

Implementation Of Tourism Implementation Through The Development Of Tourism Villages In Fostering Independence And Empowerment Of The Creative Economy

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Abstract

This research aims to explore the implementation of tourism implementation through the development of tourism villages in fostering independence and empowerment of the creative economy. This study uses a qualitative approach carried out by taking information from successful tourism village communities in Cirebon Regency. Data were collected through in-depth interviews, participatory observations, and document analysis. The results of the study show that the development of tourism villages significantly contributes to the economic independence of local communities through skill improvement, job creation, and strengthening social networks. In addition, the empowerment of the creative economy in tourism villages encourages local product innovation and increases market competitiveness. This implementation is supported by the government, the community, and the private sector, as well as environmental sustainability as the main supporting factor. In conclusion, the development of tourism villages not only increases economic independence, but also strengthens a sustainable creative economy at the local level.

Keywords: *Implementation, Tourism Village, Creative Economy*

INTRODUCTION

Tourism is one of the development sectors that is currently being promoted by the government, this is because it has a very important role in Indonesia's development tourism, especially as one of the country's foreign exchange earners. Tourism in Indonesia is one of the important economic sectors. Besides being an economic driving engine, tourism is an interesting vehicle to reduce because the unemployment rate of tourism development as a whole is expected to be able to create considerable jobs in areas that are tourist destinations. The development of tourism will have a double effect on other sectors as well, such as agriculture, livestock, folk crafts, mabel, textiles and other activities whose products are needed to support the development of tourism (especially hotels, restaurants). Including sectors that are continuously developed by the government as a pillar of national development because they can support the national economy. Law Number 10 of 2009 concerning Tourism states that tourism development is needed to encourage equal distribution of opportunities and obtain benefits and be able to face the challenges of changing local, national, and global lives. The tourism potential in Indonesia is very diverse, the potential of natural resources and cultural potential that Indonesia has is a tourist attraction that is featured in the development of tourism activities.

According to BP. Gautama, AK.yuliawati (4), 355-369, 2020 Tourism villages are one of the tourist attractions that can be developed and make a positive contribution to the community. In building a tourist village, the important thing is a commitment between the government and village officials, community leaders and village organizations to make the village a tourist village. Based on the results of the study of the potential development of tourism villages in Pagerageung Tasikmalaya District, the West Java Provincial Tourism and Culture Office still needs to improve the knowledge of human resources, so the role of academics is needed to provide tourism village literacy to the village people in Pagerageung.

West Java Province has a lot of tourism potential which includes mountains, rivers, beaches, forests, and a wealth of plant species that are characteristic of West Java Province. Many areas in West Java have the potential to become developed tourist attractions. One of them is Cirebon. Cirebon offers the charm of marine tourism, natural tourism, cultural tourism and has beaches with overlapping mangroves so that it is a potential that can be developed into a marine tourism object. However, not all people know the existence of beach attractions because of the lack of development from the government and tourist attraction managers.

One of the main potentials in Cirebon which is located in the northern coastal area is known as the 4S potential (Sun, Sand, Sea, Shore), which consists of sun, sand, sea, and beach. Taking this idea into account, it is easier to develop tourism development to drive local economic growth. Tourism can be used as a spearhead of development that can increase the economy and local income.

Cirebon Regency is one of the areas that has tourism potential, including:

Potential for Nature Tourism – A popular beach destination outside the city center, offering beautiful natural scenery and a variety of fun water activities. In addition, there are also marine tourism such as Pengrengan Village, Mundu Pesisir Village which has a panoramic view of the mangrove forest. This is the main attraction for tourists who want to enjoy the natural beauty of Cirebon.

Burdaya Tourism Poternsi - Gergersik Kurlon Tourism Dersa. This 402-hectare alluras tourism offers burdaya, serni, and kurlinerr tours. Dersa Gergergsik Kurlon Tourism has a tradition of mapag sri urnturk selling harvest products, burmi serderkah as a turk taste of syurkurr kepada nature, and barikan urnturk rejecting banturan troops. This provides a variety of tourism experiences for tourists.

Diverse Accommodation – Cirenbon Tourism provides a variety of accommodation options that tourists can choose from, from serderrhana inns to starry hotels. This has caused Turkish tourists to choose accommodation that is scattered to the merrerka

Ciretourism has a variety of facilities, such as restoration, souvenir shops, and parking lots. Dersa Batik Trursmi, a place where people can see how to process traditional batik, produce batik with rcularity, and learn this typical Indonesian batik. This provides convenience for tourists when traveling in CireRbon

International Tourism – The Cirenbon Government has worked together with tourism management and the community to improve various urnturk to improve infrastructure quality, community empowerment, and promotion of international tourism. This is a strong commitment in the development of Cirenbon Tourism Dersa.

Based on the Cirenbon Burpati Regulation Number 57 of the 2022 Fiscal Year, it is related to the Tourism and Tourism Development in the Cirenbon District. It is necessary to develop tourism that can increase the independence and empowerment of the creative economy of the productive community, and to maintain the tourism economy. Tourism has a variety of activities and activities in terms of hospitality, education, and cooperation in improving community welfare, creating the need for ursaha and work fields, and creating economic and community empowerment. In addition, the tourism industry is in the process of mermaning and enveloping the values of burdaya, religion, customs, serni, and environment.

Research Objectives

- a) To find out the implementation of tourism village management.
- b) To determine the growth factors of economic independence and empowerment.
- c) To find out the obstacles to Dersa Wisata.

RESEARCH METHODS

Qualitative methods are research approaches that aim to understand social phenomena from an in-depth, complex and descriptive point of view. Data collection is carried out through techniques such as in-depth interviews, participant observation, or text analysis to explore the views, values, and experiences of individuals or groups in the study. Qualitative methods provide in-depth and contextual understanding that is impossible to obtain with numbers or numerical data alone.

According to Moleong (2017:6) qualitative research is research that aims to understand the phenomena experienced by research subjects such as behavior, perception, motivation, actions, etc. holistically and by means of descriptions in the form of words and language, in a special natural context using various methods.

This research uses Yulianto Kadji's theory regarding policy implementation. From Yulianto Kadji's theory there are 3 views, namely Mentally is a term used to describe thought patterns, attitudes and responsibilities. System refers to regulations, cultural values, and organizational functions involved in implementing public policy. Networking is a process of symbiotic relationships of mutualism, synergy and strategic partnerships.

Implementation Theory Indicators according to Yulianto Kadji include several aspects that are important for understanding how policies are implemented and achieving goals, namely: Availability of resources. This indicator shows the extent of resources needed to implement the policy. Community Participation This indicator assesses how much the community is involved in the implementation process. Monitoring and Evaluation This indicator is how well policies are monitored and evaluated to assess effectiveness and need for improvement.

RESULT AND DISCUSSION

Results



Figure 1. Interview

Gegesik Tourism Village is located in Cirebon Regency, West Java, Indonesia. This village is known as a cultural tourism destination that offers an authentic experience for visitors. Its history includes the development of a traditional village into a tourist destination that brings local wisdom to life, such as agricultural traditions, handicrafts and distinctive arts and culture. Gegesik Tourism Village has the potential to make it an attractive tourist destination, including:

- a) Local Wisdom: The village maintains rich local traditions and culture, such as performing arts, handicrafts and traditional ceremonies.
- b) Attractive natural environment: The natural beauty and well-maintained environment, including green rice fields, rivers and deserts provide a calm and relaxing experience.
- c) Infrastructure Development: There is development of tourism infrastructure such as accommodation, places to eat and other supporting facilities.

These potentials help Gegesik Tourism Village attract tourists who want to get an authentic and in-depth experience of traditional Indonesian life and culture.

Gegesik Village is faced with several challenges as a tourist village that need to be overcome to increase its tourism potential. Some of the challenges that Gegesik Village may face include:

- a) Infrastructure: There may be a need to improve infrastructure such as roads, public transportation, and tourism support facilities such as public toilets, parking lots, and places to eat.
- b) Marketing and Promotion: Parenting to increase promotion and marketing of the Gegesik Village tourist destination effectively, either through social media, websites, or collaboration with travel agents or local tourism communities.
- c) Environmental Management: An increase in the number of visitors can have an impact on the environment if not managed properly. The need for sustainable management to maintain cleanliness, preserve nature and local culture.
- d) Community Empowerment: Involving local communities in tourism management and development to ensure that the economic and social benefits of tourism are felt by the community fairly.
- e) It is Quality of Tourist Experience: Maintaining and improving the quality of the tourist experience by providing services and experiences that satisfy and meet their expectations.
- f) Regulations and Security: It is important to ensure that tourism-related regulations are followed and adhered to, as well as paying attention to security aspects for visitors.

To develop Gegesik Village into a tourist village, here are several steps that can be taken:

- a) Identify Local Potential: Identify and document all natural, cultural and historical potential in Gegesik Village. This could include natural beauty, cultural heritage, local crafts, or unique traditions.
- b) Conservation and Maintenance: Ensure that the natural and cultural resources in the village are well maintained. This includes environmental cleanliness, maintenance of historic buildings, and preservation of local traditions.
- c) Tourism Infrastructure Development: Build or improve infrastructure that supports tourism such as roads, sanitation facilities, parks and parking lots.
- d) Promotion and Marketing: Create effective promotional strategies to attract tourists. This can include creating a website, using social media, placing banners or pamphlets, and collaborating with travel agents or culinary tourism platforms.
- e) Tour Package Development: Develop various attractive tour packages for various types of tourists, ranging from natural tourism, cultural tourism, to culinary tourism.
- f) Cooperation and Partnership: Build partnerships with related parties such as local governments, private investors, or non-profit organizations to support the development and promotion of tourist villages.

Views on tourist villages vary, depending on the perceived economic, social and environmental impacts. Some see it as necessary to increase incomes and create local jobs, as well as promote independent culture and heritage. However, there are concerns about negative impacts such as over-commercialization, increased traffic, and influence on traditional lifestyles. It is important to actively involve villagers in the development and management of tourist villages to ensure the benefits are sustainable for local communities.

The obstacles and challenges that residents feel are, Not all residents have the knowledge and skills needed to manage tourist villages professionally. Residents hope to get support from the government and the private sector in the form of financial assistance, training and promotion of tourist villages. This collaboration is important for the sustainability of tourism village development.

Apart from interviews with the local government, residents, as for the results of interviews with visiting tourists, according to tourists, vacationing in one of the tourist villages in Gegesik

still lacks adequate facilities and infrastructure, which makes the tourist spot seem neglected by the local government and local residents who act as manager of the place

Discussion

Implementation of Tourism Implementation through Tourism Village Development in Growing and Empowering the Creative Economy

The implementation of tourism involves various aspects and measures to ensure that tourism activities run smoothly, provide sustainable economic, social, and environmental benefits, and minimize their negative impacts. Minister Yulianto Kadji said that the implementation of public policies related to the tourism sector is a process that involves the implementation and implementation of policies that have been formulated. In the context of Indonesia, we often see various failures in the implementation of policies, programs, and development projects implemented by the government (both central, provincial, and regional governments) through various media or even directly.

Indicators in policy implementation theory according to Kadji Yulianto can include several things, including:

- a) Mentality is a term used to describe mindsets, attitudes, and responsibilities.
From the element of Mentality related to the attitude of the Village Government has been very good, the Village Government has provided very active support because it can drive the economy of the local community and preserve culture and the environment. The Village Government involves the community in developing Tourism Villages
From the Element of Mentality related to responsibility, the Village Government is still not optimal in Accountability to look for opportunities to take strategic steps to develop tourist villages, develop infrastructure and promote destinations.
- b) Systems or systems refer to the Governance, Cultural Values, and Organizational Functions involved in the implementation of public policies.
From the elements of Systems, the Regional Government has maximized the regulations that have been established based on the Regulation of the Regent of Cirebon Regency Number 57 of 2022 concerning the Formation and Development of Tourism Villages, therapy related to its implementation is not so optimal because there are several factors that hinder the implementation of the project.
From the elements of Systems related to Cultural Values, Permendes still focuses on the maintenance and preservation of Local Traditions and Cultures by encouraging Creativity to develop Burdaya through handicrafts, other Creative Industries as unique tourist attractions.
From the elements of the System related to the Organizational Function is not optimal to empower the community in improving skills and the Tourism industry to offer products and services to tourists.
- c) From the element of Networking is the process of symbiotic relationship of mutualism, synergy and strategic partnership.

Symbiosis of Mutualism can be stated that there are benefits obtained by both parties so that a good relationship is established.

Synergy between the government and tourists is the main key in creating a sustainable tourism industry that is beneficial to all parties involved. This collaboration can be seen in various aspects, starting from the promotion of tourist destinations. The government often unleashes massive advertising campaigns and uses social media to attract tourists from within and outside the country. In this case, tourists who are satisfied with their visit can act as informal ambassadors, spreading positive news about the places they visit.

Strategic partnerships between the government and the Private Sector play a crucial role in creating a sustainable and sustainable tourism industry. The government has the main

responsibility in developing and promoting tourism tourism, developing partnerships with relevant parties such as private investors, or non-profit organizations to promote tourism villages.

Fostering the independence of Creative Economy Empowerment in the development of Tourism Villages in Cirebon Regency. To foster independence and empowerment of the Creative Economy in the development of Tourism Villages, it can be implemented in various ways:

1. Local Product Development: Villages can develop unique and high-quality local products, such as handicrafts that are more various models such as rattan weaving into shopping bags, Cirebon specialties such as rengginang in creativity into various flavors from sweet to savory. This not only increases the income of locals but also attracts tourists who are looking for an authentic shopping experience.
2. Cultural Festival: Holding an annual cultural festival organizes traditional art events to attract visitors from various regions. Events like this not only promote the cultural heritage of the village but also create opportunities for local communities to participate and strengthen their cultural identity.
3. Handicraft Training: Holding courses or workshops to learn local traditional handicrafts, such as the one in Trusmi village holding courses for people who want to learn to make batik cloth drawings. This is one of the interesting arrangements for tourists.

Obstacles to the Implementation of Tourism Villages in Cirebon Regency

Tourist villages that are not managed properly will find it difficult to attract tourists. This may be due to the lack of knowledge and management of tourist villages, or the lack of funds for the development of tourist villages

Poor and inadequate facilities can be an obstacle for tourists to visit Inadequate facilities can be in the form of infrastructure such as damaged roads, inadequate parking, overcoming the lack of lodging and restaurants.

Poor or inadequate promotion can also be a factor causing low interest in tourists to visit tourist villages. Lack of promotion can be caused by a lack of budget for the evaluation of tourism services, a lack of knowledge and skills in the evaluation of tourism services, or a lack of effort in building relationships with the media

Lack of cooperation between governments, tourism village managers, tourism actors, and local communities can be an obstacle in developing tourism villages. Cooperation that is not successful can hinder the development of tourist villages and result in a lack of benefits for the local community.

Environmental problems such as pollution, garbage, overcoming natural damage can be obstacles for tourist villages. Tourists who come to the tourist village want to enjoy nature and a clean and healthy environment. If environmental problems are not handled properly, this can reduce the interest of tourists to visit tourist villages.

Limited accessibility/reach/achievement (the frequency of public transportation according to Cirebon Tourism Village is still low).Overcoming these barriers requires an integrated approach, with a focus on community capacity building, infrastructure improvement, good environmental management, and effective promotional and marketing strategies.

CONCLUSION

The implementation of tourism involves various aspects and measures to ensure that tourism activities run smoothly, provide sustainable economic, social, and environmental benefits, and minimize their negative impacts. In the implementation of the development of Tourism Villages in Gegesik, Cirebon Regency, it is not optimal from Kadji Yulianto's Theory regarding the Mentally Element, Permendes is still not optimal in Accountability, looking for the

need to take strategic steps to develop tourist villages, develop infrastructure and promote development.

In the implementation of Tourism management through the Development of Tourism Villages in the Development and Empowerment of the Creative Economy has been running but is still not optimal in implementing Merntallity and System. The responsibility and resources are still lacking to develop tourism in the Gegesik tourism village.

Obstacles in the implementation of Tourism Villages in Gegesik, Cirebon Regency are still not optimal maintenance of Tourist Destinations, Lack of Optimal Facilities in Tourist Destinations, lack of promotion of Tourist Destinations, lack of cooperation between the government and the community around tourist villages.

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