

## Recommendations for Ecotourism Potential Development of Cidanti Lake, Gunungsari Village, Cikatomas Subdistrict, Tasikmalaya Regency, West Java Province

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### ABSTRACT

Gunungsari Village, Cikatomas District, Tasikmalaya Regency is a village that has natural beauty with the presence of Situ Cidanti. The natural beauty of Situ Cidanti has the potential to become an ecotourism destination. Ecotourism is a form of tourism that prioritizes and supports nature conservation efforts. However, this ecotourism potential has yet to be utilized optimally by residents. Therefore, it is necessary to prepare a recommendation document containing programs that can become a reference for developing the ecotourism potential of Situ Cidanti in Gunungsari Village. The recommendation document was created by the community service team from Siliwangi University. The contents of the recommendation document for developing Situ Cidanti's ecotourism potential consist of creating a location planning program and establishing local communities as an ecotourism management team that continues to protect existing natural resources. Apart from that, an important thing that needs to be done is branding through digital marketing, such as updating the village's official website, YouTube, and Facebook channels, as well as updating the website and social media accounts already available. This ecotourism development program aims to provide socio-economic benefits by involving citizen participation. It is hoped that Situ Cidanti Ecotourism can attract visitors, especially from outside Gunungsari Village, while preserving nature. Hopefully, these visitors can increase the economic activities of residents involved in UMKM in Gunungsari Village. Therefore, the expected target of this community service is that village officials as service partners can implement programs based on the recommendation documents that have been prepared with sustainable principles. Implementing the program in this document is hoped to make Situ Cidanti a leading ecotourism destination in Tasikmalaya Regency.

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## INTRODUCTION

Gunungsari Village is one of nine villages in Cikatomas District, Tasikmalaya Regency. This village is in the south of Tasikmalaya Regency, with a distance from the capital of Cikatomas District,  $\pm 12$  km to the south and  $\pm 65$  km to the capital of Tasikmalaya Regency. Geographically, based on **Fig. 1.**, Gunungsari Village borders Cilumba Village, Cikatomas District to the North, Tonjong Village, Pancatengah District to the East, Cibeber Village, Cikalong District, Cidadali Village, Cikalong District, and Kubangsari Village, Cikalong District to the South, and Ciwulan River/ Cibatuu Village, Karangnunggal District in the West. The livelihood of most of the people of Gunungsari Village is farming, and the superior products produced in Gunungsari Village are agricultural products. Furthermore, Gunungsari Village is a village that has natural beauty with the presence of Situ Cidanti. The natural beauty of Situ Cidanti has the potential to become an ecotourism destination.

Ecotourism is an integrated activity, prioritizes a balance between enjoying the nature beauties and maintain the sustainability of ecosystem services by involving participation of local people and tourists (Butarbutar & Soemarno, 2012). There is a clear difference between ecotourism and nature-based tourism. Nature tourism takes a trip to natural places. Meanwhile, ecotourism benefits local communities' environment, culture, and economy. Eco-friendly tourism areas are tourism activities that are environmentally sound by

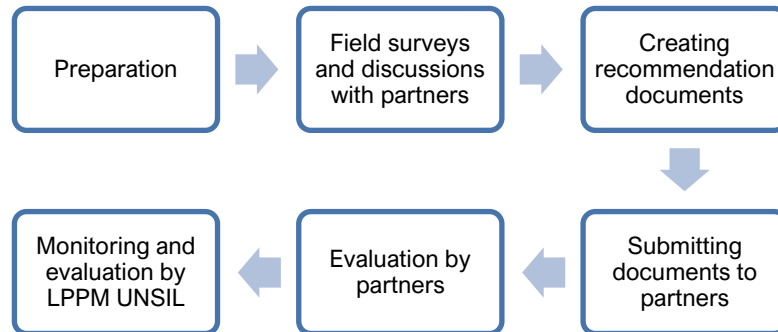
prioritizing nature conservation, aspects of socio-cultural empowerment, the economy of local communities, as well as aspects of learning and education. (Khaeriah, 2021). Ecotourism is an alternative in tourism development that not only plays a role in the economic field but also has a role in the social sector through the concept of nature conservation and environmental education to remain sustainable, so efforts are needed to be able to implement this concept and being an essential step in maximizing the available natural potential (Mustofa, 2022). However, the potential for ecotourism has not been utilized optimally by residents.

One of the essential things to develop ecotourism is empowering local communities. Community empowerment can be done through ecotourism management communities. Community empowerment is an effort to increase members' understanding, improve tourism services, improve governance, and increase tourist promotion. Community empowerment can take the form of socialization, training, and assistance regarding ecotourism management. The result of this empowerment is that the ecotourism management community can plan ecotourism management, develop ecotourism through providing facilities according to needs, maintain tourism assets, and promote and empower the economy of communities around tourist attractions. An integrated ecotourism management system is needed to build sustainable and community-based ecotourism. This system involves a planning, implementation, monitoring, and evaluation system that can incorporate all stakeholder interests, including government, local communities, business people, researchers, academics, tourists, and NGOs. (Agung & Alit, 2023). Village governments, BUMDes, and local communities managing ecotourism are expected to conduct digital marketing. Digital marketing is marketing carried out using internet-based digital media in its implementation (Putri & Basmantra, 2023).

Therefore, it is necessary to prepare the required recommendation documents as a reference for developing ecotourism potential in Gunungsari Village by community service partners (village government and village-owned enterprises). This document will be created by the community service team from Siliwangi University. The role of the village government as the spearhead of development is vital in developing ecotourism. The primary follow-up to this type of community service is that partners obtain funding from sponsors (companies) according to the criteria of the proposed ecotourism development plan. Various policies and regulations in developing ecotourism include the village government, stakeholders with the authority to grant permits, and actors who play a role in developing and granting village land use permits. In addition, local government policies will appear in the budget policies contained in the APBD (government regional budgeting) which are expected to accommodate the development of ecotourism village infrastructure, development of supporting infrastructure and the establishment of ecotourism village community institutions (Priambodo et al., 2022).

## METHOD

This scientific article discusses Community Service with the Development Program of Partner Village / Program Pengembangan Desa Mitra (PPDM) from Siliwangi University / Universitas Siliwangi (UNSIL) in 2023. The implementation method for this community service can be seen in **Fig. 1**.



**FIGURE 1.** Method of implementing community service

The preparatory stage for this community service is a literature review by collecting data regarding successful experiences of ecotourism, especially lake/small dams in other villages. This data will be used as a reference and to look for opportunities so that the Situ Cidanti ecotourism destination has characteristics that are different from the ecotourism that has existed before. The documents resulting from the literature review will be used as a guide in field surveys and as material for discussions with partners.

After preparation, the next step is a field survey, interviews, and documentation (**Fig. 2**) to obtain direct information regarding the condition of Situ Cidanti, which will be developed into an ecotourism object in Gunungsari Village, Cikatomas District, Tasikmalaya Regency, West Java Province. After collecting data directly from the field, the next step is to formulate and compile a document with recommendations for an appropriate development program for the Situ Cidanti ecotourism object to be implemented. This document also includes ecotourism-based tourism management.

After the document has been created, the next step is to submit it to the partners, namely the Village Government and Village-Owned Enterprises / BUMDes Gunungsari. During the submission of the document, socialization/exposition was also carried out regarding the paper's contents in the form of recommendations for developing the Situ Cidanti ecotourism object because of community service from Siliwangi University. The process and results of this community service are reported to LPPM UNSIL (Lembaga Penelitian dan Pengabdian Kepada Masyarakat Universitas Siliwangi) in the form of a 70% progress report and a 100% final report, including information on budget use. The LPPM Unsil community service team was monitored and evaluated by LPPM UNSIL with a presentation session that included questions and answers.



Source: Documentation from PPDM UNSIL Team, Herianto et al., 2023

FIGURE 2. Community service team (a) at the Gunungsari Village office and (b) at Situ Cidanti


## RESULT AND DISCUSSION



The development of this ecotourism village improves human quality and the local community's economy, which is characterized by increasing community income, improving village infrastructure, and expanding employment opportunities for the community. In contrast to tourism, as we are usually familiar with, ecotourism in its implementation does not require the availability of modern or glamorous accommodation facilities equipped with luxurious equipment or excessive artificial buildings (Yetty et al., 2020). (Nugroho et al., 2018) mention that empowerment of the local people. The development of ecotourism services in the village includes efforts of (i) developing the local empowerment, (ii) developing of infrastructure to meet environmental conservation, (iii) building governance to gain a positive experience and well-being, (iv) integrating the tourism promotion through the product development and market segmentation, and (v) interpreting and educating to offer the education of cultural and environmental conservation. The recommendation document for developing Situ Cidanti's eco-tourism potential that we created is following these five principles with the following details:

- Transportation access information

The primary information regarding transportation access to Situ Cidanti must be provided: public transportation from the area around Gunungsari Village to the arrival location (Table 1.). For road routes using private vehicles, whether motorbikes or cars, please use applications such as Google Maps. Arrangement of arrival points such as entrance gates, vehicle parking areas, information and regulation boards, and ticket counters. Information on public transportation to and from bordering areas, whether from villages, sub-districts, sub-districts, or districts, must be facilitated.

TABLE 1. Information on Public Transportation in The Form of Buses from Tasikmalaya City to The Nearest Location, Situ Cidanti

N o.	Routes To and From Locations Near Ecotourism Objects	Bus Name, Type, Route, and Fares	Departure Schedule	Bus Photo
1	Tasikmalaya - Tawang: Tasikmalaya City, Indihiang Terminal - Bungursari - Mangkubumi -	Bus TKM Utama Bus <sup>3</sup> / <sub>4</sub> (Seat 2-2)	Tasikmalaya - Tawang First: 23.00 Last: 20.00 Tawang - Tasikmalaya First: 01.00 Last: 18.00	

No.	Routes To and From Locations Near Ecotourism Objects	Bus Name, Type, Route, and Fares	Departure Schedule	Bus Photo
	Kawalu – Tasikmalaya Regency, Sukaraja - Salopa – Terminal Cikatomas	Tasikmalaya - Tawang, Pancatengah Farthest fare: Rp 60.000, - (as of 25 September 2023)	Departure Interval: 30 min. Travel time: 3 hours during the day usually, 2.5 hours at night	
2	Tasikmalaya - Cikalong: Tasikmalaya City, Indihiang Terminal - Bungursari - Mangkubumi - Kawalu – Tasikmalaya Regency, Sukaraja - Salopa - Cikatomas – Polsek Pancatengah	Bus Dirgahayu Bus <sup>3</sup> / <sub>4</sub> (Seat 2-2) Tasikmalaya - Cikalong Farthest fare: Rp 60.000, - (as of 23 September 2023)	Tasikmalaya - Cikalong First: 00.00 Lastr: 21.00 Cikalong - Tasikmalaya First: 05.00 Last: 16.30 Departure Interval: 30 min. Jarak: 214.5 km Travel time: 3 hours during the day usually, 2.5 hours at night	

Source: Youtube Endri Transportasi

- Arrange the arrival area and access roads from the arrival area to the Situ Cidanti.

The map of the development of Situ Cidanti's ecotourism potential can be seen in **Fig.3**. The arrival area arrangement consists of a vehicle parking area, entrance gate, ticket counter, and information board; the recommendation of the arrival area can be seen in **Fig. 4**. The vehicle parking area (**Fig. 4 – A**) was created considering the number of visitors, both cars and motorbikes. Then, the entrance gate (**Fig. 4. – B**) was designed to show a form of welcome to visitors and as a characteristic that can be a first impression for visitors when visiting Situ Cidanti. If it is necessary to withdraw tickets for visitors, a building or what is usually called a counter is needed to purchase tickets. This counter (**Fig. 4. – C**) is strategically located and easy to see from the parking area to make it easier for visitors to buy tickets. Overall, prices at tourist attractions are recommended to be affordable for all visitors. Besides that, information boards display information related to Situ Cidanti in an attractive and easy form for visitors to understand. This information board (**Fig. 4. – D**) contains maps/routes, tourist attraction facilities, and educational information regarding Situ Cidanti. Arrangement of road access from the arrival area to the Situ Cidanti ecotourism object and vice versa by repairing the existing road to a road in the same condition as in January 2018 (**Fig. 3. – (b)**).

For visitors with disabilities, the access road from the arrival area to Situ Cidanti and vice versa can still be visited by visitors with any disability if family or friends of the disabled visitor accompany them. These types of disabilities are Speech Impaired (Tuna Wicara), Blind (Tuna Netra), Deaf (Tuli), Physically Disabled (Tuna Daksa), and Intellectual Disability (Tuna Grahita).



Source: Result of PPDM UNSIL, Herianto, et al., 2023 & Google Maps -7.6840817,108.2443934, Andi AR, 2018

**FIGURE 3.** (a) Situ Cidanti Map (b) Targeted Access Road Conditions from the Arrival Area to Situ Cidanti



Source: Result of PPDM UNSIL, Herianto, et al., 2023

**FIGURE 4.** Arrival Area: Entrance Gate (A), Ticket Counter (B), Vehicle Parking Area (C), and Information Board (D)

▪ Arrangement of tourist attraction facilities

Arrangement of tourist attraction facilities prioritizes building materials from nature around Gunungsari Village, such as Albasia Wood and bamboo. These facilities (**Fig. 6.**) are mushola (E), a spot for aesthetic photos that can be uploaded to social media (F), suitable seating (G), food stalls with a priority on selling village products such as young coconut water and fish-based food (H), gazebos (I), toilets (J), and trash bins (K).

A Mushola (**Fig. 6 – E**) is provided to increase visitors' prayer comfort. The table and chairs (**Fig. 6. – G**) can be used for eating and hanging out. There is a need to build a place to sell things (**Fig. 6. – H**). Ecotourism development to optimize sales (both the number of sellers, the number of sales, and the number of types/variations of goods sold) to improve the economy of the people who sell, such as culinary fish from there, coconut water from the village producers, and so on. The gazebo (**Fig. 6 – I**) provided can be used to gather, eat, and relax while looking at the views around Situ Cidanti. Toilets (**Fig. 6 – J**) for urinating or defecating are provided to increase visitor comfort. Toilets for

women and men are separated. Several trash cans (**Fig. 6 – K**) should be distributed in various places, especially near places to eat in the Situ Cidanti ecotourism area. A visualization of the tourist attraction facilities that can be provided at Situ Cidanti can be seen in the Appendix Section in **Fig. 7**. At the Situ Cidanti ecotourism location, icons in the form of signs or nameplates can also be provided, as can be seen in **Fig. 5**. Both eco-destination image and place attachment impact behavioral intentions (Luong, 2023). The path analysis revealed that perceived ecotourism design affordance significantly enhances tourists' pro-environmental behavior and destination loyalty (Azinuddin et al., 2023).



Source: Result of PPDM UNSIL, Herianto, et al., 2023

**FIGURE 5.** The recommendation of Situ Cidanti nameplates



Source: Result of PPDM UNSIL, Herianto, et al., 2023

**FIGURE 6.** Tourist attraction facilities that can be provided at Situ Cidanti

- Arrangement of tourist attractions

Arrangement of tourist attractions such as duck pedal boats, bamboo rafts, picnic spots with mats, camping spots, and fishing spots, equipped with photographer and photo printing services. You can rent or bring your mats, tents, and fishing equipment. A visualization of the tourist attractions provided at Situ Cidanti can be seen in the Appendix Section in **Fig. 7**. Explorations carried out to natural areas are still beautiful and uncontaminated with aim of reviewing, enjoying scenery and cultural manifestations. Ecotourism has elements, namely knowledge, conservation, evaluation, understanding, sustainability, comfort, and welfare of local community (Kiswanto et al., 2022).

- Information on licensing "Tourism Business Registration Certificate" / "Tanda Daftar Usaha Pariwisata (TDUP) to the Tasikmalaya Regency Investment and One-Stop Integrated Services Service.

Informasi perizinan TDUP tersebut dapat dipelajari pada website:

- a. [https://spekta.tasikmalayakab.go.id/spekta/main/jenis\\_perizinan/syarat/522](https://spekta.tasikmalayakab.go.id/spekta/main/jenis_perizinan/syarat/522)
- b. <https://sippn.menpan.go.id/pelayanan-publik/8034331/pemerintah-kab-tasikmalaya/standar-pelayanan-penerbitan-tanda-daftar-usaha-pariwisata-tdup>

- Form a community as a management team and involve UMKM in Gunungsari Village.

There needs to be an exceptional management team based on the results of an agreement between residents, the village government, and related parties. This manager can involve communities committed to protecting natural resources, especially in Situ Cidanti. The engagement of local community's participation plays an essential role in the development and environmental conservation as well as local resources. In developing countries, tourism is considered a sustainable source of income for rural and local communities (Zakia, 2021). Community-based ecotourism (CBE/CBT) is an ecotourism development that supports and enables full involvement by local communities in planning, implementing, and managing ecotourism businesses and all the benefits obtained. The CBT model has a positive effect on managing and empowering local communities while still paying attention to the potential of natural resources, the skills of local communities, the socioeconomic and cultural communities of local communities, and the preservation of the environment to stay sustainable (Hutnaleontina et al., 2022).

- Branding through digital marketing

The use of digitalization technology in business or marketing practices is commonly referred to as digital marketing (Pertiwi et al., 2022). One of the right strategies for marketing is marketing through digital media or digital marketing. Digital marketing is the most effective marketing technique because most Indonesians are inseparable from technology and the internet (Putri & Basmantra, 2023). Branding through digital marketing, such as updating existing websites and social media accounts such as websites, YouTube channels, and official village Facebook, and creating social media accounts specifically for tourist attraction managers such as Instagram, TikTok, YouTube, and Facebook. These exceptional managers include those who take care of digital marketing.

- The contribution of partners

The contribution of partners in implementing this program is that it is hoped that the planning and design of this program can be utilized and realized well so that it can achieve the objectives of this planning, namely, using natural potential, preserving natural resources, providing ecotourism branding, and increasing community economic activity in Gunungsari Village. Optimal development of ecotourism in the regions requires planning, utilization, control, institutional strengthening, and



community empowerment strategies by paying attention to social, economic, and ecological principles and involving stakeholders in managing ecotourism potential.

## CONCLUSION

The conclusion that can be conveyed regarding this community service is that Situ Cidanti in Gunungsari Village, Cikatomas District, Tasikmalaya Regency, has the potential to develop into an ecotourism object. Community service on this occasion is to facilitate partners' wishes by providing recommendations in the form of Situ Cidanti ecotourism development documents. Therefore, the expected target of this community service is that village officials as service partners can implement programs based on the recommendation documents that have been prepared with sustainable principles.

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## APPENDIX



(a) Duck pedal boat



(b) Bamboo rafting



(c) Photo services



(d) Photo spot with lake view



(e) Boat for photo spot



(f) Aesthetic gate



(g) Mushola



(h) Toilet



(i) Trash bin



(j) Food stall



(k) Gazebos



(l) Tables chairs



(m) Camping spot



(n) Picnic spot with mat



(o) Fishing spot

**FIGURE 7.** Visualization of tourist attraction facilities that can be provided at Situ Cidanti