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# DESIGNING RURAL TOUR PROGRAM IN CONNECTING TOURISM VILLAGE TO RESORT TOURISTS, TANJUNG LESUNG, BANTEN INDONESIA

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**Abstract.** One model in developing a tourism village is to institute a connection with other more established attractions. This research is to find out whether this strategy can be applied to develop tourism in Cikadu hamlet by initiating a connection with a more established resort nearby. The method used in this research is a qualitative approach. The data were collected through observations and interviews with key informants. General Manager of the resorts, tourism activists of the hamlet, and government staffs in the village were interviewed to look into the problems. Historically, there were a number of tourists already directed by Tanjung Lesung Resorts to have a trip to Cikadu hamlet. The model of connecting a more established resort to help develop tourism in a nearby hamlet has shown some results. Tourists who stayed at the resort had come to the hamlet for certain periods to make an alternative trip in enriching their holiday. However, it appeared that the hamlet wasn't ready enough to host tourists from the resorts for the lack of tourism competencies of human resources. Most of the tourism executors in the hamlet were farmers, so the experience design was not optimal. The handling of the tour programs was considered un-proficient for the resort's guests. The model of establishing connection to resort tourists in developing tourism in Cikadu can actually be achieved. Albeit, designing a more appropriate tour program is essential to keep the tourists visit continually.

*Keywords: Rural tourism, Tour program, Experience design, Tourism village, Tourism development.*

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## 1. INTRODUCTION

Tourism is considered as the most convenient approach to bring development in many nations. It is still regarded to be a vast changing industry with relatively the least of unwanted impact. Even though many representative cases showed the benefit of tourism, but some destination has not really had the same intended impact of tourism (Ahdiat & Surasetja, 2016; Saepudin, 2016). In West Java, Indonesia, there are also several areas that are designated to be a tourism destination. One of the most prioritize destinations to be developed in this province is Tanjung Lesung Resort. This resort takes place in a large area of one village at the western edge of Java Island, which is Tanjung Jaya village. When it was first developed, the company that won the concession has been granted the land occupying most of the area of Tanjung Jaya Village.

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Thus, some of the villagers were moved from their aboriginal homeland to the southern part of the village as it will become part of the resort. Later on, the company gives the villagers a designated area built to be a hamlet called *Kampung Cikadu*. This new kampung then habituated by the people whose land is used by the resort.

As the people who habituate this new Kampung Cikadu are mostly farmers, then the company also provides the villagers more land for them to cultivate. The farmers are allowed to use the agricultural land for free but they have to provide their own seeds, fertilizers, and other farming necessities. Apparently, the strategic plan of the company was to encourage this new inhabitant to develop its own tourism activities. It is in the consideration of the potential of tourism can uplift the prosperity of the kampung at a more accelerated rate. In early 2018, this plan has taken shape and some of the tourism potentials have come to live. This movement is indicated by the flowing of tourists who stayed at Tanjung Lesung Resort coming to visit Kampung Cikadu to complement their holiday experience. However, after several occurrences, this good initiation has not continued in a recent period. It is reported that the Tanjung Lesung Resort has got some input from the tourists and their travel agencies saying that the experience they got in Kampung Cikadu had not been most favorable. This article intended to find out how the tourist's experience was not optimum and how it can be optimized to meet the tourist's expectations. It also in a purpose to find out how to make a continuous tourist flow to the kampung in the future. The focus of this research is on the development of the Rural Tour Package to optimize the experience of the tourists visiting Kampung Cikadu. In order to develop tourism in Kampung Cikadu, the management of Tanjung Lesung Resort has initiated to send some of their guests to have a tour to this tourism hamlet. However, due to lack of experience from the farmers handling this tour, thus the guests have not had its desired experience. A more appropriate concept of service probably is the most important key to have a more successful attempt.

## 2. LITERATURE REVIEW

One way to generate travel to a destination is to create a tour package. Basically, there a tour package that includes only transportation and accommodation, also there is a tour package that is all-inclusive. This is defined as a trip that is well-planned in advance sold at a certain price and paid in advance as well. Creating a tour package is considered a complex task comparing to selling other kinds of consumer goods. It involves a process of heterogeneous services and requires extensive knowledge. It also is a unique product because the consumption of travel products is individual-based and context-specific. However, the design of a tour package is intended to have a similar experience between two different travelers. Yet, it cannot be assumed that two identical trips will result in the same experience (Kanellopoulos, 2008). On the types of tourism, it is said that nature types of tourism are aspired to visit places of its natural beauty. This could be to enjoy the wildlife, or perhaps even to see the farmhouses and beautiful landscape as well. On the other hand, cultural tourism is for those who have an enthusiasm for understanding the local culture, lifestyle, and even the local food and tradition. Managing tourism is a complex process involving tourism supply.

The tourism supplies are based on the destination chosen by travelers and it varies from each destination. It is very geographically confined (Sumathi *et al.*, 2018). A hamlet (smaller than a village), can offer Rural Tourism products, even though it is located by the town or even a city. As long as the hamlet still offers strong characteristics of rural life, then Rural Tourism products can be offered here. Other characteristics are that the social life is still strong, where there are still many activities are held together by the community (Agoes, 2015; Agoes, Kemala, Hidayat, & Nanetzi, 2016). It can be seen that there is a tendency to slow development in the rural tourism area. This was shown in some measure by the number of existing tourist villas that fluctuated from year to year. However, the demand for rural tourism is shown an increase mainly in rural tourist pensions, villas, and tourist cottages. The rural tourism demand is increasing but in a slow gesture (Gheorghe & Udrescu, 2018).

As an impact, tourism development in a community such as a hamlet can change the physical aspect of the destination. There would be a physical development involved and also some physical renovation could take place. Besides the physical aspect, tourism can also change the social aspects and social life of the community (Pavlic, Portolan, & Butorac, 2013). As tempting as it sounds, rural tourism that is to be developed in one hamlet requires some preparation. Those hamlets who want to develop their tourism industry need to have some education and training for their villagers. Especially those in the area of tour guide, English speaking, and hospitality training such as housekeeping (Saepudin, 2016). If the human resources of the hamlet are not sufficed, then some other approach can also be considered. For instance, there is a concept of co-branding to apply in rural areas.

This approach is used in a restaurant business. But somehow it can also be trialed for rural tourism. A co-branding approach can be taken with well-branded partners. In this case, it could be a well-branded adventure operator. This is to ensure the service quality of rural tourism, but still involving the local people in its operational aspect (Khan, 2006). That is because the characteristics of the rural tourism industry are difficult to guarantee the quality of the services (Komppula, 2006). After all, in practicing sustainable tourism, there are three main aspects that should be in consideration. First, the primary concern of Sustainable Tourism is to preserve and conserve the cultural heritage; Second is to create a balance between commercial gain and conservation of nature and culture values; the third is that tourism should contribute to both conservation and development objectives (Nasser, 2016).

In this case, in creating tour packages for rural tourism hamlet, the concept of visitor management is also important to consider. As there is limited previous research on this subject (Park *et al.*, 2016), then it is important as well in this research to come up with some ideas on visitor management for rural tour packages developed in this hamlet. As tourism is considered a service-dominant industry, then customer experience should be thought of in advance using a service design approach. This unique experience would be co-created by the tourists and the villagers through their interactions during the tour package is conducted. It's true that we could not create the exact predicted experience but we still should design the situations that could support the tourists in co-creating the desired experiences (Teixeira *et al.*, 2012).

### 3. RESEARCH METHODOLOGY

This research used a qualitative approach to observe and investigate the model of the connection between the resort's guests and the tourism village (or hamlet) through their tour program. The instrument used to analyze the findings is the concept of tourism development. Thus, the tour program conducted by the farmers would be reviewed and analyzed so that it finally will be concluded whether or not the tour program is appropriate for the resort's guests. Also, it would be concluded what factors or aspects should be developed more in order to have a more appropriate rural tour program for the resort's guests.

The analysis relies on exploratory research techniques in which in-depth interviews (qualitative method) are performed with the representative sample (informants) of the local tour activist group (*Kelompok Penggerak Pariwisata/Kompepar*) in the destinations, as well as the resort manager at Tanjung Reading Resort. This study focuses on the product development aspect, thus interview had not been conducted to the guests of the resorts. The questions have been asked are about how the farmers developing the tour package with all the amenities to host the guests coming from the resort, and how will they be connected (in terms of consumer – product relationship). The information from the resort is also needed as a representative of the consumer side (the resort tourists), to gain some insight into what would the resort tourists expect when they come to Kampung Cikadu to have a tour.

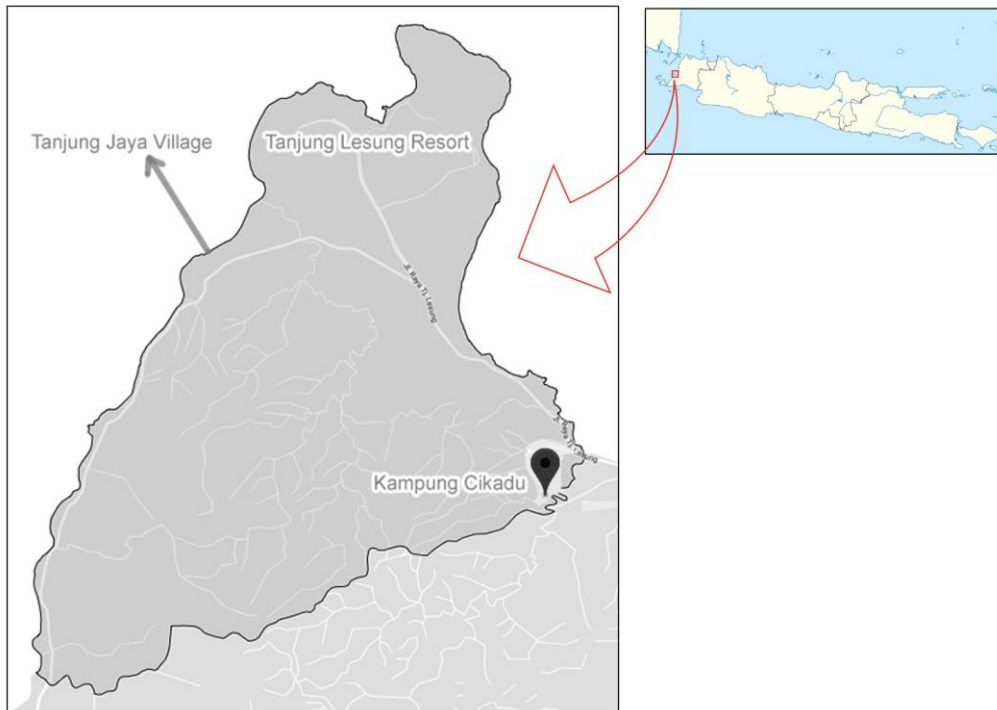
While carrying out this work, the theoretical idea that became the backdrop to his thought was the Tour Planning and also the concept of Ecotourism. In addition to interviews, the researchers conducted direct field observations in order to obtain more valid data and information. Some of the tourism activities provided by the locals have been explored by researchers. After that, the researcher also acts as a research instrument, assessing the shortcomings of the implementation of these tour packages. At the final stage of this research, the researcher will propose a number of recommendations related to the implementation of tour packages by local residents. The recommendations are expected to further strengthen the connection between tourist resorts and tourist attractions in Kampung Cikadu.

### 4. RESULTS AND DISCUSSION

#### 4.1 Tourism Initiative

Kampung Cikadu (Figure 2) was indeed developed by the managing company of Tanjung Lesung Resort. After the village was taken over, most of the farmer villagers were provided with farmland for them to work on. Along with the acceleration of tourism development in Tanjung Lesung Resort, so it is also impacting the tourism development in Kampung Cikadu. As it was originally planned to be developed with the tourism sector, Kampung Cikadu has just started to undergo some development in early 2018. It is indicated by several tourism activities such as the training of the Batik workshop for the villagers at Kampung Cikadu followed by the establishment of Sanggar Batik (House of Batik) of Cikadu. Batik is a traditional technic of making decorative clothes in Indonesia. It uses the cover and dye technic using wax and coloring material.

There are approximately 20 active batik craftswomen who are farmers by the day. They spend the rest of the day after farming by creating batik. Other than that, there is also a formation of a local group of tourism activists called Kompepar (Kelompok Penggerak Pariwisata). This group of tourism activists is the one who plays an important role in accelerating tourism activities in this kampung. In physical form, there is the development of the road inside the kampung. The road has excellent condition far beyond the necessary capacity in that village. However, the access road from the main street from Tanjung Lesung has not yet been repaired. There is also a development of the immense complex of exhibition venue and gallery. Some restoration of river banks also takes place in Kampung Cikadu.



**Figure 1. Map of Tanjung Jaya Village area and location of Kampung Cikadu and Tanjung Lesung Resort**

#### 4.2 Tourism Liveliness

At a point in tourism development in Kampung Cikadu, there are also some tourism activities starting to take form. Mostly the tourism activities are managed by the Kompepar. Some of the activities include river exploration using the local boat and also some water sport activities. Though the water sport activities take place outside the Kampung Cikadu territory, but still managed by the Kompepar of Kampung Cikadu. This relatively new tourism activity is possible after there was a private investor who helped the Kompepar with one motorboat and other water sports facilities. However, the most distinguished top performer in tourism is still the Sanggar Batik Cikadu. Up to the present day, the General Manager of Tanjung Lesung

Resort even recommends the tourists stay at the resort, to have a tour to Sanggar Batik Cikadu and will even make an arrangement to take them there.

Actually, the initial tourism activity reportedly was the tourists been sent by Tanjung Lesung Resort to have additional activities outside the resort and to experience the wonderful river in Kampung Cikadu. Initially, the tourist activity went acceptably well. Until in recent months, there is one incident that leads to a tourist demise. Thus, the resort restrains its operation in sending the tourists to have activities in Kampung Cikadu. Nevertheless, the Batik Cikadu is still in demand to be visited by several tourists. Even though tourists from the resort are holding back for a while, but domestic tourists from other sources like government officials, schools, and corporate are quite many who visit Kampung Cikadu, mainly to visit the Batik Cikadu. In addition to that, according to the observation, it is indicated that the incident isn't the only factor that restrains tourists visit from the resort. From the tour operation point of view, there are several factors that need to be improved in order to keep the tourist from the resort visiting the hamlet.



**Figure 2. Aerial map of Kampung Cikadu**

#### 4.3 Tourist Attraction Resources

Besides Batik Cikadu, actually, in this hamlet there are quite many sources of attraction. As the hamlet was built with a strong background of Sundanese culture, then the attractions also mainly based on Sundanese culture. Not only its cultural attraction but of course also its natural attraction is very potential. In fact, it's a natural attraction (Cijedang River) that attracted tourists from the resort from the beginning. The following table (Table 1) lists the sources of attraction that is potential to be developed as tour program:

**Table 1. Lists of Sources of Attraction in Kampung Cikadu**

<b>Name of attraction</b>	<b>Description</b>	<b>Tourist visit</b>
<b>Sanggar Batik Cikadu</b>	A house of Batik that accommodated 20 to 30 local women to be involved as batik craftspeople. The design of the batik is particularly made as Cikadu special design.	Already visited by tourists continuously.
<b>Cijedang River</b>	Small river with relatively calm current that can be forded using small boat with paddle or motorized canoe. The surrounding panorama is covered with typical river plantation. Small deck already available and a development of bigger deck to support future floating market is in progress.	It is reportedly the first attraction that draw tourist from Tanjung Lesung Resort to come have an activity in Kampung Cikadu. This tourist activity is subdued after it was precipitated by the incident that lead to a demise of a tourist.
<b>Traditional Dance Studio</b>	Traditional dance studio with a couple of dozen member from local boys and girls. Usually practicing at night after school once to twice a week.	Occasionally performed in some events such as a visit from government office.
<b>Local People's Home Stay</b>	Local people's house with modern architectural building (non-traditional architecture). Simple room with simple mattress rented for guests. Very basic facilities.	Normally used by students or researchers who visited the hamlet.
<b>Farmer's way of life</b>	Most villagers mainly work as farmers. They are already open minded for tourism and are willing to be involved in any activities to give experience to tourists. They have not learnt required skill to handle tourists.	Never been any tourists activity yet.
<b>Local delicacy</b>	There are some local delicacies that is specific from Kampung Cikadu. One of the most famous is Kerupuk Kulit Singkong (crackers made of cassava peels).	Already has a neat packaging and displayed at the village gallery, but rarely purchased by the tourists.
<b>Village gallery</b>	A small confined room set up as a gallery to display local crafts and delicacies. Located beside the village office.	Rarely visited by tourists. Only some domestic tourists who is curious about this gallery.
<b>Trekking trail</b>	The member of Kompepar (local group of tourism activists) inform that there is already a trekking trail heading to a small waterfall just outside Kampung Cikadu.	Never been any tourists activity yet.
<b>Outwardbound facilities</b>	Simple facilities were installed at a ground area by the river of Cijedang. The condition is wrecked due to lack of maintenance. This kind of facilities are common in most tourists places in Indonesia.	It was used by some domestic tourists in the beginning. It is now neglected due to lack of interest.



Looking into the potentials this hamlet has to offer, it could be concluded that the strong potential of this hamlet is actually in its Rural Tourism attraction. This can be seen from the location of the hamlet in a rural area, as well as from the villager's life that has quite strongly shown some indicators of rural life. The way of life of the villagers is consistent with the rural way of life. Thus the tour program that can be developed is the Rural Tourism Tour Program. It can take advantage of its cultural attraction, as well as its natural attraction. With that thought in mind, it can be considered that there are three of the most suitable attraction to be developed as a Rural Tour Program in this hamlet.

The most favorable one is evidently the Sanggar Batik Cikadu. This place is built with local wisdom in mind. The design of the house itself uses traditional elements such as wooden poles, exposed red brick, and earthenware tiles as the rooftop. The products also represent typically traditional heritage of Indonesia, with specific motives and ornaments of Kampung Cikadu. This is considered as the most suitable attraction with the Rural Tourism concept as well as ecotourism notion. It accommodates the local cultural identity, involving the people from the host community, and also brings significant benefit to the villagers. From the resort tourist's point of view, this attraction is also seen as having a certain appeal as it offers a specific local character.

The second famous one is the Cijedang River. In spite of the incident in the past, actually Cijedang River offers an attractive option for tourist activity from Tanjung Lesung Resort. From the comfort of the resort, the tourists can have a wonderful experience of nature by fording the natural river with lush green surroundings. However, aside from the unfortunate incident, current arrangement of this activity is not really considering the concept of Rural Tour Program, moreover applying the concept of ecotourism. From the observations it can be seen that the boat used in the activity is a fiberglass boat. Whereas in the village of Tanjung Jaya, it seems that there are quite a lot of boats with a more traditional look. The use of that boat can add to the sensation of traveling in rural areas with natural surroundings. In addition, in terms of comfort, it is seen that there are not many efforts made by boatmen to make the boat more comfortable for tourists. Moreover, from the safety point of view, there is no safety equipment provided during the river trip.

The third strong potential for the attraction would be the Traditional Dance Studio. This studio already has a regular schedule for dance exercise. It is normally done in the evening after school and after other youth activities in the hamlet. Even though the musical instruments needed for the dance performance are not in ideal condition, but they are sufficient enough to perform some decent traditional dances. As for the rest of the attractions, actually the potential is there. However, it needs more effort and still a long way to go to make it available for tourists to visit. Much human resources training and renovation of facilities are needed to improve the attractiveness of those potentials. But for domestic tourists or special interest tourists other than the ones from the resorts, the attraction can be arranged for special interest attractions.

#### 4.4 Rural Tour Program

In order to increase the potential of the tourist attraction, it is necessary to design a rural program tour that has added value so that it can attract more tourists from Tanjung Lesung

Resort. Regarding Cikadu Batik Studio, the aesthetics appearance could be improved. Especially the aesthetic appearance of the batik craftsman. It is suggested that the workers would wear neat uniforms with strong traditional character. It is also necessary to arrange a more comfortable layout at the workshop for tourists to be able to see the process of making batik more comfortably. Similarly, from the aspect of the information displayed, it is necessary to have more interesting and easier to understand visual design. This will help the tourists who want to get information more easily by looking at the information displays provided. Of course, it would be better if it could provide an adequate sitting room or waiting room. As to give a more valuable experience to the tourists, the manager of this Sanggar Batik Cikadu could be improved in terms of interpretation capability. Proper training as a local tour guide could better improve the interpretation skill of the staff.

As for improving the quality of experience of tourists who want to navigate the Cijedang River, there are several things that can be improved. First is the use of boats in these activities. It will have more attraction if the boat used is a traditional boat commonly used by the community around the village. Then the boat needs to be given a number of modifications such as from the aspect of the seat that can be cushioned. In addition, of course, it needs to be equipped with safety equipment such as buoys. The wharf used today is made from a series of bamboo stems. Although in terms of aesthetics it looks quite good and natural, it seems necessary to make a dock that is more robust so as to provide comfort and better security for tourists. For this reason, it is recommended that the pier be remade using wood. It is also a good idea if the wooden dock is made with a floating structure so that it can adjust to the height of the river water. Furthermore, the boatmen should wear uniforms with rural nuances according to local culture. Training from the aspect of excellent service and hospitality can also be given to the boatmen to improve their performance.

The next strong potential for the attraction is the Traditional Dance Studio. Quite a lot can be improved in this studio. First of all, from the amenities aspect, the studio needs some improvement on the appearance. The design of the studio is already consistent with the concept of Rural Tourism. It takes a traditional style of architecture using mostly natural materials. Presumably, it needs improvement in the aspect of the lighting systems as well as the audio systems. An upgrade of the flooring can also increase the value of the attractiveness of this studio. The other aspect of amenities needs to improve is the musical instruments and also the dancer's uniform. In order to communicate the meaning of the dances to the tourists, it is found necessary to train a skillful stage director or master of ceremony. It would also be a way to interpret the dances so the tourists will have a more meaningful performance while watching the dances. It might also increase the possibility of the dances to get more spectators if a regular schedule is set up. The schedule could be initiated on the weekend supposable more tourists from Tanjung Lesung Resort would be available as potential spectators. Also, to increase the quality of the dances, it would also be worth it to bring in professional dance choreographers to create a specific dance of Kampung Cikadu.

With Tanjung Lesung Resort tourists in mind, it is found necessary to create a Rural Tour Program so that the tourist will get their utmost experience when visiting Kampung Cikadu. A decent tour program will impose the tourists to visit the three most worthwhile attraction in

this hamlet. This model will then enable more villagers to get benefit from tourism commensurably. Thus, it would be essential to increase the capacity of tourism activists (Kompepar) to become a competent tour guide (tour conductor). To have the Rural Tour Program get its optimum quality, the tour conductor should have the capability of excellent interpretation skills. Afterward, the next factor that should be considered in designing a rural tour program for the tourists of Tanjung Lesung Resort is to pay much attention to the aspects of safety, comfort, and additionally luxury. There is also a consideration to design the overall experience of the tourists, so it is important to craft an itinerary with a strong character of rural tourism combined with the comfort and luxury of a resort. It is crucial as well to involve the locals as much as possible to ensure that the people will benefit from tourism at best.

Overall it can be concluded that it is actually possible to develop Kampung Cikadu through tourism activities by connecting it with the tourists staying at Tanjung Lesung Resort. Somehow, some improvements should be made to build the tourist's interest. Up to the present day, there are some improvements made by the government for this hamlet, but the development did not consider the character of the hamlet. Some modern facilities have been built to improve the attractiveness of this hamlet such as an exhibition venue, modern gallery, and a permanent concrete dock. In contrast, the local people will have difficulties to take part further as the development do not suit the capacity and the character of the hamlet. The closest to perfection in the example is the Sanggar Batik Cikadu that was developed in a traditional character with improvement in the comforts aspect. Evidently, this attraction is what popular and continually visited by tourists from Tanjung Lesung Resort. It is suggested that the development of this hamlet should be focussing on improving the strong potential of this hamlet which is Rural Tourism. The tourism activists' group (Kompepar) should be reinforced to develop Rural Tourism Tour Program that would suit better for the tourists from Tanjung Lesung Resort. This would lead to a continuous visit from the tourists staying at Tanjung Lesung Resort to Kampung Cikadu.



**Figure 3. Modern Facilities Developed within the Hamlet**

## 5. CONCLUSION

Guests from Tanjung Lesung Resort are guests with a certain class of tourists (middle-up class). They chose to stay on holiday in Tanjung Lesung, hoping that they would get the comfort and the luxury that a resort has to offer. In order for Kampung Cikadu to benefit from the development of tourism in Tanjung Lesung, of course, efforts must be made so that the guests who stay at the resort have an interest and go to Kampung Cikadu. At present the development carried out by the government concentrates more on the aspects of infrastructure development and physical development alone. Some of the facilities built are not even relevant to the character of Rural Tourism which is very strongly characterized by the Kampung Cikadu. There are several tourism products that have the potential to be developed as an attraction for tourists who live in Tanjung Lesung Resort. There are at least three potentials that are ready to be packaged as tour programs that are expected to attract visitors to resort guests. The three potential attractions are the Cikadu Batik Studio, the Cijedang River, and Traditional Dance Studio.

Indeed, considering that the class of tourists who want to be drawn is a class of tourists who want to stay in a resort, then the tour program that is designed must also suit the tastes of such tourists. With that in mind, the tour program design that needs to be developed is the Rural Tour Program design with a quality that can compensate for the needs of tourists as mentioned above. In order to achieve this, the principles of the Rural Tour Program must be supported by the concept of ecotourism. Thus, the community will be involved and benefit from tourism activities that will develop. Whereas from the packaging of its activities, it is necessary to make a tour program that includes visits and activities at least to the three leading tourist

attractions. Namely wading the Cijedang River, watching Traditional Dance, as well as visiting the Cikadu Batik Studio.

The Rural Tour Program packaging needs to pay attention to the aspects of comfort, safety and also aspects of visual attractiveness. All the three leading tourist attractions encouragingly are able to be conducted by walking quite comfortably. This way the tourists will not feel too tired. In order to support the Rural Tour program activities there are several facilities that need to be improved in quality, and also need to apply some adjustments to accommodate the guests' comfort needs. So the Rural Tour packaging program must be crafted in a wise possible manner in order to keep on expressing the characteristics of rural attractiveness, yet still applying some touches of comfort (or luxury) so that guests still feel at home while taking a tour on Kampung Cikadu.

Some additional facilities can also be provided such as the provision of coolbox facilities, picnic chairs, portable picnic umbrellas, as well as some equipment that can provide luxury and comfort for tourists. Of course, to accomplish the design of the Rural Tour Program, it needs to be run by a tour guide who is trained and has the competence and the right insight to satisfy the tourists' visit from Tanjung Lesung Resort. Therefore, the keys to designing Rural Tour Program in Cikadu Village in order to be able to attract tourists from Tanjung Lesung Resort, are: first, still express the typical character of Rural Tour and all its cultural attributes; second, providing a touch of resort-class service so as to maintain aspects of comfort, a little luxury, and pay attention to safety aspects; third, improving the quality of tour guides, especially from the tour management aspect and the aspects of interpretation. For this reason, it is recommended that government support not only to lay emphasis on the aspects of physical development but also must pay attention to aspects of community empowerment so that it can develop a visiting program that can provide an optimal experience for tourists from Tanjung Lesung Resort. Furthermore, the management of Tanjung Lesung Resort will have more confident in promoting and sending their guests to have a tour to Kampung Cikadu. On the other hand, it is also expected that this notion will also attract tourists from other sources as well.

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