

STATEMENT LETTER

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Title of the Manuscript : ACT-BELONG-COMMIT: DEVELOPING STRATEGIC PLAN OF SUSTAINABLE TOURISM VILLAGE IN INDONESIA THROUGH NVIVO QUALITATIVE ANALYSIS

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ACT-BELONG-COMMIT: DEVELOPING STRATEGIC PLAN OF SUSTAINABLE TOURISM VILLAGE IN INDONESIA THROUGH NVIVO QUALITATIVE ANALYSIS

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Competing Interest statement: The author declares no conflict of interest.

"The funders or others had no role in the design of the study; in the collection, analyses, or interpretation of data; in the writing of the manuscript, or in the decision to publish the results",

Acknowledgment (Optional)

The authors thank the Village Head and Cimande community, Cimande Tourism Village Management, Bogor Regency Tourism Office, and not to forget LPPM and the lectures of Bogor Tourism College, as well as the National University and Bunda Mulia University.

Cimande Rural Dev for cek turnitin

by ruangpublikasiilmiah@gmail.com 1

Submission date: 03-Jul-2022 01:21PM (UTC+0100)

Submission ID: 1866032228

File name: Cimande_Rural_Dev_for_Cek_turnitin.docx (1.88M)

Word count: 6112

Character count: 34935

ACT-BELONG-COMMIT: DEVELOPING STRATEGIC PLAN OF SUSTAINABLE TOURISM VILLAGE IN INDONESIA THROUGH NVIVO QUALITATIVE ANALYSIS

Abstract. Planning is essential in developing a sustainable tourism destination. Good planning will explain the direction, facilitate performance evaluation and minimize negative impacts. This study aims to explore the perspectives of the local community, tourism village developers, policymakers and the insight of experts as a strategic basis for an agriculture-cultural based tourism village development plan. This qualitative research was conducted in 2019-2022, using a case study strategy and an abductive approach. Data were collected through repeated observations, in-depth interviews, qualitative surveys, literature studies from scientific book, journals, and mass media (websites). Data analysis was carried out qualitatively using CAQDAS NVivo. The results of the study outline the priority strategies for short, medium and long-term programs in the development of tourism in Cimande Village. This study contributes to other researchers regarding other vital components that must be considered in developing tourism in rural areas, especially those based on culture, namely the commitment and participation of the local community and the local customary system.

Keywords : rural tourism, tourism planning, sustainable development, tourism components, agriculture-cultural based tourism

JEL Classification: Write the maximum of three JEL class codes of corresponding field of research. JEL shows a standard method of classifying scholarly literature in the field of economics, see <https://www.aeaweb.org/econlit/jelCodes.php?view=econlit>

INTRODUCTION

The development of rural tourism is one form of diversification of tourism products. According to Lane, rural tourism is an alternative tourism that can provide a different experience, not only enjoying beautiful landscapes and typical rural scenery but also learning about the typical lifestyle of its residents (Andriantono & Sugiyama, 2016). The uniqueness of rural tourism in Indonesia lies not only in its natural attractions and activities but also in its unique local cultural wisdom. The development of rural tourism is also one of the Indonesian government's programs to accelerate equitable growth and help improve the welfare of the local population.

1 According to Sanaz (2021), developing tourism in rural areas and impacting the village
2 economy can also maintain the conservation of nature and culture. According to Kamino,
3 quoted by I Made Gunawan (2016), the concept of national economic independence rests on
4 the NAWACITA of the President of the Republic of Indonesia, namely realizing financial
5 independence by moving strategic sectors of the domestic economy. Agriculture and tourism
6 are strategic sectors capable of sustaining life and driving the national economy that takes
7 root and becomes a culture in the community. In Indonesia, the development of tourist
8 villages is mainly facilitated by the state, while the community tends to be passive. As a result,
9 the local capacity to respond to state-sponsored innovations through developing tourist
10 villages still faces several crucial problems (Damanik in Destha Titi Raharjana, 2012). In
11 Indonesia, many people still do not understand tourism development in rural areas. In her
12 research, Iulia C. Muresan (2016) revealed that rural communities in the Nord-Vest region in
13 Romania view tourism as a factor in village development. Many experts research the
14 importance of local communities' role and participation in rural tourism development (Sanaz
15 Davardouz, 2021; Sook-Fun Fong, 2016; Belij, 2014; Chiara Garau; 2015).

16 For this reason, tourism development should be appropriately organized and planned to form
17 a sustainable tourism destination that does not negatively impact the natural, social, cultural
18 and economic environment. A tourist destination can experience delays in its development if
19 thorough planning is not carried out at the beginning (Sunarjaya et al., 2018). The existence
20 of good planning in the development of tourist villages will determine a clear direction in the
21 stages so that it can run more effectively, increase benefits for the community and create a
22 balance with the environment (Sugianti et al., 2016). In addition, developing a tourist
23 destination in rural areas will open new businesses that can be a source of additional income
24 (Mehdi Nooripoor, 2020; Adrianto & Sugijama, 2016).

25 Cimande Village is located in Bogor Regency, West Java Province, Indonesia. The Cimande
26 tourist village's formation was inspired by the Cimande Village Head, who saw a lot of tourism
27 potential in the area. Besides the potential for rural nature tourism which is still unique,
28 agricultural landscapes, plantations and mountains, Cimande Village is also very famous for
29 its unique culture. The martial art of Pencak silat Cimande is one of Indonesia's oldest and
30 largest martial arts schools (sportstars. id, 2022). Cimande Pencak silat has several unique
31 features regarding movement, philosophy and special provisions that must be adhered to.
32 Since 2019, UNESCO has designated pencak silat as a non-physical Indonesian cultural
33 heritage and has become better known to the world since it was established as one of the
34 official branches of world-class sports competitions (Utomo & Latumen, 2022). Cimande
35 village is also known for its traditional art of fracture treatment, 'Urut Cimande', which uses a

1 special oil, 'balur Cimande', believed by many to be an effective and affordable alternative
2 medicine. According to one resident, on average, 150 patients can be visited in one month.
3 Cimande Tourism Village was formed in 2015, and currently, there is an arrangement of
4 tourism village administrators. But so far, it seems slow to develop. Based on this description,
5 it is necessary to conduct a study that can explore views from various sources as a basis for
6 planning. Many qualitative studies on tourism development in rural areas examine the opinions
7 of the community, government, managers and visitors. The novelty of this research is to
8 explore in-depth views including ten experts and use NVivo qualitative data analysis, which is
9 still rarely done by other researchers. This study aims to determine the right strategy for
10 tourism development in Cimande Village based on the community's perspective, tourism
11 village managers, policymakers and experts.

12 Inskeep (1991) states that rural tourism is an activity of travelling and living in the village or
13 around the town, interested in learning everything about the village, both local culture, daily
14 life, customs, and often even being involved in an activity in the village (Soeswoyo et al.,
15 2021). Rural tourism can also be said to be a geographical environment where tourism
16 activities take place and original characteristics in the form of traditional culture, agricultural
17 culture, inland landscapes and the simple lifestyle of local people (Chuang in Destha Titi
18 Raharjana, 2012). The World Tourism Organization (WTO) explained that rural tourism is
19 where rural culture is a critical component of tourist recreational products (Dorobantu et al.,
20 2012, p.4). Rural tourism can be developed based on natural and cultural conservation (NCC),
21 an innovative way to build tourism, can be a source of income, and reduce poverty (Sanaz,
22 2021; Milada stastna, 2020; Guo et al. in Andrianto & Sugiana, 2016).

23 Rural tourism development needs to be planned from the start so that all development
24 programs can be organized and formed as expected, producing results and providing benefits
25 for all stakeholders. If rural tourism is not based on careful planning, various negative things
26 will occur. They can threaten the sustainability of resources in the rural area itself (Grefe &
27 Gannon in Andrianto & Sugiana (2016): Mill in Gede Sunarjaya, Made Antara, Dewa Putu Oka
28 Prasiasa (2018); Nugroho, 2018). Several impacts that can occur due to the absence of good
29 planning are (1) damage or permanent changes to the physical environment,
30 historical/cultural areas and natural resources; (2) changes in social aspects of society, (3)
31 too many people and congestion, (4) pollution, and (5) traffic problems. The World Tourism
32 Organization (WTO) reveals that sustainable tourism development pays attention to policies
33 on three things, namely sustainable nature, socio-cultural, and economic (I Made Gunawan:
34 2016). The same thing was also explained by Soeswoyo (2016), that to realize a sustainable
35 destination, development is needed in terms of attractions, facilities, services, infrastructure

1 and tourist satisfaction, but also must control the impact on the natural, cultural, social, and
2 economic environment. Local community participation plays a vital role as a provider of social
3 capital in developing cultural tourism in rural areas (Chiara Garau, 2015; Belij M, 2014). For
4 this reason, concern, roles and support from all parties are needed to make the tourism
5 development more successful and sustainable (Sanaz Davardoust, 2021). According to
6 Sugiana (2015), rural tourism development can be integrated and effective based on four
7 pillars (Quadro helix): the government, local communities, the private sector, and academia.

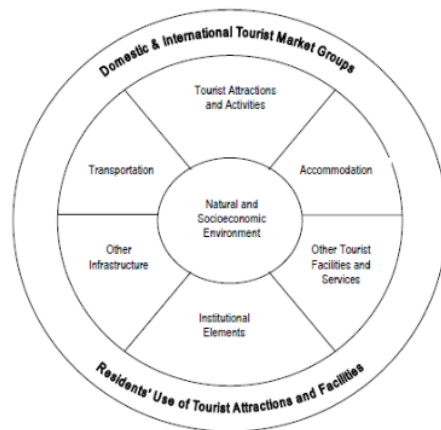
8 One type of tourism that utilizes cultural elements as its primary object is culture-
9 based tourism. Cultural tourism becomes unique because there are so many individual cultural
10 elements from an area that can attract tourist arrivals, such as community traditions, the
11 history of a site, arts, crafts, architectural forms and characteristics, language, local clothing,
12 local community activities, festivals and cultural activities (Inskeep, 1991). The uniqueness of
13 an area's local wisdom encourages tourists to know the artistic elements and even learn about
14 them. Milada Stastna (2020) argues that cultural tourism is an essential complementary
15 activity that can provide economic and non-economic benefits even though, according to him,
16 it is not the primary driver of village development. However, according to Prasiata (2011),
17 local culture is one of the crucial components of a tourist village.

18 According to Sumarwoto in Pujianto (2015), agro tourism is a type of tourism that utilizes
19 natural attractions, especially the potential of agricultural commodities, including food crops,
20 plantations, livestock, fisheries and forestry. However, to be developed as agro-tourism, it is
21 necessary to pay attention to various aspects such as the surrounding natural environment,
22 geographical location, type of product, and the facilities and infrastructure of the agro
23 potential. If appropriately developed, agro-based tourism villages will have a positive impact
24 on the results of the agro-village, as well as increase the welfare and capacity of the
25 community.

26 Components of Sustainable Tourism Planning

27 Tourism components are essential components that are needed in the development of a
28 tourist destination. The four main components of tourism development are the 4As: Attraction,
29 Accessibility, Amenities and Ancillary Services (Cooper, 2000; Sugiana, 2013). According to
30 Edward Inskeep (1991: 38-39)), the components of sustainable tourism planning are grouped
31 into nine parts, namely (1) Tour attractions and activities, namely all forms of tourist
32 attraction, both natural, cultural and other attractions, as well as various tourist activities. in
33 the area. (2) Accommodation, namely lodging facilities including services provided when
34 tourists stay, (3) Other Tourist Facilities & Services are other facilities and services needed for
35

1 tourism development, (4) Facilities and Transportation Services, (5) Other Infrastructures such
 2 as clean water, electricity, telecommunications, sewerage, (6) Institutional elements are
 3 various institutional elements needed to manage tourism, such as human resource
 4 management programs, promotion and marketing strategies, organizational management
 5 structures, tourism regulations and provisions, investment policies, development programs
 6 and monitoring the impact, (7) natural environment, and socio-economic, (8) domestic and
 7 international tourists (9) benefits for the local community. According to him, the sustainable
 8 development of tourist destinations focuses on increasing job opportunities, income and
 9 welfare of the local community. Also, it considers the value of the sustainability of the natural,
 10 economic, social and cultural environment.



11
 12 Figure 1. Components of a Sustainable Tourism Planning (Inskeep, 1991: 39)
 13 Strategic Plan

14 Management of a tourism destination involves setting goals, making choices of action plans,
 15 and balancing all aspects of performance to achieve the same vision by paying attention to
 16 available resources (Doug Arbogast et al., 2017). According to Chandler in Rangkuti (2013),
 17 strategy is a tool to achieve an organization's goals, including long-term goals and a series of
 18 follow-up activity programs based on resource allocation. To achieve long-term goals, various
 19 strategic plans are prepared in stages, medium- and short-term goals, along with different
 20 follow-up program plans according to priority needs and resource allocation.

21
 22 **RESEARCH METHOD**

23 This exploratory research uses a qualitative method with a case study strategy in Cimande
 24 Tarikolot Village which is well known in Indonesia because of the unique culture of the pencak
 25 silat martial art, the art of traditional healing of fractures and its various cultural traditions.

1 Cimande Village is located in Caringin District, Bogor Regency, West Java Province. The case
2 study strategy is considered the most suitable for this research because, according to Yin, the
3 case study strategy is an in-depth investigation of a topic or phenomenon in a real-life setting
4 (Saunders, 2019).

5 This research was conducted in mid-2019 but encountered several obstacles in data collection
6 due to the Covid-19 pandemic from 2020 to early 2022. First, research data was collected
7 through direct observations technique to the villages which were carried out four times by
8 making several field notes containing photo documentation, notes research and face-to-face
9 interviews with village communities. The second data collection technique is through in-depth
10 interviews with key informants from the village government, local government, and tourist
11 village managers, using tools in the form of semi-structured interview guides and recording
12 devices. Given the high spread of the Covid-19 virus at the time of the research, in-depth
13 interviews were conducted by telephone with a duration of 48 to 87 minutes. A telephone
14 interview is one of the data collection techniques that can be done in certain situations
15 (Creswell, 2015). The third data collection technique was obtained from a qualitative survey
16 containing open-ended questions in the form of a google form, which were distributed online
17 to an expert group of 10 academics from 3 tourism institutions in Bogor and Jakarta.
18 Determining the sample for the expert qualitative survey respondents was carried out
19 purposively with special criteria, to those who had visited Cimande Village at least three
20 times so that they were considered sufficient to understand the conditions in the village. Other
21 research data are from various books, scientific literature, online newspapers, and websites.
22 The research procedure was conducted through data collection and grouping, data reduction,
23 data processing and analysis, and then conclusion. Data analysis was performed using NVivo's
24 computer-assisted qualitative data analysis software (CAQDAS). Research data's level of trust
25 or validity is carried out through a data triangulation process.

26 The NVivo data processing is carried out by inputting data, first cycle coding, second cycle
27 coding, data visualization and writing findings. All data is grouped based on the source at the
28 input stage, and the text style is adjusted in N-Vivo format to make coding accessible. The
29 first stage of the coding cycle is done by doing a text search in the form of Word cloud and
30 Word tree, then identifying Parent Nodes, Child Nodes and Cases. Finally, the second cycle,
31 the coding stage, analyses matrix coding and project maps (Miles, Huberman, Saldana, 2014).
32 Figure 2 below describes the flow chart in this study, which explains the stages of data
33 processing and analysis.

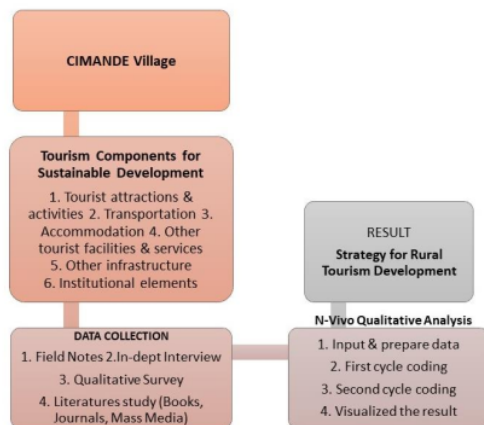


Figure 2. Research Flow Chart

RESULT AND DISCUSSION

Cimande Tourism Village Overview

Geographically, Cimande Village is included in the administrative area of Caringin District, Bogor Regency, West Java Province. Ciderum Village borders this village in the North, Pancawati Village in the West, and Lemah Duhur Village in the South. It is flanked by two mountains, Mount Pangrango and Mount Salak, so Cimande Village has a beautiful landscape with fresh, clean air. Cimande Village has an area of 252 hectares, with a total population of 6,800.

The residents are known to be religious. There are many prayer rooms and surau available to support spiritual activities. The education level of the majority of the Cimande village community is elementary, junior high and high school graduates. The local people's primary income is from farming, gardening and the traditional fracture treatment known as 'Urut Cimande'. Some residents also trade and become farm laborer's and employees.

The expertise of traditional treatment of fractures is owned by most of the village's natives, who have expertise in the martial art of pencak silat Cimande. Cimande Pencak Silat is believed to be one of the oldest schools in Indonesia. According to one of the Cimande silat elders, while studying, a silat fighter must undergo several conditions, including accepting ta'leq (oath) and peureuh (drops of water in the eye accompanied by prayer), moves, and a Cimandean salute. In addition, Taleq Cimande is an oath or code of ethics that must be adhered to, which essentially contains a message to respect and respect teachers, demand diversity, politeness, humility, hospitality, and mutual respect for fellow human beings. The

1 martial art of pencak silat Cimande has been taught early, and training is routinely carried out
 2 at several silat hermitages in the village.
 3 Cimande Village is also known to have Kasepuhan customs which maintain several religious
 4 traditions such as the 'Ngabungbang ', which is held every year on the 14th and 15th of the
 5 month of Maulud (Islamic calendar). The descendants of Kasepuhan Cimande and
 6 practitioners of Cimande teachings gathered to celebrate. Ngabungbang comes from the word
 7 bungbang, meaning throwing away or cleaning. If interpreted culturally, Ngabungbang is a
 8 holy bath to unite creativity, taste, and intention to eliminate all lousy behaviour physically
 9 and mentally. The unique rituals carried out include pilgrimages to several sacred tombs,
 10 connecting with Kasepuhan Cimande at the Tarikolot Pendopo, collecting and cleaning sacred
 11 heirlooms in the form of relics of Cimande elders, and the preservation of Cimande martial arts.
 12 One of the legendary holy heritage relics is Gobang Karancang which is 1 meter long, one
 13 span wide and inscribed with the Qur'an 30 juz from the hilt to the top (RRI, 2017).



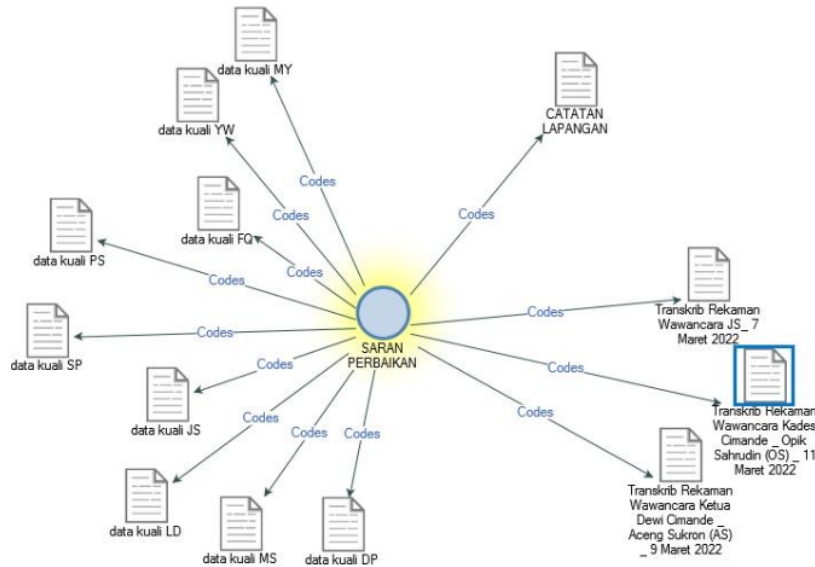
14
 15 Figure 3. Regeneration of Pencak Silat Cimande



16
 17 Source: Republika.co.id & CNN Indonesia.com
 18 Figure 4. 'Parebut Seeng' Pencak Silat Martial Art and 'Urut Cimande'

1 **NVivo Qualitative Data Analysis**

2 Before qualitative data analysis, all data were inputted and prepared for easy coding using
3 NVivo software. Figure 5 below depicts a project map, one of the results of NVivo's analysis
4 which shows the triangulation of data sources from observation's field notes observations ,
5 qualitative surveys, and in-depth interviews.



6
7 **Figure 5. Data Triangulation in Project Map NVivo Analysis Result**

8 All data were processed with a word frequency query to help quickly search for relevant words
9 in the coding process in this study and to produce the most frequently referenced words in
10 the form of a word cloud and tree map shown in Figures 6 and 7. The results of the Word
11 Cloud show some words that appear more prominent, indicating that these words are more
12 frequently referenced, such as the words culture (budaya), pencak silat, community
13 (masyarakat), nature (alam), and facilities (fasilitas).



Figure 6. Word Cloud Result

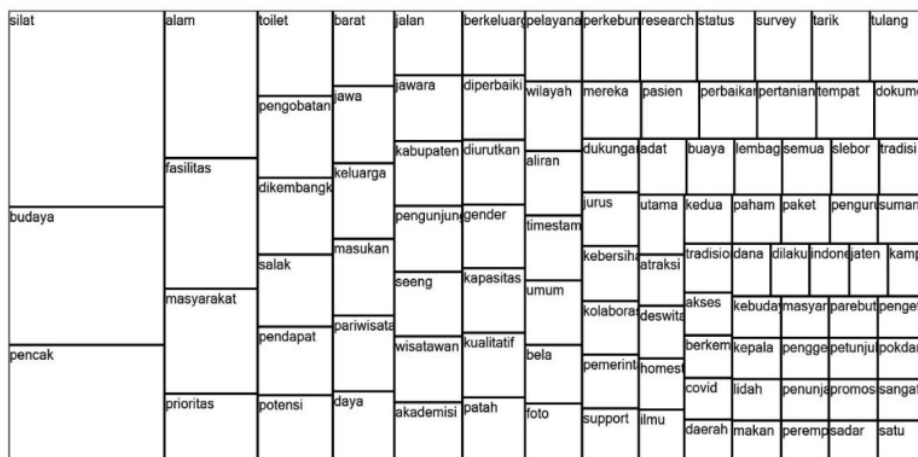


Figure 7. Tree Map – NVivo Qualitative Analysis Result

The results of the research tree map in Figure 7 shows several relevant words in the larger column, including Pencak Silat, culture, society, nature, facilities, toilets, and barking. Some appropriate words are then used to facilitate writing several Nodes in the coding process.

Priority Strategy

All data from various sources were then processed based on Nodes and Cases in the first cycle coding stage and the second cycle coding stage to answer the problem formulation in this study. All data sourced from field notes from observations, in-depth interviews with the

community, tourism village managers, village governments and local governments and results from qualitative surveys from experts were then processed and analyzed. Priority Strategy coding and Tourism Component coding were used to see the connection between the two concepts. The NVivo Matrix coding analysis results in table 1 show that the tourism components most widely referenced for short-term strategies are institutional elements, tourist attraction, and accommodation. The results of the Coding matrix for the medium-term plan are components of transportation services & facilities, tourist attractions, other tourist facilities & services, and other infrastructures. Tourism development for the Cimande Village long-term strategy is a component of transportation services & facilities and tourist attractions.

11

12 Table 1. Matrix Coding NVivo Analysis Result

No	Coding/Node	Short-Term	Middle-term	Long-Term
1	Accommodation	4,02%	0%	0%
2	Institutional elements	26,4 %	0%	0%
3	Other Infrastructure	0%	7.84%	0%
4	Other tourist facilities & services	0%	9%	0%
5	Tourist attraction	7,69%	11,76%	10,5%
6	Transportation service & facilities	0%	11,76%	23,16%

13

14 **Short Term Strategy**

15 The short-term strategic program for the development of the Cimande Tourism Village based on NVivo's qualitative analysis shows that the nodes that are most coded sequentially are (1) 16 institutional elements, (2) tourist attractions and (3) accommodation. The results of the matrix 17 coding in Table 1 are processed from statements from various sources collected in this study. 18 The main priority of the short-term strategy is the institutional elements component. It is a 19 program that includes the consolidation and internal participation of rural communities, 20 increasing knowledge and capacity of community resources (SDM) on Tourism and Tourism 21 Awareness, and developing regulations and provisions related to tourism in Cimande village. 22 The program is identified from the results of the NVivo coding worksheet on the short-term 23 strategy program in Figure 8 and some quotes from Table 2, which form the basis for the 24 matrix coding results in Table 1. 25

Name	Files	Referenc
Priority Strategic	16	90
Long term	9	13
Midle Term (2)	12	24
Short term	16	53
Attraction - cultural	4	4
Attraction- agro	1	1
Community participation and consolidation	10	13
Community Tourism Awareness	8	8
Direction signs	2	3
Homestay	5	6
Infrastructures of access	1	1
SDM	8	11
Tour programs	1	1
Tourist facilities	3	4
Village rules & policies of economy, social, cultura	1	1
Recommendations	14	29
Tourist Attractions & Activities	12	56
Transportation services & Facilities	4	8

Figure 8. NVivo Worksheet on Short Term Strategy

Cimande Tourism Village is one of Indonesia's villages that still adhere to various traditions and customs. The name Cimande is an extension of the term *ciri iman anu ade*, which means a village that has a community of good character, behaves well with fellow humans and towards their creators . Cimande Village still preserves various religious traditions, such as the *N gabungbang*, which is held annually and is usually visited by thousands of visitors who still have kinship or emotional ties with Cimande Village. The famous Cimande Pencak Silat martial art is included in Indonesia's three largest pencak silat colleges (sportstars.id, 2022). To learn this martial art, all students are required to say 'Taleq Cimande' and obey it. There are many provisions and processions that must be adhered to regulate its use in goodness and further increase piety to the Creator. In the customs of Cimande Village, they still respect the Kasepuhan hierarchy, which the traditional elders chair. However, in the village government, Cimande is led by a village head, so sometimes, some provisions or regulations must be agreed upon by the two community leaders.

From the results of observations, it was found that there were still some villagers who seemed hesitant to develop Cimande Village as a tourist destination because they were worried about some impacts that could change local cultural traditions. This reluctance needs to be studied with the community to produce the same understanding and commitment, formulated several provisions to control the negative impacts of tourism development related to cultural, social,

1 economic, and environmental aspects. The effect was revealed in the research of Iulia C.
 2 Muresan (2016), which showed that the socio-cultural, natural and economic environment
 3 could influence sustainable tourism development in rural areas. Tourism development in rural
 4 areas with natural and cultural capital is vulnerable to issues related to sustainable
 5 development (Kinga Xénia Havadi Nagy, 2019). The role of local community consolidation and
 6 commitment is also discussed in Doug Arbogast's research (2017), which reveals that building
 7 a vision, identity and coordinating joint activities is one of the challenges in rural tourism
 8 development. The importance of the host community's role in the planning and development
 9 of tourist destinations is also expressed by Hall (1996). Local communities also need to gain
 10 additional knowledge about village tourism to increase their understanding and be motivated
 11 to advance the village further and preserve culture. These findings are also in line with
 12 Guillaume Tiberghien (2018), which states that local community empowerment is one of the
 13 critical factors in planning and managing eco-cultural tourist destinations.

14
 15 Table 2. Relevant Quotation Statements to Short Term Strategy

No	Quotes from various sources	Sources
1	<i>"....People's understanding of human resources has begun to open, but an understanding must be formulated about the Cimande tradition."</i>	<i>In-depth interview Js, 2022</i>
2	<i>"...changed the paradigm of people's mindset. Together with our tourism village colleagues and the Youth Organization, we have moved to explain and straighten that tourism village does not mean negative but can help improve the community's economy, and we are starting to accept it".</i>	<i>(In-depth interview with OS, March 2022)</i>
3	<i>"There needs to be a commitment from stakeholders, a commitment to build a tourist village... because the main driving factor for development is human resources so that when human resources can commit, coordinate with each other to achieve the same goals, planning, strategies can be formulated and appropriately implemented through evaluation and monitoring regularly</i>	<i>(survey YW, March 2022)</i>
4	<i>"...but don't know how to develop it yet. Our human resources knowledge about tourism is very little."</i>	<i>(Field note, AS, 2020)</i>

16
 17 The following short-term strategic program is attraction, including developing cultural and
 18 agricultural interests. The martial arts culture of Cimande Pencak Silat and the traditional art
 19 of healing Cimande fractures are well known even outside the city of Bogor and abroad. They

1 were generally known for the recommendations of relatives or friends who have been to
2 Cimande. Several visitors who came from abroad study the Cimande Pencak Silat martial art,
3 which later opened a branch of a silat college in their country. Hence, the Indonesian martial
4 art of pencak silat has become widely known worldwide (kemlu.go.id,2020; TheIndonesia.id,
5 2022). The art of traditional medicine for fractures of Cimande is also well-known because it
6 is visited by patients from various cities almost daily. That is believed to be an alternative
7 medicine that tends to heal faster with relatively affordable costs based on the sincerity of the
8 patient. Virtually all the natives of Cimande Village who master the martial art of pencak silat
9 automatically master the art of traditional medicine for fractures.

10 However, not all people there are able and allowed to make special massage oil for
11 this treatment, known as Balur Cimande. Special provisions based on the Ka sepuhan
12 hierarchy govern this and are also prohibited from setting the price of treatment for patients
13 who have been successfully cured. Now there are many places for treatment of fractures
14 outside Cimande Village that use the Cimande Medicine brand. It's a shame that some of them
15 turned out to be not native to the art of Cimande's medicine. Some of their knowledge of
16 learning could not be said to be qualified. Hence that the results were not as expected.
17 UNESCO provisions in 2019 stipulate the martial art of pencak silat as an intangible Indonesian
18 cultural heritage. It makes the art of pencak silat Cimande and the art of traditional Cimande
19 massage become one of the potentials of local culture that has a unique and competitive
20 advantage compared to other tourist destinations. As part of Indonesian culture, Pencak silat
21 has essential values such as friendship, mutual respect and promoting social cohesion, so it is
22 considered capable of becoming an identity and a unifying tool for the nation (Elang Kusumo,
23 2021).

24 For this reason, it is necessary to maintain its sustainability through the process of
25 regeneration and cultural conservation. This artistic potential can also be developed in
26 educational tourism, health or other special interests. There are two tourist attractions in the
27 Salak plantations in Sleman Bogor (Slebor) and Aloe Vera plantations. Salak Slebor in Cimande
28 Village has a distinctive, fresher but still sweet taste. Aloe Vera Plantation in Cimande Village
29 is a variety derived from superior seeds from Kalimantan so that it thrives and is large and
30 has the potential to become one of the attractions for agricultural or educational tourism.

31 The third priority of the short-term program is accommodation for homestay
32 development. In the previous description, it was explained that many visitors wanted to learn
33 Cimande pencak silat and to treat broken bones. All visitors with a purpose for treating
34 fractures come accompanied by family or friends. Often they are confused about finding a
35 place to stay because the location is far from the site of origin or the stage of treatment that

1 requires rest for the patient. Developing people's houses as homestays is a solution for medical
 2 patients' families and provide economic benefits for residents. However, in its development,
 3 it is necessary to provide additional knowledge and skills about homestay management so
 4 that the results can be optimal. Many studies have explained the importance of developing
 5 homestays in other tourist villages and even turning them into a business sector in developing
 6 countries (Bahadur, 2020; Liberti et al., 2020).

7 Another component that is quite widely referenced for short-term programs is tourist
 8 facilities, especially the provision of adequate public toilets. Several opinions on the results of
 9 in-depth interviews, surveys and field notes expressing the results of the subsequent short-
 10 term program priorities, namely the development of components of cultural and agricultural
 11 attractiveness, as well as components of homestay accommodation, are in Table 3.

12 Table 3. Relevant Quotation to Attraction & Accommodation Components

No	Quotes from various sources	Sources
1	"...the most important thing: Cultural packaging is packaged into special interest tours. Tour packages that are routine or based on orders, tour packages that still highlight culture but still follow village regulations or do not violate taboos. Educate the public and tourists to highlight cultural advantages. The community's internal improvement will be understanding cultural tourism that maintains traditions and taboos."	<i>In-depth interview, 2022 (JS)</i>
2	".....it is important to preserve and maintain the well-known Cimande Pencak Silat culture...."	<i>Survey, 2022 (SP)</i>
3	"The main priority is increasing agricultural education tourism and increasing the standard of homestay for the patient's family. So even though it is used for the patient's family, I want more good standardization. Still need training for public awareness-raising, tour guides, etc."	<i>In-depth Interview, 2022 (AS)</i>
4	".....the participation of all levels of society, traditional elders, village institutions and village leaders. As well as increasing the knowledge and skills of human resources and homestays."	<i>Survey, 2022 MY</i>
5	".....there need to be adequate public toilets for tourists and clear directions."	<i>(survey DH, March 2022)</i>

13

14 **Middle Term Strategy**

15 The Cimande Tourism Village development program for the medium term includes (1)
 16 Attractions, (2) Transportation, and (3) Tourist Facilities & Other infrastructures. This
 17 conclusion can be seen from the number of Nodes referenced in Figure 9 and is supported by
 18 several statements from the results of in-depth interviews and qualitative surveys Table 4.

19

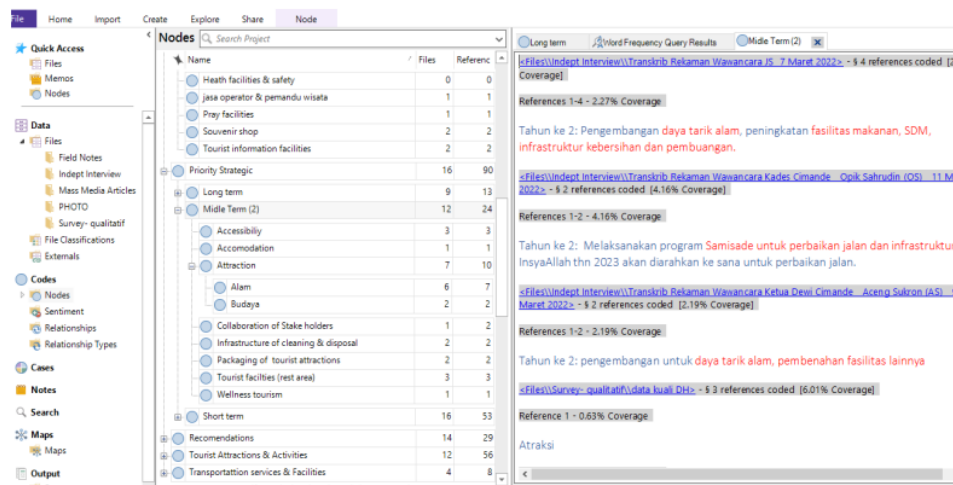


Figure 9. NVivo Worksheet on Middle-term Strategy Coding

The study results show that the medium-term strategic plans tend to be directed at starting to explore and develop the potential for natural attractions and continue to develop cultural attractions. From the results of field observations, it was found that Cimande Village has several potential natural attractions. These attractions include waterfalls or Curugs, rivers whose water is relatively straightforward, natural scenery with the backdrop of Mount Salak and Mount Pangrango, and sparkling urban lights at night, which are interesting. However, these innate potentials have not been developed and are not widely known to the public. The various potential cultural, natural and agricultural attractions of Cimande Village can also be developed into exciting tourist activities. The activities include cycling in the village, trekking, and tourism programs that combine cultural and educational activities such as learning programs for pencak silat, learning plantations, agriculture, etc.

Another Cimande tourism village development plan is the transportation services & facilities component. Currently, to get to Cimande Village from the Caringin highway, there are narrow and inadequate roads and roads connecting various tourist attractions in the village area. Directions to the village and the region also need to be appropriately managed to make it easier for visitors. Signed that is currently very minimal and only exists in 1 point location, so its function is not yet adequate.

Another development plan is tourist support facilities. Currently, in the area around the tourist attraction, there are no public facilities that provide local specialties and drinks where visitors can unwind while dining or enjoying the natural scenery typical of Cimande village. In the plantation area, there is already a Saung which functions as a resting place for

visitors. Still, there is no signature on whether it is for aloe vera plantation visitors or can be used by general visitors. Other tourist support facilities that are important are hygiene facilities and infrastructure. Clean water facilities for washing hands, public toilets, and garbage dumps are indispensable for visitors and help create a cleaner, neater and more beautiful environment. Clean water infrastructure, cleanliness and sewerage are also essential factors that can affect the sustainability of tourism development (Iulia C. Muresan, Camelia F. Oroian, et al., 2016).

Table 4. Relevant Quotation on Middle-Term Strategy

No	Quotes from Various Sources	Sources
1	".....Development of natural attractions, improvement of food facilities, sanitation and disposal infrastructure".	(In-depth interview JS, March 2022)
2	"...Road access, natural tourism development, agro and selfie spots, rest and eating and drinking facilities	(survey MY, March 2022)
3	"...development for natural attractions, improvement of other facilities."	(In-depth interview, AS, March 2022)
4	"...It is necessary to develop tourism programs."	(Survey DP, March 2022)
5	"...In the 2nd year, implementing the Samisade program (One Billion One Village) for road and infrastructure repairs, God willing, in 2023, it will be directed there for road repairs."	(In-depth interview OS, March 2022)

Long Term Strategy

The results of NVivo's analysis for the long-term program plan for Cimande Tourism Village include (1) the development of natural and agricultural tourist attractions and (2) other tourist support facilities. This conclusion can be seen in Figure 10 worksheets which show the number of referenced nodes and several relevant statements from the results of in-depth interviews and qualitative surveys in Table 5.

Name	Files	Referenc
Tourist information facilities	2	2
Priority Strategic	16	90
Long term	9	13
Attraction - Cultural	1	1
Attraction - Nature	3	3
Attraction Agro	2	2
Cleaning and disposal infrastructure	1	1
Digital promotion	1	1
Local culinary	2	2
Tourist supporting facilities	3	3
Middle Term (2)	12	24
Short term	16	53
Attraction - cultural	4	4
Attraction- agro	1	1
Community participation and consolidation	10	13
Community Tourism Awareness	8	8
Direction signs	2	3
Homestay	5	6
Infrastructures of access	1	1
SDM	8	11
Tour programs	1	1
Tourist facilities	3	4
Village rules & policies of economy,social,cultura	1	1

Figure 10. NVivo Worksheet on Long-Term Strategy Coding

The development of natural and agricultural tourist attractions is a continuation of the medium-term program to improve its quality and be developed again continuously.

Other tourist support facilities also need to be developed because there is currently no tourist information centre, tourist maps, souvenir sales places, or good communication networks. Moreover, various handicraft products, food and beverages with local characteristics as souvenirs have the potential to become tourism products that attract tourists (I Made Adikampana et al., 2019).

It is no less critical if various tourist attractions and facilities have been appropriately managed, namely carrying out various promotional activities that are integrated internally and collaborating with local governments, tour operators, tour guide associations, and others. It is also part of the Institutional elements component marketing program.

All planning for the Cimande Tourism Village development program, both short, medium and long-term strategies, must continue to be monitored and evaluated for improvement. For this reason, improving the human resources of rural communities cannot be separated from the support of various parties such as local governments and assistance from academics from different fields of science.

1 Table 5. Relevant Quotations on Long-Term Strategy

No	Quotes from Various Sources	Sources
1	"Development of other tourist support facilities, explore natural tourist attractions."	(Survey MY, March 2022)
2	".....infrastructure improvements such as the Cimande River rice dam can be used for trekking, canoeing."	(In-depth interview JS, March 2022)
3	"..... later when Cimande is ready properly, it is necessary to do an integrated digital promotion as part of its marketing strategy."	(Survey MY, March 2022)

2

3 **CONCLUSION AND SUGGESTION**

4 This research was conducted using N-Vivo qualitative analysis software. It aims to determine
 5 the strategic plan for the development of Cimande Village based on the perspectives of the
 6 local community, village government, local government and accompanying academics, as well
 7 as those who care about the growth of tourist villages.

8 This research concludes that the strategic planning for the development of Cimande Tourism
 9 Village is grouped into three stages for the next 1 to 3 years: the short-term, medium-term
 10 and long-term. Short-term development programs include (1) Institutional elements, (2)
 11 Cultural and agricultural attractions, and (3) Homestays, while the medium-term development
 12 programs include (1) Natural attractions, agriculture, and tourism activities (2). Accessibility
 13 and facilities for eating and drinking and resting (3) Tour programs and long-term
 14 improvement programs, namely (1) Natural and agricultural attractions, and (2) Other tourist
 15 support facilities and promotional mixes.

16 The development of the Cimande tourist village requires commitment and support from all
 17 parties, especially the role of local communities, tourism village administrators and village
 18 government, supported by local governments, assistance from academics of various
 19 disciplines, and collaboration with private partners. Furthermore, tourism village development
 20 needs to be well planned to be more effective and minimize all risks. It is expected to form
 21 an ideal, sustainable rural tourism destination that can benefit residents positively.

22 This research still has some limitations because it was conducted during the Covid-19
 23 pandemic in Indonesia, so the data collection process cannot be carried out optimally.
 24 However, other researchers can study more deeply based on tourists' perspectives by using
 25 other method. Other researchers can also study deeper to explore the attractiveness of
 26 Cimande pencak silat martial-art based on the perspective of tourists.

27

28 **Acknowledgement**

1 The authors thank the Village Head and Cimande community, Cimande Tourism Village
2 Management, Bogor Regency Tourism Office, and not to forget the lecturers, students and
3 LPPM Bogor Tourism College, as well as the National University and Bunda Mulia University.
4

5 **REFERENCES**

6

7 **Appendix**

8 The appendix describes a method or other important information which is not contained in the
9 body of the manuscript. Appendixes are optional. An appendix should not be longer than two
10 pages.

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