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Policy model for development of tourism villages based on local wisdom towards self-reliant village in Pangandaran Regency, Indonesia

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Abstract

The purposes of study are (1) analyze strengths, weaknesses, opportunities and threats of tourism village destination in Regency Pangandaran and (2) to formulate policy model for development of tourism villages based on local wisdom towards self-reliant village in Pangandaran Regency. This study uses a qualitative descriptive research method with approach studies case. Primary data collection techniques in the form of interviews, focus group discussion, observation and document study. Results of analysis of SWOT (strength, weakness, opportunity, threat) of tourism village destination in Pangandaran Regency, especially (a) Strength: (1) airport Nusawiru as access for tourist international and inter bus city or between province that has destination to Regency Pangandaran; (2) culture famous Sundanese friendly. (b) Weakness: (1) standardization policy opening and development destination tour new to district Pangandaran not yet available; (2) access good way not yet evenly on each destination existing tours; (3) readiness resource man for accept tourists and awareness will industry tourist not yet maximum. (c) Opportunity: (1) have many potency destination unexplored tourism; (2) existence track train fire and airport Nusawiru as well as Harbor Bojong Salawe; (3) training about tourism through extracurricular for learner and language foreign for society. (d) Threat: (1) stability nature and impact environment in implementation exploitation destination travel; (2) degradation score culture and potential leave inheritance existing culture. Policy model for development of tourism villages based on local wisdom towards independent villages include tradition, community empowerment and participation society.

Keywords : policy model, tourism village development, wisdom local, self-reliant village

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Introduction

Community development is a process where people are united with those of governmental authorities to improve the economic, social and cultural conditions of communities and communities are integrated into the life of the nation enabling them to contribute fully to national progress. Haines (2014) said that "community development is defined as a planned effort to produce assets that increase the capacity of residents to improve their quality of life". Meanwhile, Huraerah (2008) said that "community development is a method of social work that aims to improve people's lives by involving

the community in the whole process of activities. Working with the people and to help people to help themselves are the main principles in applying this method". Hawtin & Percy-Smith (2007) said that "community development is the process of collective action to achieve social justice and change by with communities to identify needs and take action to meet them. It is based on an agreed set of values and is particularly important to vulnerable groups and disadvantaged communities".

Kodyat (2001) said that tourism is a journey from one place to another that is temporary, carried out either by individuals or groups. This is done as an effort to find balance or harmony and happiness in life related to the environment. Tourism can be defined as a temporary or short-term transformation of individuals to destinations beyond their usual places of residence and work. Meanwhile, Wahab & Gromang (2003) defines tourism as a new type of industry that is capable of producing rapid economic growth in providing jobs, increasing income, and can stimulate other productivity sectors. As a complex and potential sector, tourism also includes classic or traditional industries, such as handicrafts and souvenirs, lodging/hotels, and transportation facilities.

Tourism village is one form of application of community-based and sustainable tourism development. The tourism village is a form of tourism, where a small group of tourists live within or near traditional life or in remote villages and learn about local village and neighborhood life (Tavallaee, Asadi, Abya, & Ebrahimi, 2014). Concerning the concept of developing a tourist village, the development of a tourism village as a process that emphasizes ways to develop or promote a tourist village. More specifically, the development of tourist villages is defined as efforts to complement and improve tourist facilities to meet the needs of tourists (Pearce, 1987).

The tourist village, as one form of rural tourism can provide many benefits to the development efforts of various resources owned by rural areas (A.J, 2008). These potentials can be a tourist attraction that can provide an authentic experience to tourists and at the same time provide opportunities for local people to earn extra income through tourism. The development of tourist villages can thus be one of the efforts to foster the potential of local entrepreneurship, diversify tourism products, sustain local people's economy, and revitalize local culture.

Culture has not been dealt with in relation to community development by many authors. They have not delved into the issue of culture as playing any significant role in development of communities. (Anyanwu, 1992) sees community as a place where people live and develop an awareness of common sentiments based on common way of life, guarding their rules and regulations jealously in order to bring peace and development to the community. This definition leans towards upholding cultural values in the community to foster development. Adedokun (2008) also sees community as a social unit made up of people brought together by some common affinities that are characterized by primary, personal, informal, secondary, impersonal or formal relationships depending on the simplicity or otherwise of the community. Viewing community in this way, culture has a lot of roles to play in communities because every community is marked by some degrees of social coherence with local sentiment which is cultural in orientation. These local sentiments that brings about coherence amounts to putting the culture of the people in its rightful place in matters of development.

Local culture is a local resource that has an important role in community development. Adedokun (2008) said that culture has been defined in various ways by

various authors and people. Culture is simply defined as the entire way of life of a group of people such as their values, norms, rules and regulations and their standard of behavior. Williams (2004) believes that local culture is indispensable to community development because culture deals with ways of life of the people and power culture in each territory and community as they hinder or enhance development. The import here is that as good as local culture is in issues of development, when interspersed with power culture (which is also an aspect of culture) in an unfavorable way, it could hinder development but when put to good use, development is enhanced. He further explains that viewing culture as either enhancing development or being a constraint to local development depends on the ways in which ethnic, gender, race and other cultural identities impact on people's capacity to change their lives and communities.

Culture has been defined in various ways by various authors and people. Culture is simply defined as the entire way of life of a group of people such as their values, norms, rules and regulations and their standard of behavior (Adedokun, 2008). Ideas, views or values held by a people in a place that are wise, wise, of high value and good which are firmly embedded and believed and followed by all members of the community are called local wisdom. The values of local wisdom have become the grip, rooted, ingrained, grow and walk straight in society from generation to generation from grandparents to this day or passed down from parents to their children, therefore recognize and understand the elements of local wisdom. Elements of local wisdom from a community or from an area are very important in the process of empowerment and development. Local wisdom can also be used as the basis for making policy and decisions at the local level in all areas of public life in a comprehensive manner (Ferizaldi & Hasyem, 2021).

Local wisdom which is a view of life and various life strategies in the form of activities carried out by local communities in responding to various problems in meeting community needs. In foreign languages it is often conceptualized as "local wisdom", "local knowledge", or "local genius". The system for fulfilling their needs includes all elements of life: religion, science, economy, technology, social organization, language and communication, and the arts. They have understanding, programs, activities, implementation related to maintaining, improving, developing the elements of their needs, taking into account the ecosystem (flora, fauna and minerals) and human resources found in their own citizens (Wijayanti, 2019).

Forms of local wisdom in society can be in the form of values, norms, ethics, beliefs, customs, customary laws, and special rules. Because of its various forms and it lives in various social cultures, its functions are various. This diversity is a manifestation of ideas and values so that they strengthen each other and to increase insight in mutual appreciation. Diversity becomes a comparison material to find similarities in views of life related to the values of virtue and wisdom (virtue and wisdom). Local wisdom as a manifestation of culture that occurs with reinforcements in life shows as a form of humanization in culture (Wijayanti, 2019). Sumartias, Unde, Wibisana, & Nugraha, (2020) said that Indonesia has an extraordinary diversity of cultures and or local wisdom, and has been rooted in the community as a guide and guidance for long life. The diversity of local wisdom of the form of cultural arts, regional languages, manners (social ethics), philosophy of life and so on, has become a strength and potential in building the character of the Indonesian people.

Local wisdom is a cultural characteristic of an area. Local wisdom can be in the form of an idea or an activity that includes ways of interacting with other humans, humans and the environment, and humans with their belief systems. Therefore, it can be said that local wisdom functions as social stability and control over various human activities that involve the owner's community's life and life (Jumriani, Mutiani, Putra, Syaharuddin, & Abbas, 2021). According to Sardi, Lubis, & Suharjito (2019) said local wisdom is a form of values, perceptions, attitudes, behavior, and responses of a local community in interacting with life systems with nature and the environment in which they live wisely. Local wisdom refers to a body of knowledge, shared understanding, and wisdom that plays a significant role in addressing life challenges and making settlement decisions.

Local wisdom is currently being promoted by both the central and regional government. Regional governments through regional autonomy have the authority to regulate their autonomous regions by adjusting the economic, social, cultural and potential conditions of the region. Tourism as the most prominent sector, because it has a strategic influence on the economy in many countries. The development of tourist villages does not only play a role in the tourism sector, but tourism for national economic growth has a strategic position. Tourism development not only increases the country's foreign exchange earnings (foreign exchange), but also as a development catalyst that can have a positive impact on the creation and increase of employment and business opportunities, increasing tax revenues and national income (Edgell, Allen, Smith, & Swanson, 2008).

There are several principles in the development of tourist villages as alternative tourist destinations (Saragi, 2022), namely: (1) The membership is open and voluntary. This principle invites the wider community to cooperate in becoming a member of tourism development so that the village community feels that tourist destinations are common property and must be managed together. If this attitude does not exist, then the development of tourist villages will be hampered. Therefore, community openness is defined as accepting the development of tourist villages that must be fulfilled in the principle of developing tourist villages as alternative tourist destinations; (2) Organizational management is carried out democratically, where the management of tourist destinations is not to please one party but all parties who cooperate in building tourist destinations. With this, the common goals that have been formulated will be achieved effectively and efficiently; and (3) Independence. This principle encourages people to have confidence in their potential and the environment to know their various potentials as one of the capital to develop their economy. An independent society is highly motivated to continue developing and developing into better people. Based on the observations in one of the villages of Central Java, it is known that the government always motivates through various training for the community so that they have special and unique abilities to be responsible for their lives.

One of the objectives of organizing tourism in Pangandaran Regency in tourism activities is to explore and develop economic, entrepreneurial, social, cultural and communication technology potentials through tourism activities and realize the utilization of tourism development results to increase the welfare and prosperity of the community. Therefore, as seen from its 2026 Vision "Pangandaran Champion towards World-Class Tourism Based on National Character Values". The Pangandaran Regency Government needs to realize the vision through the authority of regional autonomy.

Efforts to develop tourism destinations in Pangandaran Regency, both existing and new destinations will have an impact on people's lives and regional development, especially in the development of tourist villages in Pangandaran Regency. In terms of developing tourist villages, there are more than 270 tourist attractions spread across 93 villages, 10 sub-districts. Only 5 Tourism Objects are managed by the local government, the rest are managed by the Village, Tourism Awareness Group, *Perhutani* and other parties (<https://disparbud.pangandarankab.go.id/public/>)

Tourism development in Pangandaran Regency is not only the task of the community, but requires the involvement of other parties, such as the private sector, academics and other stakeholders. With Thus, the development of tourism based on local archives can be realized, especially the role of academics in contributing through the contribution of ideas through research results that can be implemented in tourism development. In line with this, Pasundan University, which is a university located in West Java, has a strategic role in contributing to the development of tourism human resources in Pangandaran Regency. This is in line with the Plan of Strategic Pasundan University where one of its missions is "the realization of a map of research potential based on local excellence or in accordance with the vision of carrying Sundanese and Islamic values".

The novelty of this research is the production of a policy model for the development of a tourism village based on local wisdom towards an independent village in Pangandaran Regency. This model is a specific model that is different from existing policy models and is still general in nature. Therefore, the purposes of study are (1) analyze Strengths, Weaknesses, Opportunities and Threats of tourism village destination in Regency Pangandaran and (2) to formulate a policy model for the development of tourism villages based on local wisdom towards independent villages in Pangandaran Regency.

Research Method

This study uses a qualitative descriptive research method with approach studies case. Election approach this with consideration that nature of research data capable maintain wholeness from object, meaning various related data with study understood as one integrated unit. The researcher intends to conduct a study that involves a meticulous examination of a program, event, activity, process, or group of individuals, with a case that is constrained by both time and activity. This thing in line with Creswell's statement is that study case is strategy research where in it researcher investigate by careful a program, event, activity, process, or group individuals (Lewis, 2015).

Primary data collection techniques in the form of interviews, focus group discussion, observation and document study. Meanwhile, secondary data sources were obtained through searching various references such as books and journals. Informant selection technique is done through purposive sampling. Bryman (2016) says "most sampling in qualitative research entails purposive sampling of some kind". Informants are community leaders (religious leaders, traditional leaders), actors of SMEs (small and medium-sized enterprises), tourism driving groups, and community development practitioners. The validity of the data using triangulation of sources and data analysis techniques using the analysis model of Miles & Huberman (1994) through data reduction, data display and conclusion/verification.

Data reduction refers to the process of selecting, focusing, simplifying, abstracting, and transforming the data that appears in written-up field notes or transcriptions.

Generally, a display is an organised, compressed assembly of information that permits conclusion-drawing and action. From the start of data collection, the qualitative analyst is beginning to decide what things mean --- is noting regularities, patterns, explanations, possible configurations, causal flows, and propositions (Schwandt, 1996). Meanwhile, detailed data analysis uses manual coding. The coding manual consists of open coding, axial coding and selective coding (Lungu, 2022).

Results and Discussion

This section discusses the analysis of SWOT (strength, weakness, opportunity, threat) of tourist destinations and policy model for development of tourism villages based on local wisdom towards independent villages in Pangandaran Regency.

1. SWOT Analysis of Tourism Village Destination in Pangandaran Regency

The components for forming a tourist village are as follows. 1) Clear geographical or administrative boundaries. 2) Potential tourist attraction of nature, culture and creative works as a tourist attraction element. 3) An enthusiastic and support community for the development of tourism villages. 4) Tourism facilities as a supporting element of tourists in doing tourism activities in the village (accommodation/homestay, food stalls are managed by the community, tourist information centers and others). 5) Infrastructure facilities in the form of road network, tourist transportation modes that support the ease of tourists in reaching the village. 6) Village tourism management organization that serves as a unit of tourism activity managers in the village (planning, implementing, managing, evaluating/monitoring development activities). 7) Human resources that become the driving force for the management of tourism activities in the village.

Tourism development can bring benefits to local communities and other parties in the areas where tourism is growing. Therefore, it is necessary to implement the strategy of tourism development that can give impact to the society. The impact of tourism is:

- a) Economics. The positive impact achieved from the development of tourism is the creation of jobs. The community is willing to build tourism, because of the absorption of workers from all competence levels, from unskilled to skilled, even to executive level workers. In this regard in the UK, for example, by realizing the potential for employment from tourism, the government has set out to develop tourism in areas of high unemployment, many governments are trying to attract investors to build tourism facilities in their countries.
- b) Culture. Motivation travels diverse, but for leisure travel it is generally driven by curiosity. This curiosity has encouraged travelers to explore the world to gain new experiences and knowledge. The new experience and knowledge is gained, as it meets with other people/ peoples, visits other places, and witnesses the cultural manifestation of other peoples or nations. Therefore curiosity is the primary driver for traveler's travel that is relaxed (pleasure travel).
- c) Environment. Tourists travel, because they are attracted to an object and a tourist attraction. One object or tourist attraction that is strong enough to attract tourists is a beautiful or unique environment. The beautiful surroundings are usually landscapes of the beach, rural with stretched rice fields, marine parks, valleys, mountains, lakes, streams, and wind rushes in the mountains.

SWOT analysis of tourism village destination in Pangandaran Regency is as follows:

- a. Strength
 - 1) Object tour Pangandaran known by broad and be destination tour for traveler local specifically West Java.
 - 2) There is water tourism, scenery hills and beauty the beach in the south island Java.
 - 3) There are hotels and inns nearby a number of destination tour Regency Pangandaran.
 - 4) Airport *Nusawiru* as access for tourist international and inter bus city or between province that has destination to Regency Pangandaran .
 - 5) Culture famous Sundanese friendly.
 - b. Weakness
 - 1) Standardization policy opening and development destination tour new to district Pangandaran not yet available.
 - 2) Access good way not yet evenly on each destination existing tours.
 - 3) Still not many routes and transportation that pass through or aim to Regency Pangandaran, especially on the road air and sea.
 - 4) Readiness resource man for accept tourists and awareness will industry tourist not yet maximum.
 - c. Opportunity
 - 1) Have many potency destination unexplored tourism.
 - 2) Development of hotels and inns around destination
 - 3) Instructions and access to good roads in some destinations.
 - 4) Existence railway, airport Nusawiru, and Harbour Bojong Salawe.
 - 5) Training tourism
 - d. Threat
 - 1) Stability nature and impact environment in exploitation destination travel.
 - 2) Capitalization destination tourism by investors and entrepreneurs.
 - 3) Potency traveler settles and happen growth high population and not controlled.
 - 4) Dependency community in the sector drops off tour movement economy another.
 - 5) Degradation score culture and potential leave inheritance existing culture.
- Strategy optimization optimization strength for reach opportunity:
- a. Improve and do exploration potency destination through source available power based on standardization in force in the district Pangandaran .
 - b. Maximize and deliver room for interested entrepreneurs build a hotel or lodging as well as highlight potency existing tours.
 - c. Equalization and repair access going to whole destination tourism in the district Pangandaran.
 - d. Optimization any available transportation media good track air, sea or land.
 - e. Give training and readiness resource man in manage destination tour with applicable standards.
- Strategy utilization opportunities with method resolve weakness:
- a. Formulation standardization development and opening destination tourism in the district Pangandaran.
 - b. Increase hotel and lodging function besides becomes the place rest however inside it need there is notification about destination tourism in the district Pangandaran.

- c. To do even distribution development Access Street to all destination travel and care access the road already good the situation.
- d. Add aim and expand network transportation for make it easier for tourists going to to Regency Pangandaran.

Strategy use strength possessed with method avoid threat:

- a. To formulate analysis about impact environment in activity development and opening destination tourism in the district Pangandaran.
- b. Cooperation and contracts as well as for results in every management destination tourism in the district Pangandaran.
- c. Socializing and maximizing related programs activity travel.
- d. Maximizing every superiority existing areas and potential to be socialized to the community in the district Pangandaran.
- e. To build object tour based culture so that existing culture permanent sustainable and awake its wholeness.

Strategies minimize weakness and avoid threat:

- a. To do formulation standardization becomes a the policy that governs development and opening destination tourism in the district Pangandaran.
- b. Maximizing training and doing restrictions ownership and priority for results in manage tourism in the district Pangandaran.
- c. To develop potency destination travels based culture and maximize resource existing human more public by collective in doing management destination tourism in the district Pangandaran.

Results of analysis of SWOT (strength, weakness, opportunity, threat) of tourism village destination in Pangandaran Regency, especially (a) Strength: (1) airport *Nusawiru* as access for tourist international and inter bus city or between province that has destination to Regency Pangandaran; (2) culture famous Sundanese friendly. (b) Weakness: (1) standardization policy opening and development destination tour new to district Pangandaran not yet available; (2) access good way not yet evenly on each destination existing tours; (3) readiness resource man for accept tourists and awareness will industry tourist not yet maximum. (c) Opportunity: (1) have many potency destination unexplored tourism; (2) existence track train fire and airport *Nusawiru* as well as Harbor Bojong Salawe; (3) training about tourism through extracurricular for learner and language foreign for society. (d) Threat: (1) stability nature and impact environment in implementation exploitation destination travel; (2) degradation score culture and potential leave inheritance existing culture.

Based on the explanation above, the role of local government is important in developing tourism villages in Pangandaran Regency. The role of local government can develop successful partnership in the local wisdom-based cultural tourism development, namely: (1) Offering support and assistance in the form of effective legislation where necessary, in order to encourage the local wisdom-based cultural tourism initiatives. (2) Offering a coordinating mechanism among government's local agencies with responsibility for cultural tourism development. (3) Working to ensure that the policies enhanced by government's local agencies to develop the local wisdom-based cultural tourism are consistent. (4) Facilitating information exchange between enterprises and government's local agencies to help the local wisdom-based cultural tourism development. (5) Working

to ensure that the necessary infrastructure is in place for enterprises to develop the local wisdom-based cultural tourism.

Therefore, local government has a role in terms of (1) support and assistance in the form of necessary legislation, (2) coordination between related local government agencies, (3) involvement of local government agencies that can develop local culture consistently, (4) Facilitation of information between local government agencies and companies, (5) infrastructure that can support the development of local culture-based tourism.

2. Policy Model for Development of Tourism Villages Based on Local Wisdom Towards Independent Villages

The active role of the community in the implementation of tourism through the development of tourist destinations is increasing real. Local people have a desire to improve the quality of resources and the potential of tourist destinations. The rise of the opening and development of community-based new tourist destinations in Pangandaran Regency indicates that many people are enthusiastic about implementing tourism in Pangandaran Regency.

The enthusiasm of the community needs to be addressed properly, because with this enthusiasm the community towards the opening of tourist destinations is aware that it will have an impact good for the movement of the economy in the region. It should be realized that destinations managed by the community cannot be separated from short coming, growth will tend to be slow due to limitations, namely aspects of capital, weak management resource quality, lack of support road infrastructure to the location, and less maximum socialization.

Law 6/2016 concerning Villages explains that other sources of income that can be cultivated by the Village come from Village-Owned Enterprises, Village market management, Village-scale tourism area management, management of non-metallic mineral mines and rock mining by not using tools. weight, as well as other sources and are not for sale. This information becomes the legality of Village Owned Enterprises in protecting community groups that carry out tourism implementation within the village scope. This needs to be done so that the implementation of tourism organizing efforts carried out by community groups can be controlled properly, so that there is no blind implementation of tourism implementation.

The things that become obstacles in the implementation of tourism are: the reason for the need to involve Village-Owned Enterprises, in addition to completing shortcomings experienced by the community and minimize the communities that do not notice aspect normatively open tourist destinations. Village-Owned Enterprises have the authority to oversee the community in the implementation of tourism in accordance with the Minister of Tourism Regulation No. 26 of 2010 concerning General Guidelines for the National Community Empowerment Program of *Mandiri* of Tourism Through Tourism Villages.

Referring to this as a standard that needs to be considered in the implementation of community-based tourism under the auspices of Village owned enterprises in relation to community empowerment. Prosperity for the poor, decentralization, participatory, gender equity and equity, self-sufficiency, integration of development programs, strengthening of tourism institutional capacity, integrated tourism development, and sustainable tourism development.

All the existing limitations and shortcomings need to set a standard, as a monitoring and quality community-based tourist destination. Of course, standardization becomes a guideline in the implementation of community-based tourism in Pangandaran Regency. This standardization is inseparable from the applicable rules and norms. This is done in order to create an orderly and quality tourism climate and have a good impact on the region, especially the Pangandaran Regency Government.

In efforts to develop tourism, various supporting facilities and infrastructure are needed to expedite the course of these activities, such as the availability of quality human resources, adequate budgets, and policy support from the Regional Government which prioritizes this tourism sector. Therefore, it is rather impossible for an effort to develop tourism without the support of these things. Local governments are trying to collaborate with investors, increase human resources capacity with various trainings and what is no less important is the political will of the local government in various forms of supportive and conducive policies (Mulyana, Huraerah, & Martiawan, 2019).

In the development of tourism, it is undeniable that the market aspect is important, taking into account the characteristics, objects, and tourist attractions, whether natural or cultural, while still paying attention to conservation aspects and based on market aspects (Cooper, 1986). Therefore, a tourism development requires regional, provincial, national planning which is prepared based on the applicable laws and regulations as well as various developing issues.

Regional tourism development is based on existing regulations in the region by involving community participation and preferences as a form of realization of a new paradigm that involves and empowers the community more. Thus, it is hoped that the tourism development planning process which involves national thinking and planning and community thinking will result in a more integrated comprehensive planning (Mulyana et al., 2019).

lubis (2020) said that tourism establishment and development cannot be separated from the four keywords that are simultaneously embedded in the process to produce a model. *First*, tourism is an alternative choice for regional economic development and is closely related to sustainability. This means that tourism development does not only provide tourists need but also future of the surrounding community, especially the sustainability of natural resources. *Second*, tourism requires the role and participation of surrounding communities. As we know, participation is the spirit of development to realize community empowerment. The purpose of involving the local community is to preserve locality while at the same time providing benefits to the local community economically from developed tourism. *Third*, new tourism ideas or forms that will be created. Currently the dynamics of tourism needs give birth to various tourism variants, for example urban tourism, marine tourism, educational tourism and rural tourism. Strategic development and management also varied along with variations in the forms of tourism that will be developed. *Fourth*, tourism development is considered pro-poor, its policies are populist, especially rural tourism. Rural tourism development is intended to increase the economy of the rural poor towards independence.

The absence of legislation relating to Tourism Village in the form of Laws and Regional Regulations of Bali Province and Tabanan District Regional Regulation is the cause for the lack of guarantee of legal certainty related to the management, development, and establishment of tourism village areas. The Tabanan District Government, especially

the Tabanan District Tourism Office, has an important role that influences the development of a tourism village. The Tabanan District Tourism Office not only has the authority to set a tourism village, but also has the authority to foster and develop a tourism village. The model of tourism village development in Tabanan District is a model based on empowering local communities (community based tourism). The model of tourism village development is inseparable from religious values, the culture that lives in the community, and sustainability and environmental quality. Expectedly, through the application of this development model, the development of sustainable tourism development can be realized.

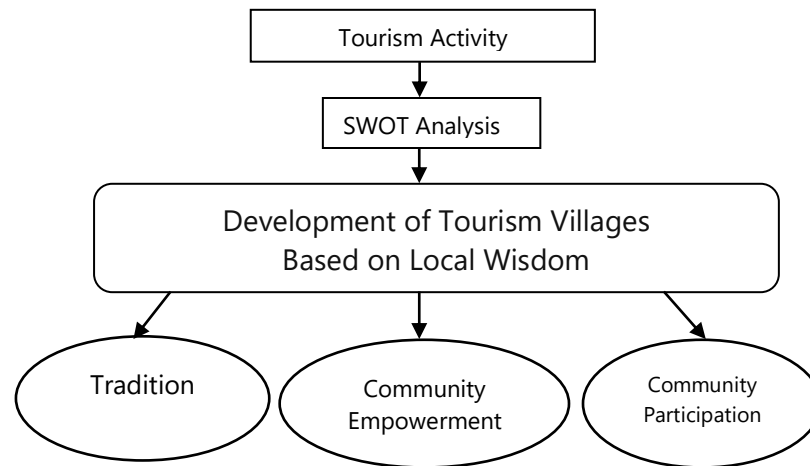


Figure 1. Policy Model Development Village Tour Based on Wisdom Local Going to Village Independent in the District Pangandaran

Figure 1 shows that the development of a tourism village based on local wisdom is mainly carried out with 3 important things, namely (1) tradition, (3) empowerment, and (3) community participation. Reni Vitasurya, Hardiman, & Ratih Sari (2018) said that tradition of local culture, the uniqueness of tradition in the daily life of the community is an attraction for tourists. The uniqueness that touches the emotions will bring longing to return. According to Chaerunissa & Yuniningsih (2020) that community empowerment can be interpreted as the role of a tourist village that will provide benefits for the local community so that the community must have the ability to increase creativity and enthusiasm to continue to develop tourist destinations in their village. Amin, Rahmiati, Ismail, Simatupang, & Larso (2021) said that community participation in planning and implementation stages had been successfully executed. Local government must pay attention to all stages of community participation. Local government must work up the community involvement in evaluation stages. At the same time supporting factors such as coordination, transparency, accountability and partnership are also need to be considered.

Conclusion

Results of SWOT analysis of tourism village destination in Pangandaran Regency, especially (a) Strength: (1) airport Nusawiru as access for tourist international and inter bus city or between province that has destination to Pangandaran Regency; (2) culture famous Sundanese friendly. (b) Weakness: (1) standardization policy opening and development

destination tour new to district Pangandaran not yet available; (2) access good way not yet evenly on each destination existing tours; (3) readiness resource man for accept tourists and awareness will industry tourist not yet maximum. (c) Opportunity: (1) have many potency destination unexplored tourism; (2) existence track train fire and airport Nusawiru as well as Harbor Bojong Salawe; (3) training about tourism through extracurricular for learner and language foreign for society. (d) Threat: (1) stability nature and impact environment in implementation exploitation destination travel; (2) degradation score culture and potential leave inheritance existing culture. Policy model for development of tourism villages based on local wisdom towards independent villages include tradition, community empowerment and participation society.

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