

After Covid-19 Sustainable Tourist Village Development and Economic Regeneration

Euis Eka Pramiarsih

Universitas langlangbuana, Bandung, West Java, Indonesia 40261

Aang Munawar

Institut Bisnis dan Informatika Kesatuan, Bogor, West Java, Indonesia 16123

Feny Puspitasari

Universitas Pendidikan Indonesia, Bandung, West Java 40154

Nurdin I. Muhammad

Universitas Khairun, Ternate, North Maluku, Indonesia 97719

Haniek Listyorini

Sekolah Tinggi Ilmu Ekonomi Pariwisata Indonesia, Semarang, Central Java, Indonesia 50233

Pranoto Pranoto

Sekolah Tinggi Ilmu Ekonomi Pariwisata Indonesia, Semarang, Central Java, Indonesia 50233

Andiyan Andiyan

Universitas Faletehan, Bandung, West Java, Indonesia 40121, andiyanarch@gmail.com

Abstract

The notion of sustainable tourism village development must bring economic advantages to the community; in addition, the community may be actively engaged in tourist village activities while preserving the values, norms, way of life, and culture that are prevalent in the local community. As a result of the introduction of new employment to enhance the quality of life in rural communities, advanced communities and their culture and traditions may be sustained. Method This study will investigate the optimal technique for creating Tourism Villages. This investigation employs the Analytical Network Process (ANP) technique. The Tourism Village's development plan is analyzed in terms of management, governance, infrastructure, and promotion. The findings of the ANP analysis indicate that, of the four components of building the Tourism Village, the promotion aspect is the most important, with a rater agreement value of 0.5813 and the most appropriate development plan to be implemented. to boost tourism using current information technologies Stakeholders must also support recommendations for methods to exploit current information technology with sound management.

Keywords: *Sustainable, Tourism, Economic, Culture, ANP.*

Introduction

Purwakarta Regency offers a variety of tourist artifacts that serve as an incentive to entice international and local visitors to visit the Purwakarta Regency. Purwakarta Regency is located at the intersection of three very strategic traffic lanes, namely the Purwakarta-Jakarta, Purwakarta-Bandung, and Purwakarta-Cirebon. Those traveling from Jakarta to Bandung typically avoid toll roads and take the Purwakarta route, to travel through the Purwakarta Regency area first. As mentioned, the top three tourist categories in the Regency of Purwakarta are religious tourism, educational tourism, and natural tourism (Kastenholz 2018). In the table above, the nature tourism owned by Purwakarta Regency is represented by 12 tourist locations, indicating that the Purwakarta Regency has good natural tourism potential (Quang 2022). As reported on the news website *TribunJabar.id*, one natural tourism attraction is now attracting the attention of the public in the Purwakarta region of Indonesia, where the location of the attraction is deep inside a hamlet. Which village is Cipendeuy in Lembang Sari, Bojong District, Purwakarta Province? The location is known as Cijanun Spring Park (Zhang 2022). Visitors to the Cijanun Spring Park have transformed the formerly tranquil settlement into a hive of activity. The shrinking land in urban areas and the worsening world climate crisis have created a new residential development problem (Andiyan & Alfarizi., 2022).

Figure 1: Cijanun Spring Park



Article 3 paragraph 1 of Purwakarta Regency Regulation No. 10 of 2009 specifies that one of the local government concerns of Purwakarta Regency that may be presented to the village government is the tourist sector, which is further described in the appendix to the Regulations. The section describing the types of tourism-related matters that can be submitted to the village includes 1) management of tourist objects in the village outside the tourism master plan, 2) management of recreation and public entertainment areas in the village, 3) recommendation for granting a tourist lodge permit, and 4) assistance with hotel and restaurant tax collection in the village. In other words, the village administration has the power to develop and expand the tourist industry in villages with tourism potential (Payne 2022). This is also a kind of village autonomy reform intended to increase the efficacy and efficiency of the implementation of village autonomy to empower communities and enhance social welfare. According to this Regional Regulation, the Cipendeuy Village Government has the right to construct and administer physical items. This tour of Cijanun Spring Park has become a local asset. Coronavirus 2019 (Covid-19) is caused by a coronavirus 2 that causes severe acute respiratory illness (SARS-CoV2) (Setiyowati et al. 2022).

Figure 2: Cijanun Stone Park Purwakarta

Tourism is the recurring or recurrent travel from one location to another. Sustainable tourism development, as defined by UNWTO (United Nations World Tourism Organization), is tourism development that considers the whole range of current and future economic, social, and environmental implications on visitors, the tourism sector, the environment, and local people (Kim 2019).

Research Methods

A research technique is a scientific procedure for gathering data for a particular objective. The scientific method at issue is studied using scientific features that are rational or reasonable, empirical or observable via the five human senses, as well as systematic or logically employing the proper stages (Moleong., 2007). Qualitative research aims to understand the phenomena experienced by research subjects, which can be in the form of behavior, perception, motivation, and action, as a whole, and by describing it in writing as well as a spoken language, in particular natural, using a variety of scientific methods, according to the definition (Sugiyono., 2017).

The method used in this study is a qualitative approach with descriptive-analytical methods, namely research by explaining the results obtained from observations and aims to reinforce and strengthen a theory, so that it can produce data information about the actual conditions and obtain descriptive data orally

and in writing, as well as the observed behavior of the subject and object under study, must be based on facts. This study was done at Purwakarta Regency as its location and data collection focal point. This study's research topic is the human resources of the Cipendeuy Village Government, and its research aim is the development of sustainable tourism by the Cipendeuy Village Government, Purwakarta Regency, particularly in the development of natural tourism in Cijanun Spring Park. Despite several challenges, the distribution of productive zakat continued throughout the COVID-19 epidemic (Arwani et al., 2022).

Sources of qualitative data in research include words, behavior, and other data in addition to documents and the like. Methods of data collection in this study included a literature review and field research involving observation, interviews, and documentation about Sustainable Tourism Development conducted by the Village Government of Cipendeuy, particularly in the development of Cijanun Spring Park Nature Tourism. The necessities of life for each individual in the community will certainly not be the same, to be able to fulfill the purpose of these needs it is financed by the availability of funds or financial means (Sungkawaningrum et al. 2022).

Result and Discussion

According to the tourist promotion manager of the Youth, Sports, and Tourism Office, Purwakarta Regency, once regarded as a retirement place, is currently developing in a variety of areas, including the cultural and tourism sectors. The culture of Purwakarta Regency reveals that Purwakarta Regency has a wealth of tourist possibilities, including religious tourism, educational tourism, nature tourism, and other tours that are currently being

developed by the Purwakarta Regency administration (Hastuti 2021). Purwakarta Regency offers a wide variety of tourist artifacts that serve as the major draw for international and domestic visitors to visit the region. Purwakarta Regency has an advantageous geographical arrangement since it is situated at the intersection of three highways (Szadziewski 2022). The primary transportation lanes are particularly significant, especially the Purwakarta-Jakarta, Purwakarta-Bandung, and Purwakarta-Bandung routes Purwakarta-Cirebon Typically, Jakartans traveling to Bandung choose to bypass toll highways and use the Purwakarta-Cirebon route to go through the Purwakarta Regency before reaching their objective in the city of Bandung (Meng., 2022). There are three leading tourism categories in Purwakarta Regency, namely religious tourism, educational tourism, and natural tourism. As shown in the table above, natural tourism is owned by Purwakarta Regency in a relatively large number, namely as many as 12 tourist destinations, indicating that Purwakarta Regency has promising natural tourism potential. In addition, because the drilling process is carried out using generator power, it causes air pollution that can interfere with the respiratory system (respiratory inorganics) (Rosyidah, Andiyan, et al. 2022).

Figure 3: Cijanun Stone Park Purwakarta



Nature Tourism Park Cijanun Springs, also known as Batu Park, has recently received an award from the local administration of Purwakarta Regency and has become one of the most popular natural attractions in the region (Niu., 2022). Rock Garden or Spring This natural spring is situated in Lembang Sari village, Cipendeuy village, Bojong district, Purwakarta, and is found in Lembang Sari village, Cipendeuy village. The scenic beauty is the primary draw for travelers. Rock Park amusements The site of the tourist attraction is one of the village assets held by Cipendeuy Village, which is a tourism asset being developed in terms of administration and development (Wang., 2021). Batu Park is situated in isolated rural regions where access to tourist attractions is difficult. This Stone Garden is inadequate. According to TribunJabar.id

[in\(jabar.tribunenews.com/2017/03/28/Taman-Batu-cijanun-berada-di-kampung-pencil-but-riuholeh-travelers\)](http://jabar.tribunenews.com/2017/03/28/Taman-Batu-cijanun-berada-di-kampung-pencil-but-riuholeh-travelers), tourists must approach the site of the tourist attraction through jabar.tribunenews.com/2017/03/28/taman-Batu-cijanun-berada-di-kampung-pencil This is still far from enough, as the article states that 50 percent of road infrastructure is still inadequate, plus road access that can only be traversed by a vehicle of this size, and the lack of parking space for guest cars is an issue for visitors. Because According to villagers and the manager of the tourist attraction, Imron Salim, who was interviewed by TribunJabar.id, more than 2,000 people visited the Cijanun Spring Park tourist attraction (Wei 2021). This number continues to rise as the holiday approaches. As described by the Head of Cipendeuy Village in an interview with researchers, the Cipendeuy Village Government is obligated to develop this tourist attraction (Díez-Gutiérrez 2022). The Cijanun Springs Tourism Park stands on village land with a total area of approximately

8 hectares, and the existing cooperation agreement between the village and the manager is approximately 4 hectares and an area of the area that has just been used as a tourist attraction is now an area of. The objective of this study was to determine the determinants between Community-Based Total Sanitation and the incidence of diarrhea in toddler at communities near rivers (Indah et al. 2022).

This study will assess the extent to which Sustainable Tourism Development is being implemented by the Cipendeuy Village Government to increase tourism development using a case study of the Cijanun Spring Natural Tourism Park and the theory of sustainable tourism development proposed by UNWTO (United Nations World Tourism Organization) in the context of the Cijanun Spring Natural Tourism Park (Weng., 2022). Sustainable tourism development is tourism development that considers the economic, social, and current and future environment in conjunction with the demands of visitors, the tourism sector, the environment, and local communities (Kumari., 2020). According to UNWTO, the success of tourism development depends on three factors: 1) the optimization of benefits resources, 2) the maintenance of cultural stability and traditional values, and 3) the enhancement of socio-economic benefits and public services. The following are the findings of the research:

The Optimization of Resource Use

This Batu Park tourist attraction was introduced to the public and opened to the public in 2016, which was initiated by the Head of Cipendeuy Village who served that year with one of its residents from Madura who has settled in the village of Cipendeuy, at first Taman Batu was a place for the disposal of water from the river Abandoned PDAM (Pascalis., 2019). The

village administration and management then collaborate to transform the pool of water dropped by the PDAM into a tourist attraction that may draw visitors to the area, so that it is no longer abandoned and serves the community, particularly the local population in the region (Özer., 2022). This is because the presence of these tourist attractions promotes an upward trend in the community's economic graph. Meanwhile, in minimizing and handling greenhouse gas emissions, the highest weight is found in the amount of fuel used in Fresh Fruit Bunch (FFB) shipments of 54.07% (Rosyidah, Khoirunnisa et al., 2022).

Preserving Cultural Cohesion and Traditional Values

The presence of this Batu Park tourist attraction transforms a town that was formerly isolated from the crowd into a lively village where many visitors from Purwakarta and beyond come to experience the coolness of the Cijanun Spring. Indirectly guide visitors to the hamlet of Cipendeuy to the Batu Park tourism destination. This results in the introduction of other cultures and customs, which indirectly impacts the indigenous culture of Cipendeuy Village (Yuwanti., 2018). However, the administration of Cipendeuy Village collaborates with managers and indigenous Cipendeuy Village residents to nurture and preserve the culture that has become an integral part of the village's character. To measure and educate public awareness in implementing health protocols, further research is needed (Cardiah et al., 2021).

Societal Benefits and Service Enhancement

In terms of socioeconomic advantages resulting from the presence of the tourist attraction Batu Park According to the findings of interviews conducted by researchers with the Head of Cipendeuy Village, Mr. Kosasih, almost 100

percent of the livelihoods of the local community consist of becoming a farmer, as there is still a large area of rice fields in the village, which are the main source of income for the residents of Cipendeuy Village (Qin 2022). But with the advent of the Batu Park tourism hotspot, individuals are gradually changing careers. Initially, farmers became merchants around tourist attractions and drivers of tourist ojeg services, as the location of the vehicle parking lot became a popular tourist destination. In addition to merchants and ojeg drivers, some people provide lodging services for tourists who visited Batu Park and wished to spend the night at a tourist location. The extension is an active procedure requiring contact between the extension worker and the individual to establish a behavior change process (Sulandjari et al. 2022).

Purwakarta city area is deemed insufficient to support Batu Park tourism development in terms of village road access, and as a result of this coordination and a direct visit by the Regent of Purwakarta, Mrs. Hj. Anne Ratna Mustika, S.E., the village road access to the Batu Park tourist destination was taken over by the Purwakarta Regency Government. What was the former primary route to this tourist destination? The management has acquired the property for road expansion, with the Cipendeuy Village government acting as a media mediator between the managers and the community in terms of the acquisition so that the route of land acquisition for people to the manager is one of debate (Zainine., 2022). And shortly after the property acquisition, the land acquired by the management is transferred to the community as a communal asset. Climate change caused by many factors. One of the factors that influence climate change is building (Munawaroh et al., 2022).

The Cipendeuy Village Administration anticipates that the Taman Air Spring tourism attraction will exist. Mr. Kosasih, as the Head of Cipendeuy Village, is hopeful that this tourist attraction would be developed and maintained appropriately so that it may continue to give advantages to the residents of Cipendeuy. Well, Cipendeuy Village is capable of transitioning from an undeveloped to a developed village, and the Cipendeuy Village Government is aiming for Cipendeuy Village to become an autonomous village due to the community's rising socioeconomic standing. This offers various services like virtual machine, self-service provisioning, elasticity computing and storage (pay-as-you-go) (Kumar et al., 2022).

Conclusion

Multiple perspectives on Sustainable Tourism Development in Cipendeuy Village in a Nature Tourism case study on Cijanun Spring Park are as follows: Utilizing the abandoned PDAM water dumping site, which has become one of the most famous tourist locations, is seen as a very effective and maximum in terms of resource empowerment. In the context of preserving the cultural stability and traditional values of the Cipendeuy Village, it is deemed adequate for the government to endeavor to retain the current cultural values and traditions through fostering effective contact with the community and administration. And if we consider the socio-economic benefits and services provided by the government of Cipendeuy Village, we find them to be quite optimal. Moreover, the presence of this Batu Park tourist attraction helps the economy in Cipendeuy village so that the locals have a new source of income as souvenir sellers and motorcycle taxi drivers in Indonesia around tourist destinations. And in terms of service, the Cipendeuy village administration is committed

to putting the community's interests first to provide the best possible services.

Reference

- Andiyan, A., & Alfarizi, A. G. 2022. Application of green architecture concepts in Wanakota apartments. In AIP Conference Proceedings (Vol. 2453, No. 1, p. 020073). AIP Publishing LLC.
- Arwani, A., Salenus, S., Rahayu, N. W. I., Faiz, M. F., Cakranegara, P. A., Aziz, A., & Andiyan, A. 2022. The development of economic potential of people in pandemic through earning Zakat distribution. *International Journal of Professional Business Review*, 7(2), e0414-e0414.
- Cardiah, T., Andiyan, A., & Rahma, A. 2021. Implementation of Health Protocols at Mosques during the Covid-19 Pandemic in the city of Bukittinggi. *Review of International Geographical Education Online*, 11(5).
- Díez-Gutiérrez, M., & Babri, S. 2022. Tourists' perceptions of economic instruments as sustainable policies in protected areas: The case of Geiranger fjord in Norway. *Journal of Outdoor Recreation and Tourism*, 39, 100526.
- Hastuti, H., & Assriyani, A. 2021. Sustainable tourism implementation and challenges faced by hoteliers through tourism practices in Prawirotaman Tourist Village, Yogyakarta Special Region Province. *Journal of Sustainability Science and Management*, 16(1), 141-157.
- Indah, F. P. S., Cardiah, T., Rahmat, A., Sulandjari, K., Andiyan, A., & Hendayani, N. 2022. Effect of Community-Based Total sanitation Program with diarrhea Incidents in toddler at communities near rivers. *Materials Today: Proceedings*, 63, S349-S353.
- Kastenholz, E., Eusébio, C., & Carneiro, M. J. 2018. Segmenting the rural tourist market by sustainable travel behaviour: Insights from village visitors in Portugal. *Journal of Destination Marketing & Management*, 10, 132-142.
- Kim, S. 2019. Tourism impacts continuity of World Heritage List inscription and sustainable management of Hahoe village, Korea: A case study of changes in tourist perceptions. *Sustainability*, 11(9), 2573.
- Kumar, G. S., Priyadarshini, R., Parmenas, N. H., Tannady, H., Rabbi, F., & Andiyan, A. 2022. Design of Optimal Service Scheduling based Task Allocation for Improving CRM in Cloud Computing. In 2022 Sixth International Conference on I-SMAC (IoT in Social, Mobile, Analytics and Cloud)(I-SMAC) (pp. 438-445). IEEE.
- Kumari, N., Khanna, J., Kumar, P., & Patyal, S. 2020. Assessing the Factors Impacting Destination Loyalty in Sustainable Tourism: A Case Study of Sanasar Village, an Emerging Tourist Spot in Jammu and Kashmir (North India). *Sustainable Business Practices for Rural Development: The Role of Intellectual Capital*, 131-152.
- Meng, Q., Wang, C., Xu, T., Pi, H., & Wei, Y. 2022. Evaluation of the Sustainable Development of Traditional Ethnic Village Tourist Destinations: A Case Study of Jiaju Tibetan Village in Danba County, China. *Land*, 11(7), 1008.
- Moleong, Lexy J. 2007. *Qualitative Research Methodology*. Yogyakarta: Gadjah Mada University Press.
- Munawaroh, A. S., Jajuli, A., Persada, A. A. B., Rohayati, Y., Andiyan, A., & Cardiah, T. 2022. Application of passive cooling design concept as an effort to reduce climate change. In AIP Conference

- Proceedings (Vol. 2563, No. 1, p. 080012). AIP Publishing LLC.
- Niu, H. J. 2022. Exploring the Co-Creation Value of Residents to Tourists From the Perspective of Place Attachment and Economic Benefits. *Frontiers in Psychology* 13. doi: 10.3389/fpsyg.2022.877365.
- Özer, M. 2022. Nexus of Tourism Demand, Economic Growth, and External Competitiveness in Leading Tourist Destination Countries. *Tourism Management Perspectives* 42. doi: 10.1016/j.tmp.2022.100965.
- Pascalis, R. 2019. HN-ZEB Technologies Applied for the Construction of on Plain Air Tourist Villages and Standard Sustainable Production. *IOP Conference Series: Materials Science and Engineering* 609(7).
- Payne, J. E. 2022. Economic Policy Uncertainty and International Tourist Arrivals: A Disaggregated Analysis of the Croatian Adriatic Coast. *Tourism Economics*. doi: 10.1177/13548166221078807.
- Qin, F. 2022. Vulnerability of Tourist Cities' Economic Systems Amid the COVID-19 Pandemic: System Characteristics and Formation Mechanisms—A Case Study of 46 Major Tourist Cities in China. *Sustainability (Switzerland)* 14(5). doi: 10.3390/su14052661.
- Quang, T. D. 2022. Is Vietnam Ready to Welcome Tourists Back? Assessing COVID-19's Economic Impact and the Vietnamese Tourism Industry's Response to the Pandemic. *Current Issues in Tourism* 25(1):115–33. doi: 10.1080/13683500.2020.1860916.
- Rosyidah, M., Andiyan, A., Listyorini, H., Prayitno, P. H., Yuswardi, Y., & Yuhanah, Y. 2022. LCA methodology for detecting environmental impacts on natural gas drilling process. In *IOP Conference Series: Earth and Environmental Science*(Vol. 1041, No. 1, p. 012035). IOP Publishing.
- Rosyidah, M., Khoirunnisa, N., Rofiatin, U., Asnah, A., Andiyan, A., & Sari, D. 2022. Measurement of key performance indicator Green Supply Chain Management (GSCM) in palm industry with green SCOR model. *Materials Today: Proceedings*, 63, S326-S332.
- Setiyowati, E., Agustina, A. N., Yuddha, A. S., Muchtar, M., Fatmawati, E., & Andiyan, A. 2022. Self-Management to Change of Perception and Clinical and Pharmacological Knowledge of COVID-19. *Journal of Pharmaceutical Negative Results*, 13(2), 1-6.
- Sugiyono. 2017. *Metodologi Penelitian Kuantitatif, Kualitatif Dan R&D*.
- Sulandjari, K., Putra, A., Sulaminingsih, S., Adi Cakranegara, P., Yusroni, N., & Andiyan, A. 2022. Agricultural extension in the context of the Covid-19 pandemic: Issues and challenges in the field. *Caspian Journal of Environmental Sciences*, 20(1), 137-143.
- Sungkawaningrum, F., Hartono, S., Holle, M. H., Gustiawan, W., Siskawati, E., Hasanah, N., & Andiyan, A. 2022. Determinants of community decisions to lend money to loaners. *International Journal of Professional Business Review: Int. J. Prof. Bus. Rev.*, 7(3), 6.
- Szadziewski, H., Mostafanezhad, M., & Murton, G. 2022. Territorialization on tour: the tourist gaze along the silk road economic belt in Kashgar, China. *Geoforum*, 128, 135-147.
- Wang, D., & Li, D. 2021. The cognition of the spatial art forms of tourist villages based

- on ecological engineering and sustainable development. *Ecological Chemistry and Engineering S*, 28(4), 581-595.
- Wei, Q. 2021. Study on the Influence of Tourists' Value on Sustainable Development of Huizhou Traditional Villages - A Case of Hongcun and Xidi. *E3S Web of Conferences* 236.
- Weng, G. 2022. The Temporal and Spatial Distribution Characteristics and Influencing Factors of Tourist Attractions in Chengdu-Chongqing Economic Circle. *Environment, Development and Sustainability*. doi: 10.1007/s10668-022-02418-z.
- Yuwanti, S. 2018. Designing Tiban Island as Tourist Destination and Sustainable Coastal in Bleder Village. *IOP Conference Series: Earth and Environmental Science* 152(1).
- Zainine, M. A. 2022. Energetic and Economic Study of Geothermal System in Tourist and Therapeutic Hotel. *Lecture Notes in Mechanical Engineering* 410–16.
- Zhang, H. 2022. Time-Varying Impact of Economic Policy Uncertainty and Geopolitical Risk on Tourist Arrivals: Evidence from a Developing Country. *Tourism Management Perspectives* 41. doi: 10.1016/j.tmp.2021.100928.
- Vekhnik , V. A. . (2022). Postembryonic Development of The Edible Dormouse (Glis Glis Linnaeus, 1766). *Journal Of Advanced Zoology*, 43(1), 32–42. Retrieved from <http://jazindia.com/index.php/jaz/article/view/112>