Development of Tourism Village Based On Agro-Creative And Disaster Consideration, case of Cikondang Village, Cingambul District, Majalengka Regency

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Abstract. Cikondang Village in Majalengka has the potential to be developed as an Agro-creative tourism village because of agriculture as its dominant land use and also the residents’ matches to the characteristics of creative tourism. Cikondang Village also has the potential based on its tourism attractiveness. However, these potentials are still idle because of less optimum management. This paper aims at assessing the prospect of Cikondang Village to develop into tourism village considering the existing circumstances of Cikondang Village based on the classifications and elements of agro-creative tourism village including disasters. This paper descriptively elaborate primary and secondary data in the analysis mainly in identifying existing potentials and attractiveness of Cikondang Village so that prioritized strategies can be formulated. Primary data is gained based on direct observation and Focus Group Discussion (FGD), while secondary data is obtained from relevant literatures. The result show that Cikondang village has the potential (strength and opportunity) to be an agro-creative tourism village based on agro-tourism services and creative tourism characteristics. But note must be given as there are several weaknesses and threats that need improvement in the management sector and collaboration between the government and the community.

1. Introduction
Cikondang Village, Majalengka is one of the villages that have the potential to become an agro-creative tourism village. The domination of agricultural land use has the potential for the Village Cikondang to apply the theme of agro tourism as its development track. Then, to make this village unique, processing is needed especially on the potential of local culture so that the concept of creative tourism is needed. This is because usually enjoying the experience of traveling is to enjoy the unique culture, nature, and society in its place.

Agro-tourism is literally tourism in agricultural areas. Agriculture in this case encompasses people's activities in agriculture, plantations, animal husbandry, and fisheries. So agro-creative tourism is integration between tours that include agriculture and also elevates the uniqueness of the products found in Cikondang Village, this village has potential in the field of agro-tourism such as Bukit Hunyur, Batu Gede, Situ Citutut and Artesis Well located in Margaluyu and Kondangasih area for their agricultural
products. Creative tourism attractions consist of Sundanese Yulista Nada and typical culinary located in Margaluyu Hamlet.

The concept of tourism village is widely used to become a tool for village development that is much in demand by local governments in Indonesia. Rural tourism has been recognized as a key approach to rural development and poverty alleviation [1]. Is tourist village concept then be the only tool to develop the village? It is not very precise if the tourist village movement just follow the trend because of the absence of innovation in village development. While many tourism destinations have strong cultural or heritage assets, not all destinations-including rural area-have primary attractions that can bring visitors to the region [2]. It may not all rural area is attractive to tourists although the rural area provides a variety of accommodations. It also suggests that rural tourism is depends on the capacity of a village and its readiness to use tourism as a tool to develop their village. Therefore, the potential of a village must be identified whether it has a strong potential to become a tourism village or not.

The choice of building a village using the mode of tourism village should be the choices that have been done in a mature and through adequate process so that the decision taken is not a momentary decision. There is significant differences between the effects of residents' perceptions and community participation on support for tourism development in urban and rural destinations [3]. In the context of China as the rapidly developing country of industry, in rural communities there is also a diverse dynamics of rural communities in addressing tourist villages [4].

The number of potentials in Cikondang Village makes this village has the potential to become a tourism village. However, the lack of management makes the tourism sector less developed. Therefore, this paper aims at identifying the potential of the Agro-creative Tourism Village area in Cikondang Village while considering the disaster threat that may exist.

2. Literature Review

Tourism Village is a concept of tourism development that is recently popular in Indonesia in which the concept is considered to be an answer in the problem of conventional tourism development mainly from local society participation as well rural potencies utilization. Thematic tourism development is then become the concept according to the local potencies and capacities, so it is common to have rural tourism development with specific theme such as environment, creativity, local product and many more. Cikondang Village is also proposed a thematic rural tourism development namely agro-creative which is a combination of two concepts, namely agro-tourism and creative tourism.

Agro-tourism in general is an activity which uses natural resources in an area that wants to be developed, especially in the agricultural sector to become a tourist area. There are various rural endowments may be developed and sold as tourist destination in terms of natural scenes, location, rural products either natural or manmade. On the other hand the concept of agro-tourism is the use of agricultural land as the main place for tourism; tourists spend the night in the farmer's household and not in specially arranged accommodation, such as a guesthouse or hotel [5].

In terms of management of rural tourism, agro-tourism maybe managed solely by local communities, but also there is possibility to involve private business sector. Natural space agro-tourism is an area where activities are carried out together with the community so that tourists can directly enjoy the activities and
attractions that people do while maintaining the natural aesthetic value in it. Rural tourism may also be run by rural owned corporation belong to rural government.

Tourism Attraction is most common perceived as dominantly visual sensations that arouse strong emotions in visitors [6]. Various attractions can be programmed to characterize agro-tourism. As commercial activities, rural tourism needs also to have a minimum standard of service in various tourism infrastructures. In the era of modern technology mainly in ICT any facilities such as information on operation, access infrastructure, human resource in tourism activities and other supporting infrastructure will be needed.

Creative tourism may be understood as tourist activity that offers participation in broader sense that develop positive interaction. Creative tourism has characteristics among others the themes related to the local culture that includes cultural activities society, community, food, and the arts; informal/not rigid and flexible; involving visitors to learn interactively, participants are limited in small or personal groups; activities are carried out in the field/workplace/workshop [7]. Some creative tourism activities may not rigidly apply those principles. There are significantly positive relationships among creative experiences, memorability, and revisit intentions [8]. If developed and programmed appropriately, creative tourism may develop into a prospective industries by expanding the market of local skills and therefore supporting the sustainable tourism.

Based on the above concept, therefore agro-creative tourism is a combination of agro-tourism and creative-tourism, as two dimensions of tourism development. In addition to developing agriculture sector, it also aims to develop the creativity of tourists and the community in order to add and produce experiences and value added, especially on local tourism products [9]. This type of tourism mode may have attractive value as an alternative to conventional type of tourism style.

3. Method and data

This research is a qualitative research and has been part of the author's activities over the past two years doing community service activities in Cikondang Village. Especially for the sake of this paper, a series of discussions with the community and the village government were conducted 3 times over three months in September-November 2018. In the discussion the idea of tourism village as an effort to develop the village to give the villagers better welfare.

SWOT analysis is largely applied in strategic thinking as an approach useful to extrapolate the internal Strengths/Weaknesses of the businesses and their external Opportunities/Threats [12]. Then, from these four factors, strategies are made that emerge from the meeting point between internal and external factors as described in the matrix below. Internal factors are factors taken based on what is in the village of Cikondang which in this case taken from the advantages and weaknesses, while external factors are opportunities and threats. SWOT identification is performed at one of the meeting sessions when the most complete village stakeholder representatives are present.

Cikondang Village is a village located in Cingambul District, Majalengka Regency. In administrative, Cikondang village has an area of 330.96 ha area which is divided into two hamlets namely Hamlet and Hamlet Margaluyu Kondang Asih. Topographically, Cikondang village is located in an area with land surface forms in the form of mountains/plains and is 614 meters above sea level (masl) with varying climate, ranging from 18.8 to 37 ° C. with the highest rainfall in January, reaching 530.7 mm. Cikondang
Village area which is a rainfed area makes the flow of water for rice fields to use underground water sources. Water sources in the form of deep wells are located at 2 location points, namely Margaluyu Hamlet and Kondangasih Hamlet. Land use in Cikondang village is dominated by agricultural rice fields with the main potential being rice and onion farming. Then, land use after agriculture that dominates is forest and housing [10].

Cikondang Village is inhabited by 1,463 people consisted of 701 men and 772 women. Average population density is 475 people per kilometer. Based on the Village Profile of Cikondang (2015), 64% of the community have livelihoods as farmers while the remaining 36% have other livelihoods. Plants that are planted are not based on a particular season but the plants most often planted are rice and onions, and intercropping, namely green chili, peanuts, kidney beans, and mustard greens. At present, cultivation of Rosella plants is being planted which will be cultivated and become agricultural potential to be developed. Cikondang Village is a village that can be planted with Rosella plants and can grow well when compared to other villages. Apart from the agricultural sector, the livelihoods of the people of Cikondang Village are chicken farmers, civil servants, motorcycle taxis, traders, factory workers, diamond entrepreneurs, broom entrepreneurs, local orchestras, fishing, coolies, and so forth [11].

4. Result and Discussion

4.1 Agro service elements and characteristics of creative travel

If seen based on the type of agro tourism, Cikondang Village is included in open space agro-tourism because tourists are given the same activities as the community does. Attractions performed are specific developed and managed by the community. Supporting facilities do not conflict with native culture and aesthetics such as transportation, sanitation, and safety of wild animals, especially with the large percentage of agriculture found in Cikondang Village.

Based on our rough assessment Cikondang Village has already fulfilled most of the requirement as agro-tourism village. Then, if seen from the characteristics of creative tourism characteristics, Cikondang Village has the potential to become a creative tourism based village because it has the potential for all 8 (eight) characteristics of creative tourism (Table 1). Accordingly Cikondang Village can be said to have the potential to become an agro-creative tourism village in the future.

| Agro-tourism Service Elements | Types | Is there any or not | Information |
|-------------------------------|-------|--------------------|-------------|
| 1. Information service system | Guidebook | X | The absence of a special guide book on the location of tourist attractions in the Village Cikondang |
|                               | Tour guide | X | There is no tour guide |
| 2. Facilities                 | Access road | V | There is access road to tourist attractions, in the form of footpaths |
|                               | Transportation | X | There is no special transportation to the tourist attractions in the Village Cikondang |
|                               | Lodging | X | There is no homestay for tourists to stay |
|                               | Toilet | V | Toilets can be used in people's homes |
|                               | Means of communication | V | Signal to communicate there |
|                               | Restaurant | V | There are restaurants in the form of stalls |
Agro-tourism Service Elements

| Types                        | Is there any or not | Information                                               |
|------------------------------|---------------------|-----------------------------------------------------------|
| Labor                        | V                   | Cikondang Village Community is willing to contribute      |
| A souvenir shop              | X                   | There is no place to sell souvenirs                       |
| Water                        | V                   | There are waterways, but they are not evenly distributed to all attractions, especially during the dry season |
| Electric power               | V                   | Electricity is already in                                |
| security posts               | V                   | There is already a security officer                       |

4.2 SWOT Analysis

Analysis on SWOT is performed to identify internal and external factors found in Cikondang Village as an agro-creative based tourism village. A specific FGD attended by most of the stakeholders’ representatives was conducted to tap the SWOT components. The summaries of SWOT identification are as follows.

**Excellence (Strength)**
- Variety of potential tourist attractions, especially its vast agricultural land
- The existence of creativity and skills in rural communities
- Paddy field panorama and beautiful border from the top of the hill
- Historical site that tells the origin of Cikondang Village
- The potential for surface water that is high in the Village Cikondang

**Weakness**
- Poor network infrastructure and water network conditions
- The lack of public facilities and tourism facilities
- Lack of community knowledge regarding tourism development
- There is no tourism theme based on tourist attraction
- There are no typical processed products
- Has the potential for landslides, droughts and tornadoes

**Opportunities**
- There are Rosella plants that are known by other countries such as Korea.
- Collaboration with educational institutions in developing Rosella cultivation.
- Attention from state agencies

**Threats**
- There agro-based tourism village already exist as competitor such as Argapura
- Cikondang village is not yet known as a tourist village
- There is no market for Rosella products because they are still relatively new
- Slopes make the region prone to landslides disaster.
Based on the above SWOT components identification some strategies are derived as follows:

**SO Strategy**
- The existence of tourism development based on the tourism potential contained in Cikondang Village
- Collaborating with related agencies, especially the Agriculture Office and Majalengka Tourism Office in developing the agro-creative Cikondang Tourism Village.
- Community empowerment in the cultivation of rosella plants

**WO Strategy**
- Collaborate with agencies related to the provision of infrastructure, especially water networks
- Community training in providing accommodation.
- Training and exposure to the community regarding tourism knowledge
- Provision and improve quality of public facilities around tourist attractions

**ST Strategy**
- Creating branding and imaging of agro-creative tourism villages in Cikondang Village
- Empowerment of human resources from the community as managers and increase community participation in the development of Cikondang Tourism Village
- Improve the quality and quantity of rosella plant products as superior products. So it becomes a differentiator with other agro-tourism areas.

**WT Strategy**
- Community empowerment and marketing, especially in the processing and management of rosella plants
- provision of a light water to the area that a right was built as a creative agro-tourist area
- Infrastructure improvement
- Community training in accommodation management (can be in the form of homestays)
- Community training to better understand tourism

Then, it is necessary to take priority in the selection of strategies to be taken for Cikondang Village. The development of tourism villages in Cikondang Village can be taken as a priority scale based on an assessment of internal and external factors. So it can be interpreted that Cikondang Village needs a strategy which can minimize internal problems in Cikondang Village and formulate things in which considering threats and weaknesses of Cikondang Village can be handled (WT strategy).

### 4.3 Disaster Challenges in developing tourist villages

Tourism is an industry that is vulnerable to various disaster events. It has a reciprocal relationship with natural disasters[13]. It can be affected by the emergence of a disaster or trigger the emergence of the disaster itself. Aside from multi-sectoral influences covering important areas of life, the tourism industry needs attention from disaster and crisis risk management, because it involves extensive movements and links, especially regarding humans as tourists, local communities, or destination managers - both the government or the private sector. The significance of tourism’s contributions to all phases of the disaster process is different, but is mainly significant in terms of information provisions, communications and emergency accommodations for tourists [13].
Majalengka District has ever experienced an extreme drought which has caused a potential drought in almost all villages. One of them is Cikondang Village. The potential for drought disaster is a big challenge for the development of the Cikondang tourism village, given that the Cikondang tourism village relies on agro-creative activities that highlight agriculture and the uniqueness of agricultural products as tourist attractions. So that the potential for drought disaster will become a boomerang for the Cikondang tourism village. In addition to influencing the number of tourist visits, lack of water for rice fields, and other agriculture. One of the unique local potentials of rosella farming in the village of Cikondang will also be one of the most affected agriculture. In addition to this, the potential for drought disaster can also cause the village of Cikondang clean water crisis; also can lead to the potential for forest fires that will cause several other negative impacts.

Nonetheless, Cikondang is a village with surface water potential is high enough in Majalengka with debit 0.4-1.47 liter/second [14]. So that this potential can minimize the potential impact of drought in the dry season in the village of Cikondang. In addition, Majalengka Regency earned the nickname of the city of the winds, because throughout the year strong winds often occur which often cause tornadoes which often cause loss of public property.

The above potential disasters of course become a big challenge for the development of the Cikondang tourism village, because it can have a negative impact not only on tourists, but also on the local community and the government both physically and non-physically. Cognition of risk is the first step in reducing disaster damage and losses so education and capacity building is needed so that the knowledge of rural communities related to disaster increases and reduces the impact of disasters [15]. Collaboration between stakeholder also has to be improved. The success of such a collaboration depends on experience and relationships, while consistent communication and trust among tourism stakeholders were important drivers in influencing the collaboration’s effectiveness [16].

5. **Conclusion**

Cikondang village has the potential to be an agro-creative tourism village based on agro-tourism services and creative tourism characteristics so that it can help the community in managing natural resources and human resources toward more productive. However, there are still many things that need to be developed and improved, such as in terms of a network of tourism facilities, and public knowledge about tourism development.

Collaboration between the government and the community is needed in managing tourism villages, especially using a strategy which focuses on improving infrastructure, marketing, and providing knowledge about tourism to the community. There is a need for improvement in the management sector, especially in agricultural products. So that what is sold is not in the form of raw goods but has been processed. Then, a clear target market makes it easy for farmers in Cikondang Village.

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Acknowledgement
This paper is derived from research funded by RFU UNPAD 2018. The author would like to thank to UNPAD for facilitation and funding. Gratitude and thank to Majalengka Regency Local Government, and Cikondang Village local government for allowing us doing field research and assistantship.