



***THE DEVELOPMENT OF TOURIST ATTRACTIONS BASED ON SUSTAINABLE LIVELIHOOD
RESOURCES FOR SUNTENJAYA TOURISM VILLAGE COMMUNITIES, LEMBANG DISTRICT
(PENGEMBANGAN ATRAKSI WISATA BERBASIS SUMBER DAYA PENGHIDUPAN
BERKELANJUTAN MASYARAKAT DESA WISATA SUNTENJAYA, KABUPATEN LEMBANG)***

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Abstract

The pursuit of poverty alleviation in rural regions has spurred initiatives such as the PNPM (National Community Empowerment Program) Mandiri program, launched by the Indonesia Ministry of Culture and Tourism in 2010, aimed at developing Tourism Villages. Despite this effort, as of 2021, West Java which is the province in with the largest number of tourist villages in Indonesia, remains among the provinces with the highest poverty rates in Indonesia. Tourism is very vulnerable and poses significant risks as the main livelihood, especially for tourism villages communities, and maybe it can only be used as a livelihood strategy. This study employs a qualitative approach using the flow model analysis by Miles & Huberman to identify potential tourism attraction and activities based on their livelihood resources (natural, financial, physical, human, and social capital). Data collection for this study employed in-depth interviews, observations, and literature studies. Results suggest maximizing nature-based tourism, reviving local cultural practices, and leveraging the Lembang Fault zone as a geoyourism attraction in Suntenjaya. Furthermore, targeting educational institutions and community groups for activities such as edu-camps or teambuilding in the Perhutani area could stimulate tourism development

Keywords: *Development, Sustainable Livelihood, Tourism, Local Communities*

INTRODUCTION

The Indonesia Central Bureau of Statistics notes that the poverty rate in Indonesia has decreased from 2010 to 2020, both in terms of numbers and percentages. However, this figure increased to 27.55 due to the COVID-19 Pandemic in 2020. They also stated that the number of poor people in rural areas is double that in urban areas, with the highest number being on Java Island (BPS-Statistics Indonesia, 2021). Some of the causes of poverty in Indonesia are the economic crisis from 1997 to 1999, the number of human resources is high while the quality is relatively low, low education which affects productivity and low wages, low health status, high unemployment which causes economic activity and purchasing power society is declining (Jonaidi, 2012). On the other hand, poverty is also a cause of low knowledge and capacity of rural communities to manage their potential productively (Kementerian Desa PDTT, 2020). This makes poverty seem to be a circle that is difficult to stop.

In 2010 the Indonesia Ministry of Culture and Tourism create a National Independent Community Empowerment Program (PNPM Mandiri) through Tourism Villages to accelerate poverty alleviation and expand employment opportunities in rural areas. The focus on poverty reduction in rural areas is also supported by the Ministry of Villages, Development of Disadvantaged Regions, and Transmigration through the Dana Desa (village fund) program, which amounts to IDR 72 trillion for 74,961 villages in 2021 to reduce the social and economic impact of the COVID-19 pandemic. Dana Desa is also expected to be able to mobilize village potential in managing natural resources and creating local community businesses that can provide added economic value (Wirdayanti et al., 2021). The development of tourist villages is also one of the national development agendas in the Indonesia 2020-2024 RPJMN (National Medium-Term Development Plan) while maintaining local wisdom (Presiden Republik Indonesia, 2020).

West Java is the province with the largest number of poor people in Indonesia after East Java and Central Java (BPS-Statistics Indonesia, 2021), and one of the districts, namely West Bandung Regency, is the district with the highest poverty rate compared to surrounding areas (Hasibuan, Juanda,

& Mulatsih, 2019), that is reaching 10,49 percent by 2020 (Nefertiti, 2021). It shows at least one in 10 local residents of West Bandung falls into the poor category. There are 16 Tourism Villages in West Bandung Regency, one of which include a leading tourism village category by the Ministry of Tourism and Creative Economy, namely Suntenjaya Tourism Village. But according to information from the local people, the development of tourism products in their village has not developed much, and tourism trends have not benefited the whole community, both in terms of community involvement and community income.

Cahyadi (2020) said that the success of a tourist destination cannot be separated from the tourism products developed at that destination. To support the success of the Suntenjaya Tourism Village which can have an impact on reducing village poverty, it is necessary to provide assistance to tourism actors and develop community-based products and tour packages in Suntenjaya Tourism Village. Research was conducted by Nuryati, 2017 regarding the development of the Suntenjaya Tourism Village with a sustainable tourism approach. However, according to Tao & Wall (2009), sustainable development and its derivatives, namely sustainable tourism, still have deficiencies in concept and practice so it has the potential to fail in its application. He stated that tourism is quite risky so maybe it can only be used as a livelihood diversification, not to replace existing livelihoods.

Department for International Development (DFID, 1999) developed a framework to help analyze the livelihoods of the poor and to assess the effectiveness of existing efforts to reduce poverty called the Sustainable Livelihood Framework (SLF). The people-centered analysis will most likely start with a simultaneous investigation of people's assets (livelihoods resources), which is one of the objectives of this research, that Suntenjaya Tourism Village also needs to identify their livelihood resources.

Shen, Hughey, & Simmons (2008) conducted a literature review linking sustainable livelihood approaches and tourism. Recently, tourism potential which is considered to contribute to reducing rural poverty through the development of tourist villages that is centered on aspects of tourism product

development, marketing, planning, and impact (Goodwin, 2000 & UNWTO, 2002; in Shen et al., 2008)) has been criticized for lacking focus on rural livelihoods. This is the second research objective, where tourism development in Suntenjaya Tourism Village needs to identify the potential of tourism products based on sustainable livelihood resources.

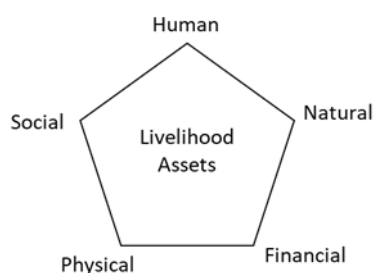


Figure 1. DFID's Livelihood Assets in Sustainable Livelihoods Framework

Source: DFID, 1999

As stated by WCED (1987, in Chambers & Conway, 1991), "livelihood is defined as adequate stocks and flows of food and cash to meet basic needs. Sustainable refers to the maintenance or enhancement of resource productivity on a long-term basis". Livelihood resources divides into 5 (five) types or DFID (1999) calls Pentagon Assets, as shown in Figure 1.

1. Natural Capital, is important for those who derive all or part of their livelihood from natural resource-based activities.
2. Financial Capital, indicating the resources that people use to achieve their livelihood goals, consisting of available stock as well as regular inflows that are regularly received which are mostly dependent on other people and can be relied upon.
3. Physical Capital, consisting of basic infrastructure and production goods needed to support livelihoods. Poor infrastructure can hinder education, access to health services, and income.
4. Social Capital, is defined as network and connectedness that increases the trust and ability of the community to work together or membership in more formal groups
5. Human Capital, representing the skills, knowledge, ability to work, and good health that together enable people to pursue

different livelihood strategies and achieve their livelihood goals.

According to Muljadi & Warman (2010), Octaviany (2016, in Safitri, Ramdan, & Sunarya, 2020), and Cahyadi (2020, in Cahyadi, 2020), tourism products are a whole set of components, facilities, or services that are real (physical) or intangible (non-physical) which provided for tourists who are obtained, felt, or enjoyed so that a unified series of trips can provide the best experience (physical and psychological satisfaction) for tourists since leaving their place of origin to the tourist destination until they return to their place of origin.

The simplest tourism product component consists of 3A, namely attractions, amenities, and accessibility (Inskeep, 1991 in Cahyadi, 2020), while Morrison stated that destination products are an interdependent mix of tangible-intangible components, including physical products, people, packages, and programs.

In this study, we limit it by using Attractions (Gunn, 1978; Inskeep, 1991, in Cahyadi, 2020), Activities and Packages or tour itineraries (Morrison, 2013 in Cahyadi, 2020) based on the livelihood resources they have as research variables.

METHODS

This research is a descriptive study with a qualitative approach, including primary data and secondary data, which are as follows in Table 1.

Table 1. Research Operationalization

No	Variable	Sub-Variable
1	Livelihood Resources	• Natural
		• Financial
		• Physical
		• Social
		• Human
2	Tourism Products	• Attraction
		• Activities
		• Packages

Source: Adoption from DFID (1999); and Gunn (1978), Inskeep (1991) & Morrison (2013) in Cahyadi (2020)

Data collection used in-depth interviews, field observations, and literature studies. The determination of data sources in this study used a purposive sampling technique (non-random sampling) in which the informants were determined by the researcher based on predetermined criteria to

collect data and information about various tourist attractions and issues related such as Pokdarwis (abbreviations of Kelompok Sadar Wisata - A local tourism management organization), village government, and local tourism actor.

To collect data related to the physical characteristics, layout, and structure of the area, as well as existing and potential tourist attractions, observations and literature studies were carried out.

Researchers use the interactive model analysis technique by Miles & Huberman where this model allows researchers to carry out analysis when collecting data in the field through 4 (four) stages, which are data collecting, data reduction, data displays, and conclusion.

RESULT AND DISCUSSION

Suntenjaya tourism village is located in Lembang District, a village resulting from the division of Cibodas Village, with an area of 1,456.65 Ha, with details of about 800 Ha being protected forest belonging to Perum Perhutani (Indonesia State-owned Enterprise), 421 Ha being vegetable and fruit plantations, and 125 Ha being a settlement. Located at an altitude of 1,280 masl and an average daily temperature of 20°C, Suntenjaya Tourism Village has main commodities, that are coffee, vegetable and fruit crops such as corn, cassava, chilies, avocados, bananas, as well as livestock such as cows, free-range chickens, sheep, rabbits, and others.

Based on Appendix V of the Indonesia Minister of Home Affairs Regulation No. 12 of 2020 concerning the Suntenjaya Tourism Village Profile Report, out of a total of 468 families, 60 percent of them have food agricultural land and 26 percent have fruit agricultural land, with the majority of the land area reaching 5 Ha per family, where 20 percent of them sell plantation produce to middlemen and retailers.

The majority of the population's livelihoods are farmers or farm laborers, as well as breeders. Many of them also hold both professions. Followed by migrant workers, as well as private employees and government employees. It is known that there are still around 703 productive-age residents who work erratically. The majority of families belong to the category of prosperous families type 1, followed by pre-prosperous families in second place.

1. Community Livelihood Resources in Suntenjaya Tourism Villages

Livelihood resources include natural resources, financial resources, physical resources, human resources, and social resources. Even though Suntenjaya Tourism Village is very rich in nature, where 60 percent of the area is a forest area, it can be said that ownership is quite poor because almost all of the natural wealth is owned by outsiders, namely Perum Perhutani, an Indonesian state-owned enterprise (BUMN) which operates in the forestry sector. Renewable natural resources include agricultural crops and livestock (vegetables, dairy cows), agricultural products and livestock (coffee, milk), agricultural land, forests, rivers, springs, and waterfalls.

In utilizing areas that generate financial resources, the village community needs to share the proceeds with Perum Perhutani, where in the past the ratio was considered to be quite burdensome for the community, by a ratio of around 70:30 for Perum Perhutani. However, now the community is given access to manage the area with certain agreements and cooperation, including it can be utilized for tourism activities.

The financial resources of the community, Pokdarwis, and village government are in different conditions, even though the COVID-19 Pandemic has had a lot of influence on the finances of each level of informants. The people of Suntenjaya Tourism Village keep assets in the form of livestock and stocks of coffee beans apart from saving in the form of gold and bank savings, while regular income, even though it has decreased from the pre-pandemic period, can be overcome by looking for other income and not depending on tourism for their life. Pokdarwis's finances are in a pretty bad condition, because there is no regular income from tourist tickets, while assets are used up to repair facilities. For the Village Government itself, the use of village funds which were previously planned for tourism development was temporarily diverted for the Covid-19 Pandemic recovery.

Tourism sector income from tourist tickets in Suntenjaya Tourism Village located on Perum Perhutani's land, the proceeds are shared by Perum Perhutani by 30%, the remainder is shared by LMDH (Forest Village Community) Teguh Pamitra by 10%, KTH (Forest Farmer Groups) Taman Bincarung by 15%, the owner land by 25%, BUMDES (a village-owned enterprise) Mekar Jaya by 15%, administrators of Pasir Angling citizen association by 10%. This agreement is contained in the Minutes of Production Sharing Agreement document signed by the 6 (six) parties making the agreement. However, it is different if tourists take rural tour packages with agro-tourism activities outside the area (or other than coffee), then the benefits are fully utilized for Pokdarwis and the local community. The tourism group's income apart from tickets is also from tourist parking fees managed by Karang Taruna (Local Youth Organization). The income received is then used for the development of tourism facilities.

Regarding the regular inflows, the local people of Suntenjaya Tourism Village have the principle that livelihoods must be like the legs of a table, where regular inflows are not only obtained from one type of business sector. For examples not only from agriculture, or only from the tourism sector.

For me, our coffee production is still running, vegetable production is also running, so income comes from two things, vegetable gardens, and coffee gardens. It is not permissible to do business in one field or work, comparing a table that has one pillar and a table that has 4 pillars. If it has 4 pillars, one pillar collapses, and there are still three supporting it. So, it must be at least three, not just one source of income. If we rely on the tourism business, it will fall because of the pandemic. So, if we have other fields, it's safe, there are other foundations or branches [Informant X52, Personal Communication, 2022].

According to Informant Y69, other farmers who do not own land besides relying on agriculture, on holidays they also sell Mi Rebus or instant boiled noodles at tourist attractions, earning 1 million rupiahs every Saturday and Sunday. For informant who work as a puppet master, his income before the pandemic was much more promising, but during the pandemic, he was very dependent on farming. Even though currently tourism does not provide much regular inflow and financial capital in the form of available stock is not available, there are many opportunities by opening access to sources of capital such as third-party programs and investors. In addition, there is easy access to sources of capital from KUR (Citizen Business Credit) funds for farming communities with lower interest from banks.

Physical capital is still a priority for the village. Availability and access to infrastructure and facilities are considered poor, and the most basic and quite urgent are inadequate access roads with poor or damaged conditions, small, prone to landslides, and minimal lighting. Road access is the toughest obstacle for the Suntenjaya Village Government. Apart from that, there are minimal health facilities, formal educational facilities, and no firefighting facilities to be found considering the threat of forest fires. While the availability or ownership of production tools and goods such as grinders for coffee, plant watering tool, cultivators, or motorized tricycles to transport agricultural products, which are also used to transport tourists, can be said to be quite good, where people who are members of Poktan (Kelompok Tani or Farmers Group) have the opportunity to borrow production equipment from the group. The current financial capital is also used, one of which is for the development of physical capital, as stated by informant, "...funds are used for infrastructure such as road construction and drainage" (Informant V96, Personal Communication, 2022).



Figure 2. Road Access in the Forest Area
Source: Personal Documentation, 2022

In the 2020 Suntenjaya Tourism Village Profile Report document, out of 6928 residents of Suntenjaya Tourism Village, 75% of the population do not own land assets. Even though the village treasury land and their private land are classified as very small, the community and the Pokdarwis can utilize Perum Perhutani land with an area of around 800 hectares, although of course not all of it is for tourism. In relation to tourism, poor access can become an obstacle and reduce tourist comfort. The access road to tourist sites located on Perhutani land is difficult to repair because it is against Perum Perhutani's policies, such as access to Cibodas Waterfall (can be seen in Figure 2 above). Eventhough the infrastructure is poor; they have no difficulty accessing basic facilities such as electricity and water.

The condition of human capital in Suntenjaya Tourism Village is currently in good condition, in terms of the number and age of the population the dependency ratio is at the lowest level thereby reducing livelihood vulnerability, as well as a good number of women of childbearing age so that it has the potential to receive a demographic bonus. The population sex ratio, knowledge, and skills, number of persons with disabilities, health, and community opportunities to participate in accessing other resources received moderate ratings. Meanwhile, the size of the workforce is still poor due to the high

number of unemployed, as well as poor education because almost half of the population of Suntenjaya Village are only elementary school graduates. Their skills in farming, raising livestock, or playing the puppets are passed down from generation to generation. Sometimes they exchange information through their groups or associations.

There are several collaborations and connections between the people of Suntenjaya Tourism Village which are quite good, including cooperation in the management of clean water between villages where several other villages pay for water sources to Suntenjaya Village, cooperation between the Village Government and NGOs and other third parties, as well as plans for tourism cooperation in terms of capital and marketing both at the inter-village, sub-district, district, and provincial levels. BUMDES is not yet optimal so people and organizations are still moving on their own. Social capital consists of the existence of networks and connectedness both vertically with the government, landlords, and so on as well as with fellow citizens. The most vertical cooperation carried out is between groups, villages, and Perum Perhutani as the majority owner of land in Suntenjaya Village. Only 28.3% of the farmer population are members of Poktan. In addition, each profession is incorporated into its own horizontal network, such as the Pokdarwis and the Indonesian Puppet Association. As for people who are not members of horizontal network groups (Poktan, Pokdarwis), it is more difficult to access vertical networks.

3. The Potential of Tourism Attractions Based on Livelihood Resources

Tourist attractions in Suntenjaya Tourism Village fall into three categories, there are nature-based tourist attractions, cultural-based tourist attractions, and man-made tourist attractions. All existing tourist attractions are in a moderate condition,

where all tourist attractions can be said to be available, but ownership is not entirely in the control of the community together, such as natural tourist attractions located in the area owned by Perum Perhutani and tourist attractions privately owned by individuals in society. 60 percent of the Suntenjaya Tourism Village area is forest owned by Perum Perhutani. The village only has a small amount of agricultural land, which is

called the Carik land, with an area of approximately 1 hectare. The location is far from the main road and surrounded by forest belonging to Perum Perhutani. The area of the scrap land is not comparable to the area of the village which is 1,456 ha (including forest). It can be concluded that the ownership of natural resources by Suntenjaya Tourism Village is quite bad.



Figure 3. Natural Livelihood Resources of Suntenjaya Tourism Village

Source: Personal Documentation, 2022

The natural resources in Suntenjaya Tourism Village include agricultural and livestock crops (vegetables, dairy cows), agricultural and livestock products (coffee, milk) agricultural land, forests, rivers, springs, and waterfalls as shown at Figure 3. The production reaches 40 tons per year, with very good quality, and is able to compete with other coffees in Indonesia because the target is specialty coffee. *“There are no vegetables in the forest anymore, except for those with private lands”* (Informant W4, Personal Communication, 2022). Types of vegetables grown varied according to market demand, such as horensa [Informant W8], zucchini, kale, cherry tomatoes, cabbage, mustard greens,

broccoli, tomatoes, red chilies, lotus, and Kenyan beans.

Nature tourism in the Suntenjaya Tourism Village, includes the Bincarung Park Campground, two waterfalls namely Cibodas Waterfall and Luhur Waterfall, coffee and vegetable agro-tourism, animal husbandry, and the Lembang fault. As for all categories of tourist attractions, they have quite good potential by utilizing their physical capital, as well as by increasing social capital or institutional capital so that cooperation between tourism managers and attraction owners can collaborate well for the sustainability of tourism and community livelihoods.

There are 16 springs, three waterfalls, and rivers. For its use, there is an MoU with

Perum Perhutani. This water source is not only used by the people of Suntenjaya Tourism Village but also distributed to 17 other villages as well as the Dago and Mekarsari tourist areas. This causes the river water discharge in Suntenjaya to be smaller so that it is less attractive to be used as a tourist attraction. This is exacerbated by the disposal of cow manure in the river so that the river is polluted. Lembang District is known as a vegetable-producing area, including in Suntenjaya which is claimed to have the most fertile soil and dairy cows with quite a lot of milk production. However, many local people are now starting to leave cattle farms because the production costs are too high and the workforce is no longer qualified.



Figure 4. Wayang Golek Artist

Source: Personal Documentation, 2022

In early 2022, one of the Pokdarwis members built a fish pond in Bincarung Park camping ground where the food comes from maggots or the larvae of the Black Soldier Fly. The maggot is cultivated from processed organic waste from Suntenjaya Tourism Village residents, which then the fish can be used as a tourist attraction and activity both educational and entertainment, and can become a potential new natural resource in Suntenjaya Tourism Village where previously there were no fresh fish commodities at all. Until now, the village has not maximized the natural potential that exists in areas outside the forest, so that the

ownership of the land is not wholly owned by the village or residents, so income from tourism must be shared with the land owner, Perum Perhutani.

The attractions that are not concentrated in forest areas belonging to Perum Perhutani include vegetable agro-tourism, Wayang Golek (traditional puppet) performances shown in Figure 4, making Wayang and traditional musical instruments (Gamelan, Degung, and Calung), Pencak Silat martial arts, traditional children's games, and historical sites. As for man-made tourism, the village government is planning to build a thematic village in Suntenjaya Tourism Village with the characteristics of each village. The ideals of the village also want to create tourism with the Smart Village concept, namely a village for education in both the arts and the skills of the community's daily livelihood including learning blacksmithing, wood and bamboo crafts, sculpture from paper pulp, and processed agricultural products such as Ranginang, cassava chips, vegetable chips, Marlem Products such as pumpkin leaf chips, coffee chips, and popcorn. Pokdarwis also plans to make jam from agricultural production. Communities can also take advantage of tourist attractions around the village such as the Lembang Fault for Geotourism and the Dutch heritage quinine factory building which is still operating belonging to PTPN VIII which is directly adjacent to Suntenjaya Tourism Village.

4. The Potential of Tourism Activities Based on Livelihood Resources

Tourism activities in Suntenjaya Tourism Village include nature & heritage activities, authentic rural experiences, learning activities, and other tourism activities with good ratings. Generally, one tourist activity in Suntenjaya Tourism Village intersects with other types of activities, such as nature tourism activities as well as educational tours, or participating in the daily activities of the residents as well as picnics or enjoying food/drinks typical of Suntenjaya Tourism Village. All of these activities have a good effect on increasing the community's

livelihood resources such as encouraging a better agricultural system (natural capital) by creating agricultural programs so that tourists can enjoy agro-tourism at any time without waiting for the planting season or harvest season, as well as encouraging the community to improve their skills by becoming local guides.

The identified tourism activities focus on nature activities and learning activities which are centered in the forest area belonging to Perum Perhutani, which are camping, hiking, trekking, tours at waterfalls, and coffee agro-tourism. Apart from forest areas, agro-tourism is also carried out on community-owned land, namely vegetable and fruit agro-tourism.

Tourists can learn how to plant and grow coffee beans, harvest coffee beans, and process the coffee beans so it is ready for sale. It's the same with oranges, how do you plant oranges and harvest oranges? In seasonal horticulture, it's for the harvest. That will later be included in a sectoral series of educational tourism related to vegetables.

We tried to bring our guests into the plantation and it turned out that many of them like to pick and plant themselves. In the past, if tourists wanted to learn how to plant broccoli, they had to find farmers who were growing broccoli at that time. Now, farmers are just getting ready. The advantage is that if tourists participate in harvesting as a tourist activity, and they buy the fruit or vegetable they have just harvested, we will receive double the money, for the land owner and partly for the tour guide.

Existing tour packages at Suntenjaya Tourism Village are sold at IDR 250,000 per person for one-day tour, including walking around the vegetable garden, learning to farm, planting, hoeing, harvesting, outbound, and lunch, not including staying at a homestay. Only residents who have land capital in the form of cultivated coffee fields in forest areas, have heritage from their ancestors in the form of sites and tombs for pilgrimage, and have human capital in the form of expertise and skills involved. However, this involvement is also felt to be minimal because there have not been many requests from tourists for this type of tourism.

Other types of tourism activities that are commonly carried out by tourists that are not

related to the daily activities of the community are outbound, camping, hiking, picnics or enjoying typical food and coffee from Suntenjaya Tourism Village, enjoying the natural scenery, trekking to Cibodas Waterfall, as well as Curug Luhur and hiking to Bukit Tunggul. All of these activities still rely on natural potential and are not man-made activities such as theme parks. All tourism activities in Suntenjaya Tourism Village can currently be carried out on one day tour or a day trip up to generally one night if camping. As for activities that rely on the experience of rural community life, they have potential but have not been packaged properly.

In addition to learning activity tours that are carried out directly in nature, there are also learning activities to process coffee until it is ready for sale. Other tourism activities offered are learning to raise livestock, learning to play and make puppets, learning from iron craftsmen, wood craftsmen, bamboo, and mashed-paper sculptures. All of these activities are authentic rural experiences of the people of Suntenjaya Tourism Village where indeed their daily life is farming and raising livestock, including the offer to live in a homestay if there is a request. However, these activities are not optimal due to limited access and marketing. In general, tourism activities carried out in forest areas do not require the services of a tour guide so tourists only need to buy a tour ticket when they first arrive. This is unfortunate considering that community involvement in tourism activities is quite minimal.

Tourism activities have the potential to be developed by identifying potential markets for Suntenjaya Tourism Village. Based on observations and literature studies, tourists visiting the Tourism Village are family tourists who come from within the city or Greater Bandung, academic visitors to do research or community service, as well as visitors to groups of youth who hold inauguration activities, and so on. Travel duration generally ranges from 2 hours to one night, for nature tourism purposes, camping, agro-tourism, as well as educational tours and campus events.

Although many come from within the province, foreign tourists have also come to visit on several occasions, using homestay accommodation with groups ranging from 2 to 5

people. Based on the Village Government's plan, Suntenjaya Tourism Village has the potential to be developed as an educational tourism area by applying a different theme for each hamlet. In addition, tourism activities can be developed by targeting tourists who also visit Cibodas Village and Maribaya Village which tend to be more famous than Suntenjaya Tourism Village.

5. Travel Program Based on Sustainable Livelihood Resources

Tourists who visit are more likely to carry out instant activities such as taking selfie photos compared to living in or interacting with local communities, resulting in the fading of authenticity and locality. Attempted in the development of the Suntenjaya Tourism Village, this can be minimized. For the next 35 years, the people of Suntenjaya Tourism Village can utilize the forest area as an area with various interesting natural tourist attractions, not to serve as the main attraction, but as a plus value or only as a venue for the main activity, to reduce policy vulnerability. The Suntenjaya Tourism Village community can target potential tourists visiting Maribaya and Cibodas Village, the offered tourism activities emphasize the interaction of tourists and the community, such as agro-tourism with agricultural production tools that require a companion, hiking or trekking with a local companion, outbound with a companion local tourism, skills training for tourists, and others to absorb a large number of workers. The unique characteristics of tourists, namely academics, can be used as a basis for the development of tourism products and educational tour packages. This can also encourage the community to continue to improve formal education.

Communities can gradually relocate tourism to village-owned or community-owned land that is safe from disasters (including homestays), and begin to use their land for agro-tourism (vegetables, fruit, and coffee processing), as well

as additional alternative tourism such as geo-tourism to the Lembang Fault Fault and Quinine Factory left by the Dutch. Communities that have unique skills such as the ability to process iron, bamboo, wood, and carving from paper pulp can be used as a major tourist attraction, and take advantage of training from other parties as other community capacity building, including the use of technology and marketing.

Suntenjaya Tourism Village is very suitable for developing educational tour packages by utilizing forest areas only as venues, while all tourist activities must be accompanied by local guides or instructors. Examples of educational tourism activities in question can be in the form of boot camps for preparing school exams for students or preparation for university entrance tests, summer camps or edu-camps to improve the hard skills and soft skills of students and students, team building for students, university students, and employees, agro-tourism specifically for kindergarten-elementary students, schools nature, language village, historical and geo-tourism tour packages, coffee processing for the community, development of the concept of healing and self-development village, and others, adapted to the wishes and capabilities of the people of Suntenjaya Tourism Village.

PINTER (Smart) Package (1 Day Tour Educational Tour Program)

The purpose of participating in the Pinter package is that tourists get new experiences and knowledge from the local people of Suntenjaya Tourism Village without having to spend the night or stay overnight. Tourists in groups can choose one type of Pinter package as desired with minimum orders up to 30pax, including transportation fee within the area, local guides and instructors, lunch, souvenirs, and entrance tickets to forest area tours (can be seen in Table 2 below).

Table 2. PINTER Package

Time	Activities	Place
09.00	Arrival, welcome drinks	Bincarung Park Campground
09.00 – 09.30	Local guide introduction & briefing	
09.30 – 12.00	Main educational tourism activities	Customize activities: <ul style="list-style-type: none"> • Coffee plantation

Time	Activities	Place
	(tourists can choose one activity and take home their handiwork or creations):	<ul style="list-style-type: none"> • Vegetable & fruit plantation • Cow husbandry • Lembang Fault & PTPN VIII Quinine Factory • Puppet studio • Bincarung Park • Luhur Waterfall/ Cibodas Waterfall
12.00 – 13.00	<ul style="list-style-type: none"> • Suntenjaya’s Coffee agrotourism • Suntenjaya’s Vegetable and fruit agrotourism • Suntenjaya’s Farm agrotourism • Historical and geo-tourism tours (Lembang Fault fault and PTPN VIII's Dutch Quinine Factory) • Wayang Puppets and traditional music • Kaulinan Barudak (traditional children's games) • Wellness Tourism (mental education, relaxation, meditation by listening to audiophile sounds) 	
	Lunch Break with local (traditional menu)	
13.00 – 14.30	Closing farewell: Watching Sundanese art performances Distribution of souvenirs	Community Hall

Source: Data Processed by Researcher, 2024

ULUNG (Advanced) Package (2D1N Educational Tour Program)

Apart from aiming to improve the quality of relationships with group members (team building: getting to know each other, establishing communication, and forming collaborations), Ulung package tourists will also gain unique new knowledge and skills. Not only do they come from the same team, but Ulung package participants can

also come from different communities and are brought together in the same activity.

Tourists, both individually and in groups, can choose one type of Ulung package according to the available schedule, including transportation within the area, local guides and instructors, 4 meals, souvenirs, area tour entrance tickets forests, and one-night lodgings at local homestay or camp at Bincarung Park Camping Ground (can be seen in Table 3 below).

Table 3. ULUNG Package

Time	Activities	Place
<i>Day 1</i>		
09.00	Arrival and check-in, distribution of welcome drinks	
09.00 – 09.30	Local guide introduction & briefing	Bincarung Park Campground
09.30 – 12.00	Agrotourism Educational tourism activity <ul style="list-style-type: none"> • Coffee/vegetable and fruit/livestock agrotourism 	<ul style="list-style-type: none"> • Coffee plantation/ Vegetable and Fruit plantation/ Cow husbandry
12.0 – 13.00	Lunch Break with local (traditional menu)	Customize activities
13.00 – 15.00	Cultural Educational tourism activity <ul style="list-style-type: none"> • Wayang and traditional music/Traditional dances/Kaulinan Barudak (traditional kid's game) 	Wayang Studios
15.00 – 15.30	Check-In Homestay/camp preparation	
15.30 – 17.30	Learn to cook traditional dishes with the local	Homestay
18.00 - End	Dinner and free activity	

Time	Activities	Place
Day 2		
06.00	Breakfast (local dishes)	Homestay
07.00 – 08.00	Hiking to the waterfall	Luhur/Cibodas Waterfall
08.00 – 10.00	Self-Development Educational tourism activity	Luhur/Cibodas Waterfall
	• Wellness Tourism/Leadership games	
11.30 – 12.30	Lunch Break with local (traditional menu)	Community Hall
12.30 – 13.00	Closing farewell: Watching Sundanese art performances	

Source: Data Processed by Researcher, 2024

CEMERLANG (Brilliant) Package (Intensive-Long Stay Educational Tour Program)

The purpose of participating in the Cemerlang package is that tourists in large groups get facilities for intensive learning (both learning programs from tourists it-self and from third party’s collaboration with Pokdarwis), where the community provides accommodation, food and beverage facilities, as well as supporting programs to increase focus on learning and tranquility for participants.

Tourists can stay from 3 to 7 days as needed, for intensive study, including local guide, professional teacher/instructor (if needed), food and drink during activities, accommodation (local homestay), souvenirs, forest area entry tickets during activities, and programs to support learning focus and test preparation for participants (can be seen in Table 4 below).

Table 4. CEMERLANG Package

Time	Activities
Day 1: Arrival and Orientation	
15.00 – 18.30	Arriving at Suntenjaya Tourism Village, welcoming & short-briefing check-in arrangements at resident’s homestay
18.30 – 20.00	Dinner at community hall, introduced to the intensive learning program and tourism activities
20.00	Rest and prepare for the next day
Day 2: Agrotourism & Cultural Tourism	
06.00 – 08.00	Breakfast with local (traditional dishes)
08.00 – 11.00	Visit to coffee agrotourism, learn about the process of cultivating and processing coffee
11.00 – 13.00	Lunch, break
13.00 – 14.30	Visit to vegetable and fruit agrotourism to learn about organic farming
14.30 – 17.00	Afternoon activities: Learn wayang
17.00 - end	Dinner at homestay
Day 3-5: Intensive Learning Activities	
05.30 – 06.00	Light body exercise, warming up/study preparation
06.00 – 08.00	Breakfast with local (traditional dishes)
08.30 – 11.00	Intensive study session
12.00 – 13.00	Lunch
13.00 – 14.30	Advanced study sessions
	Afternoon activities
14.30 – 16.30	<ul style="list-style-type: none"> • Day 3: Get to know the lives of local people • Day 4: Exploring PTPN VIII's Dutch Dutch Quinine Factory History & GeoTourism - Lembang Fault • Day 5: Voluntourism – Community Service Project
16.30 – 17.00	Evaluation of learning results
17.00 - end	Dinner at homestay
Day 6: The Reflection and Farewell Day	
06.00 – 09.00	Breakfast with local (traditional dishes)
09.00 – 10.00	Reflection Session: students/tourist are given the opportunity to share experience and learning during the visit
10.00 – 11.00	Cultural or music performances as a closing celebration

Time	Activities
11.00 – 13.00	Check-out from homestay

Source: Data Processed by Researcher, 2024

It should be noted that tourists for educational tours are usually business travelers who will book accommodation in large numbers, are students and employees from one campus or company, will stay for the weekdays, from one to three nights, and may be very sensitive to price because the company will bear all expenses for participants, require additional public facilities with large and varied capacities such as meeting rooms, and others. Even so, the Suntenjaya Tourism Village can set a group rate or package.

CONCLUSION

Despite the rich natural environment in Suntenjaya Tourism Village, the predominant ownership of its resources by outsiders and the limited participation of the farmer population in horizontal network groups pose challenges to community access and development, compounded by inadequate infrastructure and facilities. The ownership of tourist attractions in Suntenjaya Tourism Village is not entirely controlled by the community, as some attractions are owned by Perum Perhutani and private individuals. The village has various natural resources, but their potential outside the forest areas is yet to be fully utilized, leading to shared income with Perum Perhutani. In terms of man-made tourism, the village government plans to develop a thematic village with unique characteristics for each village in the area.

The diverse tourism activities in Suntenjaya Tourism Village, which integrate nature, education, and local daily life, have a positive impact on the community's livelihood resources, particularly in enhancing the agricultural system. However, involvement in tourism is currently limited to residents who possess land capital, ancestral heritage sites, and specific skills. The village offers various authentic rural experiences such as livestock raising, puppetry, and crafts, and the availability of homestay options allows tourists to immerse themselves in the village's daily life.

The unique characteristics of the tourists, particularly academics, can be utilized to develop educational tour packages, thereby promoting the improvement of formal education within the

community. The village's forest areas can serve as venues for educational tours, with all activities requiring the presence of local guides or professional instructors. Differentiated packages can be developed based on the diversity of tourist activities and facilities needed by visitors.

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