

Sustainable Tourism in Rural Area Development, Case Study: *Kampung* Tourism in Wanayasa, Purwakarta, West Java, Indonesia

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Abstract

This paper describes the development of rural area for sustainable tourism. This research stresses out the importance of strategic approach in the planning of sustainable development within the *kampung* Wanayasa in Purwakarta. *Kampung* Wanayasa offers many tourist attractions such as natural attractions, cultural attractions and man-made attractions. However, this area under study is not well imaged, commodified and packaged to be the rural tourism potential of the area. This study also seeks to determine existing viable tourism assets of village and to establish a conceptual framework on how to develop these assets. The author identifies the problems by using sustainability, competitiveness, community participation and strategic planning to generate the tourism development in Wanayasa village. This research was done by collaboration between architectural approach and tourism studies. Instead of rural tourism, the research aims to formulate *kampung* tourism development in order to make the tourist destination more attractive. In the final analysis, the framework of its tourism development of analysis as being significant for place is the importance of strategic planning in enhancing sustainability relate to the *kampung* tourism with *kampung* area planning, environment, social cultural and economic elements.

Keywords: sustainable development, sustainable tourism, rural tourism, *kampung* tourism.

1. Introduction

Tourism is one of the largest and fastest growing industries in the world. According to the World Travel and Tourism Council (WTTC) tourism is the world's largest industry generating 12% of the global gross national product and it employs around 200 million people worldwide (WTTC, 1995). The current growth rate is 4%, but it is the natural areas tourism which is the most rapidly growing segment of tourism and the WTO estimates it generates approximately 20% of all international travel expenditures (WTO, 1998).

Natural areas tourism, particularly in developing countries, include national parks, wilderness areas, mountains, lakes and cultural sites, most of which are generally top tourism destinations. Tourism is already an important feature of the rural economy in these specific sites. For some developing countries, the economy is driven by the tourism industry which becomes increasingly concerned with the environmental, as well as the socio cultural. Therefore, a practical and planning should be implemented in order to ensure a sustainable development in regions where tourism activities can be the potential element in the rural area without disturbing the environmental and socio cultural aspects.

The selection of the approach is based on the idea that the rural area is an area that is sensitive and volatile, so that the development needs to consider sustainability aspect. The fact also shows that success in building tourist destinations is strongly influenced by the support and an active participation from the society, so the tourism development needs to involve communities in the rural area. On the other hand, since tourism activity is a business activity, the discretion to develop a highly competitive destination must be done so that the destination has comparative and competitive advantages, while strategic planning approach was adopted to ensure the above factors can be achieved.

In this study, it is aimed to formulate tourism development framework by using the approach of sustainability, competitiveness, community participation, and strategic planning. Within this scope, the author focused on sustainability on rural tourism development, its objectives, its principles, its environmental, social and economy impacts on their tourism development and on the formulation of its strategy for tourism development in Wanayasa village. With carrying out the characteristic of *kampung* tourism in Wanayasa village can portray another enhancement of sustainability in this area.

2. Sustainable Tourism Development

The approach to sustainability which is defined by the definition of the planning process by Edgell et al (2008) is a process aimed to optimize the benefits of the appropriate quality and quantity of supply with the proper level of demand, without compromising neither the local socioeconomic and environmental developments neither its sustainability.

The concept of sustainable development results from the observation that current generations are imposing to a great of a demand upon the natural environment to allow it continue to reproduce and maintain itself at its previous level of stability (Butler et al, 1998, p557). The principle of sustainable development has been applied to tourism. Sustainable tourism therefore seeks to sustain the quantity, quality and productivity of both human and natural resources systems over time, while respecting and accommodating the dynamics of such system (Reid, 1991).

By using this dimension, sustainable tourism exceed purely a concern for the physical environment that typifies rural tourism, to include economic, social and cultural considerations. A conceptual approach to sustainable tourism is based on respect for the social and natural environment in which tourism takes place. On the environmental side, there are several very important issues that need to aware of. Sustainable tourism is a development that supports ecologically and economically feasible as well as ethical and social justice to the people. This means that sustainable tourism development is integrated and organized efforts to improve life quality by regulating the provision, development, utilization, and maintenance of natural and cultural resources in a sustainable manner.

Sustainable tourism plans are based on a wider, more holistic, regional analysis. Those analysis are an analysis of an area's social, economic and cultural needs, an analysis of an area's tourism assets and the constraints on future tourism development, a discussion of how best tourism could be use as a tool for social, economic, ecological and cultural regeneration, and a strong measure of local participation in both the plan-making process an in any ongoing decision-making. According to Ritchie and Crouch (2003) in Martin and Thomas (2012), the key to the success of tourism development is a proper planning and tourism development policies that support the plan.

3. Rural Tourism

From geographic and demographic definition, rural tourism is a multi-faced activity that takes place in an environment outside heavily urbanized areas. It is an industry sector characterized by small scale tourism business, set in areas where land is dominated by agricultural pursuits, forestry or natural areas (Departement of Tourism, 1994: 3). However, the economic impact of rural tourism has been a fruitful area for research among a range of socil scientists, often emphasizing or challenging the role of tourism as a panacea for all the economic and social ills of the countryside (Getz, 1981). But Butler and Clark rightly acknowledge, tourism in rural areas is not necessarily the magic solution to rural development, given its:

“Income leakage, volatility, declining multiplier, low pay, imported labor and the conservation of investors, the least favored circumstance in which to promote tourism is when the rural economy is already weak, since tourism will create highlt unbalanced inf=come and employment distributions. It is better supplement for a thriving and diverse economy than as a mainstay of rural development” (Butler and Clark, 1992: 175)

In a rural context, the growing pressure emerging from the development-intensive nature of tourism and the expansion of mass tourism has posed many new pressures as “new tourism” discovers the qualities of rural environments. In fact, the construction of theme parks in rural environments, second homes (Gartner, 1987), timeshare, conference centers, holiday villages have all contributed to the insatiable tourism appetite for rural environments.

4. Kampung Tourism

According to the Oxford English Reference Dictionary (1996) (quoting from A. Sihombing 2005), *kampung* (Malay) is a Malayan enclosure (of common land) or village or ‘compound’ (an enclosure in which a factory or a house stands). *Kampung* (*kampung* in Dutch or *campon* in Portuguese) is a term for village in the Malay language. In *bahasa* Indonesia (Indonesian language), *kampung* (from the Malay language) is known as *kampung*. In Indonesian everyday language, *kampung* is also known as *desa*. According to *Kamus Besar Bahasa*

Indonesia (1988),¹ *kampung* has almost the same meaning as *desa*. To distinguish them, *kampung* is usually used to describe a traditional settlement in an urban area, and *desa* is used for a traditional settlement in a rural area. However, Wanayasa region has the specific characteristic itself. Wanayasa region has a major impact on local communities in tourist destination. *Kampung* tourism has an appeal to tourist because it has some kind of alternative tourism which has been attracted by a unique experience of tourism and aware of the environment that they visit.

5. Case Study: Rural Tourism in Wanayasa

Wanayasa is located in Purwakarta region. This region is a rural area that has a lot of potential for tourism such as eco-tourism, agro-tourism, health, culture and special interest and has access and adequate tourist facilities. However, this region is also an area of rain water absorbent and has very sensitive and easily damaged mountain contour. To ensure the benefits resulting from the greater tourism activity and minimize its negative impacts, the Wanayasa region needs to apply sustainable approach in developing its tourism.

5.1 Research Method

The research is the initial activity of the overall activity in the framework of 2013 to 2016. This study is a phase 1 (first) will be implemented within 6 months. On the first month, the collection of secondary data to obtain information about (a) the leading tourism development in accordance with West Java province RIPDA in order to determine the position of Purwakarta in the tourism development in West Java Province; (b) Government policies of Purwakarta Region towards the dissemination of Purwakarta tourism potential and strategic position in Wanayasa region in tourism sector; (c) the climate, soil density; social and physical environment; and various facilities located in Wanayasa region which directly or indirectly associated with tourism.

In the second month, market survey conducted by distributing questionnaires to 150 tourists in Purwakarta and Wanayasa, who came from Jakarta and Bandung. This method is intended to obtain information about the tourist area of the market segment in terms of geographical aspects, demographic and tourist behavior. In addition, through this survey obtained information regarding the tourists interest to tourist attractions in Wanayasa, whether natural or cultural tourist and traveler needs for the tourism activities in the region. Sampling was done by simple random in the Wanayasa tourist area in weekends when tourist activities taking place in crowded. After two months, the questionnaire survey or other methods that are used in this study were interviews with local community leaders to find out the opinions, perceptions, and their expectations for the tourism development in the region.

After three months, the information obtained from surveys and interviews with community leaders confirmed and compared with a description of various parties (including the local tourism industry) through Focus Group Discussion (FGD) in order to obtain more comprehensive information about the community's aspirations for regional tourism development in terms of the sustainability aspect. On the final month, it is the observations on tourism area. This activity is performed to obtain information about the readiness of each tourists attractions.

5.2 Research Analysis

Consequently, the analysis should be examined from internal and external aspects. From the internal environment analysis, tourism policy and stakeholder has become the necessity of internal aspects and also the situation of its rural region among industries has also become a focus analysis to get the situation analysis. In addition, trends or market demand for rural tourism has been considered as the external environmental analysis. While macro environment analysis of Wanayasa rural region will emerges the sensibilities of rural development.

To explain the strategy development of rural tourism, this study assessed first the market demand issue on Wanayasa rural region. The existing market said that Wanayasa has located in strategic place. Their visitors are from Jakarta, Bandung and Purwakarta and have adequate access to Wanayasa tourist area. From the potential market, Wanayasa region is visited by a family who seeks natural tourism area to do their activities with family and explore some traditional culinary from Purwakarta. Other analysis are macro analysis which considering the opportunity and the thread that Wanayasa region has.

From this perspective, Wanayasa region is a new place or product that have explicitly sought to develop, image and promote more attractive to tourist investor and stakeholder. Wanayasa region has this opportunity to be the potential tourist area because the demand of stakeholder is increasing. In addition, the characteristic of Wanayasa

¹ *Kamus Besar Bahasa Indonesia* is the Great Dictionary of the Indonesian Language.

rural region can be the most attractive destination for those who want a different experience such as product components as rural attractions, rural adventure tours and any other activities. For demographic profile, Wanayasa rural tourism is attracted by most respondents (56%) were between 35 and 49 years old and other respondents (40%) were between 18 and 34 years old. The older respondents prefer to spend their time with natural preservation. A very small percentage (4%) was between 50 and 64 years old. This may indicate that respondents who visited Wanayasa region were generally workers.

In the context of sustainable tourism development, indicators are information sets which are formally selected for a regular use to measure changes in assets and issues that are key for the tourism development and management of a given destination. According to Inskeep (1991:38), there are four indicators to do the assessment considering the tools for the tourism development observation in Wanayasa rural region. They are tourist attraction, accessibility, amenities and ancillaries.

To determine the priorities of development based on the observation in the field, scoring has to be done. According to Mikkelseb (1995), the use of scoring means putting something in the order and scoring (preparation according to the quality). Tools such as ranking, it can produce basic information that can help focus the question. This method is also useful to obtain information sensitive and can also accelerate the acquisition of an understanding of the opinion vary among the participants. This concept is intended to see how major priority tourism development in Wanayasa rural region using quality assessment.

The assessment from the aspect of tourism products proposed by Inskeep (1991: 38), he states that the overall tourism product is a service that obtained and felt or enjoyed by tourists since he left his original place, until the area has been chosen for travel destination and back home in where he set out originally. Tourism products is divided into three tourist attraction (nature, culture, artificial), facilities (facilities tourist attraction) and infrastructure (availability of electricity, water, state roads), and accessibility (tourists access reached destination). In addition to obtain the feedback from the market on the superior region, the location of observation evaluates the readiness of each tourist attraction. To make an assessment or assessment of the use of tools or observation checklist used by surveyors.

5.3 Indicators of Sustainable Development

- Tourist Attraction

Wanayasa rural region has natural attractions, cultural and man-made. Natural tourist attractions has the countryside, Wanayasa Lake, Burangrang Nature Reservation, Ciracas hot water resource, pine forests, Cibeber Lake, and Cimalaya river (Tokbray waterfall). Cultural tourist attractions has Garacina Japanese Cave, Kampung Tajur tourist village, and Sundanese culture as Pencak Silat, Calung, Kasidah, Sisingaan, Terebang, Mulud, Hajat Luar (Balarik), Tutunggulan, and Sundanese community tradition. The attraction of man-made objects in Wanayasa is Giri Tirta Kahuripan Resort, Cihanjavar Waterboom, Jaya Tirta Abadi swimming pool.

- Accessibility

There is a number of access to reach Wanayasa rural region. The first access is through Purwakarta. Access from Jakarta is through the direction of toll Ciganea that can be directly Pasar Rebo towards using public transport is available from 4am until 16pm. To reach Wanayasa rural region at night is a bit difficult unless using private vehicles. From Bandung, Wanayasa rural region can be achieved through Lembang towards Subang. This trip passes Cikole, Tangkuban Perahu, Ciater, and the Cagak street. From Cagak street towards Wanayasa pass Sagala Herang and Serang Panjang. The access facilities for Wanayasa region is still lack of adequate because of the limited transportation. Also, the availability of transportation is only towards Wanayasa Lake and Jaya Tirta Abadi swimming pool. So, it makes very difficult situation for doing tourism activities is not using private vehicle. However, the condition of roads in Wanayasa region is good, not damaged and very congestion is rare in this region. In addition, there is lack of transportation in Wanayasa rural region, there is still no road sign for tourist attraction and no information center.

- Amenities

- a. Accommodation

The number of hotels in this area is still very limited ie one qualification standard hotel 3 and a budget hotel. There are several Villas for rent and homestay in a tourist village or houses. Hotel Star qualification is Giri Tirta

Kahuripan. The hotel is located in the Taringgul Tonggoh Village in District of Wanayasa. The hotel can be reached within 1 hour 30 minutes from Jakarta and 1 hour from Bandung. It offers a concept of Agrotourism Resort with facilities ranging from villas and cottages, sky pool (international standard swimming pool), a halfway house with traditional concepts, restaurant, meeting rooms, indoor soccer field, fishing ponds, ornamental fish pond, pool goose, bird park, orchid garden, animal collections, outbound area, flying fox, ATVs, fruit garden and camping ground. The Hotel is supported by good infrastructure.

b. Restaurant (Food and Beverage Services)

There is a number of restaurants and traditional restaurant which is adequate to visit, as well as in Bojong District especially around the area close to the sub-district. However, food and beverage services at Kiarapedes Subdistrict still inadequate.

c. Tourist Information Services

Currently, there is only one tourist information service for Wanayasa rural tourism. It is located near Wanayasa Lake and implemented by Department of Tourism, Post and Telecommunications in Purwakarta.

- Ancillaries

a. Souvenir Shops (Small and Informal Industries)

Small industries in Wanayasa rural region is making rock mining rivers and *templek*, makeup, webbing, souvenirs such as palm sugar, chips, sweets nutmeg, crackers / chips. Currently, Wanayasa rural region has not yet signature souvenir. Several types of souvenirs is not a good packing so it looks unattractive.

b. Shopping Centre

The most complete shopping center is located around the subdistrict Wanayasa. In this place, it can be obtained food, clothing and other stuff for public.

c. ATM and Money Changer (Financial Service Center)

Financial service centers in Wanayasa rural region is centered in Wanayasa and Bojong District. In area this, it can be found ATM of BCA and Mandiri which close to the sub-district. Unfortunately, there is still no money changer.

5. Conclusion

Rural tourism could be a strategy for sustainable development for rural areas and also could be a tool for product differentiation for area that at stagnation stage of the Destination Life Cycle model of Butler (1998). Repairing, structuring and developing the tourism destinations based on local culture and environmental sustainability is the best strategy to develop tourism development. This strategy consists of tourist attractions development, variety activities, improvement of infrastructure, accessibility, and organizes the events. In addition, environmental conservation and cultural approaches are also included in this strategy. Furthermore, empowering communities through a partnership with the private sector in the management of rural areas tourism also could accelerate the sustainability development of rural tourism. Also, communities could be an active participant, especially in the economic activity. Regarding to increase the competence of human resources and the preparation of Wanayasa rural tourism and the effort to make the communities is aware of tourism. The promotion of tourism potential also needed to introduce Wanayasa region to the public and the target market. For better results the whole range of the stakeholders has to participate in the planning stage. Slow and stable steps needs for this kind of planning in order conflicts and mistakes to be avoided.

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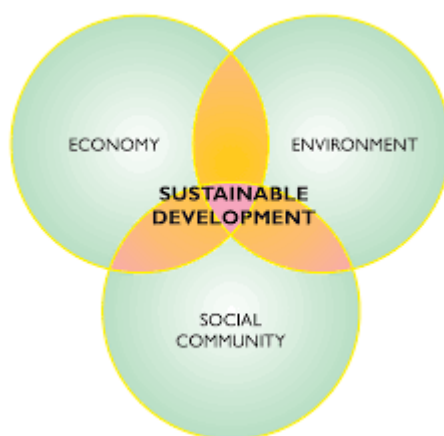


Figure 1. Dimension of Sustainable Development



Figure 2. Purwakarta Region Map

Scheme 1. The Framework of Wanayasa Tourism Area Development 2013-2016

