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Development of tourist destinations in Tasikmalaya City

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Abstract---In utilizing the area of the tourism sector, there are various kinds of potential that need to be considered, such as the potential of natural tourism, the potential of cultural tourism, and the potential of man-made tourism. Because the potential of tourism as an area for tourist attractions will be useful for developing the tourism industry in the area moreover, the area has its own potential to be a tourist attraction, so it needs to be utilized as much as possible to become an awesome tourist attraction. By using descriptive qualitative research, the study can provide a clearer picture systematically, factually, accurately about the facts of processing slums into tourist sites in Bantarsari Village, Bungursari District, and Tasikmalaya City. Data collection techniques are done by direct observation, interviews, making questionnaires, and study documentation. After all, data related to the strategies and processing systems of slum villages to be managed into tourist areas is found, then the next researcher will describe them. One of the strategies that have been implemented is creating a community-based environmental management program (PLPBK) located at RW 14 where it is crossed by the Ci Dongkol river. Previously in this dirty and crowded area, it is because many people living in slums do not receive education about the importance of health.

Keywords---Utilizing, Natural tourism, Observation, Strategies and Processing systems.

1. Introduction

By this program, the community can participate in various preparations in developing the area to be a potential tourist attraction. As for the problem in this

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research, it is revealed the right strategy in developing the potential of slums to become a tourist village. Moreover, the geographical conditions of the region are very supportive in advancing the village into a tourist attraction. In utilizing the area of the tourism sector, there are various kinds of potential that need to be considered, such as the potential of natural tourism, the potential of cultural tourism, and the potential of man-made tourism.

Because the potential of tourism as an area for tourist attractions will be useful for developing the tourism industry in the area (Pendit, 2006) moreover, the area has its own potential to be a tourist attraction, so it needs to be utilized as much as possible to become an awesome tourist attraction. The rapid growth of the population results in higher poverty rates, which will affect the extent of slums. It is because the fulfillment of human needs becomes higher, such as clothing, food, shelter, education, and health (Haryono, 2010). This has triggered a variety of new problems in cities and even into villages, one of which is that the management of the environment has not been well organized. So that many areas in the city or surrounding cities become slums many people live in slums because they do not have enough knowledge about health (Musoke, 2018). It takes several strategies in managing these environmental threats, namely through interventions in education, regulation, and infrastructure improvement (Mensah & Sabater, 2019). Developing the tourism sector through education is certainly one of the right strategies. Because persistence in managing the region through the tourism sector can be a clear choice as a tool for sustainable development (Brown & Hall, 2008; Arnstein, 1971), the processing certainly needs the role of the authorities for the proper slum tourism planning, development and typology process (Mekawy, 2012).

One of the strategies that have been implemented is creating a community-based environmental management program (PLPBK) located at RW 14 where it is crossed by the Ci Dongkol river. Previously in this dirty and crowded area it is because many people living in slums do not receive education about the importance of health. It is believed that through education programs in society can be able to instill the ethics, values, attitudes, and behavior of individuals who are consistent with regional management (Spencer, 2012). In the past, the Ci Dongkol River was the disposal of household rubbish from the surrounding community, so that the water in the Dongkol River was dirty, smelly, and poisonous and contained many chemicals that were harmful to health. So it takes a program and the role of the community in changing these locations.

2. Results and Discussion

2.1 Results

Through physical potential, villagers change the appearance of villages to be more attractive. Through the social aspect, villagers have a highly cooperative attitude and are friendly towards outsiders who come to visit the village. The strategies adopted by the village community include physical and social aspects of the village. Both of these strategies certainly need a learning process, awareness, and socialization process which can be seen from the following explanation. The data collection process in this study used descriptive qualitative. Through the

ethnographic study approach, researchers collected data related to the strategy of processing slums into tourist areas by rural communities. Qualitative research is described comparatively to provide a theoretical basis (Craswell, 2004). By using descriptive qualitative research, the study can provide a clearer picture systematically, factually, accurately about the facts of processing slums into tourist sites in Bantarsari Village, Bungursari District, Tasikmalaya City. Data collection techniques are done by direct observation, interviews, making questionnaires, and study documentation. After all, data related to the strategies and processing systems of slum villages to be managed into tourist areas is found, then the next researcher will describe them.

2.1.1 Regional Physical Potential

Figure 1. Location of the Tourist Village

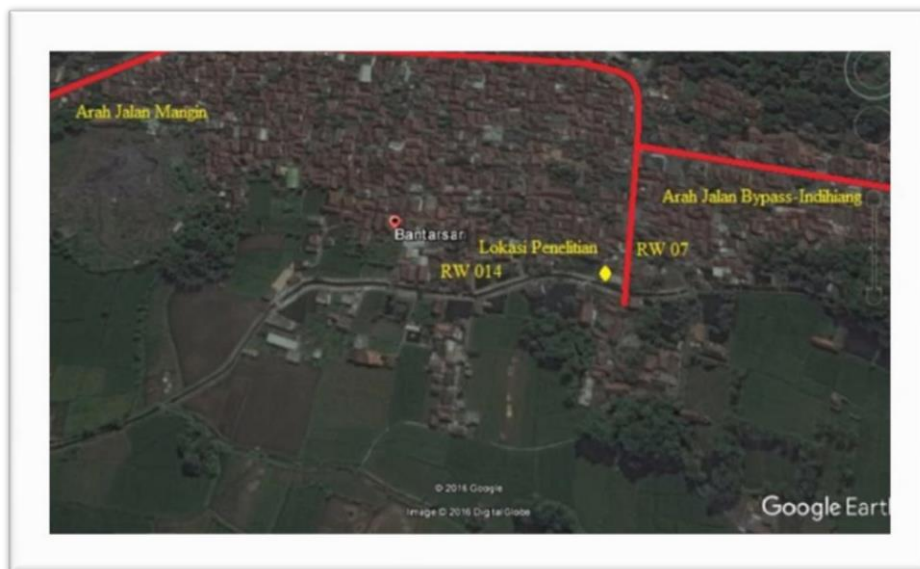


Figure 1. Describes the direction of the development of the village that was a slum and today becomes the tourist area

The natural physical potential is the area and access to the Village Tourism Village of Bantarsari that is administratively located in two RWs: RW 07 and RW 014. Access to the tourist village can be accessed from the direction of Bypass - Indihiang Road then towards Jalan Bantarsari. Distance from the Bantarsari road to the tourist village with ± 2 Km. Other access can be passed by Jalan Mangin - Indihiang, and later you will find the intersection of Jalan Galunggung and Jalan Bantarsari. The development process of this tourism village began in September 2016, this development was carried out to create a comfortable, clean and beautiful environment. The envisioned environment reflects an area for better development. The physical potential of the area in question is the physical nature of artificial tourism. From the intersection to the tourist village of Bantarsari it can be reached with ± 4 Km distance. This area has rice fields and plantations

that are cool and beautiful potential that can be developed in the development of the area into a Tourism Village. A tourism village is a tourism potential that can support the economy of a particular region. A tourism village can be considered as a potential tourist area if it has uniqueness in the area in the form of the daily life of the local community, customs, local culture that is an attraction for tourists.



Figure 2. Colorful Housing

By making citizens houses that are colorful paint as shown in Figure 2 below. By changing the appearance of the housing and the yard around the moat so, this village will have its own charm. So it will attract tourists to attend visiting the region. Of course, this program is expected to increase the economy. Seeing this potential, the village community adopted a strategy by changing the village's physicality to be more attractive.

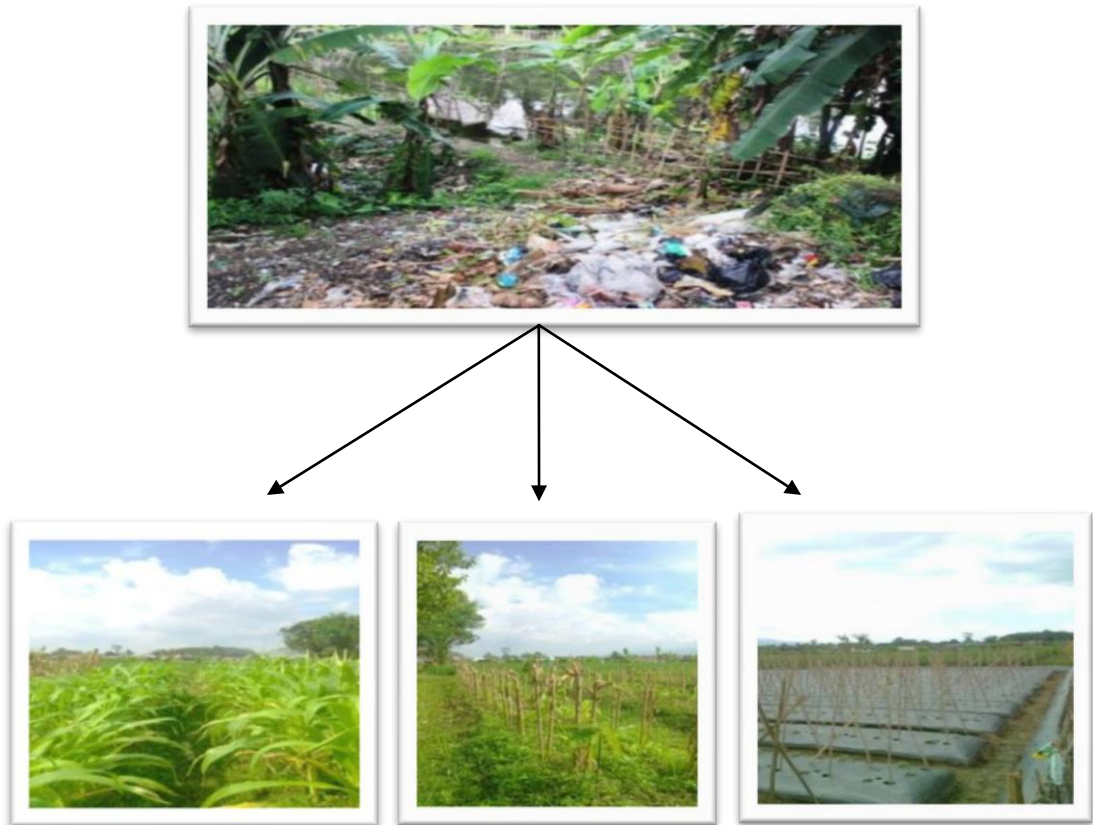


Figure 3. Potential of Agriculture and Forestry

As shown in Figure 3 that shows the area of agriculture that was originally a slum was converted into an area of planting corn, chili peppers, beans, and so forth. The figure shows the location of the plantation can be part of a tourist attraction with the condition that management must be more creative. In addition, to change the color of the usual housing to colorful. Residents also utilize the potential of agriculture and regional plantations to be part of the tourist attraction.



Figure 4. Creating the Painting, graffiti, jogging and fishing area

These changes certainly require creativity and a desire to advance the village. Moreover, the village has physical potential that supports changing areas that used to be slums become more interesting. The program can be started by creating a residential area in colorful paint; the walls of the house are decorated with interesting graffiti writing. Besides the agricultural sector and coloring houses, residents also utilize the ability of the community in the arts. Based on the Figure above, it is clear that physically changing an area will be very beneficial for the village itself.

2.1.2 Basic Tools and Infrastructure Are Available

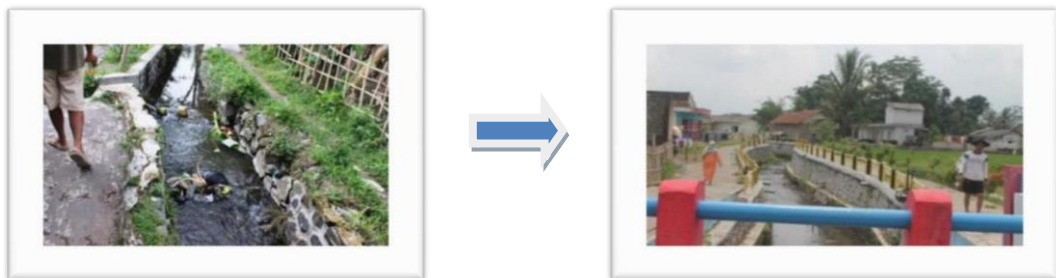


Figure 5. Facilities and Infrastructure

The basic facilities and infrastructure that are available in the tourism village of Bantarsari are the place of worship (mosque), public toilets, special rubbish bins, and supports in the form of concrete rebates (the boundary between the river and the roadside), and concrete bridges. In addition, there is also a jogging track area and fishing area on the Ci Dongkol Riverbank that can be a potential area that needs to be developed. The availability of facilities and infrastructure will be one of the supports in attracting tourists to attend the location. Because facilities and infrastructure have become an important part in fulfilling the required facilities. Moreover, the infrastructure such as waste bins, toilets, drainage systems, garbage disposal vehicles, and others are also important (Tsinda, 2011, Mensah,

2019). In addition, there are several potentials in the Tourism Village in Bantarsari Village, Bungursari District, Tasikmalaya City, as follows:

2.1.2. A Potential of Tourism Village (What to See)



Figure 6. Welcome Gate

The residents' houses are painted colourful, making them one of the attractions for tourists. Besides that, there are many graffiti paintings on various walls of people's homes in the tourist village area; this is, of course, to attract the attention of the public to visit the tourist village area. As for that can be seen from the tourist village of Bantarsari Village is the architecture design of a more modern tourist village. This architect becomes a different impression when seen by tourists who want to visit.

2.1.2. B Activity in the Tourism Village (What to Do)

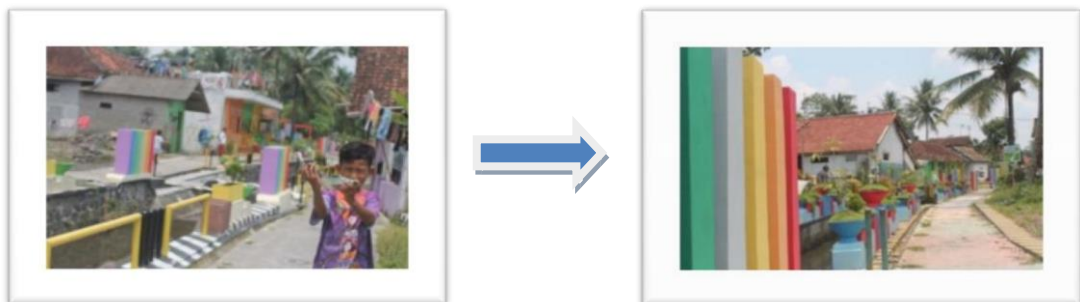


Figure 7. Fishing Area and Jogging Track Area

In addition, in the Bantarsari village, there are also fishing locations along the river. Activities that can be carried out by tourists in the Bantarsari Village Tourism Village are jogging track activities, running scenery views of rice fields and plantations, photography with graffiti background paintings, ornamental fish on the banks of the Ci Dongkol river, and picking fresh fruits or vegetables.

2.1.2. C Village Food (What to Eat)



Figure 8. Kampong Snack Stalls

There are no adequate restaurants or restaurants for visitors to the village of Bantarsari, only food stalls such as snacks, fried foods, and bottles of mineral water. However, if we order typical village food, the population will be willing to make it. Based on the Figure above, it can be seen that the place to eat still looks ordinary, that is because in the Tourism Village in the Bantarsari Village there are no special foods that can be enjoyed by visitors.

2.1.2. D Potential of Social Population

The sense of comfort provided by the community to visitors received positive responses both from the visitors who came, such as the community who guarded the goods carried by the visitors both vehicles parked in the tourist village area and the items carried by visitors while in the Tourist Area. The attitude of greeting, reprimanding, and reminding each other among humans is a good habit that must be maintained. The friendly attitude of the community to visitors who come to the Bantarsari tourism village is proof of their seriousness in realizing Bantarsari tourism village; this is based on their good habits to the nearest neighbours and residents of different regions. Tourist attraction services will succeed if the local community provides a sense of comfort to tourists.

2.1.3 Geographical Factor in Supporting Villages

In realizing the tourist village in Bantarsari Village, the community utilizes green open land such as rice fields and plantations to present life in the village through agricultural development. Tourists who visit can pick directly from the agricultural products of the community. Agro-tourism can be interpreted as the development of the natural tourism industry that relies on the cultivation of natural resources. The area of agro-tourism can cover villages and cities following the pattern of economic and ecological interaction. This work is carried out by the community and the community so that it can provide benefits for residents. Aside from several supporting factors in changing slums into tourist areas as described above. There are also various obstacles in advancing tourism objects in the village. As the roads conditions that are still not fully good. It can be seen from the concrete roads in the tourist village area, not all have been allocated, where visitors are not yet available seating, restaurants are not yet available, public

lighting equipment, and so forth. Though the provision of facilities is one thing that is very important for a tourist attraction because the facilities provided will accelerate the progress of tourist attraction.

2.2 Discussion

In this case, the community has implemented the program. Because they are aware of the importance of health, so they have managed to change their village which was a slum becomes clean and fit into one of the tourist areas. Problems related to slum tourism are one of the relatively new research focuses (Frenzel, & Koens, 2012). The results showed that various strategies can be done in overcoming environmental problems in slums. Especially the role of the community itself in managing the territory. Because local communities must play an active role in managing the slums themselves and assist the poor through tourism programs (Ife and Tesoriero, 2006). Either by forming village groups that focus on managing villages and through education programs. Of course, many opinions can put forward the right strategy in these environmental problems. Both through regulatory efforts that are believed to be more effective in overcoming environmental problems (Worlanyo, 2013).

The community change village's physical conditions to be more attractive. Such as making river channels into fishing locations, making village gates more attractive, making village mosques, making landfills, making houses with colorful paint, cultivating agricultural land, making graffiti in villages, and making jogging locations. As for what is seen that the community overcomes this slum environment problem by changing the slum into a tourism area. The tourism sector is believed to be able as an effort to reduce poverty because it involves various stakeholders (Prasetyanti, 2015). In addition to physical aspects, the community also strengthens social aspects. Like working together in managing the village and being friendly to anyone who visits the village. This strategy is considered to be one of the right ways to advance the village community. In addition, the community is seen using the media as a strategy to introduce their village to the wider community. Because the media have a wide impact on the development of tourism so that development in the region will also be helped (Farazmand, 2004).

The community must be prepared to work together in advancing the village through the preparation of several facilities and infrastructure. Either by setting up rubbish bins, landfills, toilets, and so on (UNICEF, 2014; Gebremariam, Hagos, & Abay, 2018). The process of socialization or education to local communities about the strategy of processing slums into tourist sites is certainly not only in theory. They need direct learning or direct practice about good behavior that must be applied (Adukia, 2016). The process of achieving these goals must necessarily be following the concept of territory. Such as having to focus on poor people living in slums and providing tourist destination facilities in the region (Harrison, 2008). In addition, the process of processing slums into tourist sites also requires the role of various parties, including the owners of capital who live around the area.

3 Conclusion

By utilizing the location and adequate location, the expanse of rice fields and beautiful plantations, the river that crosses the village and make the village colorful, has made many tourists interested in visiting the location. While other potentials that can be developed are the socio-cultural potential of the community which strongly supports the development of the area into a Tourism Area, namely a friendly attitude, giving a sense of security and comfort to visitors who come. Based on the results, it can be concluded that changing slums into tourist attractions require an appropriate strategy. In this case, the community has utilized the physical and social potential of the village. Because the availability of village facilities and infrastructure is one of the most important parts in attracting tourists. In addition, geographical factors also support the realization of Tourism Villages, including the development of agrotourism based on the cultivation of natural resources. This work is carried out to boost the community's economy. The inhibiting factor in realizing the tourist village is only due to limited supporting facilities.

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