). According to the Department of Culture and Tourism's tourist village rules, the development of this tourist village must include educational tourism. Based on this, tourist villages must also serve as educational tourism villages.

Tourism development, which leads to mass tourism, frequently has unintended negative consequences. Mass tourism has the potential to degrade, if not destroy, the environment, both natural and cultural. Based on these effects, consumers desire to explore for new tourism options that are perceived to be more sustainable and have less negative consequences. As a result, since 1980, tourist attention has shifted to more environmentally friendly tourism options. Along with this growth, there has been an increase in demand for educational tourist experiences (Prastiwi, 2016).

Tourism development has a high potential, and it must be developed, according to Christie and Crompton's statement in (Kurniawan et al., 2013), that tourism has the potential to become a useful development instrument, where tourism can grow the economy, diversify the economy, help reduce poverty, and create reciprocal relationships with other production and service providing sectors. Historical and cultural tourism, as well as distinctive and exotic local experiences, have all influenced this growth. When tourism in Indonesia is poor, tourists sometimes opt for alternative tourism. This industry also contributes to local governments' or regions' original income through entrance tickets to tourist attractions, parking fees, taxes, and other revenue-generating activities. The tourism sector enables the growth of new economic firms centered on tourist attractions, while also increasing income for managers, local governments, and the surrounding environment. Alternative tourism is a type of tourism that emphasizes environmental and cultural preservation, as well as community involvement. In this situation, village tourism is an alternate tourism development paradigm utilized in non-urban tourist destinations. Creating tourist villages exemplifies sustainable village development in the tourism business. Agrotourism was once referred to as ecotourism or ecotourism (Rai Utama 2015). Ecotourism is a type of tourism in which visitors observe and learn about nature and culture.

This agrotourism activity seeks to increase knowledge, recreational experiences, and economic partnerships in the agricultural sector, which includes food crops, horticulture, plantations, fisheries, and animal husbandry (Tompodung & Poluan, 2017). Agrotourism is frequently used as a synonym for agricultural tourism, agriculture-based tourism, and rural tourism. All of these understandings demonstrate commonalities in the rural/agricultural context, with the establishment of tourism services alongside traditional agricultural activities (Ammirato & Felicetti, 2013).

Article 23 paragraph 1 C of Tourism Law number 10 of 2009 states that "the Government and Regional Governments are obliged to maintain, develop, and preserve national assets which are tourist attractions and untapped potential assets". Cibodas Village has potential and tourist attractions that should be developed. This law requires local governments to develop it. The development of tourist villages as tourism and economic assets must conform to the concepts of (1) not interfering with local culture, (2) building amenities to improve environmental quality, and (3) community empowerment. As a result, the development of Cibodas agrotourism must consider a variety of social, cultural, and community-based factors. Policy Network, often known as policy networking, is a policy process. A policy program that identifies key stakeholders or actors early in the implementation phase, defines their interests and action plans, and specifies how public organizations might engage with them must be simple to implement. The policy network will advise on how policies should be implemented as part of its goal of improving the welfare of society and developing public policies that benefit the public. (Suwitri 2011)

Policy networks strive to solve tough problems. To resolve complex situations, all important parties must be consulted. The policy network approach involves all stakeholders in the policymaking process. (Rullinawaty, 2015)

- a) According to the author's research review, Cibodas Village still has challenges, including limited access to tourist destinations like Pasir Angling due to small roads that prevent buses from passing through. Accessibility should enhance tourist visits, giving comfort and ease for travelers, yet it remains a hurdle for Cibodas Village.
- b) Village government institutions and Tourism Activist Groups, as institutions in the Policy Network for Agrotourism Development in Cibodas Village, Pasirjambu District, Bandung Regency, appear to be lacking in terms of third-party cooperation, resulting in very few investors collaborating.
- c) Human resource promotion and readiness remain suboptimal, resulting in the Cibodas tourist hamlet being less well recognized than other tourist villages.

The author wishes to undertake research on "Policy Network in Agro-Tourism Development in Cibodas Village."

2. Method

This research used a qualitative method with a descriptive approach. The qualitative method with a descriptive approach is research that generates descriptive data in the form of written or spoken words from individuals and observed behavior (Ferdiansyah and Ilhami Rizky, 2022).

The purpose of this research approach is to give the author more possibilities to investigate the research object. Researchers can use descriptive qualitative methods to explain in detail how specific activities occur, what the field settings are, and how the data to be collected will be in agreement with actual conditions. This is designed to acquire clear data, especially addressing the Policy Network for Agro-Tourism Development in Cibodas Village.

3. Results and Discussion

The potential of tourist products and attractions is the primary capital for transforming a rural region into a tourist community. This potential can take the shape of physical potential in the natural environment or socio-cultural potential (Putra, 2012). Based on this, Cibodas Village has a lot of promise as a tourist destination, both in terms of natural environment and sociocultural potential. Cibodas Village covers 988.77 hectares, with 113.50 ha of residential area, 695.27 ha of field land, and 180 ha of yard. This information is based on 2016 village profile data. The village has a total population

of 11,206 people, which includes 5655 men and 5551 women. Farmers rely on a variety of plants, including tomatoes, chiles, cabbage, and others.

The inhabitants are involved in both agricultural and livestock husbandry. The residents favor cows, free-range hens, and sheep. The Cibodas village community has a good standard of living. This is demonstrated by data on impoverished households, which reached only 24.8%, or 381 out of 1535 families. Aside from that, each family's per capita income reflects the level of communal wellbeing. Agriculture, livestock, and small and medium-sized industries all contribute to per capita family income.

According to regional rule number 14 of 2012 about the West Bandung Tourism Development Master Plan, Cibodas village agrotourism can be classified as follows:

a) Accessibility.

The path to Cibodas Village is inadequate and requires road improvements and widening to make it more accessible to tourists.

b) Institutional and Human Resources

There is already a Regional Regulation Concerning the West Bandung Tourism Development Master Plan (Regional Regulation 14 of 2012), and community groups have been formed to administer agrotourism. The institution is led by the Mekar Tani Jaya Group. Marketing and Promotion

c) Marketing and Promotion

Promotion is carried out only as information from person to person, which might have an impact on the appeal of people who want to visit Cibodas Village.

To understand Policy Networks in Agrotourism Development (Study in Cibodas Village, Pasirjambu District, Bandung Regency), the author used policy network theory by Waarden (1992) to determine the dimensions of policy networks, which are as follows:

1) Actor (Actor).

Actors in a Policy Network can be individuals, groups, or organizations involved in its implementation. The function of actors is critical in the operation of Policy Networks because actors are the people who develop and implement policies to ensure that these policies achieve their objectives.

Based on information gathered by researchers through interviews with actor informants involved in the Policy Network in the Development of Agrotourism in Cibodas Village, Pasirjambu District, Bandung Regency, the Mekar Tani Jaya Group in Cibodas Village, and the user community or Agrotourism Tourists in Cibodas Village.

2) Function.

The primary goal of policy networks is to strengthen contacts between parties engaged in public policy during the development and implementation stages. Based on the author's interviews with informants or actors, it is clear that each actor has a purpose and does so in order to help the policy network run smoothly and efficiently.

3) Structure

Policy network structure refers to the pattern of relationships among policy players. Based on the results of the interviews above, the researcher concluded that the policy network actors in the development of Agrotourism (Study in Cibodas Village, Pasirjambu District, Bandung Regency) do not have a structure, except for the structure in their organization, such as a structure to see the main tasks and functions, this is because the actors have interests and the same goal, namely developing agrotourism in Cibodas Village, Pasirjambu District, Bandung Rege

4) Institutionalization

Waarden, 1992 The results show that the more institutionalized a network is, the more effective the policy network will be. Dera Gusti Nugraha stated in an interview with the Head of Agrotourism in Cibodas Village, Pasirjambu District, Bandung Regency, that his institution has the authority to develop Agrotourism in Cibodas Village, referring to Santanamekar Village Regulation Number 04 of 2020 concerning Management of Tourism Villages, that the government of Cibodas Village, Lembang District, Lembang Regency, has the duties and authority to develop Agrotourism. Similarly, the Mekar Tani Jaya Group in Cibodas Village is protected by a clear legal canopy, which

can elevate the Agrotourism development actor to the status of a recognized institution with defined authority to develop Cibodas Village agrotourism.

5) Rules of Conduct (Action)

In the Policy Network, rules of action are rules produced or carried out by players involved in the development of agrotourism with the goal of the rules they implement becoming one of the actions that support the growth of agrotourism. In fact, according to the results of interviews with informants, the informants did not have or did not have binding standards for acting in the development of agrotourism. They resumed their respective jobs and functions.

6) Power Relations

Power relations are a key feature of policy networks and can be understood by monitoring power distribution. According to the interview results, power between actors is balanced because they do not have the authority to regulate each other while carrying out their different roles and functions. However, they have the same goal: to enhance agrotourism in Cibodas Village, Pasirjambu District, Bandung Regency.

7) Actor Strategies.

Actors construct or use networks to fulfill their aims and interests, and they apply techniques to manage the network's interdependence.

Based on the results of the interviews with the informants above, it is possible to conclude that each actor has their own strategy. For example, Cibodas Village, Pasirjambu District, Bandung Regency has a strategy for seeking funds that includes allocating village funds and then contacting the district, provincial, and central governments. Promoting and fostering cooperation, including opening routes for four-wheelers (8).

Policy Network for Agrotourism Development in Cibodas Village with Investors. The Mekar Tani Jaya Group's objective is to maximize efforts, capitalize on possibilities, and implement new ideas in establishing Cibodas Village Agrotourism. The community has its own strategy for boosting agrotourism. Visit Cibodas Tourism Village to preserve its nature and beauty.

4. Conclusion

The Policy Network in Tourism Village Development (Study in Cibodas Village, Pasirjambu District, Bandung Regency) involves three actors: the Cibodas Village government, the Mekar Tani Jaya organization, and community members who utilize or visit the Santanamekar Tourism Village. Each of these three actors performs their role and has a unique strategy. Their power dynamic implies an equitable distribution of power. Participants in this policy network carry out their separate roles and activities with the shared objective of establishing Cibodas Village Agrotourism, regardless of any specific behavioral standards or organizational framework.

Actors in a policy network are persons or organizations that participate in the policy network. The Policy Network for Agrotourism Development includes the government of Cibodas Village, Pasirjambu District, Bandung Regency, Mekar Tani Jaya Group, Cibodas Village, and the Village Cibodas Community.

- a) Actors in Santanamekar Village, Cisayong District, Tasikmalaya Regency, the Mekar Tani Jaya Wisata Cibodas Village Group, and the Cibodas Village Community each have their own function. The Cibodas Village has carried out its functions as intended. Similarly, the Cibodas Village Mekar Tani Jaya Group and the Community work together.
- b) There is no unique structure between the actors, which include Cibodas Village, Pasirjambu District, Bandung Regency, Mekar Tani Jaya Group, Cibodas Village, and the Cibodas Village Community. All of them share the same interest or goal: to build the Santanamekar Tourism Village.
- c) The institutionalization of policy networks in Agrotourism Development refers to Regional Regulation 14 of 2012 concerning Master Plans for West Bandung Tourism Development Dera Gusti Nugraha
- d) The actors in this agrotourism development policy network do not follow a set of rules; instead, they carry out their roles and functions as assigned.

- e) Power relations between actors refer to the division of power; in this policy network for agrotourism development, the power relations of the actors include Cibodas Village, Pasirjambu District, Bandung Regency, Mekar Tani Jaya Group, Cibodas Village, and Cibodas Village Community.
- f) Cibodas Village, Pasirjambu District, Bandung Regency, Mekar Tani Jaya Group, Cibodas Village, and Cibodas Village Community all have distinct strategies.

References

- Prijono, O.S., & Pranarka, A.M.W. (1996). *Empowerment: Concept, Policy and Implementation*. Jakarta: Center for Strategic and International Studies.
- Prastiwi, S. (2016). Strategic Management of the Bojonegoro Regency Culture and Tourism Service in Developing the Potential of the Little Texas Wonocolo Educational Tourism Attraction. *Publica*, 4(11), 1-9.
- Waarden, F. Van. (1992). Dimensions and types of policy networks. *European Journal of Political Research*, 1989, 29–52.
- Sutisna. (2001). *Consumer Behavior & Marketing Communications*. Bandung: Rosdakarya Youth.
- Abdullah, M. Y. H., Bakar, N. R. H. A., Sulehan, J., Awang, A. H., & Liu, O. P. (2012). Participatory Rural Appraisal (PRA): An Analysis of Experience in Darmareja. *Academica*, 82(1).
- Undang-Undang Nomor 10 Tahun 2009 tentang Kepariwisata.
- Kwartolo, Y. (2007). Implementing KTSP with participatory and thematic learning towards joy in learning (Joy in Learning). *Penabur Education Journal*, 6(9), 66-80.
- Batubara, B.M. (2017). Village Representative Body Communication Relationship to Participation Society in Development. *Jppuma: Uma Journal of Governance and Political Social Sciences*, 1(1), 65-76.
- Putra, A.M. (2012). Tourism Village Concept. *Journal of Management and Tourism II*, 5(1), 1-9.
- Saeffulloh, D.A., & Darma, G.S. (2014). Marketing Strategy for Wedding Tourism as an Alternative Destination. *Journal of Management and Business*, 11(1), 17-34.
- Ferdiansyah, A., & Ilhami Rizky. (2022). 178+Services+Retribution+Tourism+Wonder+Hill+Jojogan+District+Parigi+Regency+Pangandaran.
- Kurniawan, F., Zauhar, S., & Herman. (2013). Tourism Sector Management Partnership (Study at Jombang Regency Tourism Tirta). *Journal of Public Administration (JAP)*, 1(1), 47.
- Saepudin, E., Budiono, A., & Rusmana, A. (2017). Characteristics of Tour Guides in Development Agro Tourism Village in West Bandung Regency. *Journal of Social Sciences and Humanities*, 6(1), 51-59.
- Saepudin, E., Budiono, A., & Halimah, M. (2019). Development of an Educational Tourism Village in Cibodas Village, West Bandung Regency. *Sosiohumaniora*, 21(1), 1-10.
- Kotler, P. (2005). *Marketing Management (Ed. 11)*. Jakarta: Index.
- Kotler, P., & Keller, L. (2016). *Marketing Management*. Essex: Pearson.
- Aprilia, F. (2015). The Influence of Word of Mouth on Interest in Visiting and Its Impact on Visiting Decisions (Survey of Visitors to the "Jatim Park 2" Tourist Attraction, Batu City). Faculty of Administrative Sciences, Brawijaya University: Malang. Retrieved from <http://businessadministration.studentjournal.ub.ac.id>
- Hasanah, N. (2015). Strategy for Development of Educational Tourism in Lebak Muncang Village as a Tourism Village in Ciwidey District, Bandung Regency (Doctoral dissertation). Bandung: Indonesian Education University.

- Antara, M., & Arida, S. (2015). Guide to Management of Tourism Villages Based on Local Potential. Udayana University Tourism Research Consortium, 23. Retrieved from https://simdos.unud.ac.id/uploads/file_penelitian_1_dir
- Rulinawaty, K. (2015). Analysis of the Internal Regional Government Capacity Development Network Implementation of the Street Vendor Empowerment Policy in Makassar City. Makassar: Hasanuddin University. <https://doi.org/10.13140/RG.2.2.16696.19206>