



Sustainable Tourism Development In Tangerang City: How To Build A Community-Based Ecotourism Concept

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ABSTRACT

Ecotourism is a form of travel to natural areas that is carried out with the aim of conserving the environment and preserving the life and welfare of the local population, ecotourism is carried out in order to keep tourist areas intact and sustainable, in addition to maintaining the culture and welfare of the community. hope to be able to maintain the sustainability of ecological processes that continue to support living systems as well as protect biodiversity and support the local community in order to be able to maintain local culture and at the same time improve their welfare. This study uses a descriptive method with a qualitative approach and data triangulation analysis, the results of the study explain that ecotourism-based tourism in Keranggan Village can be seen in the potential of Keranggan Village which has two aspects of tourism resources, namely natural resources and cultural resources. Natural resources include the diversity of flora and fauna in the area, while cultural resources include livelihoods, religious systems, kinship systems and scattered arts. These resources can be used as tourist attractions, while the management activities of the Keranggan tourist village are aimed at realizing the Keranggan Village as a community-based ecotourism village with the support of partners from the Keranggan Village Government and the establishment of the Cipta Boga Cooperative which is able to organize all tourism empowerment programs in the Kampung area. Keranggan ecotourism.

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1. Introduction

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. The development of the tourism sector is essentially an interaction between social, economic and industrial processes. Therefore, the elements involved in the process have their respective functions. Community participation is expected to have a very big role in this process. For this reason, the community is placed in a position to own, manage, plan and decide on programs that involve their welfare (Kunyanti et al, 2021; PrawiraW et al., 2021; Sidiq & Jalil, 2021).

The community-based ecotourism pattern is a pattern of ecotourism development that supports and allows full involvement by local communities in the planning, implementation, and management of ecotourism businesses and all the benefits derived. Community-based ecotourism is an ecotourism business that focuses on the active role of the community. The community-based ecotourism pattern also recognizes the rights of local communities to manage tourism activities in

areas that they have traditionally owned or as managers. Community-based ecotourism can create job opportunities for local communities, and reduce poverty, where ecotourism income is from tourism services for tourists such as guide fees, transportation costs, homestay rentals, selling handicrafts, and so on. environmental sustainability and local community welfare (Hijriati & Mardiana, 2015; Sidiq & Achmad, 2020). Meanwhile, according to the Directorate General of biodiversity damage control and environmental impact control agency (Sidiq, 2019; Dadi, 2021), explaining ecotourism is ecological tourism, namely responsible tourism development in unspoiled areas that are managed to enjoy and appreciate nature by involving elements of education and active social involvement. local community.

Eco-friendly tourism begins when a negative impact on conventional tourism activities is felt. This negative impact is not only stated and proven by environmental experts but also culturalists, community leaders, and tourism business actors themselves. The impact is environmental damage, the influence of local culture is not controlled, in the end, ecotourism has a positive impact on environmental preservation, local wisdom and cultural preservation of the local community. Preservation of local culture and local wisdom indirectly also fosters identity and pride among local residents. This is in line with the increase in ecotourism activities in the area.

The existence of a community-based ecotourism pattern does not mean that the community will run their own ecotourism business. The level of implementation of ecotourism needs to be seen as part of an integrated development plan carried out in an area. For this reason, the involvement of related parties from the community, community, government, business world and non-governmental organizations is expected to build a network and run a good partnership according to their respective roles and expertise. Community-based ecotourism emphasizes efforts to conserve biodiversity by creating close cooperation between communities living around tourist areas and the tourism industry. The fundamental thing in developing community-based tourism based on the concept of ecotourism is improving the quality of human resources and skills of local communities around tourist areas (Atmadja, 2013; Baskoro, 2016).

To be able to realize this community-based ecotourism in addition to the carrying capacity of tourist facilities, the most important thing is the readiness of the community and local managers who will manage and maintain the tourism activities that will be carried out (Aprilia & Refranisa, 2020). The readiness of the community and local managers in this ecotourism activity is still very lacking. Conceptually, ecotourism can be defined as a concept of sustainable tourism development that aims to support environmental conservation efforts (nature and culture) and increase community participation in management, thereby providing economic benefits to local communities. Meanwhile, in terms of management, ecotourism can be defined as the implementation of responsible tourism activities in natural places and or areas that are made based on natural principles and are economically sustainable that support efforts to preserve the environment (nature and culture) and improve welfare. local community.

Keranggan Village is one of the ecotourism-based villages located in Keranggan Village, Setu District, South Tangerang City. Through the concept of Community Based Ecotourism (CBE) planning, Kampung Keranggan has been named a strategic tourism area for South Tangerang City, Banten (South Tangerang City Tourism Office, 2019). Community-based means that in terms of planning and tourism development there is involvement from the community, this aims to support the successful development of these tourist destinations (Erlin et al., 2014; Fauzi, 2016). South Tangerang City became an autonomous region on October 29, 2008. As an independent government area, economic growth is very important because the economy can become a driving force for the sustainability of people's livelihoods and government. In order to create a good economic environment, it is necessary to have an active role from all existing resources in the region. The role of the government or institution, community or society needs to work together to continue to grow the regional economy.

The South Tangerang City Government will make Keranggan an ecotourism village or industrial tourism village. Keranggan Village will be developed into a home industry center for South Tangerang City. According to the plan in Kelurahan Keranggan, it will be a place that provides various home industry products such as crackers, chips, crackers, lunthead, chips, roasted peanuts, *Sustainable Tourism Development In Tangerang City: How To Build A Community-Based Ecotourism Concept (Rd. Hera Merdeka Khazinatul Khaeriah)*

cakes, lopis or cassava. The total number of small, medium and micro businesses that routinely carry out their business activities is around 200, and most of them are still traditional, starting from processing raw materials, cooking processes, packaging to marketing, which are still done manually.

According to Fandeli (2000) & Yatmaja (2019) explains that sustainable tourism is defined as development tourism in accordance with the needs of tourists while still paying attention to the sustainability, providing opportunities for the younger generation to utilize and develop it based on the existing social order. So that sustainable tourism here is more based on empowerment efforts, both within social, economic, and cultural boundaries. That is, sustainable tourism makes the community as the main actor in the tourism business to move the wheels of regional tourism and enjoy greater tourism benefits.

2. Methods

This study uses descriptive analysis research with a qualitative approach. Researchers also want to examine a phenomenon that discusses Sustainable Tourism Development in Tangerang City. Qualitative research is called a case study, because the object under study is unique, casuistic, and second to none. Qualitative research is called ethnography, ethnomethodology, phenomenology because it examines human behavior, culture, and human interactions. Qualitative research is called natural inquiry because the context is natural, not artificial. Qualitative research is called interpretative inquiry because it involves many subjective factors, both from informants, research subjects and the researchers themselves (Somantri, 2005). There are two sources of data used in this study, where the data includes primary data and also secondary data, then the facts of the findings are described in a very easy form of discussion so that researchers can find a complex and structured understanding in a directed manner.

3. Results And Discussion

3.1 Ecotourism development to be economically, socially and environmentally sustainable

Competent ecotourism, consisting of competent people who have worked outside the city, interacted with national parks or participated in ecotourism workshops or comparative studies. The actors involved in this organization are expected to be able to take advantage of their experience in innovating in ecotourism services and to build community participation. The experience possessed can build the phenomenon of innovation, imitation and modification as a trigger for the development of creative industries supporting tourism (for example, souvenirs of kitchen equipment made of woven bamboo, accessories from shells, bakasang, namely processed products from fish entrails, skipjack banda, syrup and candied nutmeg). continue to observe the rules of conservation (Eom & Han, 2019). In addition, the community is directly involved in the implementation of ecotourism services, namely as educators, speakers, companions or other roles to provide material, communicate and interpret to tourists. Therefore, before that, the community needs to be trained and improved in order to meet the standards as managers, educators, instructors or assistants. The training materials that the community needs are homestay operational management, cooking hygiene, social etiquette and hospitality, speech or interpretation, foreign language training (English), scouting methods, assistance, emergency and security. Furthermore, it is hoped that the public can serve tourists like a front office at a hotel with menus and tour packages that are delivered clearly, easily understood and accompanied by written media. When staying at a homestay, the owner can tell about tourist objects (both cultural/historical and natural) that can be visited, introducing the typical culinary delights of the area.

Conceptually, Thongdejsri & Nitivattananon, (2019) emphasizes three basic principles of ecotourism development, including: (1) Conservation principles, namely ecotourism development must be able to maintain, protect, and contribute to improving natural resources. (2) The principle of community participation, namely that development must be based on local community deliberation and be sensitive and respect socio-cultural values and the diversity of traditions

adopted by the community around the area. and (3) the economic principle, namely the development of ecotourism must be able to provide benefits to the local community and become a driver of economic development in order to develop a balanced development.

3.2 Keranggan Ecotourism Village, Tangerang City

Ecotourism-based tourism in Kampung Keranggan can be seen in the potential of Kampung Keranggan which has two aspects of tourism resources, namely natural resources and cultural resources. Natural resources include the diversity of flora and fauna in the area, while cultural resources include livelihoods, religious systems, kinship systems and scattered arts. These resources can be used as tourist attractions. Tourist attractions are the main components offered in a tourist attraction (Kia, 2021). The existence of Kampung Keranggan based on an ecotourism village is supported by its strategic location because it is located beside the Cisadane River perisid so that it has the potential for panoramic landscapes and landscape objects that are used as attractions for tourist attractions.

The Cisadane River as the main potential provides many benefits for the surrounding community, including increasing ecotourism activities that utilize the fish fauna of the Cisadane River. The abundant diversity of fish species originating from the Cisadane River is a potential livelihood and economic activity for several surrounding communities so that there are several communities depending on the river. Based on data from the tourism office of South Tangerang City, about 10% of residents in Keranggan Village who work as fishermen to fish in the Cisadane River. Fishermen who get fish, usually immediately offer the fish they catch to restaurants or the homes of local residents for personal consumption. Fish produced from the Cisadane River is a type of freshwater fish that has quite a lot of diversity consisting of three dominant species, namely baung fish, tawes fish, and cere fish.

The potential of the Cisadane River as a natural resource for the Keranggan Ecotourism Village is as an attraction for tourism activities carried out in the river border area. Natural tourist attractions offered by the Keranggan Ecotourism Village that utilize the potential of the Cisadane River include Cisadane fishing spots, cooking fish, Cisadane night fishing camp, bird watching trails, reptile and amphibian observation routes, agricultural areas, river fronts, etc. Furthermore, the use of social culture around the Cisadane River border as a gathering area, especially in the afternoon because there are several huts built by residents, fishing activities, bathing and many teenagers playing in the Cisadane River or swimming. One of the popular natural tourist attractions is fishing. Fishing activities around the area have been accommodated with standard operating procedures that are prepared in accordance with ecotourism values. Capacity building efforts are carried out through training programs and community empowerment that focus on three important points to be achieved in accordance with the concept of capacity building from Manaf et al (2018), namely, developing human resources (HR) of local communities, strengthening the organization of the village government apparatus management system. and institutional reform of local organizations. Capacity building initiated by the Tangerang City Government is to improve performance optimally to support the achievement of economic development targets, improve human resources, improve individual abilities in order to realize the community-based development of Keranggan Ecotourism village.

The development of the Keranggan ecotourism village carries a traditional concept by involving local communities to participate directly as management managers. In the pioneering stage of Kampong Ecotourism Keranggan, the role of the Village Government is very decisive in achieving success. The Village Government formulates a strategy for developing ecotourism villages by increasing the capacity (capacity building) of all stakeholders involved, including the Village Government, local organizations, and local communities.

3.3 Promotion Ecotourism in Tangerang City

In the development of ecotourism in Tangerang City, especially in the Keranggan ecotourism village, marketing through promotional activities is an important aspect that must be considered. Through promotion, it is hoped that there will be an increase in the number of tourists, involvement and understanding of tourists and development (investment). Promotion is an effort to introduce and socialize ecotourism products and services by involving all stakeholders in tourism activities.

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The local government of Tangerang City is a supporting agent for the success of ecotourism promotion in the Keranggan Village. The promotion of ecotourism products and services is reflected in the holding of tourism events (eg exhibitions and tourist attractions) and tourism advertisements (through brochures, billboards, newspapers and magazines, TV and radio, websites). In order to introduce products and services that are owned and increase the interest of domestic and foreign tourists, attract investors to invest in ecotourism, improve the image of environmental conservation and increase public awareness so that they are interested in watching, enjoying, feeling and being involved in ecotourism activities, which will eventually lead to increasing PAD and community welfare.

3.4 Cooperative Programs or Activities for the Local Economic Development of the Keranggan Village Community

There are three main cooperative programs that play a role in local economic development in Keranggan Village, namely the Digital Village, the Packaging Center House and the Cisadane River Integrated Ecotourism Development Plan. The three programs are created by cooperatives as a form of local economic development, where each program is carried out with a joint effort by integrating every existing aspect from the government, private sector, and community to improve the economy and regional development. As mentioned by Pan et al (2018) in essence Local Ecotourism Development is a process in which local government factors and/or community-based groups can manage the existing resources in their area so as to form a new partnership that can work together with the private sector or among fellow members to form a new job field and stimulate regional economic activity. Digital village is a program that is a program of trade and service business units, this program was created to increase the marketing of business products of members and the community through the internet as well as a place of learning for members and the public to be able to follow the digital era. Because in the current digital era, digital villages can be a solution to marketing problems by utilizing the internet. There are two places that are provided with internet facilities in the Digital Village program, namely BLC (Boardband Learning Center) and Digital Village. BLC (Boardband Learning Center) is a place where internet access is facilitated to monitor internet activity and connectivity in the Digital Village area.

Cisadane River Integrated Ecotourism Development Plan which is a tourism business unit program. The geographical condition of the village of Keranggan which is directly adjacent to the main river in Banten Province, namely the Cisadane River, gives the gift of natural beauty which is still quite good in this area. The natural wealth that is still preserved in Keranggan Village is trying to be used by cooperatives and the community to be used as an ecotourism area as a form of conservation and on the other hand can bring economic value to the community. The program is carried out as an effort to form sustainable development. Carried out by women, especially mothers who help earn additional income to meet the needs of life. Through spatial analysis, most of the RT 12 and RT 13 and RT 11 areas become places for marketing products produced by cooperative members. The role of cooperatives in the local economic development of Keranggan Village is the development of human resources by conducting elderly schools and trainings for member business development and member economic improvement by conducting business product development training, establishing partnerships and playing a role in marketing and promoting members' business products.

3.5 Forms and Characteristics of Business Activities of the Village Community of Keranggan

Local economic development is a concept that has the main characteristic of emphasizing local government policies and community organizations involved to encourage, stimulate and maintain business activities in order to increase economic growth and employment (Zulianti et al., 2020). Community business activities in RW 05 Keranggan Village, Setu District, South Tangerang City are business activities that produce food and have been around for 20 years. The number of business actors in this area is influenced by several reasons, namely community livelihoods that are less supportive to meet daily needs, abundant agricultural products and business opportunities (Wang et al., 2020). Seeing this phenomenon, in order to improve and maintain the sustainability of business actors and further enhance the tourism potentials that exist in the Keranggan Village area,

and one of them is tourist attractions around the Cisadane River in the Keranggan Ecotourism Village, it is necessary to support physical facilities to support attraction activities. around the Cisadane river, the aim of this abdimas is to generate tourist attractions in the Keranggan Ecotourism Village by designing fishing spots. In addition, to improve the image of Keranggan Village, the design of fishing spots can also accommodate economic and socio-cultural activities, so it is hoped that the Ecotourism Village will have a character that can be seen visually, especially from the direction of the Puspiptek-Cisauk main road, or from the location of modern housing in Tangerang and It also has an impact on increasing the image of the Keranggan Ecotourism Village, by designing fishing spots, it is hoped that accessibility and amenities will also grow in the Keranggan Ecotourism Village, attractions, accessibility, and amenities are inseparable products in the development of Keranggan Village tourism objects.

3.6 Hydroponic Cultivation in Keranggan Ecotourism Village

Keranggan Village, Setu District, South Tangerang City was designated as an Ecotourism Village by the South Tangerang City Government. This tourist village is the center of Home Industry including roasted peanuts, banana chips, cassava chips, getuk and other food preparations. Based on data from the Satispi & Taslim (2019), Keranggan Village has an area of 1.7 km² which contains 0.31% of rice fields plus a beautiful environment, while other sub-districts in Setu District do not have rice fields. Keranggan Village was once an agrarian area because most of the people had a livelihood as farmers. The types of plants commonly grown by the community are peanuts, corn, rice, cassava and sweet potatoes. However, currently limited agricultural land is one of the obstacles along with increasing development.

Another obstacle is people who still do not understand the knowledge and skills in techniques for planting with other methods without having to have a large area of land, one of which is plant cultivation with a hydroponic system. Hydroponics is an agricultural cultivation system that does not require large land or yard, maintenance is relatively easy, and does not cause pollution, and can beautify the environment with the concept of reforestation. Community empowerment through hydroponic training is important to improve the welfare of the community, and participate in supporting the South Tangerang City Government program in developing ecotourism areas, while the purpose of this activity is to empower the community in Keranggan Village by providing training on hydroponic plant cultivation, so as to increase knowledge community about hydroponic techniques. Therefore, the solution offered is to provide training on basic knowledge of hydroponic cultivation techniques, knowledge of various kinds of hydroponic systems, basic knowledge of hydroponic nutrition, and knowledge of hydroponic vegetable cultivation business analysis. In addition, through this activity, the people of Keranggan Village understand about hydroponic cultivation techniques that are useful for improving the economic welfare of the people of Keranggan Village and of course to further advance the ecotourism village so that it is better known by tourists who want to vacation in Keranggan Village.

4. Conclusion

Community-based ecotourism manager in the Keranggan area, Setu district, South Tangerang City. This Keranggan ecotourism was formed after carrying out various socialization, counseling and training for the community around the Keranggan area. This Keranggan ecotourism has high social, economic and natural potential to improve the welfare of the people around the area. To support managers in developing ecotourism activities in Keranggan, training is carried out on making tour packages, determining routes according to the needs of tour participants, calculating costs and prices tour packages. The village of Keranggan has been declared by the city government as an ecotourism village. There is a need for planning and designing infrastructure to support village Keranggan as an ecotourism village. The Tourism Office already has an ecotourism plan for Kampung Keranggan, but it is still in general terms and has not yet reached the design stage. The fishing spot is the first selected attraction that will be designed. The reason for choosing a fishing spot is that there are some residents who work as fishermen, and like fishing, besides that the area designed is a fishing tour before the flood hit. Because fishing activities already exist and the

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available facilities are minimal, the fishing spot is feasible to be designed for the first time, while the concept used in designing fishing spots is to maintain the existing state. Contours, soil forms, and vegetation are not changed much in order to maintain the character of village Keranggan.

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