

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). Based on the latest research of the World Travel and Tourism Council (WTTC), the global tourism and travel industry continues to proliferate, outshining the world GDP growth in 2019 for nine years in a row. As stated by the WTTC, the tourism and travel industry have contributed an increase of 3.5 percent in 2019, outpacing from 2,5 percent global economic growth, adding approximately \$8.9 trillion to the global GDP and creating 330 million employment opportunities.

FIGURE 1
2020 Economic Annual Research



Source : World Travel and Tourism Council (WTTC)

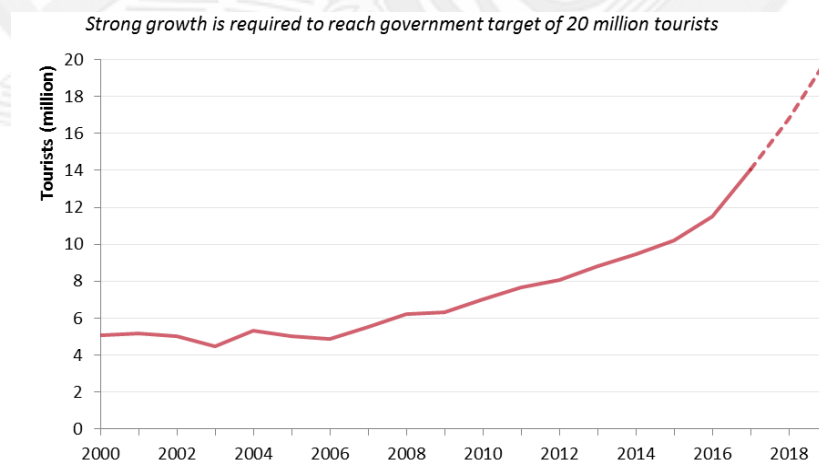
Tourism accounts for about 30% of the overall global service exports, whereas in developing countries, it accounted for 45%. Also, it appears to provide approximately 7% of the world's overall employment.

Along with the Gross Domestic Product (GDP) contributions, the tourism industry is also responsible for the incomes gained in households and the revenue earned by the governments. There are numerous advantages obtained from the tourism industry; among them are revenues acquired from foreign exchange, increased labor opportunities, and the development of infrastructures in the country (Purwomarwanto & Ramachandran, 2015).

Indonesia is perhaps one of the world's largest developing country, having approximately 17,500 archipelagos, with 261 million inhabitants, and 300 ethnicities. Indonesia has numerous tourism destinations and prospective tourist attractions, as stated by the BBC news in 2018.

Written in an article in Future Direction, it is said that Indonesian tourism has increased nearly doubled throughout the last decade, with several media outlets stating to have seen more than 15 million tourists visiting Indonesia in 2017 (Haan, 2018).

FIGURE 2
Tourist Arrivals in Indonesia



Source : <https://www.futuredirections.org.au/publication/indonesian-tourism-industry-bright-future-opportunities-australia/>

However, large scale or bulk tourism can occasionally harm or disintegrates environmental ecosystems, contaminates water and maybe even land, creates unnecessary noise, poorly addresses the requirements of the local community as well as reduces their living standards because the community's custom, history, and belief were not taken into consideration. Therefore, the official United Nations policy – agenda 21-advocates sustainable tourism as a mode for tourism growth in the new millennium. In the 4th chapter of Agenda 21, under the Article 43, it is stated that in promoting sustainable tourism development, we should include both eco-tourism as well as non-consumptive tourism, with a purpose towards increasing 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).

Sustainable development seems to be the modern era interpretation of global development because it is not abstract, and it is not used for biased political purposes. The governments of all the nations worldwide have acknowledged and upheld the power of the "laws of nature" and the universe's existence. This signifies cooperation and alignment between the desires for economic development and the need to protect the environment, focusing on preserving substantial natural resources so that subsequent generations can continue living and fulfill their requirements (Kostić & Jovanović Tončev, 2014).

The correlation between both sustainable development and tourism is more than apparent by the given facts: first, the tourism industry is one of the most influential industries around the globe, and second, it uses the most extraordinary and magnificent natural resources, culture, traditions, and historical sites around the world as their key point to develop the area or country. So resultantly, the tourism industry has made an incredibly high contribution to the global business and economic development as well as to the environment and standard of living of the local people (Kostić & Jovanović Tončev, 2014).

There are three main foundations in developing sustainable tourism globally: environmental, socio-cultural, and economic aspects. However, Indonesia does include local ideologies, namely the spiritual element, as one of the foundations essential for the growth of sustainable tourism in Indonesia. The aspect of spirituality refers to moral, virtuous view, and the ethics of the sacred doctrines of spirituality. The principles of truth, solidarity, and relationship that have been integrated into the lifestyle of Indonesia's religious citizen would determine the community's mentality and behavior in executing the plan to promote sustainable tourism. The strength behind Indonesia's tourism growth is this aspect of spirituality. This aspect promotes the country's economic development based on community values, cultural values, and environmental values (Ardika, 2018).

Sustainable tourism development is used as a method to transform the paradigm of mass tourism into quality tourism. Looking from the

cultural perspective, the tourism industry should follow the world's tourism code of ethics, which states that a tourism destination utilizes and helps preserve and protect the area's culture and tradition. Tourism destination benefits from the local community's culture, tradition, and heritage. Therefore, People who are living within the region have special privileges and responsibilities towards their cultural heritage (Ardika, 2018).

In a journal written by Marija Kostić and Melita Jovanović-Tončev on the "Importance of Sustainable Tourism" in the year 2014, they conclude that in exchange for tourism growth to generate economic growth or even to fulfill the necessities of the community and environment, it is important to start embracing and accepting the idea of sustainability advancement or which now known as sustainable development throughout all tiers of the society and to also arranged tourist packages within the destination. The tourist industry alone should not hinder the process from its own potential development. On the other hand, the positive influence of tourism on the cultural traditions, natural resources, environment, and local communities' credibility should be enhanced.

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). The local community is an indispensable element in the tourist industry as a whole. They play a significant role in the development process of tourism destinations. The local community's

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).

According to Campbell, local community involvement means that tourism growth is maximized, even without government interference (Campbell, 1999). Ideally, the local community should act as the players in tourism activities, not just as observers. A practical approach should be pursued to make the community act as an active player in tourism activities. The ideal approach for implementing sustainable tourism management in Indonesia is through the Community-based tourism (CBT) method. As defined in the ASEAN Community Based Tourism Standard Guidebook, CBT is a simple concept that targets towards empowering communities to support tourism development in the area. Furthermore, CBT aims to focus on meeting people's expectations in the community, including developing the community's economic, social, and environmental factors. CBT thereby involves partnership amongst the communities, businesses, investors, and third parties in developing the tourism destination, which would highly impact the betterment of the community's well-being. In Indonesia, particularly, the ASEAN CBT

notion needs to be adjusted with diverse cultural aspects and spiritual aspects (Ardika, 2018).

According to a journal written by Tatang Rustata in the year 2019 on “Local Community Participation in Development Sustainable Tourism Destinations: Case Study of the Gunung Padang Site in Cianjur”. It is stated that local community involvement or participation is the key towards progress. Local community engagement in the growth of tourism plays a major role. The presence of local populations or communities surrounding tourist destinations is a social resource that lets tourism grow according to schedule. The presence or engagement of local people in the creation of a tourist destination cannot be overlooked. When the local population feels ignored or only seen as an object in the construction of a destination, it will generate a feeling of being endangered which, in turn, will complicate the development of tourism. Local residents in a destination are the first to know the state of the region as opposed to people arriving from outside the area. In some cases, the difference between what locals say about the uniqueness of their local knowledge and what outsiders think could be counterproductive to attempts to grow tourism destinations. This is much more so if the dispute of destination growth and the position of local residents was pushed.

Presently, West Bandung Regency is the youngest region to be formed within the West Java Province in the year 2007. The formation resulted from the Bandung Regency expansion and is formally identified as an autonomous district-level area. Many Entrepreneurs see market

prospects for the regency's position and location as it is located between both famous cities, the city of Jakarta and Bandung (Setyobudi, 2019).

West Bandung Regency has a wide variety of natural tourist destinations that have been proliferating, such as specific tourism interest concentrating on biological activities, hiking, camping, and many others. The propensity of travelers to reconnect with nature makes nature tourism very likely to grow. One of its most iconic outbound tours of West Bandung Regency located in Cihanjuang Rahayu village is the Ciwangun Indah Camp, situated on Jalan Colonel Mastruri, Kampung Ciwangun RT.03 Rw 15 Cihanjuang Rahayu Village, Parongpong District, West Bandung Regency. Ciwangun Indah Camp or is also known as CIC, provides tourist attractions in the context of engagement activities with biodiversity, spanning from different species of fish, birds, and wild monkeys in the area. Other tourism activities that could be experienced at Ciwangun Indah Camp encompass Shaking Bridge, Flying Fox, Tree InOne, Paint Ball, Air Soft Shot, Horse Tour, and many more (Wiradipoetra & Brahmanto, 2016).

Other than Ciwangun Indah Campsite, Cihanjuang Village has many other tourism potentials such as "Lembah Singapore" and waterfall; however, they are still in the developing process stated by the village officer in Cihanjuang Rahayu village.

With the rapidly growing industry, the researchers have noticed the lack of knowledge on sustainable tourism and local community empowerment or involvement in rural areas especially one with growing

tourism destination hence the researchers decided to do a research on one of the village located in West Bandung Regency which is familiarly known as the Cihanjuang Rahayu village. This village have many tourism potentials starting with a developed one to one which hasn't been touched.

Therefore, with the title "**Local Community Participation in Development Sustainable Tourism Destinations in Cihanjuang Rahayu Village,**" this research will choose Cihanjuang Rahayu Village as the research site. The reason the researchers chose this village is due to its tourism destination potential and its currently growing tourism destination spot. This research will focus on all the tourism destinations located in Cihanjuang Rahayu Village for both developed and developing sites to demonstrate local community participation in this tourist destination and how they implement sustainability. Moreover, this research will also provide solutions on the implementation of sustainable tourism and also how to boost local community participation.

B. Formulation and Limitation of Research Problems

1. As for the formulation of the problem of this research are:
 - a. Is sustainable tourism implemented in Cihanjuang Rahayu Village?
 - b. How the local community participate in developing sustainable tourism in Cihanjuang Rahayu Village?
2. Formed the limitations of the problem of this study are:
 - a. Sustainable Tourism implementation in Cihanjuang Rahayu Village.

- b. Local Community Participation in developing sustainable tourism in Cihanjuang Rahayu Village.

C. Research Objectives

Objectives that needed to be achieved in writing this research include:

1. To identify whether or not sustainable tourism has been implemented in Cihanjuang Rahayu Village.
2. To find out how the local community participate in developing sustainable tourism destinations in Cihanjuang Rahayu Village.

D. Research Benefits

The research results can be useful for academics, visitors, local residents, practitioners, companies, and the government. The benefits of the research are:

1. Contributions to the development of theory

The study examines the dissemination of existing theories about sustainable tourism and possible assumptions for improving the community interest of tourist destinations based on the concept of sustainable tourism. The aim is to further enhance the existing fundamental theory, improve the viability of practical operations, and introduce the theory of research into sustainable tourism destinations in Cihanjuang Rahayu Village.

2. Contributions to practical and managerial fieldwork

The research results could provide assistance for improving existing related theories and better understanding via management applications that are sustainable tourism Participating in the research. The research results have benefited several tourist destinations in Bandung by developing established tourist destinations and introducing their products (such as accommodation, board and lodge, local communities, and their culture), which may also be found in other areas of Indonesian Regions that should evolve in the light of sustainable tourism.

Areas thus providing more possibilities for tourism that could improve jobs in these local people's regions. Finally, Indonesian tourism professionals' ramifications may include better law enforcement to protect local history, natural beauties in the region and understand the market's appetite for marketing other destinations.

E. Systematics of Research Writing

This research consists of five chapters: CHAPTER I Introduction, CHAPTER II Literature Review, CHAPTER III Research Method, CHAPTER IV Result, and Discussion, and CHAPTER V Conclusion and Recommendation.

CHAPTER I INTRODUCTION

The first chapter reveals the history of this analysis. It also covers research problems, research priorities, and research

advantages. The last section of this chapter is the formal writing of this study.

CHAPTER II LITTERATURE REVIEW

The second chapter includes all the hypotheses and prior studies related to the research issue gathered from different sources to help the researcher to complete this study.

CHAPTER III RESEARCH METHOD

The third chapter outlines all the research methods used in this study to analyze the viability of the research problems.

CHAPTER IV RESULT & DISCUSSION

The fourth chapter provides the research result and evaluation of evidence and knowledge to facilitate the research topic's advancement.

CHAPTER V CONCLUSION AND RECOMMENDATION

The fifth chapter states the final conclusion of the study. Moreover, the researcher will be solving the formulation problems of the research. The researcher will also provide some suggestions for the research objective as well as the prospect of the research.