Recommendations for the initiation of agro-tourism establishment in Hujungtiwu Village, Panjalu District, Ciamis Regency

M M B Utomo, A Sudomo and E Suhaendah
Research and Development Institute of Agroforestry Technology, Forestry Research Development and Innovation Agency-MoEF, Indonesia

Email: marcell.utomo@gmail.com

Abstract. Hujungtiwu village has several attractive features such as agricultural and agroforestry commodities, mountainous scenery with Gunung Sawal as the background, and location in high altitude with cool climate and cold water. This potential plus the fact that many youth were laid off due to COVID-19 pandemic awake villagers to develop a new tourist village with agro tourism concept. Through focus group discussion, field observation, and field survey in other tourist destinations in Gunung Sawal Region to see the trend of tourism in this region, data were collected. The data then descriptively analyzed to map the detail potentials, opportunities, and challenges, in order to propose strategies to start the development of a tourist village. The role of village government is important in allocating village funds for this project, such as creating a village owned enterprise (BUMDES), capacity development of tourism activist actors, starting a small-scale business i.e. café that is currently experiencing a positive trend in Gunung Sawal Region. Too massive development will pose a high risk, given that village funds are also needed for purposes other than developing tourist destinations, especially during the ongoing COVID-19 pandemic. The essence of the initial development of this tourist spot is to introduce new tourist sites to the wider community and introduce rural communities to the management of a tourist destination, while waiting for the process of developing new entrepreneurial capacities. If the community response is good, business expansion that emphasizes more on the core business of agro tourism can be started little by little.

1. Introduction
Since the World Health Organization (WHO) declared the corona virus a global pandemic on March 11, 2020, the Government of Indonesia responded quickly by establishing a task force for handling Covid-19 (Gugus Tugas Percepatan Penanganan Covid-19) on March 13, 2020 [1]. Until now the task force is still working because the pandemic has not yet ended, even it is experiencing an extraordinary increase in June-July 2021. Although as of May 29, 2020 Indonesia has entered the new normal era or "adaptasi kebiasaan baru" based on the guidelines from WHO, the impact of this pandemic is really profound for many people especially to those who work on product and service trading. Many business closures and layoffs happen during this pandemic. One of the sectors that has experienced a lot of decline is the tourism sector [see 2, 3-6] including ecotourism [7].

The Indonesian government has never implemented a lockdown to respond to this pandemic and only implemented large-scale social restrictions and regional quarantines for a not too long period of...
time (PSBB-Pembatasan Sosial Berskala Besar and PPKM-Pemberlakuan Pembatasan Kegiatan Masyarakat) so that economic activity can still move despite the slowdown. The implementation of the new normal itself provides an opportunity for business people to continue operating by implementing the health protocol recommended by the government (Keputusan Menteri Kesehatan Republik Indonesia Nomor HK.01.07/MENKES/382/2020). One thing that has been stretched after the determination of this pandemic is the high public preference for outdoor tourism that offers natural tourist attractions. Short-distance outdoor tourism is preferred because it is considered to have a smaller risk of being exposed to the virus [8, 9] and ecotourism is the most attractive tourism for tourists during COVID-19 pandemic [10]. Ecotourism is deemed to be the tourism sector which will be the fastest to rebound after the covid-19 ended [11] and ecotourism would become a trend [12] not only in Indonesia but also in a global level [13]. Ecotourism has a significant impact in creating job opportunities and economic growth [14].

One region in Ciamis that has experienced many developments in the tourism sector during this pandemic is the Gunung Sawal region. Many tourist spots have developed in the villages around the foot of the mountain, such as the emergence of various cafes that offer views of the mountains, forests, and cities, natural baths, camping locations, and spots to take photos/pictures. The development of bicycle communities during the pandemic has also contributed to the increase of visiting level and popularity of the Gunung Sawal tourist attractions. Unfortunately, the development of these new tourist sites has not been matched by strict enforcement of health protocols and relatively still low tourist awareness, as happened in Cireong bathing tourism in Sindangkasih district, Ciamis Regency [10].

Hujungtiwu is one of the villages adjacent to Gunung Sawal that wants to start establishing agro-tourism by exploiting the potential of the area such as agroforestry, fishing, and mountainous landscapes. The concept created is agro-tourism and this concept can be an alternative to other forms of tourism at the foot of Mount Sawal, which still focuses on cafes, natural baths, photo spots, and camping locations. The study was conducted to identify trends in natural tourism at the foot of Mount Sawal, to map internal and external potentials, opportunities, and challenges, in order to propose strategies to start the development of Hujungtiwu tourist village.

2. Material and method
This study was carried out in Hujungtiwu Village, Panjalu District, Ciamis Regency, West Java (see Fig. 1). This village is located in the mountainous region in north Ciamis. In order to collect the data, field survey, field observation, and focus group discussion (FGD) were conducted in March and May 2021 by applying COVID-19 health protocol. The field survey was carried out to identify the trend of other eco-tourism attractions around Gunung Sawal region. The field observation was performed to explore the landscape and to observe the potentials of the village to initiate agro-ecotourism. The FGD involved all stakeholders in this village to map the programs of each stakeholder. All data collected would then be tabulated and analyzed descriptively.
3. Result

3.1. Ecotourism trend in Gunung Sawal Region

Table 1 and Figures 2-4 show the trend of tourist destinations in Gunung Sawal Region.

| No. | Photo Spot/relaxing area | Cafe       | Natural Bath     | Camping Ground       |
|-----|--------------------------|------------|------------------|----------------------|
| 1   | Curug Salosin            | Kopinus Coffee | Cireong          | Puncak Puspa         |
| 2   | Curug Hole Lead          | Teureup    | Batu Ngampar     | Darkon               |
| 3   | Bukit Move On            | Puncak Asih|                  | Camp Puncak          |
|     |                          |            |                  | Jamiaki              |
| 4   | Curug Seda               | Bukit Bentang|                 | Batu Cakra           |
| 5   | Puncak Asih              | Plataran   |                  | Puncak Bongkok       |
| 6   | Curug Tilu               | Teras Rindu|                  |                      |
| 7   | Dam Seda Indah           | Pos Gunung Golkar|              |                      |
| 8   | Wisata Alam Ciharus      |            |                  |                      |
| 9   | Cisadalah Pasirtamiang   |            |                  |                      |
| 10  | Jatisewu Cibungbang      |            |                  |                      |
| 11  | Curug Tujuh              |            |                  |                      |
| 12  | Situ Lengkong Panjalu   |            |                  |                      |
| 13  | Wisata Alam Murbey       |            |                  |                      |
| 14  | Taman Pinus Anak Bandung |            |                  |                      |

Source: Primary Data
Figure 2. Natural bath in Cireong, Ciamis Regency (Source: Field survey).

Figure 3. Café in Pine Forest with Tasikmalaya City as the background (Source: Field survey).

Figure 4. Gunung Sawal scenery (Source: Field survey).
3.2. Potential Tourist Attractions in Hujungtiwu

Agro tourism is an idea and concept of tourism by developing the potential of culture, agriculture and tourism areas [15]. There are some advantages of Hujungtiwu location for agro tourism development (Table 2). Table 3 shows the potential of agricultural commodities in Hujungtiwu while Figures 5 and 6 highlight the scenery of Hujungtiwu Village. In general, facilities and infrastructure that are likely to support ecotourism development remain limited to the availability of asphalt roads, and the existence of water and electricity networks in the village.

| Table 2. Location advantages. |
|-------------------------------|
| **External Advantage** | **Internal Advantage** |
| Having a good road access, near with main road of Cikijing-Panjalu | The altitude of 842 meters above sea level with a cool climate and cold water |
| Nearby Situ Lengkong Panjalu Tourism Site, the primary tourist destination in Panjalu (external) | Mountainous region with agroforestry landscape |
| Traditional culture of rural farming |

Source: Primary Data

| Table 3. Existing agricultural commodity. |
|------------------------------------------|
| **Agroforestry Commodity** | **Crop Commodity** | **Fruit Commodity** | **Livestock Commodity** |
| Cacao Plantation | Tubers | Banana | Fishery |
| Cardamom Agroforestry, *Albizia & Afrika*, Manglid & Mahogany | Corn and peanut | Avocado plantation (15 ha) | Chicken and goat farms |
| Sugar Palm (2 ha) and Coffee-Albizia Agroforestry | Paddy | Rambutan, jackfruit |

Source: Primary Data

Figure 5. Hujungtiwu scenery (Source: Field observation).
4. Discussion

4.1. Opportunities to develop agro tourism in Hujungtiwu

There are at least 5 opportunities that can be capitalized by the Hujungtiwu community to start creating an agro tourism site. The first one is the possibility of accessing village funds. Regional autonomy provides a conducive atmosphere for regional tourism development [16]. By Constitution No. 6/2014 about Village (Desa), the government in this case has given broad authority to the village to regulate development plans based on the priority needs of the village community without being burdened by the work plans of various government agencies [15]. Today, each village has their own funds that can be used for village development. This is aimed to boost development from the lowest level of government. Some villages, Ponggok in Klaten and Penglipuran in Bali for example, have been successful in operating tourist villages (desa wisata). This success inspires other villages to start developing their own tourist village. The Village government can establish a village enterprise (BUMDES) to manage this business.

Secondly, Hujungtiwu village has a piece of reverse land for expansion. They can use this area to enrich plant commodities. With the worst scenario that the agro tourism does not run smoothly, they can still produce something sellable on market. This is in line with the new Hujungtiwu village head’s vision to make the young generation proud to be a farmer. The third opportunity is the availability of workers. During the COVID-19 pandemic, many youths who used to work in the cities are laid off and come back to the village. By creating a labor-intensive business like agro tourism, they hope to have a new proper job or temporary job until the condition is back to normal. A characteristic of sustainable ecotourism is the engagement of the local community to manage the site.

The fourth opportunity is the availability of tourist attractiveness. The development of tourist villages is influenced by institutional aspects, tourist objects and attractions, as well as tourism infrastructure [17]. To be appeal to tourists, a tourist site should have sufficient attractiveness and to raise tourists’ willingness to recommend this site to others or revisit, therefore the local community should be able to build a good social interaction [18]. Tourist’s comfort should be a concern. Lastly, clean water and electricity is available. Clean water is essential to foster the development of public facilities such as toilets and prayer rooms. Available electricity would help managers in operating tourist sites.

4.2. Challenges for agro tourism development in Hujungtiwu

The success of business operations determine the success of ecotourism sites [14]. So, the capacity of a business operator is crucial. The success does not only depend on the sufficient fund and the tourist attractiveness, but also the capacity of the management. There are five functional capacities according to [19], viz. capacity to engage, to assess a situation and define a vision, to formulate policy and strategy, to budget, manage, and implement, and to evaluate. The capacity exists in three levels, viz.
individual, organization, and enabling environment. Four factors include institutional arrangement, knowledge, accountability, and leadership influence the development of capacity [19].

In Hujungtiwu, this capacity would be challenged because the lesson learned from successful tourist villages is that management capacity is very influential. Creating a new agro-tourism location can certainly be achieved if sufficient funds are available, but whether the business can be sustainable will be a challenge. Can the agro-tourism business be able to attract visitors? Starting agro tourism is complex and risky for any entrepreneur [20]. Things that should be considered are (1) if the target market is local residents and the attractions focus on farming, then they have been very familiar with agricultural-agroforestry fields so that the attractions offered are not quite attractive, (2) it is better to start by making a spot that can increase the popularity of the place, building a café-restaurant can be chosen as the first step because relaxing spots in the mountainous area are experiencing an upward trend in the Gunung Sawal tourism sector. If this is successful, the expansion of the new business sector can be continued, which emphasizes the initial vision, namely agro tourism. Village funds must be managed more prudently. Compared to cafe locations in other locations, Hujungtiwu provides much easier access to the location, with a sense of tranquility that is not much different. All tourist sites in Gunung Sawal Region offer more than one attraction and one of the main ones is the availability of eye-catching photo spots. The road access to Panjalu is good, however, it is located quite far from the city center of Banjar, Ciamis, and Tasikmalaya which are the potential markets. Therefore, to test the market, we suggest to firstly only build one main tourism spot, viz. café as mentioned above.

The final challenge is related to ecological awareness. The average tourist attraction in Ciamis has problems with cleanliness and the amount of garbage. This reduces the beauty of a tourist destination. Awareness to participate in protecting the environment and tourism objects is still low. Likewise, managers often carry out careless physical development that disturbs the ecology and results in the form of tourism objects that look unplanned and messy. In the principle of ecotourism, protection of ecology is an obligation [20].

4.3. Supporting policy of capacity development

The government involvement in the establishment process of agro tourism is crucial, especially related to knowledge, concern, and funding [14]. Community initiatives to develop agro-tourism should receive support. The results of the FGD indicate that Bappeda (development planning agency) and the Ciamis Regency Tourism Office are committed to providing support; although it is still unclear in what form this support will be provided. The Table 4 shows the fundamental policies of tourism development in regency and province levels to be considered by village-based agro tourism entrepreneurs. Only points related to community-based ecotourism and tourist villages are presented.

| Local Regulation of Ciamis Regency no.16/2016 | Local Regulation of West Java Province no.15/2015 |
|-----------------------------------------------|-----------------------------------------------|
| Regional Master Plan for Tourism Development of Ciamis Regency 2017-2027 | Provincial Master Plan for Tourism Development of West Java |
| Article 6: tourism development approach; (e) sustainable livelihood approach, (f) community engagement approach | Article 8 (4): strategic issue of tourism development; (d) tourism is a tool way for improving community welfare and equitable distribution of development, (f) development and strengthening of tourism products that prioritize local uniqueness/ based on local potential, (g) provision of adequate and quality infrastructure |
| Article 9: tourism development policy; (1) tourism product/ tourism destination development policy | Article 12: direction of tourism development; (a) based on the principles of sustainable tourism development, (b) with an orientation towards efforts to increase growth, increase employment opportunities, reduce poverty, and preserve the environment |
| Article 10: tourism development strategy; (5) tourism education, (6) tourism industry improvement | Article 13: tourist destination development policy; (a) establishment of DPP (*destinasi pariwisata provinsi*)-provincial tourist destination, KPPP (*kawasan pengembangan pariwisata provinsi*)-provincial tourism development area, and KSPP (*kawasan strategis pariwisata provinsi*)-provincial tourism strategic area |
| Article 14 (1): strategy to establish DPP, KPPP, and KSPP; (a) establish DPP to improve the integration of regional/municipal tourism development in realizing quality destinations that are widely known nationally and internationally, (b) establish KPPP to improve the quality of natural, cultural and man-made tourism typical of the Provinces in realizing world-class tourism destinations that are integrated, sustainable, and uphold cultural values, (c) establish KSPP to strengthen the identity of provincial tourism, spread tourism development to the south, and integrate tourism development in regency/municipal regions |
| Article 16 (1): DPP in West Java Province; (e) tourist destination Pangandaran-Tasikmalaya-Garut-Cianjur with the center in Pangandaran Regency |
| Article 17 (1): KSPP consist of; (h) Cultural and Marine Areas in Priangan and its surroundings |
| Article 25: KSPP Development Plan for Cultural and Marine Areas in Priangan and its surroundings are; (c) Primary tourist attractions include Astana Gede-Kawali and Karangkamulyan Sites in the Ciamis Regency; Pangandaran Beach, Pananjung Nature Reserve, Batu Karas Beach, Green Canyon, Batu Hiu Beach, Madasari Beach, Karapyak Beach in Pangandaran Regency, as well as Mount Galunggung and Kumpung Naga in Tasikmalaya Regency, (d) Secondary tourist attractions include Situ Lengkong-Panjalu in Ciamis Regency and Situ Mustika in Banjar City |

Source: Adapted from Government Regulations

Those policies do not mention tourist village development directly. It indicates that tourist village development is not prioritized in tourism programs. However, there are still some possibilities for villages to receive support from the government in regency and province levels. Some forms of reachable support that can be implemented include (1) promotion facilitation. This promotion is an effective form of marketing communication. Based on experience in Kawah Putih ecotourism, promotion from the management of Perum Perhutani runs effectively using sales promotion, advertising, public relations, word of mouth, and personal selling methods [21]. Unfortunately, until now, the promotion of tourism sites that already exist has not been seen by Ciamis tourism service. Community actually has a right to receive this support. The release of Pangandaran as a separate district has practically made Ciamis not have a national level tourist attraction. So, maximizing the existing mountain tourism objects deserves attention.

The second (2) form of support is the facilitation of comparative studies. This activity is very important to increase the capacities of individuals in Hujungtiwu village in starting a tourism village. Later this individual capacity building can provide a positive impact on the organization. Many tourist village managements that have successfully run tourist villages open opportunities to share experiences that can be leveraged by other prospective tourist villages. Facilitation in the form of granting of funds is considered an outdated approach and does not encourage the emergence of independence and initiative. District governments have an obligation to take on a role in community capacity building.

However, hoping for help or support from external stakeholders is often exhausting and quite often they come at times that do not suit our needs. Moreover, human capacity in regency levels related to
developing tourist destinations remains low [22]. We argue that supporting policy from the village
government is more essential. In many cases, it is more influential than supporting policy from the
higher levels of government. Village government through BUMDES as the operator has more sense of
belonging to the village. This could nourish the spirit to develop the village. The village government
in the worst scenario can handle all possible support from the Regency government stated above.

For the village government, their priority for the use of village funds for village development is
allocated to achieve village development goals, namely improving the welfare of rural communities
and the quality of human life and poverty alleviation through meeting basic needs; development of
village facilities and infrastructure; development of local economic potential; and sustainable use of
natural resources and the environment. The priority of using village funds as referred to in the
development of local economic potential is based on the conditions and potential of the village, in line
with target achievement of the medium term village development plan (Rencana Pembangunan Desa
Jangka Menengah) and village government work plan (Rencana Kerja Pemerintah Desa) each year,
which may include: the establishment of BUMDES (village owned enterprise), development of tourist
villages [23].

Village government through village leaders should create an enabling environment to encourage
village actors -who are passionate about establishing tourist villages- consistently strive to create a
better village life through the development of tourism villages. The initiation of tourism village
development is an innovation that deserves support. Innovation for success is a combination of
dedicated and motivated individuals and paying attention to many attitudes and activities of good
management [24]. Within an enabling environment, these individuals could be prepared to be
entrepreneurs, who will then lead the project of Hujungtiwu tourist village.

5. Conclusion
The desire of the Hujungtiwu villagers to improve their livelihoods by developing agro tourism
deserves attention from the government, especially the village government. Although it is possible for
the government at the district level to provide assistance, it is believed that the active role of the
village government is the most essential, especially with the existence of village funds. One of the
keys to the success of a tourism village is the capacity of the management. It is time for the village
government to create BUMDES and increase the capacity of tourism activist actors by conducting
comparative studies in various successful tourist villages. Meanwhile, the initial physical development
can be carried out by making basic infrastructures such as water networks, electricity networks,
parking lots, toilets, hand washing stations, huts, and seats to test the market by creating a relaxing
spot in the form of cafe that is currently experiencing a positive trend in Gunung Sawal Region. We
argue that development that is too massive will pose a high risk, given that village funds are also
needed for purposes other than developing tourist destinations, especially during the ongoing COVID-
19 pandemic. The main point of the initial development of this tourist spot is to introduce the new
tourist site to the wider community and introduce the village community to the management of a
tourist destination, while waiting for the process of developing new entrepreneurial capacities. If the
community response is good, business expansion that emphasizes more on the core business of agro
tourism can be started little by little.

References
[1] Widiyanto A, Suhartono S, Utomo M, Ruhimat I S, Widyaningsih T S, Palmolina M, Fauziyah
E and Sanudin S 2021 The Bamboo Business in Tasikmalaya, Indonesia, During the
COVID-19 Pandemic Forest and Society 245-60
[2] Wikantiyoso R, Cahyaningsih D S, Sulaksono A G and Widayati S 2020 Protokol New Normal
Order Pasca Pandemi COVID-19 dalam Pengembangan Kampoeng Boenga Grangsil
Berbasis Masyarakat Abdimas: Jurnal Pengabdian Masyarakat Universitas Merdeka
Mulang 5 181-92
[3] Cherkaoui S, Boukherouk M, Lakhal T, Aghzar A and El Youssfi L 2020 Conservation Amid COVID-19 Pandemic: Ecotourism Collapse Threatens Communities and Wildlife in Morocco. EDP Sciences) p 1003

[4] Dwina I 2020 Melemahnya Ekonomi Indonesia Pada Sektor Pariwisata, Akibat Dampak dari Pandemi Covid-19

[5] Mahadiansar M, Wijaya A F and Wanto A H 2021 Analisis Dampak Penutupan Akses Pariwisata di Wilayah Perbatasan Kabupaten Bintan Pada Masa Pandemi COVID-19. In: Prosiding Seminar Nasional Perbatasan Dan Desa, pp 118-27

[6] Rodiyah I, Sukmana H and Puspitasari M 2021 Collaborative Governance in the Development of Lusi Island Tourism Sidoarjo District in the New Normal Era. In: 2nd International Conference on Business and Management of Technology (ICONBMT 2020): Atlantis Press) pp 164-9

[7] Vidal M D, Paim F P, Nassar P M and Simonetti S R 2021 Impacts of Covid-19 Pandemic on Ecotourism Segment in Amazonas State, Brazil Anais Brasileiros de Estudos Turísticos-ABET

[8] Suprihatin W 2020 Analisis Perilaku Konsumen Wisatawan Era Pandemi Covid-19 (Studi Kasus Pariwisata di Nusa Tenggara Barat) BESTARI 1 56-66

[9] Rubiyanti Y 2020 Konsep Ecotourism Masa Transisi Pandemi Covid-19 di Desa Wisata Kerajinan Bambu Brajan Yogyakarta LINTAS RUANG: Jurnal Pengetahuan dan Perancangan Desain Interior 8 39-47

[10] Karlina N, Muafidin D and susanti E 2021 Penerapan Protokol Covid-19 Dalam Pengelolaan Kawasan Agrowisata Berbasis Ecotourism Di Masa Pandemi Sawal: Jurnal pengabdian Masyarakat Pembangunan Sosial, Desa dan Masyarakat 2 28-36

[11] Susanti W D, Safeyah M and Mutia F 2021 Ecotourism Strategy in Facing the New-Normal Era (Case Study: Ecowisata Gunung Anyar) Nusantara Science and Technology Proceedings 448-53

[12] Liliana D 2020 Resilience Ecotourism in Papua Amid Covid 19 Pandemic E-journal of tourism 250-64

[13] Samdin Z, Abdullah S I N W, Khaw A and Subramaniam T 2021 Travel risk in the ecotourism industry amid COVID-19 pandemic: ecotourists’ perceptions Journal of ecotourism 1-29

[14] Bagul A and Eranza D 2010 Success indicators for ecotourism site. In: Proceedings of Regional Conference on Tourism Research, pp 82-8

[15] Febriani N and Meirinawati M 2021 Manajemen Strategi Pengelolaan Desa Agrowisata oleh Badan Usaha Milik Desa (BUMDES) Pada Masa Pandemi Covid-19Di Desa Watesari Kecamatan Banagbendo Kabupaten Sidoarjo Publika 9 14

[16] Budiyanto M A K 2010 Teknik pengembangan industri ekotourisme Kota Batu Propinsi Jawa Timur dalam perspektif kebijakan Jurnal Teknik Industri 11 35-41

[17] Prafitri G R and Damayanti M 2016 Kapasitas Kelembagaan Dalam Pengembangan Desa Wisata (Studi Kasus: Desa Wisata Ketenger, Banyumas) Jurnal Pengembangan Kota 4 76-86

[18] Tsaur S-H, Lin Y-C and Lin J-H 2006 Evaluating ecotourism sustainability from the integrated perspective of resource, community and tourism Tourism Management 27 640-53

[19] Wignaraja K 2009 Capacity development: A UNDP primer UNDP, USA

[20] Parker S and Khare A 2005 Understanding Success Factors for Ensuring Sustainability in Ecotourism Development in Southern Africa Journal of ecotourism 4 32-46

[21] Wijaksono D S 2018 Komunikasi Pemasaran Perum Perhutani dalam Promosi Ekoturisme Kawah Putih Jurnal Ilmiah LISKI (Lingkar Studi Komunikasi) 4 130-44

[22] Tourism and Creative Economy Service of Ciamis Regency n.d. BAB III Isu Isu Strategis Berdasarkan Tugas dan Fungsi (Ciamis: Tourism and Creative Economy Service of Ciamis Regency)
[23] Arismayanti N K 2015 Pariwisata Hijau Sebagai Alternatif Pengembangan Desa Wisata di Indonesia Jurnal Analisis Pariwisata 15 1-15
[24] Tidd J and Bessant J R 2020 Managing innovation: integrating technological, market and organizational change: John Wiley & Sons

Acknowledgements
Authors would like to thank all informants who made this research possible and to the reviewers for all comments and inputs on the early manuscript of this paper.