

Development Of A Community-Based Sports Tourism Village And Local Wisdom Product As A Basis For Competitive Advantage In Cijagamulya Village, Kuningan Regency

Gana Wuntu

Tourism Study Program/Sekolah Tinggi Ilmu Ekonomi Pariwisata Indonesia, Semarang, Indonesia

Mengku Marhendi

Tourism Study Program/Sekolah Tinggi Ilmu Ekonomi Pariwisata Indonesia, Semarang, Indonesia

Corresponding email: mengkumarhendi@gmail.com

Abstract. Every village that is pioneered as a tourist destination should be unique so that it can compete with other tourist villages. This research aims to identify the potential for sports tourism in Cijagamulya village, identify local wisdom products that can support the development of sports tourism, and to formulate a community empowerment strategy within the framework of the Cijagamulya development model as a community-based sports tourism village to provide economic impacts on its community. The research was conducted with a qualitative method, conducting in-depth interviews with a number of informants. The results showed that Cijagamulya village has the potential for sports tourism, has facilities and various alternative types of sports. Various MSMEs are ready to develop local wisdom products in supporting the pioneering of Cijagamulya village as a competitive tourist village. This research also proposes a framework for the development of a community-based sports tourism village.

Keywords: Sport Tourism, Local Wisdom and Community Empowerment, Tourism Village.

INTRODUCTION

The tourism sector as one of the drivers of Indonesia's economic growth is expected to increase the number tourist visits, increase earnings, employment and increase Indonesia's tourism competitiveness index in the global realm. In line with the objectives of tourism development, the government develops tourism villages in order to increase economic growth, people's welfare, reduce poverty, overcome unemployment, preserve nature, the environment and resources, and promote culture. The development of tourism villages is also a form of accelerating the development of tourism villages integrated with socio-cultural and economic transformation of villages. Therefore, each region and village need to look at its potential to be anchored and developed in order to provide added value, benefits and produce high productivity for the prosperity of rural communities.

Source of diversity from ethnic groups and island in Indonesia, result in a large number of tourist villages spread across Indonesia. In 2018 village potential (Podes) in presented in Table below:

Tabel-1
Number Village Potential (Podes) by Island in 2018

AREA/ISLAND	NUMBER	UNIT
Sumatera	355	Villages

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* Gana Wuntu, mengkumarhendi@gmail.com

Jawa-Bali	857	Villages
Nusa Tenggara	189	Villages
Kalimantan	117	Villages
Sulawesi	119	Villages
Maluku	23	Villages
Papua	74	Villages
Total	1.734	Villages

Source: GOBUMDES.id

Tourist villages have become an alternative village development trend in the last decade. From year to year, the number of tourist villages in Indonesia is also growing rapidly. According to the data in Table 1.1, the number of tourist villages is 1,734 out of a total of 83,931 villages in Indonesia, prompting the Ministry of Villages, Disadvantaged Regions and Transmigration to target the number of tourist villages to increase to 10,000 tourist villages by 2020 (Antara News.com, 13 July 2021).

Despite the number of recorded tourist villages above, there are still many unrecorded villages in Indonesia that are very likely to become tourist villages and certainly have natural and cultural potential, local wisdom, quality and quantity of human resources and also have different problems. Therefore, how to invite the community to be aware of tourism and utilize and preserve the potential into capital in improving the economy of the community itself by making their village into a tourist village requires the role of all parties.

The ability of villages to utilize their potential, hence the local wisdom, natural resources and human resource readiness is important for the successful development of new villages into pilot tourism villages. Potential is the ability that has the possibility to be developed. Potential is an ability that has not been opened, stored power, untapped power, unused success, hidden gifts or in other words, potential is ability and strength or power, where potential can be innate or talent and the result of stimulus or training in development. Potential can also be said to be an ability, strength, ability, resource that has the possibility to be developed. And in the scientific dictionary, potential is defined as strength, ability, power, influence, power and function.

The policy on village development is stated in Law No. 6/2014 on Villages that the purpose of rural development is to improve the welfare and quality of life of rural communities, by encouraging the development of independent and sustainable villages that have socio-economic and environmental resilience, reducing the gap between villages. Therefore, to implement harmonious and successful rural development, it is necessary to empower village communities, starting from their participation in planning to the final results of the development, known by term of community-based tourism.

The community-based tourism (CBT) approach for tourism village development has been widely used, because this approach is considered to offer a bottom-up and sustainable development model community control over tourism planning and management in rural areas (Bello, Lovelock, and Carr 2017). CBT will elaborate socio-economic diversification (Burgos and Mertens 2017), community's participation and empowerment (Arismayanti and Suwena 2022), nature and culture preservation and resilience for sustainable development, communities' networks and partnerships.

Sustainable tourism development requires community empowerment and the role of community support tourism (Khalid et al. 2019). To be able to involve and empower the community in tourism development, the most important thing is to eliminate intrinsic barriers within the community itself. Local community power can be created from local knowledge and the communities' resources include capabilities, experiences, creativity and invention.

There are four dimensions that establish community empowerment system, including economy, society, politics, and psychology. The community can be empowered on the economically, psychologically, socially and politically aspects (Nguyen, d'Hautesserre, and Serrao-Neumann 2022). Research by (Zhou, Wang, and Zhang 2021), explains that Psychology empowerment is greater than political empowerment. To improve the community empowerment, changes in the top-down participation system is needed to be more bottom-up, and self-government tourism organization need to increase

Apart from being driven by the community, tourism village development also receives great support from the government. Government support for village development as one of the foundations in realizing a prosperous society is contained in several government regulations and policies, among others: Government Regulation No. 60 of 2014 concerning Village Funds sourced from the State Budget. Most recently by Government Regulation Number: 8 of 2016 concerning Village Funds sourced from the State Budget.

One of the districts that is aggressively encouraging the growth of tourist villages is Kuningan Regency. Several tourist villages have been developed with local wisdom, for example the Cibuntu tourist village is based on cultural tourism, Cikaso village is based on rice field nature, Bojong village is characterized by a creative economy, Puncak village has an ecotourism theme and Kramatmulya village popular with the theme education organic agriculture. Each village tries to have its own uniqueness.

One village that also wants to develop into a tourist village is CIjagamulya village. Paying attention to the strong competition in the tourism village theme and product,

Cijagamulya village necessarily to have its own unique theme and product based on its own potential attractions and local wisdom. Cijagamulya Village administratively only has two hamlets with a total of 555 households. It has local tourism potential in the form of folk games, culinary, cultural and even more interesting is the potential for sports tourism as evidenced by the frequent sports events organized such as the Inter Youth Volleyball Tournament, friendly Football Matches and futsal matches between schools. This potential is also supported by natural conditions consisting of rice fields and hills that can be used as tourist bikes and tracking tours. This tracking tour is a travel activity carried out in an area, be it forest, countryside, mountains and so on with the aim of enjoying the potential in the area (Yoeti 2003).

The increase in individual sporting activity stimulates the emergence of sports-related forms of leisure. This is further reinforced by tourists seeking authentic experiences in host-guest relationships, physical health and well-being, and consumption of local products and services. Society, especially in developing countries, has not fully realized the potential of local sports as a resource and competitive advantage in developing their destinations. Research by Herbold, Thees, and Philipp (2020) reviewed the community development and sports tourism based on local wisdom and the community involvement. This research proposed leveraging local sports identity in the tourism village product development and highlighted increased local involvement on sports tourism to promote local sustainability. Meanwhile, research from (Morfoulaki et al. 2023) emphasizes that sport tourism can be a driving force for sustainable destinations.

Likewise, tourism research still lacks analysis of the role of society and its specific sporting identity, so this research wants to explore the potential of Cijagamulya village in sports tourism, its potential of local wisdom products and proposing framework for community empowerment in Sport tourism Village Tourism.

METHOD

This research uses an interactive qualitative method approach with a single case study design in Cijagamulya Village Kuningan Regency, because it aims to identify potential of sport tourism in the village, potential of local wisdom product and proposing framework for community empowerment in sport tourism. Data was collected from the field research using in-depth interview techniques with informants, field observation and documentation. To maintain data validity, multi-source and multi-technique data collection was carried out.

RESULTS AND DISCUSSION

Sport Tourism Potential in Cijagamulya Village

The results of research in Cijagamulya village found that there are 4 types of sports that have been developed to support sports tourism villages, namely Futsal, Volleyball, Tracking and cycling tours. Cijagamulya Village has been recognized by the people of Kuningan Regency as a place for futsal training and tournaments both at local and regional levels. Futsal competitions at the Cijagamulya field facility are held for children, youth and adult level. Futsal tournaments have been routinely organized as the village's annual sporting event.

Because of the popularity of Cijagamulya village in Futsal sports, one of the junior high schools in this area, SMP N 4 Ciawigebang, became a futsal champion for the student level in the IMM Kresna Cup. Kresna Cup itself is a futsal championship in the Kuningan region organized by the Kuningan Muhammadiyah Student Association (IMM) in October 2022. The purpose of this futsal tournament is for the younger generation to maintain solidarity and synergy through sportsmanship, so that the good values that arise will have an impact on other values. Some of the tournaments organised by the village are the Langgoko Cup and the Children's Futsal Tournament. Langgoko Cup Futsal Tournament organized to celebrate Indonesia's Independence Day.

Another popular sport in Cijagamulya is volleyball. There have been regular practices and matches, but these volleyball tournaments are still at the village level, as these activities still use the existing futsal court. In the near future, the village has plans to develop a special land area for volleyball. The village not only prepare a special court for volleyball but also with its facilities, and it has been budgeted for in the village development plan.

There is another potential sport developed by the village, namely tracking. To support tracking activities, a mapping of trails for tracking sports has been carried out through rice fields and bamboo forests, so that the scenery and atmosphere are very typical of the countryside. This other sport activity that will be developed further is a Bicycle tour package. The tourist cycle route has been surveyed to have a route through all hamlets in the village so that the potential of the village can be introduced to tourists. This is expected to have an economic impact through community-owned bicycle rental businesses.

The sports tourism potential of Cijagamulya village can be shown in the following chart:



Chart-1 Sport Tourism Potential

Local wisdom Product potential in Cijagamulya Village

Cijagamulya Village has a bamboo forest area that is planned to be used as a Traditional Food Market area called “Pasar Awi” in order to promote local wisdom products in the village. In Pasar Awi, stalls will be set up for sales and a place for the community to perform local arts and culture such as tambourine and reog dance. Pasar Awi itself is planned to be a tracking sports route, which is passed by sports participants.

By providing traditional culinary market activities at Pasar Awi, it is hoped that the community can provide and sell food and drinks typical of the West Java region and especially food and drinks typical of Cijagamulya village. In addition to food and drinks, the community can sell a variety of locally produced souvenirs and a variety of locally produced fruits and vegetables. To enliven the Pasar Awi, the government plans to prepare an art stage so that local village arts or dance can be performed, this will strengthen the local wisdom products of the tourism village.

In order to raise local wisdom products, knowledge has been provided for the community to be able to develop catfish processing products whose potential exists in Cijagamulya Village. With this skill, it is expected to improve the economy of the Cijagamulya Village community. In addition to increasing knowledge about food ingredients and utilisation of catfish, how to make processed catfish, and increasing knowledge, about product packaging. An example of the utilisation of catfish is the making of meatballs and catfish nuggets (Kusumah et al. 2023).

A community empowerment framework for sports tourism village development

Sport tourism is a fast-growing segment of tourism offering new perspectives and supporting travelers’ behavior shift towards active living that is a boost for sustainable destinations. These interrelations between active living, active travelling, and sport tourism have a powerful environmental, economic, and social impact. Sport tourism is estimated to help in building a unique identity closely linked to sustainability goals—the area represents a

great natural and cultural beauty that can be emphasized by sport initiatives, while, once such efforts are incorporated in wider sustainability plans, the destinations' profiles can be significantly upgraded

Cijagamulya Village has a local government-owned indoor field facility with toilet facilities and a street vendor area for the community to support every sporting tournament event. The field has been used by the community as a training ground as well as a venue for futsal competitions at the village level and Kuningan regional level. In the village development plan, the construction of sports facilities in the local government-owned area has been planned to become a sports center with more complete facilities. It is expected that with the model of organizing sports events in Cijagamulya village, it can be a factor in attracting visitors, both from the components of tournament participants and event spectators. This sports event activity is then expected to foster economic activities, including the sale of food, drinks, souvenirs, parking provision, security prepared by the community, so that in the end it can provide economic benefits for the community.

In order to develop a community-based sports tourism village, a community empowerment model has been designed that involves various organizations in the village as managers of sports tourism, sports events and traditional market events. Community organizations involved include the village consultative body, karangtaruna, masjid youth council, PKK women organizations, community leaders or local figures. The community involvement is expected to grow economic activities including event management, sales of tour packages, sales of food and beverages, parking services, homestay services, souvenir sales, income from cleaning facilities, income from security and health activities, cleanliness, tent rental, sound system rental, bicycle rental and so on. Most of these economic benefits are received by the community as a result of community-based sports tourism villages.

The community-based sports tourism village model by means of community empowerment so that it is based on the community economy can be described in the following framework:

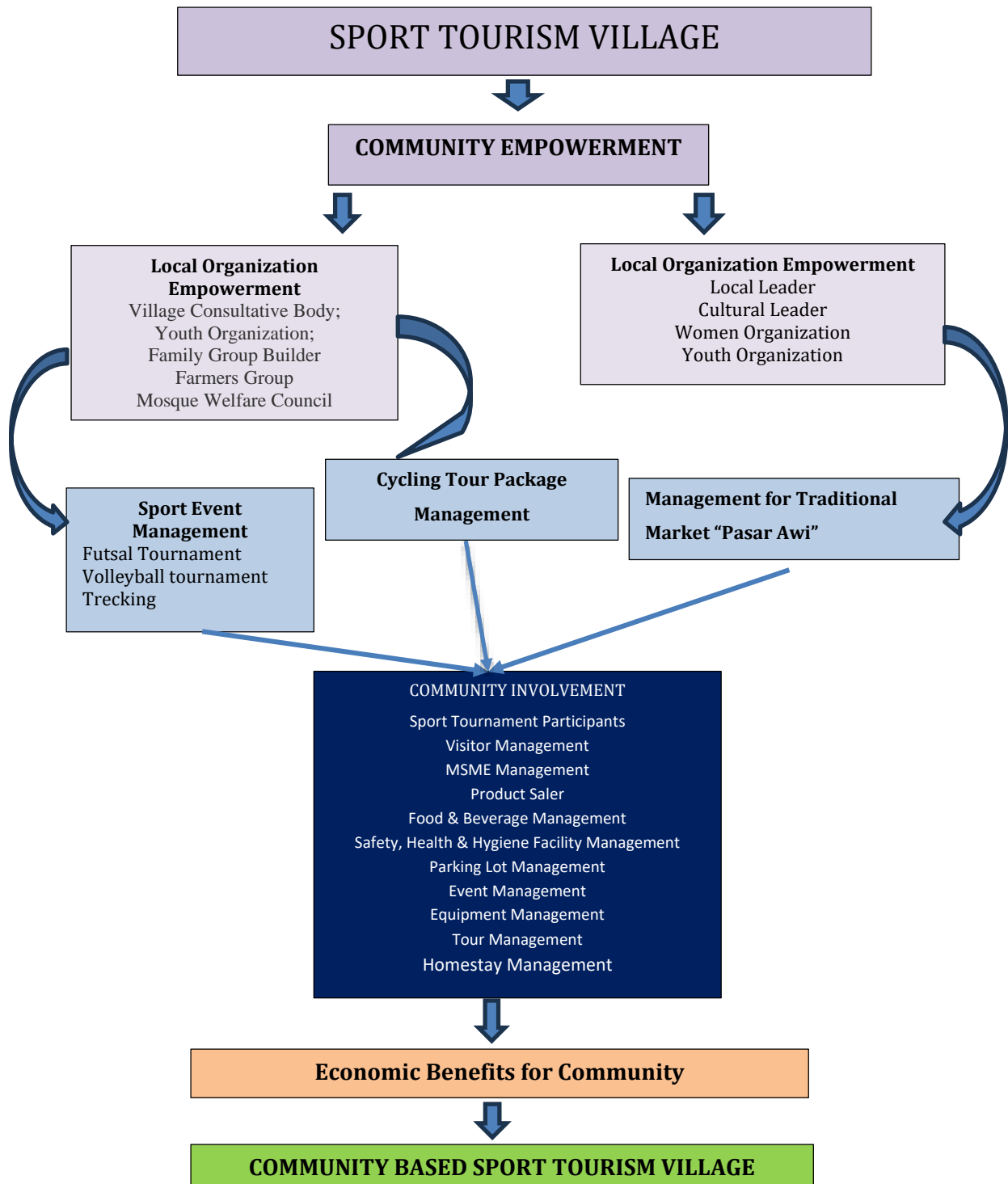


Chart-2 Framework for Community Based Sport Tourism Village

CONCLUSION

From the results of this study can be concluded as follows:

1. Cijagamulya Village has the potential as a sports tourism village with its potential, namely: futsal, volleyball, tracking, and bicycle tour packages that can support the attraction of sports tourism village activities

2. Cijagamulya Village develops local uniqueness through the growth of traditional food markets, which will present a variety of local wisdom products both food, drinks, souvenirs, and equipped with dance and art attractions.
3. In order to develop a community-based sports tourism village, a framework is proposed where the sports tourism village model is carried out with community empowerment, namely the empowerment of community organizations as direct managers of sports events, traditional markets and sports tourism packages. With the involvement of community organizations, it is hoped that event, tourism activities and the provision of various tourist needs can have an economic impact on the community.

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