

Tourism Activities Development Based on Sustainable Livelihood Approach in The Tourism Villages of Purwakarta Regency

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ABSTRACT

One region in Indonesia gaining the positive impact of tourism activity development is Purwakarta Regency. The positive impact is proven from the number of visitors which is increasingly bigger year by year. In fact, the visitors likely to visit the main tourism object situated in Purwakarta Regency and the average length of stay of the visitors is merely one day. From this phenomenon, it can be assumptively concluded that the visitors are lack interest of visiting other tourism objects in Purwakarta. In addition, the increase in the number of tourist visits is considered not to have benefits for the community.

The present study is aimed at identifying and analyzing the tourism activity in some villages of Purwakarta Regency, identifying and analyzing sustainable livelihood approach in the tourism villages of Purwakarta Regency and determining the development of tourism activity to create a sustainable livelihood in the tourism villages of Purwakarta Regency.

This study used a qualitative approach method. During the data collection, the technique used direct field observation, interview and documentation. The sampling technique used was purposive sampling. The present study uses analysis technique of qualitative descriptive started with data collection, data reduction data display, and the last is the verification conduct and drawing conclusion.

This study results some development of tourism activity needed to create a sustainable livelihood approach in the tourism villages of Purwakarta Regency including the utilization of the owned resources, development of local community capacity, offer of differentiation, analysis on environmental impact as well as the involvement of scientific community in the development of tourism activity.

Key words: Tourism Activities–Sustainable Livelihood Approach–Tourism Activities Development.

1 INTRODUCTION

Purwakarta Regency is an area in Indonesia that gives a positive impact on the tourism sector. The positive impact is evident from the number of tourist visits to Purwakarta Regency in 2014-2017 which has always increased every year. Moreover, there was a very large increase in 2017 with the number of tourist visits coming to Purwakarta Regency increasing by more than 100% from the previous year. How-

ever, according to the Head of Tourism of Purwakarta Regency, tourists only come to visit the main tourist attraction in Purwakarta namely Air Mancur Sri Baduga which is the largest fountain in Southeast Asia. In addition, the average stay of tourists in Purwakarta Regency is only one day.

From this phenomenon, it can be said that tourists are less interested in visiting other tourist objects existed in Purwakarta since they only focus on the main tourist attractions. Looking at the tourism potential in Purwakarta Regency, tourists should be able to visit various other tourist

objects and attraction in Purwakarta Regency with the average length of stay more than one day in Purwakarta Regency. The second phenomenon is the increasing number of tourists visiting the Purwakarta Regency is considered not to have economic benefits for the community. This is proven with the number of poor people in the tourist villages of Purwakarta Regency which has increased every year.

One of the efforts made by the government to increase tourists' average length of stay and the welfare of society was by making tourist villages a strategy for developing tourism in Purwakarta Regency. The tourist villages in Purwakarta Regency include Pasanggrahan Village of Tegalaru District, Pasanggrahan Village of Bojong District, and Ciririp Village of Sukasari District.

Sustainable livelihood approach is a way of thinking about goals, scope, and priorities for the development of an activity [1]. Furthermore, [2] states that tourism development through the framework of the Sustainable Livelihoods Approach has a large impact on the livelihoods of local communities.

Therefore, it is interesting to study the development of tourism activities based on sustainable livelihood approach. Thus, this study aims to identify tourism activities found in the tourist villages of Purwakarta Regency, to analyze sustainable livelihood approaches in tourist villages of Purwakarta Regency and to determine the development of tourism activities needed to create sustainable livelihood in tourist villages in Purwakarta Regency.

2 REVIEW OF LITERATURE

2.1 Tourism activities

Tourism activities are all activities at a tourism destination and what tourists can do during their visit [3]. Schmall in [4] states that in a tourist destination, tourists need some activities such as entertainment, sport, sightseeing, shopping, and visiting museums. Furthermore, Hendee et al in [5] developed a typology of tourism activities into five classifications, including (1) appreciate symbolic which is activity that refers to a form of appreciation or admiration, (2) extractive symbolic is an activity that refers to an act in form of catching or gathering something as a symbol, (3) passive free play which is an activity that does not involve too much of physical condition and is a relaxing activity, (4) sociable learning which is an activity that has social goals, and (5) active expressive which is an activity that is active and involves a physical state.

2.2 Sustainable Livelihood Approach

Sustainable livelihood approach is a way of thinking about goals, scope, and priorities for the development of an activity [1]. Furthermore, [2] states that tourism development through the framework of the Sustainable Livelihoods Approach has a large impact on the livelihoods of local communities. Sustainable livelihood concept offers a more coherent and integrated approach to poverty [6]. According to the Department of International Development (2001), livelihood

assets are grouped into five called namely Pentagon Assets. Pentagon Assets consist of human capital, natural capital, financial capital, social capital, and physical capital.

2.3 Development of Tourism activities

Principles related to developing tourism activities according to Hainim in [7] are (1) utilizing the resources owned in developing tourism activities, (2) adjusting activities developed with the characters possessed by the tourist attraction in question, (3) does not create environmental damage or degrade tourism activities to be carried out, (4) does not place tourism activities that are inappropriate and in contrast to their nature in the same or adjacent area. Furthermore, according to [8], there are several perspectives in developing tourism activities including development in infrastructure and resources, capacity building of local villagers to obtain the necessary skills and knowledge, providing different offers (differentiation), consider seasonal visits, environmental and biodiversity care.

3 RESEARCH METHOD

This study used a qualitative research method. The data were obtained through observation, interview, and documentation. The samples were taken by using purposive sampling. The participants involved in this study consisted of community leaders, local governments, and the tourism community. This study uses descriptive qualitative data analysis techniques that begin with data collection, data reduction, data display, and verification as well as drawing a conclusion by interpreting the meaning of every data presented. Furthermore, the data in this study were validated using credibility, dependability and confirmability techniques.

4 FINDINGS AND DISCUSSION

4.1 Tourism activities in Tourist Villages in Purwakarta Regency

The activities of educational tourism in Pasanggrahan Village have represented education. However, educational tourism activities in Sejuta Batu Village are only focused on one tourism activity. Thus, other potentials have not been developed optimally. Meanwhile, educational tourism activities in Ciririp Village has not been varied yet.

The activities of sports tourism in Pasanggrahan Village and Ciririp Village have not been varied yet. Meanwhile, the activities in Sejuta Batu Village have represented sports tourism. Thus, it can be concluded that Sejuta Batu Village has activities for sports tourism which are representative and varied while the two other villages have not been able to develop their sport tourism activities.

The activities of entertainment tourism in Pasanggrahan are less varied. Meanwhile, Sejuta Batu Village and Ciririp Village have not had any entertainment tourism to be offered yet. Thus, it can be concluded that from those three

tourist villages, only Pasanggrahan Village which is able to offer entertainment tourism while the other two could not.

Furthermore, Pasanggrahan Village also offers shopping tourism activities in which the tourists are able to buy the local products which cannot be displayed at a specific place yet. Moreover, the tourist is able to buy crafts, the local products made by the community, but the offered products have not been able to attract the tourists yet. Meanwhile, the activities of shopping tourism in Ciririp Village make use of the main product of the village but the offered products have not been varied yet.

Therefore, it can be concluded that the tourism activities in tourist villages of Purwakarta Regency have not been varied. The activities have not optimally utilized the existing potentials in order to be tourism activities. Thus, the activities are less attractive to the tourists.

4.2 Sustainable Livelihood Approach in Tourist Villages in Purwakarta Regency

Human capital in Pasanggrahan is related to the skills of pencak silat, creating planting media, and producing palm sugar. Meanwhile, in Sejuta Batu Village, the related skills are making handicrafts from bamboo and used plastic. In Pasanggrahan Village, the related skills are processing tubers and crafts made of black bamboo.

Natural capital possessed by Pasanggrahan Village is Agriculture and Plantation, Kahuripan Waterfall, Ciherang River, and Burangrang Forest. Meanwhile, the natural capital owned by the Sejuta Batu Village is agriculture, plantation, Selasih Tropical Forest, Parang Mountain, Bongkok Mountain, Situ Cipariuk Mountain, and Belanda Cave. Then, the natural capital of Ciririp Village is agriculture and plantation, Jatiluhur Lake, Mount Haur, Tilu Waterfall, and Leuwi Gede River.

Social capital possessed by Pasanggrahan Village related to local wisdom is the tutunggulan tradition and ngencleng tradition. Meanwhile, the local wisdom possessed by Sejuta Batu Village is harvest alms tradition, genealogical beliefs of Mount Bongkok, and Jonggrang Kalapitung site. Moreover, people in Sejuta Batu Village still use traditional equipment to cook. In addition, the local wisdom of Ciririp Village has a strong tradition of using traditional fishing gear and beliefs about prohibited forests in Ciririp Village.

Physical capital owned by Pasanggrahan village is related to shelter building, Julang Ngapak houses on stilts building, while the physical capital owned by Sejuta Batu Village is the building on Julang Ngapak houses on stilts and Capit Gunting. Moreover, physical capital possessed by Ciririp Village is non-stilted Julang ngapak houses and Capit Gunting

Financial capital related to the livelihoods of rural communities in Pasanggrahan Village and Sejuta Batu Village is farmers and breeders. Meanwhile, the livelihoods in Ciririp Village are fishermen and fish pond farmers

Sustainable livelihood owned by each village includes human capital, natural capital, social capital, physical capital, and financial capital. Those capitals are assets which can be

the potential to be developed in achieving adequate livelihoods.

4.3 The Development of Tourism Activities to Create Sustainable Livelihoods in Tourism Villages in Purwakarta Regency

In developing tourism activities, the possessed resources should be utilized. Based on the results of interviews and field observations, Pasanggrahan and Ciririp Villages have not utilized the available resources optimally. Meanwhile, according to the Head of Tourism, Sejuta Batu Village has utilized a variety of resource assets that are possessed to be attractive tourist object. Thus, it can be said that the development that has been done there is optimal. This is in contrast to the statement made by Pokdarwis (the abbreviation from Kelompok Sadar Wisata “the Group of Tourism Awareness”) and community leaders stating that the Sejuta Batu Village has not utilized the available resources optimally and requires scientific researchers to develop tourism activities. Furthermore, based on the results of observations in the field, it was found that there was a new tourist attraction that had not been managed properly and had not become a tourist activity.

This finding adds a new concept that in developing tourism activities, it needs the involvement of the scientific community. The statement strengthens the theory of [9]. They stated that scientific researchers are segments that can have a positive impact by providing benefits to a destination by collecting information about which culture and natural environment can improve the profile of local assets and sustainable goals.

Furthermore, there is capacity building of local communities. Pasanggrahan Village Community has received training in homestay management. In addition, the community of Sejuta Batu Village has received rock climbing management training but the training is not comprehensive given to local guides. Whereas, in Ciririp Village, the training provided was limited to counseling in order to increase the role of village communities in developing tourism. Based on the results of observations on capacity building of local communities, it could be inferred that the lack of training in capacity building of local communities in each village would have impacted the ability of HR to provide good information about the tourist attraction. This supports the theory which stated that human resources are recognized as one of a vital component in tourism development [10].

Furthermore, tourism activities have to have varied attractions to be offered. Varied tourist attractions offered in Pasanggrahan is ecotourism and local wisdom based tourism. Furthermore, varied tourist attractions in Sejuta Batu Village are located on andesite as high as 983 MDPL namely Mount Parang which is the second highest rock climbing in Asia and is among the 10 highest natural cliffs in the world. Meanwhile, the varied tourist attractions in Ciririp Village lies in a rural location that offers a beautiful rural panorama surrounded by lakes, forests, rivers, and waterfalls that flow in andesite rocks. Based on that varied

tourist attraction, it can be inferred that tourist villages in Purwakarta Regency have superior attractions which are competitive with other villages by considering available resources. This reinforces the theory that varied attractions can be achieved by using the competitiveness of local factors by taking into account all available resources and through innovation in service offerings [8].

Furthermore, tourism activities have to analyze the impact on the environment. In Pasanggrahan Village, there is no environmental damage made by the existing tourism activities. However, Sejuta Batu Village has environmental damage in the form of vandalism while in Ciririp Village the damage is in the form of garbage scattered from the existing tourism activities. Thus, special attention is needed to maintain environmental cleanliness and preservation. This supports the theory which states that in developing tourism activities, attention is involved the environment through conservation and development of its quality in tourist areas in order to move forward and control and control the consequences of tourism activities and in order to ensure the sustainability of tourism resources [11].

Therefore, the development of tourism activities is needed to create sustainable livelihood in Tourist Villages by utilizing the existing resources, developing the capacity of local communities, giving varied tourist attraction (differentiation), analyzing the impact on the environment and involving the scientific community in developing tourism activities.

5 CONCLUSION AND SUGGESTION

5.1 Conclusion

1. Tourism activities exist in tourist Villages in Purwakarta Regency has not been varied yet. The activities have not optimally utilized the existing potentials in order to be tourism activities. Thus, the activities are less attractive to the tourists.

2. Sustainable livelihood including human capital, natural capital, social capital, physical capital, as well as financial capital in tourist villages in Purwakarta Regency is potential assets possessed by every village in order to achieve adequate livelihoods.

3. The development of tourism activities is needed to create sustainable livelihood in Tourist Villages by utilizing the existing resources, developing the capacity of local communities, giving varied tourist attraction (differentiation), analyzing the impact on the environment and involving the scientific community in developing tourism activities.

5.2 Suggestion

1. There is an urge to improve the existing tourism activities and increase other tourism activities by using the potential possessed by each village.

2. There is an urge to utilize all the possessed resources to be optimally used as tourism activities that can be offered to tourists.

3. There is a need to provide in-depth training in capacity building of local communities in each village and continuous training carried out by the government towards tourist villages.

4. There is a need to analyze the impact of each tourism activity that exist both currently in progress and which will be generated further by considering the impacts on the environment.

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