

# CHAPTER I INTRODUCTION

## A. Research Background

The tourism industry has been one of the quickest growing industries across the globe. It has seen steady growth in income as well as in the number of visitors in these recent years (Cholik, 2017). However, due to the large number of tourism, tourism destination can occasionally be harmed like for example water and land can be contaminated, noise pollution, poorly addresses the requirements of the local community as well as reduces their living standards. Therefore, the official United Nations policy – agenda 21-advocates sustainable tourism as a model for tourism growth in the new millennium. The purpose of promoting sustainable tourism is to increase the advantages of tourism opportunities for the local communities while at the same time protecting the cultural and environmental quality of the tourism area (Kostić & Jovanović Tončev, 2014).

The concept of local community participation can be loosely described as the involvement of local people in the process that relates to them. (Gani et al., 2012). They play a significant role in the development process of tourism destinations. The local community involvement can significantly affect the success or failure in developing sustainable tourism in the tourism destination area. People that are working and living alongside the area in which tourism destinations are built become a core component of the tourism ecosystem. Local people are also far more knowledgeable of their ecological situations, such as the weather.

Therefore, all those who play an active role based on their tourism destination are indeed very valuable for sustainable tourism management and growth (Rusata, 2019).

The reason the researcher choose Cihanjuang Rahayu Village is that the researcher sees the potential of the village to become a tourist village. The situation in the village is still untouched much of the modern world. The majority of local people there still work as farmers and breeders to meet their daily needs. Their contribution to village activities is rather positive rather than negative. They were happy with the existing tourist destinations in the village, either its already build or still developing. The sustainable tourism situation in Ciwangun Indah Camp has also been implemented a few, but not yet in the Lembah Singapur because the Lembah Singapur has not yet become a tourist destination.

That the research that has been done needs to be conveyed at a research result seminar.

#### **B. Purpose of Seminar Result**

The purpose of this seminar is to Presenting the research result of identifying Local Community Participation In The Development Of Sustainable Tourism Destinations In Cihanjuang Rahayu Village.

#### **C. Benefit of Seminar Result**

The Benefit of this seminar is to inform and presenting to the viewer that the researchers have research about the situation of sustainable tourism is being implemented or not and how is the local participation in Cihanjuang Rahayu Village. The community will be more aware and understand about this situation in cihanjuang rahayu village.

#### **D. Research Description**

The research, is obtained an illustration of how the role of local communities in Cihanjuang Rahayu Village in developing sustainable tourism destinations by participating and implementing sustainable tourism in the tourism destination sites of the village.

The initial form of participation was in the form of construction of the tourism destination in CIC even though local communities are not involve yet in the development of Lembah Singapur but they are we much happy with the development and are ready to support the development in any kind.

However, there were obstacles in the development of the tourism site in the form of financial support both destination where hoping for the government initiative or investors to help fix the infrastructure of the destination. For sustainable tourism, they have already been introduced it in CIC (Ciwangun Indah Camp) but have not yet been fully implemented according to Global Sustainable Tourism Criteria,

A program called pokdarwis shortened for PROGRAM SADAR WISATA have been introduced to the local communities in the village.

#### **E. Personnel**

Our advisor Nova Irene B. S., S.Par.M.M.Par has guided us from the beginning of the research to the end of the research. Our key informants Pak Dudung as the neighborhood head association for area 12 or is commonly known as RW12 , Pak Haji Kosasih as the owner and manager of CIC, and Pak Mamang as the village secretariat in village o