

INSTITUTIONAL CAPACITY DEVELOPMENT OF TOURISM VILLAGE IN SUKABUMI DISTRICT

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ABSTRACT

This research is motivated by the potential for the development of tourist villages in Sukabumi Regency, which has not been fully maximized due to the limited role of social and cultural aspects within the community, as well as the institutional government model for managing the existing tourist destinations in Sukabumi Regency. This study aims to identify the institutional factors that either support or hinder the development of tourist villages in Sukabumi Regency. Employing a descriptive method and a qualitative approach, this research utilizes literature studies related to tourist villages, local wisdom, tourism development, and institutional capacity strengthening. The findings reveal that there are institutional factors that support the development of tourist villages. Several influencing factors include information technology, human resources, and collaboration among various stakeholders in tourism development. The recommendations from this study underscore the need to bolster the institutional capacity of tourist villages by enhancing structures with a focus on Information Technology, expanding and training human resources to cultivate skilled and innovative individuals, and progressively and intensively fostering collaborations with diverse entities, including Entrepreneurs, Academics, Media, Civil Society Organizations/Communities, and the general public.

Keywords: Institutional, Tourist Village, Human Resource Development, Information Technology.

ABSTRAK

Penelitian ini dilatarbelakangi dengan melihat pengembangan desa wisata Kabupaten Sukabumi yang sangat potensial untuk berkembang, hanya saja masih belum maksimal dalam pengelolaannya karena kurang kuatnya peran sosial budaya masyarakat dan model kelembagaan pemerintah untuk mengelola destinasi pariwisata yang ada di Kabupaten Sukabumi. Penelitian ini bertujuan untuk mengetahui faktor-faktor kelembagaan apa yang mendukung dan menghambat dalam pengembangan desa wisata di Kabupaten Sukabumi. Penelitian ini menggunakan metode deskriptif dan pendekatan kualitatif, melalui studi literatur yang berkaitan dengan desa wisata, kearifan lokal, pengembangan pariwisata dan penguatan kapasitas kelembagaan. Hasil penelitian menunjukkan data bahwa terdapat faktor-faktor kelembagaan yang mendukung pada pengembangan desa wisata. Beberapa faktor yang berpengaruh dalam pengembangan desa wisata, yaitu faktor teknologi informasi, sumber daya manusia (SDM), kerjasama antar berbagai stakeholder dalam pengembangan pariwisata, Rekomendasi dari penelitian ini adalah perlunya memperkuat kapasitas kelembagaan desa wisata dengan cara menambah struktur yang fokus dalam bidang Informasi Teknologi, menambah SDM ataupun melatih yang sudah ada sehingga mencetak SDM yang ahli dan inovatif, melakukan kerjasama secara progresif dan intensif dengan berbagai pihak untuk mengembangkan pariwisata baik dengan Pengusaha, Akademisi, Media, Lembaga Swadaya Masyarakat/Komunitas dan masyarakat.

Kata Kunci : Kelembagaan, Desa Wisata, Pengembangan SDM, Teknologi Informasi.

INTRODUCTION

Tourism is a very important source of state revenue and can make a significant contribution to development (Susyanti, 2013). The tourism sector is one of the leading sectors and plays an important role in the national economy.

In 2019, tourism revenue receipts amounted to Rp. 19.554 billion (BPS, 2020), with employment in the tourism sector, reaching 13 million people (Ministry of Tourism and Creative Economy, 24 November 2020). In 2020 revenue from the tourism sector is targeted at US\$ 19-21 billion US dollars. But in fact, tourism sector revenue in 2020 is only US\$4-7 billion. The impact of Covid-19 has had a huge impact on various sectors, especially on tourism actors and businesses, especially (Purwahita, Wardhana, Ardiasa, & Winia, 2021). The pressure on the tourism sector caused by Covid-19 is believed to have an impact on the economy in Indonesia, including in-sector tourists.

Tourism does not only sell tourist attractions and entertainment venues, but since 2009, tourism has focused more on selling natural and cultural tourism. Conventional tourism products are starting to be abandoned and tourists are turning to tourism products that respect the environment, nature, culture and attractions in a special way (Susyanti, 2013). Rural tourism development is an alternative to sustainable tourism development. The concept of rural tourism (rural tourism) with its unique, distinctive and environmentally friendly products is a new solution in the development of tourism in Indonesia (Susyanti, 2013). Tourist satisfaction no longer refers to various modern facilities but has shifted to the flexibility and intensity of interaction with the environment and local communities. These considerations made Indonesia start to look at rural tourism and make the development of tourist villages a new direction for tourism development in Indonesia.

The management of rural tourism in Indonesia is explicitly regulated in the Regulation of the Minister of Culture and Tourism no. km. 18/HM.001/MKP/2011 concerning Guidelines for the National Program for Independent Community Empowerment (Ministry of Culture and Tourism of the Republic of Indonesia, 2011). Rural tourism can contribute to reducing the exodus of people from rural areas and creating jobs and promoting socio-economic development of rural areas (Too, Noer, & Lenggogeni, 2020), promoting the cultural distinctiveness of the people who inhabit the area (Syafi'i & Suwandono, 2015).

To develop rural tourism, the government began to build tourist villages. Tourism Village is one of the government's programs, namely the Ministry of Tourism and Creative Economy, which is included in the Independent National Community Empowerment Program (PNPM) launched by the government in 2009. Tourism Village Management is regulated by the Minister of Culture and Tourism Regulation Number: PM.26/UM .001/MKP/2010 concerning the National Program for Community Empowerment (PNPM) Mandiri Tourism Through Tourism Villages.

Tourism villages are included in the ecotourism category where what is offered is sustainable tourism and natural beauty. The tourist village of Sukabumi Regency has the potential to develop, it's just that it's still not optimal in its management due to the lack of strong government institutional capacity to manage existing tourism destinations in Sukabumi Regency, one of which is the lack of capacity in Human Resources (HR), facilities, finance and innovation. So the development of tourist villages is still minimal and not optimal.

RESEARCH METHODS

This research is descriptive with a qualitative approach, the research

method used in this research is descriptive (Sugiyono, 2013). The location of this research is Sukagalih Village, Cipeuteuy Village, Kabandungan District. Data collection techniques using interview methods, studies literature and observation. The object of this research is the tourism village community of Sukagalih, Sukabumi district, which is organized into a tourism village management group. The sample of this research is 10 people selected by purposive sampling.

The data analysis technique used in this research is interactive analysis according to Miles and Hubberman. Miles and Hubberman argued that the activities in qualitative data analysis and s were carried out interactively and continued continuously until complete so that the data was saturated. The following is an interactive data analysis technique according to Miles and Hubberman, namely primary data collection, data reduction, data presentation and conclusion (Miles &Hubberman, 1994).

RESULTS AND DISCUSSION

Profile of Tourism Villages in Sukabumi Regency

Sukabumi Regency according to data from the Sukabumi Regency Tourism Office There are 5 Tourism Villages in Sukabumi Regency as shown in the following table:

Table 1. Tourism Villages in Sukabumi Regency

Tour Type	No	Location
Tourism Village area	Nyaprotect Village	Nyaprotect District
	Purabaya village	Purabaya district
	Sagaranten Village	Sagaranten District
	Twin Curug Village	Twin Curug District
	Village Pilar	Kabandungan District

This research was conducted in the village of Sukagalih, Cipeuteuy Village, Kabandungan District, Sukabumi Regency. Cipeuteuy Village is one of the villages which is administratively located in the Kabandungan District, Sukabumi Regency, West Java Province. The boundaries of the Cipeuteuy Village area where the north is bordered by Purwabakti Village, Pamijahan District, Bogor Regency, while the south is bordered by Cihamerang Village, Kabandungan District, Sukabumi Regency, on the east it is bordered by Kabandungan Village, Kabandungan District, Sukabumi Regency, on the part to the west is bordered by Malasari Village, Nanggung District, Bogor Regency.

The population of Cipeuteuy Village recorded in the village profile for 2020 is 7,270 people consisting of 3,762 men and 3,508 women. The number of family heads in Cipeuteuy Village is 2,422 family heads. Cipeuteuy Village has an area of 3 756.60 ha. The topography of Cipeuteuy Village can be seen at the height of this village, which is 750-850 meters above sea level with a rainfall of 2,600 mm/year. Therefore, the average air temperature based on the topographical conditions is 24-32^oC.

One of the rural tourism locations that has a lot of potential is Sukagalih Village, Kabandungan District, Sukabumi Regency, a village located in the Mount Halimun Salak National Park Area (GHSNP). Administratively it is included in the Pandan Arum hamlet of the village Pilar Subdistrict Kabandungan Sukabumi. Kampung Sukagalih has a settlement area of about 5 hectares with a population of approximately 117 people, 43 heads of families (KK). coolness and charming natural beauty with the expanse of hills, with the type of clay soil whether it is rice fields or gardens. Sukagalih village is one of the villages located in the corridor area of Gunung Salak National Park.

Many unique sites have the potential to be developed as tourist sites, including camping grounds, resin plantations, bamboo forests, riparian areas/along rivers (Cimelati River), agro-tourism (rice, chilli, tomatoes, vegetables, coffee, bananas), medicinal plant areas, bird observation area, primate mammal observation area (surili and monkeys). In addition, it is also supported by inherent local wisdom values such as friendliness, and strong cooperation.

Through the MKK institution, residents have provided homestays for every tourist. However, residents of the Sukagalih village also realize that there is still much that needs to be improved to support tourism in the Sukagalih village. The main thing that must be addressed is related to village infrastructure, road access and environmental management. Furthermore, residents also want a special place (secretariat) for a reception for each tourist and a special track for outbound.

In Sukagalih Village the large there is an outbound area and camping ground. It's just that it still needs to be developed. Residents open up if there are investors who will develop Sukagalih village, with a note, in its development it involves residents of Sukagalih village, does not eliminate the traditions of Sukagalih village and continues to protect the environment, because residents of Sukagalih village have views regarding the environment that must be maintained, villagers Sukagalih believe that nature has provided everything for them, they believe that when nature is well cared for, the water that flows through their fields will always be available. The things that are allowed in forest management for the Sukagalih people are planting and farming. The prohibited things that are adhered to in forest management are cutting down trees, burning trees and throwing garbage in the forest. the point is if it can provide benefits for the residents of the Sukagalih village and hope that the

Sukagalih village can progress through improving education.

Institutional Capacity Building for Sukagalih Village Tourism Village

This study examines the development of tourist villages. The development of tourist villages in principle is one of the alternative tourism products that can provide the impetus for sustainable rural development (Atmoko, 2014). Based on the research results, the weak point of the development of the Kampung Sukagalih tourist village is the development of institutional capacity. Thothere, this research focuses on aspects of institutional capacity-building village tours.

The results of the research show that the development of the institutional capacity of the Tourism Village must pay attention to the ability and level of acceptance of the local community which will be developed into a tourist village. This is intended to determine the character and abilities of the community that can be utilized in the development of tourist villages and determine the type and level of community empowerment appropriately.

Based on the results of the interviews, it is known that the development of the tourism village of Kampung Sukagalih can be accepted by the community by following various prerequisites, from ely first not contradicting the cultural customs of the local community, second, proper physical development. filed to improve the quality environment village; third, paying attention to elements of locality and authenticity; fourth, Empowering village communities; fifth, pay attention to the carrying capacity and capacity with an environmental perspective.

Institutional capacity development in Sukagalih Village is measured based on indicators: (1) Information technology factors, (2) Human Resources factors and

(3) Cooperation factors between stakeholders.

Information Technology Factors

Currently, the management of the tourist village has not implemented the adoption of information technology for the development of the tourism village they manage. This can be possible due to a lack of human resources capable of managing and running information technology, lack of government support, the unpreparedness of the organization, lack of willingness to innovate or try new things, lack of encouragement from visitors.

The utilization of Information Technology (IT) constitutes a pivotal factor in the equation. Regrettably, the management of the said tourist village is yet to embrace the potential of information technology in propelling their tourism initiatives. This disparity can be attributed to several underlying factors. Firstly, the scarcity of capable human resources proficient in the realm of information technology could be a primary inhibiting factor. This is a consistent challenge faced by many rural communities. Secondly, inadequate governmental support further complicates the scenario, hindering the necessary infrastructure and training programs.

Furthermore, the organization's lack of preparedness, coupled with a reluctance to innovate or experiment with new approaches, acts as an additional obstacle. This hesitancy could stem from concerns about possible risks and challenges tied to implementing unfamiliar technologies. Lastly, the absence of encouragement from visitors might also contribute to the resistance in adopting IT, as the perceived value of such innovations might not yet be well-established among the community and its potential beneficiaries.

HR Development

Community (HR) is a core part of the development of a tourism village, the most core part of which is the community

with its village potential, both of which are unique, still natural. Environmental, cultural, economic and agricultural potential can strengthen the development of existing tourism activities. Likewise, with the development of rural tourism in Sukagalih, the community is very proactive in developing rural tourism potential.

The human resource development factor in Sukagalih Village is not good enough due to limited human resources both in terms of quantity and quality of human resources. Some villagers do not want to be involved in the management of a tourist village. Another factor that hinders the development of the Sukagalih Tourism Village is the occurrence of conflict. Existing conflicts are in the form of differences in perceptions between community members, and conflicts of interest between community members and tourism village administrators which hinder the implementation of tourism village programs.

Community involvement plays a pivotal role in shaping the growth of a tourism village, leveraging its inherent potential—especially the untouched, unique combination of environmental, cultural, economic, and agricultural assets. This synergy can significantly enhance the ongoing tourism activities. A case in point is the proactive engagement of the community in the rural tourism advancement of Sukagalih.

Nevertheless, the effectiveness of human resource development in Sukagalih Village is hindered by a shortage of both quantity and quality in its human resources. Regrettably, certain villagers exhibit reluctance in participating in the management of the tourist village. Additionally, the emergence of conflicts poses another obstacle to the Sukagalih Tourism Village's progress. These conflicts manifest as differing perceptions among community members and disputes of interest between community members and tourism village administrators,

impeding the successful execution of the tourism village initiatives.

Cooperation between stakeholders

Profitable cooperation has been carried out by the manager of Kampung Sukagalih Tourism Village both with the government and with tourism entrepreneurs in Sukabumi Regency or related regional tourism offices in several business fields, namely accommodation, travel, promotion, training, and other that have not yet been implemented.

This collaboration is in line with Sukabumi Regency Regional Regulation No. 11 of 2016 concerning the Implementation of tourism in the Sukabumi district in CHAPTER XII regarding Operational Cooperation Article 60 states that Regional Apparatuses in charge of tourism in providing business services and developing recreational areas can carry out operational cooperation with the village government, legal entities and individuals. This means that every partnership in tourism development is following legal requirements in this case the applicable Regional Regulations (Apriliani, 2018).

CONCLUSION

The development of a tourist village in Kampung Sukagalih can be drawn from several conclusions:

1. The development of a tourism village in Sukagalih Village has been quite successful in having a positive impact on both the villagers, the social life of the village community, and improving the economy of the Sukagalih village community. Since then the community has played an active role in tourism management.
2. The development of institutional capacity in the Sukagalih Village Tourism Village still has several obstacles, including limited managerial capabilities of human resources, lack of coordination, lack of openness to receive information from outside, and

not yet having a legal umbrella to guide the management of tourism villages, and low accessibility and management infrastructure tourist area environment; Tourism facilities and infrastructure.

RECOMMENDATION

1. The development of the institutional capacity of Tourism Villages in Sukabumi Regency has in basically It's been done well, but there is still something that needs to be done and improved. This should receive more attention dimensions resources, facilities and infrastructure, infrastructure, and Information Technology.
2. There must be increased quality and quantity of human resources in the village tour, and increasing the quality of employees can be done with training and coaching for every community. With an increase in the quantity and quality of human resources expected in institutional development can run well. Because human resources are a very important element if resources the human inadequate in everyday jobs will not be maximal. And with the support of adequate funding sources.
3. Improving supporting facilities and infrastructure such as homestay for gallery guests, information rooms, and infrastructure that should be fixed like access roads, tools transportation.
4. Improving the program must be more active, and continue to conduct outreach, counselling and training to the community.

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