

Tourism Village Assistance in Purwakarta Regency (Case Study of Indonesian Wanayasa Village)

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Abstract

Tourism development requires the support and involvement of stakeholders in the tourism sector. The community is one element of the stakeholders to work together with the Government and the business/private sector to synergize to implement and support tourism development. Tourism development in Tourism Villages is cross-sector for the purpose of achieving the development of tourist villages through the principles of sustainable tourism. The purpose of this research is to identify the Potential of Natural, Cultural and Craft Resources in Wanayasa Village, to know the role of assistants in Tourism Villages as well as the Implementation of Empowerment in Tourism Villages. The method used in this study uses a qualitative descriptive with field surveys on mentoring activities which are believed to be able to encourage optimal empowerment of the community, so that there is no gap of understanding between the parties providing assistance and the target beneficiaries. Empowerment is one of the strong indicators that exist in tourist villages because the concept of developing a tourist village is based on community empowerment (Community Base Tourism) where the community has an important role in developing a tourist village with a tagline from the community, by the community and for the community.

Keywords: Mentoring, Village, Tourism, Community, Empowerment.

Introduction

One of the approaches in tourism development that involves the active participation of local communities is the development of Tourism Villages which can at the same time capture tourism opportunities that are currently the concern of rural communities to develop their villages into Tourism Villages (Amir, et al., 2015). The development of a tourist village is based on the participation of the entire local community by utilizing the natural resources, human resources, and cultural resources available in the area. For this reason, it is necessary to develop tourism in tourism villages across sectors for the purpose of achieving the development of tourist villages through the principles of sustainable tourism, with the development of tourist villages can provide benefits to the community, in addition to a comfortable, beautiful and well-organized environment, it can also improve welfare of its people.

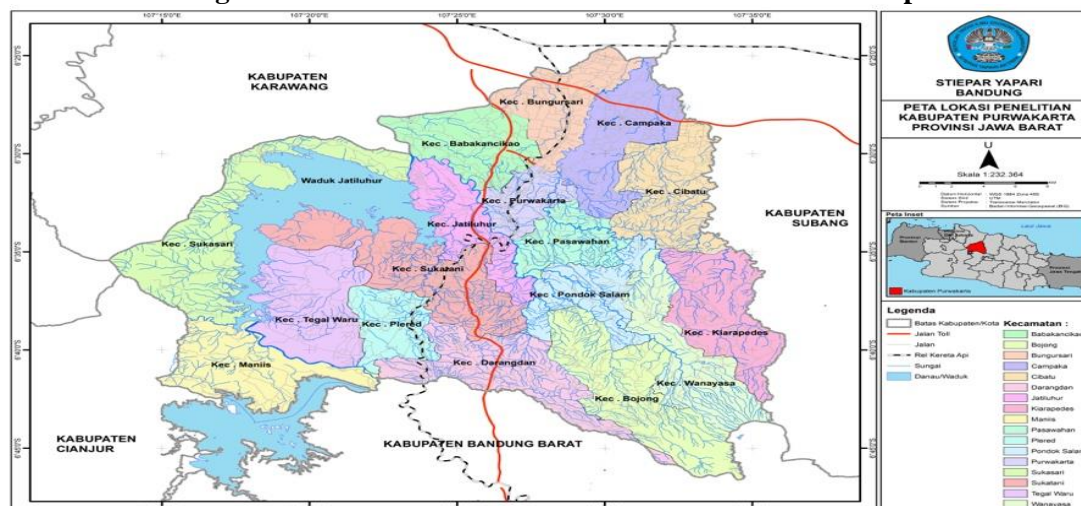
Purwakarta Regency is part of the West Java Province (Perbawasari, et al., 2019) which is located between 107°30' - 107°40' East Longitude and 6°25' - 6°45' South Latitude. Administratively, Purwakarta Regency has territorial boundaries:

1. In the north, it is bordered by Karawang Regency and Subang Regency
2. In the east, it is bordered by Subang Regency and West Bandung Regency
3. In the south, it is bordered by West Bandung Regency and Cianjur Regency, and
4. In the west, it is bordered by Karawang Regency, Cianjur Regency and Bogor Regency

The area of Purwakarta Regency is 97,172 hectares or 971.72 km². Geographically, Purwakarta Regency is at the meeting point of the main traffic lanes which are very strategic, namely the Purwakarta - Jakarta, Purwakarta - Bandung and Purwakarta - Cirebon routes.

In general, Purwakarta Regency is located at an altitude of 30-2000 m above sea level (ASL), with variation of slope up to >40%. Viewed in more detail, the topographic characteristics of each part of the Purwakarta Regency area can be divided into 3 morphological groups, namely mountainous areas, hilly areas and mainland areas.

Figure 1: This is Purwakarta District Administration Map



Source: Purwakarta Regency Regional Development Planning Agency, 2021

The surface water system of Purwakarta Regency generally consists of 3 watersheds, namely Citarum, Cilamaya, and Kalipadungan watersheds. The watershed is supported by the existence of several rivers, reservoirs, lakes and springs. In this case, the main rivers crossing the district are the Citarum, Cilamaya, Ciherang, Cikao, Cilangkap, Ciampel and Cilalawi rivers.

Reservoirs contained within the purwakarta district are Jatiluhur and Cirata reservoirs. The area of the two reservoirs reaches $\pm 10\%$ of the total area of the district. Meanwhile, those contained lakes within the district area are as follows:

1. Cibeber Lake is located in Wanayasa District;
2. Cibodas Lake is located in Bungursari District;
3. Cigangsa Lake is located in Campaka District;
4. Cikamar Lake is located in Campaka District;
5. Wanayasa Lake is located in Wanayasa District;
6. Buleud Lake is located in Purwakarta District;
7. Cisaat Lake is located in Campaka District; and
8. Cikumpay Lake is located in Campaka District.

Human resources are the most important thing in developing the village as a tourist village (Mulyani, et al., 2022; Kim & Koo, 2004). The community needs to understand how their village can be turned into a tourist village. The potential of the villages in Purwakarta Regency, with uniqueness that is very supportive to make the village become a tourism village.

In managing tourist attractions in tourist villages, it is necessary to be sustainable which will further strengthen the quality improvement (Hoang, et al., 2018; Candrea & Brătuțu, 2010), namely in the aspect of service, procurement of facilities and attractions that are served, so that it has an impact on quantity, namely an increase in the number of visitors. This is in accordance with the WTO tourism philosophy (pro-job, pro-poor, pro-environment, which ultimately achieves pro-growth) (Kledal, et al., 2011; Croes & Rivera, 2017). Therefore, to be sustainable, it is necessary to provide assistance in developing community-based tourism villages. In this research, the formulas compiled are:

1. The Potential of Natural Resources, Culture and Crafts in Wanayasa Village
2. The Role of Assistants in Tourism Village
3. The Application of Empowerment in Tourism Villages

The tourist village is seen as a form of the tourism industry in the form of activities to actualize identical tourist trips including a number of activities that are urging, persuading, and encouraging tourists as consumers to use products from the tourist village, to make tourist trips to the tourist village. Those are what called as tourism village marketing. The components of the tourism product itself consist of tourist transportation, tourist attractions, and tourism accommodation. According to a study by Soekadijo (2000) Tourism potential is the principal to be an attraction and can be developed into a tourist attraction (Karimah & Hastuti, 2019).

Attraction is defined as a tourist object (both tangible and intangible) that provides pleasure to tourists. From the explanation above, attraction is a product of a tourist destination, which is real (goods) or not real (services) that can provide pleasure to tourists (Damanik & Weber, 2006).

Tourism village is a self-help and community-based group which in its social activities seeks to improve understanding of tourism, accommodate the role and participation of the community in tourism development in its area, increase the value of tourism and empower it for the welfare of the community, participation in the success of tourism development (Rizaldi, et al., 2021).

Tourism villages are formed to empower the community to be able to act as direct actors in efforts to increase readiness and concern in addressing the potential and attractiveness of tourism in their area with the aim of being able to act as good hosts for visiting tourists, as well as having awareness of the opportunities and readiness to improve the economic welfare of the community (Khalid, et al., 2019).

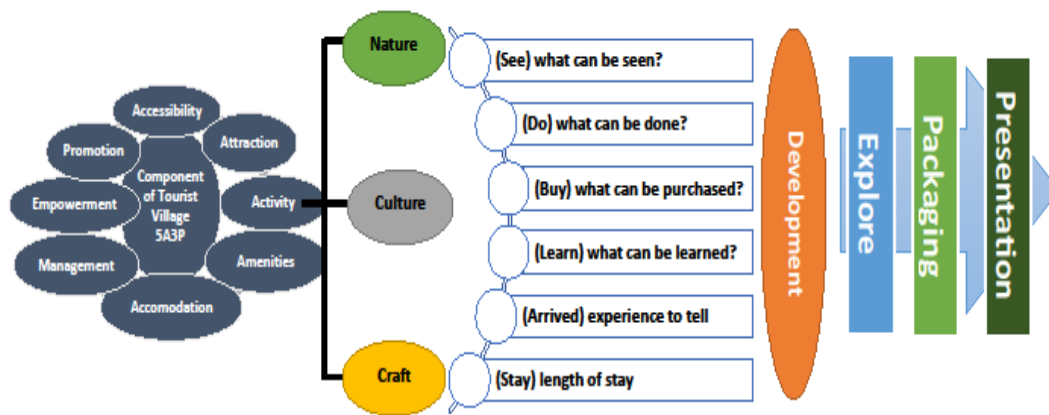
The function of the tourist village is a direct forum for people who have awareness about Sapta Pesona, namely 7 (seven) elements of charm that must be realized in order to create a conducive and ideal environment for the development of tourism activities in a place that encourages the growth of tourist interest to visit. Sapta Pesona's seven Enchantments are as follows: 1) Safe 2) Order 3) Clean 4) Cool 5) Gorgeous 6) Friendly 7) Memories. Tourism villages are also an element of partnership for both provincial and local governments (regency/city), the criteria for developing a tourism village are 5A + 3P, namely:

1. Have Attractions (nature, culture, crafts) which are the leading tourist attractions
2. Have Activities / see, do, buy, learn, arrived and stay
3. Have Amenity / restaurant / diner, toilet, prayer room, etc.
4. Have Accessibility / Adequate Infrastructure
5. Have Accommodation (homestay) supporting tourism
6. Have Community Empowerment/Involvement
7. Have Management
8. Have Promotion

The steps for developing a tourist village can be done in several ways, including:

1. Mapping the area by identifying what the natural, social, cultural potentials in the village area.
2. Reorganizing the face of the village by improving public facilities, settlements, and more importantly freeing the area from waste, especially plastic waste.
3. Prepare human resources, institutions and networks
 - a. Formulate the rules for managing a tourist village
 - b. Form a tourism village management body
 - c. Design work programs (short, medium and long)
 - d. Develop networks and cooperation with various parties in the pentahelix of tourism development

There are several main principles that must be considered in the development of tourist villages, including:

Figure 2: Tourism Village Development Scheme

1. Survive with its rural land order with constant control in the village
2. Growing a healthy competitive spirit
3. Be faithful to the initial process of developing a tourist village and don't assume that a tourist village can run instantly
4. It is better to move together between the government service, the community and customs
5. Stay as before and don't change after it becomes a tourist village, don't change the way of life / livelihoods of the people

Literature Review

In exploring, 3A elements of a tourist village must be fulfilled. Yoeti argues (Yoeti, 2002), "that the success of a tourist place to achieve a tourist area is very dependent on the 3A, namely attractions, accessibility and facilities." While Middleton (Middleton, 2001) provides an understanding of tourism products, namely, "tourism products are considered as a mixture of the three main components of attraction, facilities at the destination and accessibility of the destination."

The dimensions of product quality according to Kotler & Armstrong (Kotler & Armstrong, 2002; Agoes, 2015), consists of:

1. Core product
2. Actual product
3. Augmented products

According to Kotler and Keller (2009) packaging, "is the activity of designing and producing a container or wrapper as a product. Packaging is the activity of designing and producing packaging or wrappers for products. Usually the main function of packaging is to protect the product. However, now packaging has become quite an important factor as a marketing tool." While there are 2 things related to the presentation of tourism products, namely soft capacity, a person's ability to develop themselves in product presentation and hard capacity is the ability of the community at the destination to be able to convince guests to come to the destination through a presentation mix.

A product is defined as anything that can be offered to a market for attention, acquisition, use, or consumption, so as to satisfy a need or want. These include physical objects, services, places, organizations, and ideas (Kotler & Armstrong, 2002). In making a tour package, the basic requirements for the fulfillment of the necessary complementary components are something to see (what can be seen), something to do (what is done), and something to buy (what can be purchased). The process that can be carried out in the preparation of tour packages by identifying the point of interest of tourist attractions includes core attractions and augmented attractions. The government together with stakeholders in developing tourism, should arrange travel routes for tourists as part of its policy on an regional scale which includes identification of, (1) Attractions; forms and conditions of their needs, (2) Accessibility; conditions and needs, (3) amenity; (public facilities and tourism facilities) existing conditions, where and what is needed around the route to be developed, (4) Stakeholders, management institutions if any and their needs.

Homestay

The word homestay comes from English, namely home and stay which means, home is a house building with family life in it, while stay is a temporary stay in a place. Thus, a homestay is a residence with the owner's life in which part of the house is intended for guests or tourists.

Rhodri (Aslam, et al., 2016) states that the difference between homestays and hotels lies in the boundaries of the private area. Private areas for homestays are open to visitors but not at the hotel. In other words, it can be stated that homestay accommodation is different from other accommodations, which have different characteristics to the same degree. The homestay owner is described as a family living in the accommodation and its role as a host, and tourists as a guest. Other forms of accommodation, such as hotels do not have these characteristics, the hotel owner (manager or staff) has a private environment outside the guest's private environment, and the boundaries of the private space are only open to staff. Another characteristic is that there are interactions and familial relationships between the hosts and guests.

Furthermore, one of the challenges of homestay owners is the tendency to treat participants like guests at home. The owner of homestay should not be treated the guests like that, but they should be like temporary residents engaged in household activities. Despite these challenges, rural communities will persist in meeting the desires of tourists for unique and genuine experiences by transforming their homes into commercial ventures and providing homestay experiences that provide enticing glimpses into the captivating rural way of life for inquisitive visitors (Kontogeorgopoulos, et al., 2015).

In Law No. 10 of 2009 on Tourism (Kementerian Pariwisata dan Ekonomi Kreatif, 2009), it is stated that the Business of “*Pondok Wisata*” which is interpreted the same as homestay is the provision of accommodation in the form of residential buildings that are inhabited by the owner and partly used for rent by providing opportunities for tourists to interact in the daily life of the owner. Homestay accommodation is different from other accommodations, where the homestay owner lives with guests in his house, while in other accommodations there is no owner or host living together in the accommodation.

In a homestay there are social and cultural aspects that may be the same or different between the host and his guests (between the homestay owner and guests or tourists). Social and cultural relations, and hospitality culture, can become degraded and economically oriented. For this reason, it is necessary to weigh the pros and cons before developing a homestay as an accommodation option.

Homestay is an accommodation in the form of a residence intended for tourists or guests, where the guest stays temporarily and integrates with the life of the owner of the residence and shares experiences in their daily activities. The terms and standards of the Homestay business are in accordance with government regulations in the Minister of Tourism and Creative Economy Regulation No. 4 of 2021 (Kementerian Pariwisata dan Ekonomi Kreatif, 2021) stipulates that tourism business standards must meet several requirements, namely product aspects, service aspects and management aspects. The aspects that must be met in a homestay or “*pondok wisata*” business must meet: 3 aspects, 8 elements, 28 sub elements, namely:

1. Product Aspect

a. Residential Buildings:

- 1) Number of rooms that are rented out other than those used by the family.
- 2) Adequate air circulation and lighting

b. Bedroom

- 1) Cleanliness, maintenance, completeness: room key; a dressing mirror, a wardrobe or a place to put clothes; lighting; and trash cans.
- 2) The order and completeness of the bed are neatly arranged, equipped with pillows with pillowcases, blankets and bed linen.

c. Supporting Facilities

- 1) Nameplate with legible writing and installed in a clearly visible place.
- 2) The bathroom is equipped with: towel hangers; rubbish bin; flush and squat toilet; water reservoirs; smooth drainage; and adequate clean water according to the number of rooms or guests staying.
- 3) Availability of eating and drinking utensils, in a clean and safe condition for guests.
- 4) Availability of drinking water.

d. Kitchen

- 1) Kitchen cleanliness and maintenance
- 2) Clean, well-maintained and functioning kitchen utensils.
- 3) Completeness, cleanliness and maintenance of the sink equipment
- 4) Completeness of proper functioning sewerage.
- 5) Completeness of closed trash can.
- 6) Availability of clean water needed for cooking, cleaning kitchen utensils and eating and drinking utensils.

2. Service

a. Simple Service Procedures include:

- 1) Room reservation
- 2) Registration of guest identity.
- 3) Payment in cash and/or non-cash.
- 4) Cleaning the residential building environment
- 5) Guest room cleaning: daily, weekly, monthly
- 6) Guest safety and comfort.

- 7) Handling guest complaints
 - 8) Providing simple written information which includes:
 - a) room rental rates;
 - b) the nearest health service place;
 - c) nearest public facilities;
 - d) local tourist attraction;
 - e) local values and culture.
3. Management
- a. Administration
 - 1) A special area in a residential house for administrative purposes, equipped with simple supporting facilities.
 - 2) Administration of guest identity data recording.
 - b. Security and Safety
 - 1) Written instructions are available to avoid fire or other emergencies.
 - 2) Have First Aid Equipment in Accidents (P3K)
 - c. Human Resources
 - 1) Apply elements of Sapta Pesona (Seven Enchantments), including; safe, orderly, clean, cool, beautiful, friendly, and memorable.
 - 2) Participate in management capacity building activities organized by government elements

Culinary

Tourism development in West Java Province refers to the Visit West Java 2011 program which has the following targets (Hidayat & Riyanti, 2021):

Table 1: Number of Visits by Tourist

	Indonesia 2019	Indonesia 2025	West Java 2019	West Java 2025
Number of visits by foreign tourists	20 million	25 million	3 million (15% national number)	4.5 million (50% growth)
Number of domestic tourist trips	275 million	371 million	55 million (20% national number)	70 million (27 % growth)

Source: West Java Provincial Tourism and Culture Office, 2019

During this pandemic, to achieve this target, culinary/SME development can be a component to help increase tourists, especially domestic tourists. There are 4 elements that influence the development of culinary/SME in an area (Ketaren, 2017):

1. History – Starting from the basic ingredients, namely how and where they are processed.
2. Culture – Factors that influence people to consume the culinary.
3. Geographical location – Natural and uniqueness that influences people to process culinary.
4. Culinary processing method – Processing in general, not only focusing on the right technique (more on the uniqueness of processing).

After the community understands how to explore what the rural community has. In supporting a good presentation, of course, it cannot be separated from determining the

packaging in the culinary itself. Packaging is a creative design that relates the shape, structure, material, color, image, typography and design elements with product information so that it can be marketed. Packaging is used to wrap, protect, deliver, release, store, identify and differentiate a product on the market (Klimchuk & Krasovec, 2007).

The packaging that has been described for its use in culinary must also be balanced with the quality of the product presented, including safety. Based on the Law of the Republic of Indonesia Year 2012, food safety is a necessary condition and effort to prevent food from being contaminated by biological, chemical, and other objects that can interfere, harm, and endanger human health and do not conflict with religion, belief, and community culture so that it is safe to be consumed. Besides that, tourists will be interested in this culinary presentation, and then buy it because of several factors, namely:

1. Culinary with good quality
2. Good taste
3. Service from a friendly community
4. Competitive price
5. Supportive natural environment

Methodology

In the process of this research activity used descriptive qualitative method using a field survey. Descriptive qualitative research according to (Satori & Komariah, 2013) is, "Work steps to describe an object, phenomenon or social setting are embodied in a narrative writing." That is, a fact that is collected in the form of words or pictures. Describing something means explaining what, why and how of an event. While the definition of observation or field survey according is (Sugiyono, 2012), "data collection techniques to observe human behavior, work processes, natural phenomena and respondents. In this study, direct observations were made to find facts in the field."

The use of qualitative descriptive methods using field surveys is intended to facilitate researchers in conducting this research by conducting direct observations according to the data results in the field. According to Satori and Komariah (Satori & Komariah, 2013), "Qualitative research emphasizes the quality or the most important thing from the nature of an item/service." The most important thing about a product or service in the form of an event/phenomenon of social phenomena is the meaning behind the incident which can be used as a valuable lesson for the development of a theoretical concept. Qualitative research can be designed to contribute to practical theory, policy, social problems and action. The process is carried out by direct empowerment and community participation in conducting surveys to find out the tourism potential that exists in each tourist village.

The method used in this study uses a qualitative descriptive method with field surveys on mentoring activities which are believed to be able to encourage optimal empowerment of the community, so that there is no gap of understanding between the parties providing assistance and the target beneficiaries.

The scope of mentoring material in Purwakarta Regency includes:

1. Core Training
 - a. Tourism Awareness Movement
 - 1) CHSE Program
 - 2) Sapta Pesona (Seven Enchantments)
 - 3) Excellent service
 - b. Product Potential Development
 - 1) Exploring
 - 2) Packaging
 - 3) Presentation
 - c. Management
 - 1) Requirements and Standards
 - 2) Product Arrangement based on Local Wisdom
 - 3) Pokdarwis Development (Tourism Awareness Group)
2. Socialization of Activities to the Community

The mentoring strategy in empowering the tourism village community consists of several aspects, namely:

1. Listen
2. Increase motivation
3. Adjusting to society
4. Communicate effectively
5. Identify community potential
6. Develop community capacity
7. Develop character
8. Improve community competence

Results

Method of Mentoring

There are many "opinions" about the basic understanding of mentoring, this is related from the point of view and experience of the experts to formulate it. Suharto said (Suharto, 2006) that mentoring is a strategy that will determine the success of community empowerment programs. Payne said (Suharto, 2006) that mentoring is a strategy that prioritizes "*making the best of the client's resources*". Ministerial Regulation of Development of Disadvantaged Regions and Transmigration No. 3 of 2015 states that Village Assistance is an activity to take action to empower the community through assistance, organization, direction and village facilitation. According to Sumodiningrat (Sumodiningrat, 2009), mentoring is an activity that is believed to be able to encourage optimal empowerment of the poor. The need for assistance is motivated by the existence of a gap in understanding between the parties providing assistance and the target recipients of assistance.

Principle of Mentoring

The principles of community assistance as part of community empowerment efforts is based on the following principles (Dudin, 2013; Beng, 2011):

1. Assistants position themselves as equal to the group being assisted and act as partners in community empowerment.
2. Maintain and preserve the value of local wisdom. Understanding and preserving local wisdom is important in community empowerment, so that the village still has a unique and distinctive character compared to other villages or regions.
3. As a community located in a village, the community must build in groups and work together with the principles of (silih asih, silih asah, silih asuh) compassion, sharing knowledge, and care for each other. Groups grow from, by and for.
4. For the benefit of society. In addition to their own group members, cooperation is also developed between groups and other work partners so that their businesses develop, increase income and welfare and are able to form economic institutions.
5. All growth and development activities are oriented to the creation of systems and mechanisms that support sustainable community empowerment. The various activities carried out are activities that have the potential to continue in the future.
6. Independence is an important thing to be developed in the community, they must be given space and time for many roles in community empowerment activities. They are motivated to try on the basis of their own will and ability and do not always depend on outside help.
7. The community being assisted must be mobilized as a whole from family members to grow and develop together as a whole family unit. The head of the family and their family members are the drivers and triggers for business progress. This principle requires assistants to empower all family members to participate in increasing income and welfare.
8. Groups in society should be encouraged to grow and develop on the basis of their willingness and ability to learn to find out for themselves what they need and what they will develop, including efforts to change their livelihoods and lives.

The Functions and Roles of Assistant

The functions and roles of Assistant in developing of human resources in tourist village include:

1. Carry out and create activities that encourage mentoring participants to want to learn independently in a sustainable manner.
2. Help to solve problems that occur in the process of their independence.
3. Create activities that build independence.
4. A system of activities that follow the actions of community groups
5. As a unifier if the community is in conflict with each other.
6. As a resource if the tourist village community experiences obstacles

Meanwhile, the role of the assistant is as a motivator, encouraging the community, as a communicator who can persuade, approach in a pleasant and equal way. As educators, they are able to develop their potential to become community strengths, as well as being able to evaluate, supervise and facilitate what the community needs.

Discussion

The Potential of Natural Resources, Culture and Crafts in Wanayasa Village

Wanayasa has quite an old history. Even older than Purwakarta Regency. Currently, Wanayasa is only a small village, but because of its existence, supported by a very strategic geographical location, it allows Wanayasa to become a village that has a fairly important role on a local, regional and even national scale. In general, the geographical position of Wanayasa Village is at 6°40' 56" (6.682222°) South Latitude and 107°33' 30" (107.558333°) East Longitude with an altitude between 50-738m above sea level (ASL). The area is 608,402 ha².

Wanayasa village is one of the water reserve areas in the Jatiluhur reservoir as well as the northern areas of the Sundanese, such as: Purwakarta, Subang, Karawang, Bekasi to Jakarta. Wanayasa village has several water sources that never dry up even in the dry season. The water sources include Cilamayan waterfall, Cipurut waterfall, Cimanahrassa waterfall and Cissasarap waterfall.

Village potential is an area of agricultural products that can be developed as agro-industry and agro-tourism. Apart from rice and secondary crops, which are agricultural products in general. Wanayasa village is also known as a producer of several horticultural agricultural products. These include mangosteen, nutmeg and gnetum gnetum.

1. Natural Attraction Potential:
 - a. Export quality mangosteen plantation
 - b. Clove and nutmeg plant center
 - c. Ornamental plant cultivation
 - d. Vegetable garden
2. Cultural Potential:
 - a. Events
Ngaruat sirah cai
 - b. Art
 - 1) Genye Kawungan
 - 2) Traditional dance
 - 3) Traditional-modern collaboration music
 - 4) Modern theater
 - 5) Martial arts

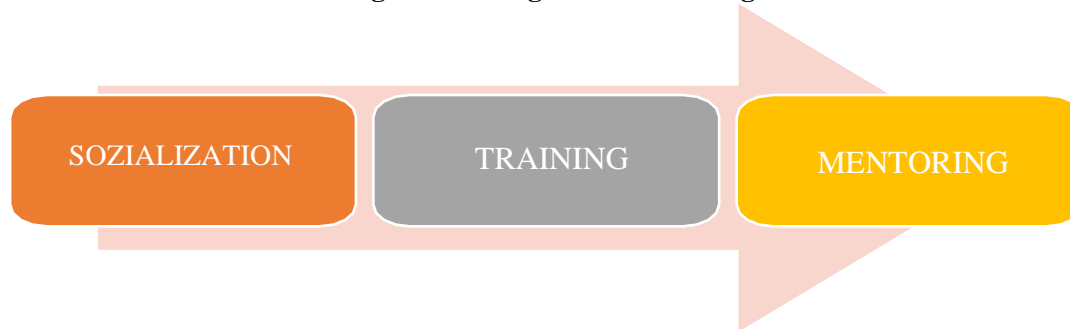


The Role of Assistants in Tourism Village

Mentoring-based village community empowerment is currently popular, this approach is widely used in activities that aim to help certain communities in several activities without expecting any reward in any form or community service programs (Pengabdian kepada Masyarakat/ PkM), and both carried out independently by universities and by certain CSR companies. Mentoring is felt to be effective because the facilitator's relationship with the community is very close, the duration of the mentoring is relatively long, the training materials are oriented to the needs of the

community and the level of community participation in the development of tourist villages, the material (scientific) and empowerment targets are more planned.

Figure 3: Village Assistance Stages



The need for mentoring is motivated by the existence of a gap in understanding between the parties providing assistance and the target recipients of assistance. In carrying out their duties, the assistants position themselves as the work carried out by the facilitator or community assistants in various community empowerment programs closely and intensively. It is also said that mentoring is a process of reciprocal interaction, between the assistant and the person being accompanied, aiming at developing the resources and potential of the person being mentored so that they are encouraged to be independent.

Thus, the right approach in empowering rural communities today is mentoring, where the assistants and the village community jointly increase community capacity, the role of the community is optimally directed to build independence and accelerate achieving village community development goals. Village data collection and assessment using a simple concept and it is hoped that when a tourist village is formed it will gradually be developed towards the development of a CBT (Community Based Tourism) based village.

In assistance to villages, the first thing to do is go through the following stages:

1. Socialization

Informing, giving information about the potential, benefits of villages managed by tourism, the first thing needs to concern is about tourism awareness. Community awareness of the potential of the village that will lead to prosperity without changing the order of community livelihood patterns. But how the community's livelihood patterns can be tourism. For example; rice field farming, the community manages their rice fields, and the community is given an understanding that rice fields will provide added value if the rice fields can become a tourist attraction. To go to this stage of understanding, it is necessary to be given knowledge about *Sapta Pesona* (Seven Enchantments).

2. Training

Before implementing the concept of developing a tourist village, the Purwakarta Regency government held a training program for developing tourism destination/village governance. The material provided is related to understanding what a tourist village is, how to start turning your village into a tourist village and how to develop it. The main material is the basic understanding of tourism. Managers and actors in the village are able to collaborate between patterns of life (agriculture, animal husbandry, fisheries, culture, culinary, SMMEs, etc.) that can

be tourism so that they become attractions in their villages that make tourists interested in visiting the village.

3. Mentoring

The mentoring strategy in empowering the tourism village community consists of several aspects, namely:

a. Listen

It requires the willingness of the assistant to listen to the problems, ideas and thoughts, tendencies, and presumptions of the community of the assisted tourism village.

b. Increase motivation

Assistant should strive to continuously increase the motivation of the community to be active and have a high spirit in achieving success.

c. Adjusting to society

The assistant should adapt to the community that he is accompanying from various backgrounds (religious, cultural, economic, and social, etc.)

d. Communicate effectively

The assistants must develop effective communication with the community being assisted so that good relations are established so that it is easy to approach the community.

e. Identify community potential

The assistants need to seek, explore and utilize each other's knowledge, skills and experiences.

f. Develop community capacity

The assistants need to develop the learning capabilities of community members.

g. Develop character

The assistants can develop a spirit of experimentation and exploration in an effort to solve all problems faced by members of the community learning group community.

h. Improve community competence

The assistants should be able to improve the community's competence in providing assistance, so that by increasing their competence they can increase their income in the future.

In mentoring, the most important thing to do is assessment (assessing the village). A village assessment is carried out to find out what stage (classification) the village is in, whether it is pioneering, developing, advanced or independent. As one of the examples being assessed, namely Wanayasa Village and at the time of mentoring all elements of the community must be able to do the simplest way of assessing.

Table 2: As a Basis of Assessment

Village Name	: Wanayasa			
Address	:	Contact / E-mail :		
Subdistrict / District	: Wanayasa			
City / Regency	: Purwakarta			
No.	Accessibility	Yes	No	Explanation
1	Transportation and modes of transportation	√		For public / village roads they can be passed by 2 to 4 wheeled vehicles to the location. They can only be used by two wheels or walk

2	Communication (signboard,tourist map)	V		There are no clear signs of attraction or directions to tourist attractions from provincial roads to village roads
3	Community	V		Haven't clearly explored the motorcycle taxi community that brings tourists to the location, or the bikes haven't seen yet
No.	Attraction	Yes	No	Explanation
1	Nature	V		The main strength in Wanayasa village is the Wanayasa lake as an attraction which is the main product and becomes a magnet in Wanayasa village
2	Culture	V		Event preservation of ngaruwat sirah cai - Genye Kawungan - Traditional dance Are unique attractions.
3	Craft	V		The new craft can be seen from the processed specialties in Wanayasa village such as maranggi satay which is a typical food in Purwakarta.
No.	Activity	Yes	No	Explanation
1	See :	V		
2	Do :	V		Still minimal
3	Buy :	V		
4	Learn :		V	
5	Arrived :		V	
6	Stay :		V	
No.	Amenity	Yes	No	Explanation
1	TIC (Tourism Information Center)		V	
2	Toilet	V		
3	Mosque/ Prayer room	V		
4	SMME	V		
5	ATM/Post Office/Bank			
6	Restaurant/Diner	V		
7	Souvenir Shop			
No.	Management	Yes	No	Explanation
1	Village-Owned Enterprises (BUMDes)	v		Limited to village business management
2	Cooperative (Tour Driving Group)			
3	KOMPEPAR/ (Tourism Awareness Group)	v		Have started managing the tourism sector
4	POKDARWIS Youth Organization			
No.	Accommodation	Yes	No	Explanation
1	Service	v		Need to be improved
2	Administration		v	Not weel administered
No.	Empowerment	Yes	No	Explanation

1	Community involvement as tourism village managers	v	Still not optimal
2	As the owner of attraction	v	There are still some people, haven't explored
3	As a guide	v	Not yet certified
4	SMME Owner	v	There are some
5	Homestay Owner	v	Still a little unclear about the understanding of homestay.

From the results of the checklists filled in, it shows that the village is still in the stub stage where the legality of the new institution is being formed and the management structure is being arranged. For completeness of regulations, village regulations that will regulate the management and development of tourist villages have not been compiled. For empowerment, community involvement is not optimal, there are still few people, while only one village has actually carried out tourism activities on a regular basis. This requires awareness and tourism awareness counseling to increase understanding and motivate other villages in Wanayasa Village, Purwakarta Regency.

The Implementation of Empowerment in Tourism Villages

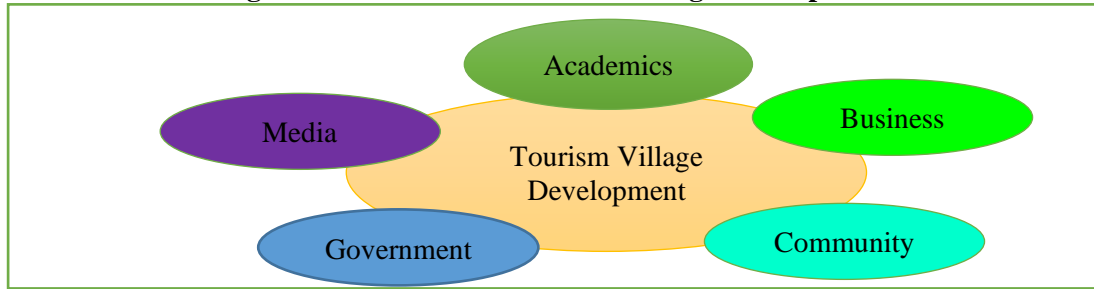
1. Homestay

Homestay is one type of accommodations in a village or tourist village. This type of accommodation is owned by the community where some of the rooms can be rented out to guests or visitors to the tourist village. The development of homestays is quite fast in the last five years, this is inseparable from the growing development of tourist villages that need to be supported by the availability of homestays as an aspect of amenities.

To develop tourism in tourist villages, homestays are one of the supporting aspects that must be owned by tourist villages. The reason is, homestays have an important role in providing authentic experiences to tourists. The uniqueness of homestay accommodation is the creation of activities or attractions between the host and his guests in home activities, the host can tell the cultural values and way of life of the local community including: religion and community beliefs, traditions and customs, livelihoods, kinship systems, food and how to eat, clothes and also how to dress. Through these activities, tourists can learn about many things about the local wisdom of the local community. Thus, there is a relationship, a brotherhood is created. Thus, the host should be a storyteller, his house is not only a place to stay but a place to learn about the life of the local community. It takes *an active role from the tourism awareness group* or abbreviated as (POKDARWIS is a self-help and independent group that grows from, by, and for the community and aims to increase village tourism development and succeed in regional/ national tourism development) as the driving force. Their role is needed so that tourists are increasingly interested in staying at homestays. Therefore, homestays can become accommodation centers and guests come not just to stay.

However, in managing homestays, in general there are still community limitations in their management, both in fulfilling homestay requirements, managing homestays, and the homestay service itself. To ensure the quality of homestay management, many programs are carried out by the government, universities and independent tourism activists. Pentahelix tourism development is a popular concept today, where elements of government, academics, business actors, the community and the media become one unit that synergizes to build a tourist village.

Figure: 3 Pentahelix of Tourism Village Development



Source: Ministry Of Tourism, 2017

The mentoring approach is a way that is perceived as an effective approach in community empowerment at this time, in addition to the higher intensity of the meetings, also because of the familial, persuasive approach and sharing roles with the community, as well as establishing good relations between the assistants and the community being assisted.

The purpose of the mentoring program in implementing this empowerment is to increase the competence of the tourism community in managing homestays, with the aim of people who already have homestays or who have the potential to improve the function of their homes to become homestays, have good knowledge, skills and attitudes in managing homestays so that their quality increases.

2. Culinary Development

a. Exploring

Culinary innovates on agro-tourism-based products. Innovations in development include new product variations, taste, shape, size, packaging to sales presentation. Before innovating, conducting an analysis of culinary sales that have been running through:

- 1) Evaluation of existing sales results
- 2) Trying to balance product quality with operating costs
- 3) Evaluation of production methods that place more emphasis on tourist attraction, gastronomic and hygienic sanitation
- 4) Details on exploring, packaging and presentation
- 5) Always follow the existing trend but keep the uniqueness
- 6) Keeping up with trending developments
- 7) Creating creative things
- 8) Desire for community involvement in these culinary activities

As competition increases among tourist destinations, local culture becomes a valuable product of activity to attract tourists. Culinary exploration has an

important role, in this case, culinary is not only the center of the tourist experience, but also the shaper of local cultural identity. Local cuisine makes tourists interested in visiting places that are unique to the local community. Culinary is also correlated with the beauty of the surrounding natural scenery, so that visually there is a relationship between tourism and local culinary production.

Culinary itself is original food that is consumed in a sufficient period of time by a community so that the community can be said to be an expert in that culinary. The role of culinary gastronomy is to preserve the culture or tradition of the food, one of which is by studying the local culinary history and its relationship to a certain period through the process:

- 1) Identify types of local food and drink
- 2) How to prepare and serve food according to local culture
- 3) Characteristics of serving drinks to guests (welcome drink)
- 4) Explaining food (food materials and ingredients, manufacturing process, and presentation) to guests visiting the village.

In addition, in mentoring the development of culinary products, the assistant always reminds 3 things that must be considered:

- 1) Personal Hygiene; an effort to maintain one's cleanliness and health for physical and psychological well-being.
- 2) Food Hygiene; is disease prevention that focuses its activities on hygiene/health and the integrity of the food itself. Food and Beverage Hygiene are an effort to maintain and keep the cleanliness of food and beverages consumed by humans.
- 3) Sanitation Scope
 - a) Provision of clean water, including monitoring the quality, quantity and use of water.
 - b) Waste management, including how to dispose of waste, waste disposal equipment and how to use it
 - c) Insect and rodent control
 - d) Health and safety, including the workspace (kitchen), work, work methods and workforce/human resources

b. Packaging

The factors that must be considered in culinary management during the *new normal* (adaptation of new habits) in Wanayasa Village are changes in the pattern of the food and beverage business:

- 1) Shifting in sales channels
Following health protocols, online sales are highly recommended to prioritize hygiene and health
- 2) Shifting the mindset of earning income and spending
Looking for income and expenses that must change, consumers are not only looking for luxury/expensive products, but also for nutritional value, food safety and not violating religious or cultural laws, which are requirements for quality culinary products.
- 3) Shifting in the mindset of food safety and resources
Consumers want to know more about food safety and hygiene
- 4) Shifting in brand loyalty

The availability and safety of the product even though it does not have a brand, so this is an opportunity for SME newcomers.

c. Presentation

In terms of presentation, the culture in an area greatly influences the uniqueness of presenting culinary arts. These characteristics can be achieved in culinary development through:

- 1) Studying culture and planning with the concept of regional uniqueness.
In culture, food is connected with history which can be seen in the customs of a region to attract tourists. In Wanayasa Village, there are abundant mangosteen and nutmeg products and are the characteristics of the village to make special foods.
- 2) Ensuring the right materials and products according to the specifics of the region
- 3) Ensuring that the community is involved, not from outside the region who makes the culinary
- 4) The equipment used is complete, well maintained and clean
Culinary activities can not only absorb productive village communities but can utilize their potential in the form of job creation. Operationally, this activity requires support, including human resources, institutions, information technology, and market creation and increasing access to financing in an integrated manner involving the government and all relevant stakeholders.

Culinary Mentoring provides knowledge, insight and skills, so that they can:

- 1) Encouraging to be more motivating to explore what the Village has.
- 2) People are becoming more creative and innovative in packaging
- 3) Building independence and presentation competitiveness
- 4) Developing communities capable of creating jobs for themselves and those around them. Giving contribution to improve the regional economy, one of which is through agro-tourism activities. The benefit to the community from this activity is that it has a multiplier impact, which is as follows: a) Employment possibilities emerge from the community, for example, with tourists, that food and drink requirements are met by the community. b) In agricultural operations, such as farming or harvesting rice, there is an attraction that is exploited as a tourist attraction. c) Tourists may buy fruits and vegetables without having to travel to the market. d) The economic revenue of the community has grown since they do not require a huge amount of land, implying that it is sufficient for each of them to cultivate vegetables at their residences.

Practical Implications for Asian Business

The criteria for assessing the standardization of tourist villages of the Ministry of Tourism (2019) are based on Asean CBT, namely:

At the beginning of the mentoring, it is mandatory to first identify the tourist village that will be accompanied by being at the stub/embryo stage, developing, developed or independent. This is to find out the level of the tourist village and the action steps that must be taken to be able to increase the stages in the tourist village.

Table 3: Tourism Village Assessment Criteria

No.	Criteria	Sub Criteria	Tourism Village Classification			
			Stub/ embryo	Developing	Developed	Independent
1.	Ownership and Management by the Community	There is effective and transparent management	√	√	√	√
		Legality of village institutions or groups	√	√	√	√
		Have effective and transparent management	-	-	-	√
		Have an effective partnership	√	√	√	√
2.	Contribution to Social Welfare	Protecting human dignity	√	√	√	√
		Fair cost and profit sharing	-	√	√	√
		Have a network to local and regional economies	-	-	√	√
		Preserving and enriching local traditions and culture	√	√	√	√
3.	Contribution to Maintaining and Improving Environmental Quality	Preserving natural resources	√	√	√	√
		Conservation activities to improve environmental quality	-	√	√	√
4.	Encouraging Interactive Participation Between Local Community and Visitors (tourists)	There is interaction between guests and the local community	√	√	√	√
		Sustainability of community-based tourism products	√	√	√	√

5.	Qualified Tour and Guide Services	The quality of expertise of tourist village guides	-	-	√	√
		Ensuring the quality of travel	-	-	-	√
6.	Food and Beverage Quality	Quality of food and beverage service	√	√	√	√
		Ensuring quality food and drinks	√	√	√	√
7.	Quality of Accommodation (homestay)	Quality of accommodation service	-	√	√	√
		Ensure quality accommodation management	-	-	√	√
8.	Performance of <i>Friendly Tour Operator</i>	Commitment to the ideal values of a tourist village	√	√	√	√
		Contribution to the protection of society and nature	-	√	√	√
		Support for the local economy	-	-	√	√
		Promoting the beauty of discovery, knowledge and appreciation	√	√	√	√
		Promoting satisfying and safe experiences for tourists and society	√	√	√	√

Source: Ministry of Tourism, 2019

Mentoring is a program that is currently still in the stage of exploring the potential of the village and assisting the village in finding what necessities are needed when the village will become a tourist village. Village assistance is carried out in general from several villages that have the potential to become tourist villages in Purwakarta Regency. As for those who make a model in village assessments in Purwakarta Regency, namely Wanayasa Village, Wanayasa District, Purwakarta Regency. Where the village and the community have synergized and agreed to develop their village as a tourist village and have seen its uniqueness and authenticity with the existence of Wanayasa Lake as the main attraction that characterizes Wanayasa Village. From the results of the assessment, Wanayasa Village which becomes a tourism village is in the stub stage and still requires development and also assistance in order to optimize the

attractiveness and role of the community in tourism. Empowerment in Wanayasa Village still needs to be improved by involving the community to play a more role in the development of tourist villages.

The recommendations given are:

1. Sustainability of village tourism assistance is needed to be able to improve the quality of the village and achieve Wanayasa Village as an independent tourist village.
2. To increase to the next stage the requirements/improvement of indicators such as the tourist village decree along with the village regulations. Another indicator that needs to be considered in developing Wanayasa Lake tourism products is in the management and packaging of tour packages.

It is necessary to provide training and understanding about tourism awareness and *Sapta Pesona* (Seven Enchantments) so that people understand to continue to increase tourism activities in Wanayasa Village in particular and generally for tourism actors and tourist villages in Purwakarta Regency.

Community Based Tourism (CBT) is a concept where the empowerment of a destination utilizes local residents in its development. CBT can be defined as sustainable tourism managed by, from and for the community that aims to improve the welfare and quality of life of local residents and maintain cultural sustainability, including in the planning, management and providing input stages in developing a tourist destination. Three tourism activities that support the CBT concept are explorers (*adventure travel*), *cultural tourism*, and *ecotourism*. This means that community participation/involvement is a mandatory requirement in implementing *Community Based Tourism* (CBT) in a Tourism Village with the aim of being able to provide benefits to local residents. It is known that one of the goals of tourism development, including building a tourist village, is to improve the welfare of the community.

The *ASEAN CBT Standard* provides an umbrella performance indicator for the coordinated management of tourism products offered by the community under the organization of the CBT Committee. Specific product standards adopted by ASEAN and relevant to CBT initiatives (eg ASEAN Homestay Standards) are an integral part of the CBT Standards. The intent of this Standard is not to exclude communities from being recognized as ASEAN community-based tourism initiatives, but to provide the community with the direction on service quality necessary to assure tourists that they can expect consistent levels of quality and service across ASEAN-supported CBT initiatives.

The development program carried out in the form of technical mentoring in supporting the acceleration of program objectives, especially in supporting the achievement of the stages of one of the sectors worst affected by the Covid-19 virus pandemic is the tourism sector.

This empowerment activity aims to make the community managing tourist villages have the competence to run their business, improve the quality and quantity of facilities that meet the standards and understand the importance of standard criteria so that they meet the requirements according to the standards set by the government, Asean CBT and comply with legal regulations in the tourism business.

The target of the activity is the community managing tourist villages that are already running and require empowerment regarding the competence of human resources and Accessibility, Amenities and Attractions in accordance with Asean Community Based Tourism standards.

Cross-sector coordination must be built because tourism cannot be built from one existing sector, or it can be built using pentahelix (coordination built between government, agencies, education/university, media), to optimize approaches in community empowerment.

Academics are also very important to develop tourism human resources, the role of tourism education is currently needed to be a partner of the government in following up the ASEAN *Mutual Recognition Agreement* (MRA) as a joint agreement on the acceptance of qualification standards for tourism professionalism among ASEAN countries.

The targets of this empowerment activity are:

1. The achievement of human resource competencies of tourist village managers
2. The achievement of improved facilities and nuances of authenticity or local wisdom.
3. The achievement of increased community empowerment.
4. The achievement of licensing or legality from tourist villages.
5. The fulfilment of database, website and digitization management
6. The achievement of thematic-based attraction development
7. The achievement of community economic improvement.
8. The achievement of support for sustainability.

Empowerment is one of the strong indicators that exist in tourist villages because the concept of developing a tourist village is based on community empowerment (CBT/*Community Base Tourism*) where the community has an important role in developing a tourist village with the *tagline* from the community by the community and for the community.

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