SWOT Analysis of the Development of the Tourist Cibuntu Village, Cibuntu Regency, West Java

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Abstract. The Cibuntu village is one of the beautiful village of Kuningan District, West Java. Cibuntu village is located on the Southern city of Cirebon and Eastern part of the province of West Java with a total area of 274,651 ha and a population of 978 capita. This article presents the SWOT analysis of tourism development in Cibuntu rural tourism. That can be used as a reference for the local government authorities to design tourism development in Cibuntu rural tourism. Tourism Village is a tourist activity that utilizes natural resources or cultural resources originals. This research focuses on sustainable development of the rural areas in Cibuntu village, the internal factors and the external factors. The objective of the present research is to identify and examine the effects of expansion of tourism on sustainable development of the rural areas in terms of economy, society-culture ecology and institution. The result show that Cibuntu village was expected to be a rural village for tourist destination, it has a natural potential because situated at the foothills of Ciremai mountain, it has a natural outcome in the form of vegetables and fruits and also has a historic relic sites stone, and also its traditional culinary tourism.

1. Introduction
The tourism sector is currently one of the leading sectors for the government of the Republic of Indonesia in obtaining foreign exchange. To increase the number of tourist visits to Indonesia, especially in West Java, Government of West Java Provincial launched the Visit West Java, 2008. The program is used as an attempt to increase the number of tourists that visit West Java and also enhance public welfare through the development of the tourism sector. For the success of the program needs to be followed with the readiness of the entire region of West Java Province. The preparation can be done by building and developing the potential of existing resources in the area [1].

As part of the district of Kuningan which is located in West Java province, Cibuntu village is a village that has an advantages over the other villages. This village is leads to the foot of Mount Ciremai, so that the weather cool with beautiful natural scenery. The only access to the village is a cluster on the slopes Ciremai. Cibuntu Territory is 1,048,741 hectares, 968 people consisting of 254 families (profile of Villages Cibuntu).

Although administratively Cibuntu village located in the district of Kuningan, but the closest access is through the City of Cirebon within more than 35 km. Access to the village is very well until the district town Madirancang until perforated asphalt road up to Cibuntu village. The travel time from the city of Cirebon approximately 1 hour (Profile Villages Cibuntu).
The Cibuntu village sites that supposedly are places trail the trustees when it will head to Mount Ciremai and prehistoric sites were estimated existed since the stone age. Situation Cibuntu community also has a unique village where all members of the community have relatives relationship with one another. Close kinship system still awake because of all the members are still firmly look after customs with kuwu as the guardian of the relationship. Kinship pattern is used as a basis for the relationship in community including to migrants so that the villagers regard immigrants as member of family that had returned home. This is possible since most of the village labor force away from home to the big city.

In line with this, the village should be directed to the development of rural tourism is based on the approach to sustainable tourism development, village tourism, and ecotourism. It is the approach to the development of tourism that strives to ensure that travel can be implemented in a non-urban tourist destination. The main ingredient embodied in the tourist village lifestyle and quality of life in society. Authenticity is also influenced by economic conditions, physical and social rural areas, such as space, cultural heritage, agriculture, landscape, services, tourism and cultural history, as well as experience the unique and exotic regional specialties. Thus, the modeling of rural tourism should continue and creatively to develop an identity or characteristic of the area [2].

However, the condition of the potential of tourism in the village Cibuntu not managed optimally, this was caused by the condition of the people who have not been fully understand the importance of tourism, especially the tourist village. At the same lack of direction of development as well as strategy development based tourism activities to the local community Tourism Village. This fact can be seen in Cibuntu village where tourism potentials that exist unpunished and only serve as symbols of history and only for the benefit of the villagers Cibuntu only. The tourist village though is a simple thing and assumed to be a tool for sustainable development, there is some evidence that it can also be a source of conflict in society [3]. Problems may arise over the control of natural capital and land use, distribution of income and profits from tourism among stakeholders and potential displacement of local communities. In fact, tourist villages have the potential to eventually destroy the environment and have a negative impact on local communities than planned and managed carefully For this reason, the issue of sustainable tourism development in rural areas worthy of attention more scientific and evidence from different parts of the world, with the characteristics of the community different contextual.

In line with the above opinion that tourism can bring positive and negative impacts for local communities [4]. Public attitudes toward the impact of tourism can also be divided into two categories: positive and negative impacts [5]. For a positive impact, the attitude of the public believe that tourism can provide economic benefits to local communities and small businesses, create job opportunities, improve living standards, provide more parks and recreation areas and can also provide convenient transportation. On the negative side, the attitude of the public believe that tourism can damage the natural environment, causing traffic congestion, noise and air pollution, crowded public places, the rise in prices of goods and services and increase the value of real estate. However, there is also a negative perception of the impact of tourism on moral values are very traditional and community spirit among the local people as well as relieve or environmental issues and the effects of development in the tourist area [6, 7].

Reality in tourism development in any destination requires appropriate participation of all stakeholders, particularly the involvement of local communities in the decision making process of tourism development [8]. This is due to two main reasons: first, the impact of tourism development that is felt mostly by the local community. Second, the local community is considered an important factor that supports the development of tourism for any purpose [9].

Based on to the background, the formulation of the problem can be formulated as following:

- What are the factors that supported and encouraged to become Cibuntu village tourism village?
- Is there any influence rural development in Cibuntu village to the impact of the establishment to become Cibuntu village tourism village?

The purpose of these research is too achieved:

- To determine the factors that supporting and encouraging Cibuntu village into a tourism village.
To determine the influence of rural development in Cibuntu village to the impact of the establishment Cibuntu village tourism village.

2. Literature Review

2.1. SWOT and TOWS

SWOT is a method of strategic planning that is used to evaluate the strengths, weaknesses, opportunities, and threats in a project or a business venture, this process involves determining the specific goals of the business venture or project and identifying the internal and external factors that support and that is not in achieving that goal. TOWS stands Threats (threats), Opportunities (chances), Weaknesses (weakness) and Strengths (powers) both refer to the same thing.

SWOT Analysis is a systematic identification of Reviews These factors and the strategy that reflects the best match between them. It is based on the logic that an effective strategy maximizes a business's Strengths and Opportunities but at the same time minimizes its Weaknesses and Threats.

TOWS Analysis is a process that requires management to think critically operations. TOWS analysis is an analysis that promotes study and investigate the opportunities of external factors, because they are more dynamic and competitive, then just analyze the internal factors. By identifying action plans to improve the position of the area, the TOWS analysis allows management to select some of the most effective strategies and take advantage of available opportunities.

SWOT or TOWS Internal factors are factors originating from within an area that influence the development of the area. The internal factor is the internal environment that consists of strength (Strength) and weaknesses (Weaknesses). Internal factors in SWOT or TOWS analysis determined from the conditions or the environmental situation in the region itself. Internal factors are important in determining SWOT or TOWS because in the planning, the region needs to see the condition and capabilities. By doing so, the area can predict the extent to which action can be taken to promote the area. Factor internal may be viewed as strengths or weaknesses depending upon their impact on the area of interest. What may represent strengths with regard to the purpose may be a drawback for some other purpose. As an example of which can be taken as the SWOT or TOWS analysis is necessary to determine the variables and dimensions of internal factors and external factors area [10]. Here is an example of internal factors that can be identified: The human resources; Process; The product (goods); Price; Place or distribution channels; Promotion; The consumer services; Economy; Socio – cultural; Ecological; Institutional.

External factors are the external environment or outdoor environment that consists of opportunity and threat. External factors in the SWOT analysis or towns set of conditions or the environmental situation outside the area. These external factors are very important in determining SWOT or TOWS because in the planning, the area needs to look at the environmental conditions outside the region in addition to seeing on the environment within the region itself.

External factors consists of analysis of macro and micro environment. Analysis of macro environment aims to identify macro opportunities and threats that affect the value of the resulting area. Object observation in this analysis is the political power, economic power, social power. External analysis applied to the micro-environment that is closer to the institutions. E.g. on competition, namely, the threat of new entrants, the threat of substitute products or services. Here are the external factors that can be identified: Economic; Social; Culture; Politics; Market; Economy; Socio – cultural; Ecology; Institutional.

2.2. Definition of tourism village

There are various terms used to describe tourism in rural areas, including agricultural tourism, agro tourism and ecotourism even [2]. According to the Organization of Economic Co-Operation and Development (OECD), rural tourism is defined as tourism that occurred in the countryside. Tourist village is located in an agricultural landscape and is characterized by pleasure that is tamed or highly modified landscapes. It is about land use and the human culture that the interaction between humans and
the land created. This position of agriculture and animal husbandry as the basis upon which the appeal is built [11]. Tourism Village is a form of integration between attractions, accommodation and support facilities is presented in a structure of a society that in the manners and traditions prevailing [12].

The next important element in sustainable tourism villages are training people of various levels of education, because this type of tourism requires qualified human resources and professional management. Another important element is closely related to the formation of a group of local businessmen, coaching a group of local entrepreneurs can form a useful function and it can bring new ventures. Its value can be obtained by advancing / displaying local products such as handicrafts typical food, beverages and other products that give flavor to tourists about the area and can be used to promote these particularities to tourists. All of that is a product that can be used by local tourism businesses themselves, thus promoting local nature of their own and return more money into the regional economy. The formation of a local group of the employer can also strengthen the position of small entrepreneurs who need a lot of handholding to be strong and well-established.

Authenticity provide benefits to the tourism product, including tourist villages. Authenticity is the main quality, original, uniqueness, typical of the region and regional pride. Authenticity can be realized also through lifestyle and quality of life of the community and specifically related to behavioral integrity, friendliness and sincerity of the people living and growing into the local community. Authenticity is also influenced by the authenticity of the economic, physical and social rural areas are for example the cultural heritage, agriculture, landscape, services and most importantly, historical events and culture of the area. Thus, in the tourist village planning process modeling can not be separated from community participation and empowerment. Participatory community empowerment emerged as an alternative to the approach of development as well as centralized and bottom-up. The emergence of the participatory process of community empowerment based on two perspectives. The first: community involvement, local in the selection, design, planning and implementation of programs that will color the life of society, and thus it can be guaranteed that the local perception, patterns of attitude and mindset and values of knowledge is taken into account in full. All two: create a feedback essentially a part that is not liberated from development activities.

2.3. Understanding the development
The development is a process or a way to make something be developed, good, perfect and useful. At every stage of tourism development as much as possible to minimize the negative impacts that will arise as well as closely related to the economic development of a region.

In the development of good tourism destination development, tourism area, and objects of tourist attraction generally follow the flow or the life cycle of tourism. The objective is to determine the position of growing tourism or not. Stages of development of tourism (tourism life cycle) [13]. Tourism area cycle of evolution can be seen in figure 1.

![Figure 1. Tourism area cycle of evolution.](image-url)
Stages of Development of Tourism (tourism life cycle) is then associated with the level of public irritation (irritation level of host). The level of public irritation (irritation level of host) is the theory which measures the interaction between tourists and local communities.

3. Methods
The research method used is descriptive methods. Descriptive research method is a method of research conducted with the main objective to create a picture or a description of a situation objectively. The unit of analysis of this study are factors that supported and encouraged to become Cibuntu village tourism village. This research is conducted in December 2013 until Mei 2014 in Cibuntu Village, Kuningan, West Java.

3.1. SWOT analysis internal factors
The internal factor is the internal environment that consists of strength (Strength) and weaknesses (Weaknesses). Internal factors in SWOT or TOWS analysis determined from the conditions or the environmental situation in the region itself. Internal factors are important in determining SWOT or TOWS because in the planning, the region needs to see the condition and capabilities. By doing so, the area can predict the extent to which action can be taken to promote the area. The internal factors may be viewed as strengths or weaknesses depending upon their impact on the area of interest. What may represent strengths with regard to the purpose may be a drawback for some other purpose. As an example of which can be taken as the SWOT or TOWS analysis is necessary to determine the variables and dimensions of internal factors and external factors area.

3.2. SWOT analysis of external factors
External factors are the external environment or outdoor environment that consists of opportunity (Opportunity) and threat (Threat). External factors in SWOT or TOWS analysis determined from the condition or state of the environment outside the area. These external factors are very important in determining SWOT or TOWS because in a planning, the area needs to look at the environmental conditions outside the region in addition to seeing on the environment in the region itself. External factors consists of analysis of macro and micro environment. Analysis of macro environment aims to identify macro opportunities and threats that affect the value of the resulting area. Object observation in this analysis is the political power, economic power, social power. External analysis applied to the micro-environment that is closer to the institutions. E.g. on competition, namely, the threat of new entrants, the threat of substitute products or services.

4. Results and Discussion
4.1. Geographical conditions Cibuntu village
The village is geographically located on the southern Cibuntu Cirebon City and the eastern part of West Java Province with an area of 274.651 ha. The geographical position is between 108 ° 25 '34” (108.4261 °) east longitude and 6 ° 51' 6" (6.8517 °) south latitude. Village Cibuntu a tropical village with monthly temperature ranges (18º - 27º C), with humidity of 80% - 90%. Cibuntu village is village air is cool and fresh air. Average rainfall is 3000 mm / year. Cibuntu villages that stretch of territory is situated above the slopes of this Ciremai land surface is relatively hilly and down and turn towards the mainland coast of Cirebon with an altitude ranging between 600 m above sea level.

Cibuntu village is located as the farthest village. Its population in 2013 amounted to 978 people (the number of men: 483 people and women: 493 people) with a population density of 96 per km and most of its population living outside rural areas, Overall Cibuntu Muslim villagers with almost 98% of the population of Sundanese and 2% are ethnic Javanese. Most people are farmers, agricultural laborers, civil servants (PNS), private sector employees and Wirawasta.

Cibuntu village is the village which is located at the foot of the mountain Ciremai to its population in 2011 amounted to 968 (number of men: 473 people and women: 493 people) with a population density
of 96 per km and most of its population living outside rural areas. Overall Cibuntu Muslim villagers with almost 98% of the population ethnic Sundanese and 2% are ethnic Javanese. Most people livelihood as farmers, farm laborers, civil servants (PNS), private sector employees and private.

4.2. Development SWOT analysis Cibuntu village, Kuningan regency, West Java

1) Strengths (S)
   a. Economy:
      - The Government of the village took part in the development of rural tourism Cibuntu.
      - Have the chances of developing tourism packages that are unique and educational, and engaging with high sales value.
      - Condition of roads in the village Cibuntu under conditions sufficient.
      - It will be on the rise and a new highway that passes through the district of Cirebon that traveled to the village of Cibuntu increasingly shortly.
      - The existence of typical traditional foods.
   
   b. Socio-cultural:
      - The existence of the village goats
      - Housing conditions some residents who have made a decent guest house
      - People still maintain the values of mutual cooperation
      - The presence of objects such as objects travel there Ciremeh, Linggar teak, Cibulan and thermal baths sanka nurip.

   c. Ecology:
      - Potential nice nature, beautiful and pollution-free because it is located at the foot of the mountain Ciremai
      - Results of nature in the form of vegetables, fruits, the main attraction that has a sale value travel.
      - The existence of historic sites relic stone in the village.
      - It is the last village to reach the mountain Ciremai

   d. Institutional:
      - The existence of operators who will participate in developing Cibuntu into a tourist village.
      - The location is adjacent to the city of Cirebon, which are well known to foreign tourists

2) Weaknesses (W)
   a. Economy:
      - Make a dependency tourists visiting from out of town as a source of income of local communities.

   b. Socio-cultural:
      - The existence of the local culture that has begun to disappear
      - Not hewn brass historical district government regarding prehistoric sites in the Cibuntu village

   c. Ecology:
      - Due to the excessive tourist arrivals exceed capacity or cause damage to the conservation efforts that can be damaged.

   d. Institutional:
• The view of the general public (as a target prospective buyers / visitors) still lack the kind of village tourism.
• Lack of understanding of the importance of the tourism sector and benefit the sector.
• Human Resources who do not understand tourism.
• The absence of government programs, which seriously and sustainably develop community-based tourism development (community development) in Brass.

3) Opportunities (O)
a. Economy:
   • Have a sale value through the concept of nature integrated with the concept of "Stop Global Warming "and Community Development.

b. Socio-cultural:
   • The travel trend leading toward the nature and character education
   • Has the market opportunities of foreign / expatriates are great, because they are more able to appreciate the concept of environmentally sound travel.
   • Contribute to economic activity around the project, as well as the form of Community Development.
   • Can be used as a package with the concept of combining nature / packed with objects that exist in the districts like Sanka nurip hot objects, Cibulan, Linggar Jati, reservoirs Ciremeh etc.

c. Ecology:
   • The public awareness will be higher with the preservation of the natural environment around the village.
   • If nature conservation village is still good and awake will be piloted in more rural areas to become a tourist.

d. Institutional:
   • Great opportunities to attract the tourism bureau parties interested to participate in developing village tourism village Cibuntu into the village marketing efforts going forward.

4) Threats (T)
a. Economy:
   • Lack of public interest in investment in the region.

b. Socio-cultural:
   • Natural disasters (earthquakes and forest fires) because Cibuntu village just below the foothills Ciremai
   • The existence of tourist objects which have been known over other areas History Socio-cultural.

c. Ecology:
   • Natural disasters (Earthquakes and forest fires) so as precision Cibuntu village at the foot of the mountain Ciremai

d. Institutional:
   • It may be possible the emergence of LSM/ parties - certain parties who have interests itself, thus slowing the development process.
5. Conclusions
Cibuntu village is still a model for the study of a tourist village, and will be expected to be an area or village guided for other villages. The village has a natural potential view, beautiful and pollution-free because it is located at the foot of the mountain Ciremai, but prone to natural disasters such as earthquakes, forest fires, and others. Cibuntu village has a natural outcome in the form of vegetables, fruits, the main attraction that has a sale value of travel and has a historic relic site where the stone in the village. Threats and weaknesses of the SWOT Analysis in the village Cibuntu not too big as a village that is still under study to be a tourist village, in which these things can be done to overcome them as a form of anticipation.

In addition to the historical and cultural as well as natural, Cibuntu village also has its traditional culinary tourism potential, but this potential cannot be developed optimally by the local community. The appeal of participation begun all public and private investment in planning and investment in the village Cibuntu more. Identify Tourist attractions are exciting as well as scheduled. Organize workshops in villages to create and maintain environmental sustainability (due to the number of visitors) Make a proper infrastructure in rural villages to develop Cibuntu be Tourism Village Organize a small market to sell handicrafts and other products of the villagers Cibuntu as a souvenir of visitors every day. An increasing number of local houses for accommodation (guest house) of the tourists in beautiful surroundings. Using the farms and sell agricultural goods from the garden as an attraction for tourists from the side of nature and agriculture.

Conducting statistical plan for the evaluation of the number of tourists entering the villages and have accurate statistics for planning to be a tourist village. Opening a local restaurant with traditional food and local cakes every day. The construction of hospital facilities or facilities that are actively opened every day. Created easily available means of transportation to get to the village Cibuntu of the whole area around it. Fixed access roads with holes - holes to get to the village Cibuntu of the entire surrounding area.

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