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Community empowerment in developing integrated tourism potentials at Cimincrang Sub-District, Bandung, West Java, Indonesia

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Abstract. This research highlights the importance of community empowerment in developing integrated tourism potencies in Cimincrang Village, Bandung, West Java Province, Indonesia. In the context of sustainable development, community empowerment is one of the key aspects to achieve the Sustainable Development Goals (SDGs). One of the relevant SDG targets is Goal 8, namely "Inclusive Jobs and Economic Growth". Community empowerment in the development of integrated tourism potential in Cimincrang will contribute to local economic growth, create jobs, and improve people's welfare. By utilizing the diversity of tourism potential in the Cimincrang region which includes natural tourism, religious tourism, home industry handicraft products, culinary tourism, as well as artistic and cultural wealth, attractive and sustainable tourist destination areas can be built. For this reason, the role of the local community is needed in supporting the development of integrated tourism. This research conducted from 3 April to 26 Juni 2023, and gathered informations from observations, interviewing 3 informants from 3 institutions related to Cimincrang, and Literature Studies. As the result of the research, there are obstacles still found in implementing Community Based Tourism in Cimincrang, those are the lack of capability of tourism human resources and the lack of synergy between tourism stakeholders.

I. Introduction

Integrated tourism development focuses on the utilization of natural resources, culture and local communities in an integrated manner. To achieve this, community empowerment is an important key in integrated tourism management and development, so that local communities can experience the resulting economic and social benefits. Cimincrang sub-district has some tourism potencies includes natural, cultural, craft, religious and culinary tourism. The newest destination in Cimincrang is religious tourism, where Cimincrang now become the center of religious tourism by the launching of Al Jabbar Floating Mosque. This mosque is the biggest and luxury mosque not only in Bandung, but the biggest one in West Java Province. The Al Jabbar Floating Mosque was launched by The Governor of West Java, Ridwan Kamil, on December 30, 2022 [1]. But there is an impact of people's euphoria on the opening of The Al Jabbar Floating Mosque, in term of visiting order. The situation became very crowded and out of control, due people visits over the caring capacity of The Mosque. So the government temporary closed The Mosque on February 27 to March 23, 2023 (around 1 month) for reordering and



resetting the arrangement for public handling [2]. This situation caused the emergence of thought to break down the public crowd to various destinations around the Cimincrang Sub District or larger. So hopefully visitors do not accumulate at one point of destination. Based on interview with The Head of Tourism Awareness Group (Pokdarwis), Mr. Cacu Suherman, The Pokdarwis provides assistance for visitors by local transportation from bus parking area to the mosque. He also informed that the visits to Al Jabbar Floating Mosque tends to increase since reopen on March 2023. Below is a table of visitors in Al Jabbar Floating Mosque:

Table 1. The amount of visitors to Al Jabbar Floating Mosque (2023).

| Month | QTY |
|----------|--------|
| January | 20.000 |
| February | 23.000 |
| March | 15.000 |
| April | 17.000 |
| May | 28.500 |
| June | 40.000 |
| July | 43.300 |
| August | 32.500 |

Source: Pokdarwis, Cimincrang Sub District.

From the above data, there is no visitor of the mosque who also visit other destinations around the Mosque in Cimincrang area. While there are lots of destinations around The Al Jabbar Floating Mosque. Some potential tourist destinations in Cimincrang Sub-district that located around The Al Jabbar Floating Mosque are consisted of some type of tourism, such as Art and Culture, Culinary, handy craft, and some home industries, as show below:

Table 2. Potential tourist destinations.

| No | Categories | Attractions | Descriptions |
|----|---------------|--|--|
| 1 | Art & culture | Jaipong Traditional Dance "Cantika" | A lively traditional dance with agile movements |
| | | Reak Art Performance | Reak art is one of the arts of the Sundanese people in the form of music and dance Kuda Lumping and barong lion barong with a jute sack cover. |
| | | Pencak Silat Martial Art "Merpati Putih" | Merpati Putih (MP) is one of the empty hand martial arts Pencak Silat Colleges (PPS Betako) in Indonesia. |
| | | Calung Art Performance "Soni Panggugah" | A performance of traditional Sundanese musical instrument made from bamboo, played by shaking or hitting |

| No | Categories | Attractions | Descriptions |
|----|---------------|---|--|
| | | Marawis Art | Performing arts using traditional Sundanese musical instruments such as tambourines are sounded by shaking or hitting them |
| 2 | Craft tourism | Leather Handy Craft | Home industry crafts that specialize in making leather bags |
| | | Home Industriy Amel Craft | Home industry which specializes in making t-shirts and bags from fabric with special designs for the Al Jabbar Floating Mosque |
| 3 | Culinary | Mie Gepeng (Flat Noodles) Home Industry | Culinary home industry that specialize in making flat noodles |
| | | Balado Entog (Spicy Duck) | Culinary home industry that specialize in cooking spicy duck |

By combining some other destinations with Al Jabbar Floating Mosque as main destination in Cimincrang, tourists will have an integrated tour package. This can be a solution in parsing visitor density level in Al Jabbar Floating Mosque, and at the same time increasing the visiting level of the other destinations. From those various category of destinations, some kind of tour packages can be developed.

To develop towards the concept of integrated tourism, the contribution from local people is truly needed. Thus, it is crucial to build a community empowerment in order to empowering the local people so they can build and manage an integrated tourist destinations by themselves. In order to achieve this, the activities of empowering the community plays an important role in developing integrated tourism potencies in Cimincrang Village. Involving local community in the process of planning, decision making, and implementation of tourism initiative, allows them to have control on the destination development and to deliver a real contribution.

In analyzing this research, the authors focuses on the challenge and obstacles faced in developing integrated tourism in Cimincrang Sub-District. The challenges in Cimincrang Sub-District found as the lack of knowledge and skill in tourism management, inadequate infrastructure, lack of market access, and minimal community participation in decision making regarding tourism development. By doing this research about community empowerment in integrated tourism context, it is expected to find a solution and recommendation to solve the problem, and increase the effectiveness of tourism potencies development in Cimincrang Sub-District.

2. Literature review

The analysis on this research was done using some references as an analyzing perspective base, especially about definitions of tourism potencies, integrated tourism, and community empowerment. Tourism potencies is a variety of resources owned by an area or place that can be developed into a tourist attraction that can be utilized for economic interests while still paying attention to other aspects [3]. Other reference said by Nyoman Pendi that tourism potencies is everything that is owned by a tourist destination and is an attraction for tourists to visit that place. In its implementation, there are elements involved in the tourism industry, namely: Accommodation, Catering and Restaurant Services, Transportation and Transportation Services, Tourist Attractions, Souvenirs, and Travel Bureau [4].

Regarding integrated tourism, Timothy said that integrated tourism is a holistic approach that aims to maximize the synergies between various tourism components, including natural resources, cultural heritage, infrastructure and local communities. Community Based Tourism requires the participation of local communities. There are 3 (three) main things in participatory tourism planning, which are related

to efforts to involve community members in decision making, the participation of local communities to receive benefits from tourism activities [5]. Since 1980s, tourism literature has called for local community engagement in tourism since they are considered as the main resources in maintaining the product (5). According to that statement, said that community participation often considered as one of important tools, if tourism wanted to give big portion of contribution to national development of a country [6]. Alternative tourism is a small scale tourism and involving various local elements, especially local community. The development of small scale tourism can provide some space to maximize the participation of local community [7]. In implementation, this can be done through tourism packaging for integrated tourism. Packaging is an activity of designing and producing things or packaging that this packaging will increase the selling value of the product, more impressive. In general, if we look at it deeper, the main function of packaging is to protect the product from the same product of competitors. But today, packaging has become one of most important factor as marketing tools [8].

In the pattern of sustainable tourism development, the role of local community becomes important. Tourism development should be based on the sustainability criteria that means that development can be powered at ecologically in the long run as well as economically, fair ethically and social to society [9]. Other definition about community empowerment stated that empowerment is a concept that is interconnected with power. This terms of power identified with individual's capability to manage itself and others, thus the context of interconnected between empowerment and power is on the management of everything done to achieve the desired result [10].

The steps of community empowering are:

1. Growing the desire on someone to change and improve
2. Growing the will and courage for the desired changes and improvements
3. Developing wills to follow or take part in empowerment activities that provide benefits or repair of the situation
4. Increase the role or participation in the empowerment activities that benefits/improvements have felt
5. Improve roles and loyalty in the empowerment activities indicated by developing motivation to do the change
6. Increase effectiveness and efficiency of empowerment activities
7. Increase competence to make changes through new empowerment activities [11].

3. Methods

The method used in this research is descriptive with a qualitative approach. Descriptive qualitative method is a research method based on post-positivism philosophy used to research on natural condition of the object (as the opposite of experimental) where the researchers are as the key instruments. The technique of data gathering done by triangulation, the data analysis was inductive qualitative, and the result of qualitative research is more emphasizing meaning than generalization [12]. A qualitative descriptive research aims to describing, explaining, and replied in more detail the problem to be solved by studying in maximum as an individual, a group or an event. In qualitative research, humans are a research instrument and the results of the writing in form of words or statements that match the reality. The research activities held is, first, do the preparation for the research by pre-research on literature review. In this step, sort the adequate references. The completeness of the adequate references can also contribute to the results of the research being carried out. In the next stage, a field survey is carried out, including initial survey activities and data collection activities. The equipment needed includes transportation, accommodation, cameras, as well as the deployment of research personnel in the field to help smooth the process. The model used for this research is using the empowerment approach according to Mardikanto as shown on the above literature review.

3.1. Data sources

The data sources used in this research are primary and secondary data sources. Primary data sources were obtained directly from informants who were used as sources of information adapted to research activities and observations regarding the social conditions of the community around the Al Jabbar

Floating Mosque, tourism potential other than religious tourism at the Al Jabbar Floating Mosque. Meanwhile secondary sources are data originating from statistics and reports on community activities as well as other data that has relevance to research activities such as the Bandung City Tourism Office, as well as data from Cimincrang Tourism Awareness Group (Pokdarwis).

3.2. Data collection technique

Data collection techniques in this research include:

1. In-depth interviews with parties who are related to tourism activities, including managers, representatives of community leaders, representatives of tourism driving groups in Cimincrang sub-district
2. Field observations of community activities in the Cimincrang sub-district where the Al Jabbar Floating Mosque is located to see the relationship between tourism activities and community empowerment that have been carried out
3. Documentation study through literature data collection, research journals, the city of Bandung in Figures
8. Focus Group Discussion consisting of various stakeholders in the management of tourism packages of Al Jabbar Floating Mosque religious from the government, society, media, academician and local community.

3.3. Data analysis

The data analysis method is based on the results of observations, documentation review and focus group discussions. The stages are as follows:

1. Describe the phenomenon of community empowerment in Cimincrang Village, Bandung City (the area where the Al Jabbar Floating Mosque is located)
2. Verify data related to the development of religious tourism packages in terms of empowering local communities
3. Formulate the results of field findings comprehensively and carry out comparison techniques between community empowerment that has occurred and conceptual ideal values
4. Analyze the findings and describe them analytically inductively in the form of charts, photo visuals, graphs and other forms of documentation.

4. Result and discussion

The tourism potential in Cimincrang District includes natural, cultural, craft, religious and culinary tourism. Some tourism sites that have the potential to be developed or can be developed further include:

- a. Arts and Cultural Tourism: Karinding and Tarawangsa Arts, Jaipong Cantika Dance Studio, Reak Arts, Merpati Putih Pencak Silat (Martial Art), Calung Soni Panggugah Performing Arts.
- b. Tourist Attraction: Al Jabbar Floating Mosque (potential for developing religious tourism attractions and water tourism)
- c. Culinary Tourism: Balado Entog (Spicy Duck), Mie Gepeng Processing (Flat Noodles), Various processed spices and potatoes from Grandma's Kitchen
- d. Home Industry: Alpine Craft leather bags, Amel Craft (t-shirts and bags)
- e. Accommodation: Shakti Hotel.



Jaipong traditional dance “Cantika”.



Reak art performance.



Pencak silat (Martial Art) “Merpati Putih”.



Calung art performance “Soni Panggugah”.



Leather bag home industry alpine.



Home Industry: T-shirt & bag with Al Jabbar theme.



Mie gepeng (flat noodles) home industry.



Balado entog (spicy duck).

Figure 1. Photos of tourism potentials.

Community empowerment can include skills training, access to markets, and active participation in tourism resource management. In this way, people can experience economic benefits, improve quality of life, and strengthen cultural identity and environmental sustainability. Community empowerment in integrated tourism development in Cimincrang Sub-district has a positive impact on achieving the Sustainable Development Goals (SDGs). One example is the contribution to Goal 1 (Poverty

Alleviation) through increasing community income through the tourism sector. In addition, community empowerment also contributes to Goal 8 (Employment and Inclusive Economic Growth) by creating local jobs and increasing community access to economic opportunities. However, in the development efforts in Cimincrang Sub-district there are still several obstacles, both technical and non-technical. The results of the findings about the local empowerment gathered from informants namely: the Head of Pokdarwis (local community), Head of Cimincrang Sub-District, and Head of Regional Tourism Department of Bandung City. Those information concluded as below:

1. The desire of the community in Cimincrang sub-district, especially around the Al Jabbar Floating Mosque area, is very strong to find a solution to reduce the level of visitor density concentrated at the Al Jabbar Floating Mosque. To reach this goal, the local community (Pokdarwis) created some tour packages with tourism destinations around The Al Jabbar Floating Mosque.
2. The willingness and courage of the people of Cimincrang sub-district to form Pokdarwis (Tourism Awareness Group) is part of their commitment. It is planned that Pokdarwis could manage the integrated tourism destinations in Cimincrang Sub-District Area.
3. The increasing willingness of the Cimincrang sub-district community to participate or take part in empowerment activities that provide benefits for the community. The improvement of tourism activities that has been underway, is proven by the presence of Pokdarwis, where almost 90% of its members have provided local transportation services from the parking center to the Al Jabbar Floating Mosque area. This activities proven to increase the income of local people.
4. There is an increase in role or participation in empowerment activities that has been done, namely the identification of potential tourism activities in Cimincrang sub-district other than Al Jabbar religious tourism. These identification of tourism potencies then used as consideration in developing tour packages.
5. Improved role and loyalty in empowerment activities which is shown by the increasing of motivation to make changes. As implementation, the community (Pokdarwis) play a role of managing the tourists' transportation, and created some tour packages.
6. Increasing the effectiveness and efficiency of empowerment activities has not been maximized due to the lack of insight and knowledge of the community or Pokdarwis members in terms of integrated tourism development. They need to get some training about tourism management so they can implement it in Cimincrang Sub-District in the right way.
7. Increasing competence to make changes through empowerment activities has also not been implemented due to the lack of infrastructure and community participation in making decisions to develop integrated tourism. It is needed to get the same perception and commitment among stakeholders to develop the infrastructures and increase the community participations on developing integrated tourism.

5. Conclusion and recommendation

5.1. Conclusion

1. The community of Cimincrang sub-district wants to make changes towards progress in participating in tourism management to the use of IT
2. Challenges:
 - There is no government policy, either provincial or city, that provides recognition and maximizes the involvement of the surrounding community, especially through the existing Pokdarwis, for example being involved in managing a regularly scheduled tourism event in the Cimincrang area
 - Training and assistance has been provided in developing tourism in the Cimincrang area, but it has not been in line with the programs aimed at developing tourism in the city of Bandung through related agencies.
 - There is no basis for a joint policy between the West Java provincial government and the Bandung city government regarding the management of Al Jabbar as a part of religious

tourism in the city of Bandung, especially in the Cimincrang sub-district which can provide space for creativity and involvement of the Cimincrang sub-district community or Pokdarwis in order to legally contribute to tourism services.

3. Opportunity:

- There is a high level of tourist visits in Cimincrang with an average number of visitors of 7,000 visitors every week because of the presence of the Al Jabbar mosque
- There is potential for cultural, craft and culinary tourism, but it has not been integrated with Al Jabbar religious tourism because the Al Jabbar mosque is managed directly by the West Java provincial government
- There is sufficient accommodation potential, from 4 star hotels to guesthouses

5.2. Recommendation

The capability of human resources in Cimincrang Sub-district, especially in terms of tourism development, is still limited. Lack of knowledge and skills in tourism management, inadequate infrastructure, and lack of market access are some of the challenges that need to be overcome. Therefore, strategic steps are needed such as skills training, institutional support, and collaboration between stakeholders to ensure effective community empowerment in developing integrated tourism potential in Cimincrang.

The tourism community in Cimincrang Sub-district can design integrated tourism packaging in the form of tour packages that accommodate various tourist destinations in the Cimincrang area. The packaging of this tour package must meet the criteria for the local community service concept according to Community Based Tourism (CBT) theory, such as providing tour guide services, Tourist Information Center (TIC), and so on in order to achieve the desired goal: realizing integrated tourism in Cimincrang Village.

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