

Research Article

Strategy for Developing Karyalaksana Tourist Village in Bandung Regency

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Abstract: Tourism village is a form of integration between the potential of natural tourism attractions, cultural tourism, and man-made tourism in a certain area supported by attractions, accommodation, and other facilities according to the local wisdom of the community. This study aims to explore the development of tourism villages and to analyze the impact on the welfare of the local community. The method used in this study is qualitative data analysis, which includes collecting information through interviews and observations. The results of the study are expected to provide in-depth insight into the role of the community in managing tourism villages and their impact on the local economy, as well as being a consideration for the development of sustainable tourism villages.

Keywords: building, tourism, tourism village

1. Introduction

The title "Strategy of Developing Karyalaksana Tourist Village in Bandung District" was chosen because tourist villages have great potential in improving the local economy and community welfare. Karyalaksana, with its unique natural and cultural resources, can attract more tourists if managed properly. This research is also relevant considering government support for the development of tourist villages, as well as the importance of economic resilience for the community. In addition, this study contributes to community empowerment and is in line with sustainable development goals, so it is important to discuss in scientific papers.

This study has similarities and differences with Neny Marlina's research with the article title "Kandri Tourism Village Development Strategy Towards Community Welfare" published in 2017 in the Scientific Journal of Government Science.

In the study entitled "Strategies for Developing Kandri Tourist Villages Towards Community Welfare" Neny Marlina explores the importance of developing tourist villages as a tool to improve the local economy and community welfare, especially in Kandri Village located in Gunungpati, Semarang. This study aims to explore the strategies used by various local actors, including the government, the private sector, and the community, in developing the potential of tourist villages. By focusing on this collaborative engagement, this study seeks to fill the gap in the existing literature, which often does not pay enough attention to the dynamics of cooperation between all stakeholders.

The novelty of this research lies in the qualitative approach that emphasizes the case study in Kandri, providing a deeper understanding of how this collaboration impacts the development of tourism villages. The main objective of the research is to analyze the impact of development strategies on the welfare of local communities, with an emphasis on increasing participation and the local economy. Through this research, it is expected to produce useful recommendations for the development of community-based tourism policies in Indonesia, as well as provide new insights into best practices in managing tourism villages.

Received: April 24, 2025

Revised: May 08, 2025

Accepted: May 20, 2025

Online Available: May 31, 2025

Curr. Ver.: May 31, 2025



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This study also has similarities and differences with the research of Selamat Joko Utomo, Bondan Satriawan with the article title "Strategy for Developing Tourism Villages in Karangploso District, Malang Regency" which was published in 2017 in the Neo-Bis Journal.

In the study entitled "Tourism Village Development Strategy in Karangploso District, Malang Regency" shows that the development of tourist villages contributes significantly to improving community welfare and the local economy. This study aims to understand effective strategies in involving various stakeholders, including government, community, and private sector, which are important for creating sustainability in the tourism industry.

The review of the topic of investigation shows that many previous studies have highlighted the importance of collaboration in the development of tourism villages, although there are still limitations in understanding the specific collaboration model in the local context, especially in Indonesia. The novelty of this study lies in the in-depth analysis of the dynamics of cooperation between stakeholders, which is expected to fill the gap in the literature and show the urgency to explore more deeply the factors that influence collaboration.

The main objective of this study is to understand the impact of tourism village development strategies on community welfare, as well as to provide recommendations for the development of more effective policies and practices in tourism village management. Thus, this study seeks to contribute to the development of sustainable tourism in Indonesia.

According to (Soekadijo, 1997) tourism is an activity carried out by people in search of interesting places to visit with adequate and not boring infrastructure and facilities. According to the WTO or World Tourism Organization, tourism can be defined as the activity of people who travel outside their place of residence and stay outside that place for a period of no more than one year for activities that are not related to work or direction given only at the location visited. Meanwhile, according to Law of the Republic of Indonesia Number 10 of 2009 concerning Tourism Article 1 Paragraph 3 explains that tourism is a variety of tourism activities and is supported by various facilities and services provided by the community, entrepreneurs, the Government, and the Regional Government. According to (Inskip, 1991) Tourism villages are a form of tourism, where a small group of tourists live in or near traditional life or in remote villages and study village life and the local environment. In the Regulation of the Governor of the Special Region of Yogyakarta Number 40 of 2020 concerning Tourism Awareness Groups and Tourism Villages/Kampungs, Tourism Villages are community groups that work in the tourism sector which includes attractions, accommodation and supporting facilities within the Village/Kelurahan area with the principle of community-based tourism.

2. Proposed Method

The research method used in this study is a qualitative research method. According to Moloeng, (2007: 6) qualitative research is research with the aim of understanding the phenomenon of what the research subject experiences as a whole by describing it in the form of words and language, in a specific context experienced and by utilizing various scientific methods. This research was conducted in Karyalaksana Tourism Village located on Jln. Radug, Pamoyanan RT 02 RW 11 Karyalaksana Village, Ibun District, Bandung Regency. In this study, the research instrument (tool) is the researcher himself or human instrument. The method in the research to determine informants is snowball sampling that became the key informant was Pokdarwis. There were 4 (four) data collection techniques used, namely interviews, transcription, observation, and documentation. Then in analyzing the data, continuous analysis techniques were used, namely data reduction; data presentation; and drawing conclusions. And triangulation techniques were used to check and test the accuracy or validity of the data obtained according to the phenomena that occurred.

3. Results and Discussion

A. Karyalaksana Tourism Village Development on Improving the Local Community's Economy

Karyalaksana Tourism Village has an impact on the economic conditions of the local community, although it has not been felt as a whole. One of the most obvious impacts is the emergence of employment opportunities in the tourism sector, although it is still limited. For example, there are several residents who can already work as tour guides, especially for river activities. tubing. This job cannot be done by just anyone because it requires special skills.

In addition, food stalls or places selling food and drinks around tourist locations have also begun to experience an increase in visitors. Tourists who come usually buy food or drinks after traveling, and this certainly helps increase the income of local traders.

The development of this tourist village also encourages road improvements from the local government. With better road access, tourists will find it easier to come, and this will certainly have a positive impact on the local economy. The regular presence of tourists will encourage more residents to open businesses, be it lodging, food, local transportation, or handicraft products.

According to the Ministry of Tourism and Creative Economy/Indonesian Tourism and Creative Economy Agency (2021), there are 4 stages in developing tourist villages.

- Pilot stage
At this stage, the village has great potential but there have been no tourist visits. In addition, the facilities and infrastructure are still very limited and the level of public awareness has not grown. This tourist village needs to be "developed" from the beginning.
- Developing stage
At this stage, the village potential begins to be noticed by tourists and the destination can be developed further. Some tourist villages in Indonesia are usually visited by tourists but have not been managed properly because there is no group awareness.
- Advanced stage
At this stage, the community has begun to be aware of tourism, village funds are used to develop tourism potential, they have a management group, and the area has been visited by many tourists.
- Independent stage
At this stage, the tourist village has tourism innovation from the community, the tourist destination is recognized worldwide, the facilities and infrastructure have standards, and its management is collaborative pentahelix (collaboration between the government, tourism business actors, communities, academics, and the media).

B. The Role of Local Communities in the Development of Karyalaksana Tourism Village

The role of local communities in the development of Karyalaksana Tourism Village can be seen as a solid foundation for this project. With active involvement and high commitment, the community not only functions as an actor, but also as the main driver who brings to life the concept of a sustainable and community-based tourism village.

In the development of tourism villages, local communities in Karyalaksana contribute through direct participation in the organizational structure of management. Involved in decision-making, they have a say in the planning and implementation of various activities. Through this approach, tourism villages are not just third-party projects, but become part of the identity and daily life of the local community. This strong sense of ownership is important to create continuity in the management of tourist destinations.

The local economy also benefits greatly from the emergence of this tourist village. Micro, small and medium business actors in Karyalaksana have the opportunity to take advantage of the increasing flow of tourists. By offering local products, such as traditional foods, handicrafts, and accommodation services in the form of homestays, they can increase their income and expand their business networks. This not only provides short-term economic benefits, but also creates jobs and improves the welfare of the community as a whole.

Local arts and culture are magnets that attract tourists, and the community plays an important role in maintaining and displaying the cultural richness they have. Art performances, traditional festivals and local traditions are a special attraction that makes tourists want to come back. In this case, the community is not just an audience, but the main actor who displays the uniqueness of their culture to the outside world. This also strengthens the community's identity and pride in the heritage they have.

Education and training are vital aspects in developing tourism villages. Communities are empowered through various training programs, including becoming licensed tour guides. With this training, they not only gain new skills but also increase their confidence in interacting with tourists. Better service quality contributes to a positive experience for visitors and enhances the village's reputation as a tourist destination.

Effective communication with local communities is also key to overcoming challenges in developing tourism villages. A transparent and inclusive coordination process is essential to explain the benefits and goals of the project. By listening to the aspirations and concerns of residents, managers can create more appropriate programs and help build strong support from the community.

Efforts to protect the environment also receive serious attention from the Karyalaksana community. By implementing an efficient waste management system through TPS3R, residents contribute to environmental sustainability. Awareness of the importance of maintaining cleanliness and preserving nature as part of a tourist attraction makes the community more responsible for their area. The concept of educational tourism was born from this commitment, offering valuable experiences for tourists and educating them about the importance of environmental preservation.

Community participation in the homestay program is also a real example of this collaboration. By making their homes a place to stay for tourists, they not only get additional income, but also the opportunity to share culture and the warmth of a household. This interaction creates an authentic experience for tourists while bringing them closer to the daily lives of local people.

Overall, the Karyalaksana community plays an integral role in the development of the tourism village. Through active involvement, economic contribution, cultural preservation, and commitment to the environment, they are not only part of the changes that occur, but also become the main drivers in creating a sustainable tourism village. With the synergy between the community, management, and government, the Karyalaksana village has the opportunity to develop into an attractive tourism destination, while empowering the local community within it. This is a real example of how tourism can have a positive impact and empower the community.

C. Challenges faced in the development of Karyalaksana Tourism Village

Karyalaksana Tourism Village is inseparable from various quite complex challenges, especially because its status is still in the pioneering stage. The process of making this village a worthy and attractive tourist destination requires time, energy, and support from various parties. One of the main challenges faced from the beginning was the pros and cons of the local community. Some residents had rejected the development of the tourism village because they were worried that there would be social and environmental changes that could disrupt their comfort. This condition had become a serious obstacle, but in the end it could be overcome after it was explained that this program was a government effort to improve community welfare.

Apart from the social side, other challenges arise from the management and internal coordination aspects. Managing a tourist village is not easy because it requires cooperation from various parties, starting from the village government, tourism awareness groups (pokdarwis), community leaders, to the general public. The management of the tourist village admits that coordinating all elements of society to be actively involved in tourism management is not a simple matter. Intense communication, clear division of roles, and an approach that can unite the vision between managers and residents are needed so that this program runs sustainably.

Limited resources are also a challenge. Limited tourism support facilities and less than optimal promotional facilities have caused this village to not be widely known. Although there have been visitors, the number is not too many, and most visits depend on natural conditions. One real example is the river activities tubing that can only be done when the river water discharge is sufficient. When the dry season arrives, this activity is forced to stop because the water discharge is too small, making it unsafe for visitors. This certainly has a direct impact on the continuity of tourism activities and the income of the community who depend on tourist visits.

An equally important challenge is how to maintain and develop cultural values and local wisdom in the midst of the process of developing a tourist village. Karyalaksana Village has a wealth of culture, including traditional arts and religious sites such as the tomb of Eyang Karomah. However, if not properly maintained, development that focuses too much on tourism can shift cultural values that have long grown in society. Therefore, there needs to be a balance between cultural preservation and economic development through the tourism sector.

5. Conclusions

Karyalaksana Tourism Village Development Strategy in Bandung Regency”, it can be concluded that Karyalaksana Tourism Village has extraordinary potential in improving the local economy and community welfare. By integrating natural, cultural, and man-made tourist attractions, this village is able to offer a unique and interesting experience for visitors. The active role of the local community is crucial in the development of this tourist village. They not only function as actors in the tourism industry, but also as the main drivers in the management and decision-making related to tourist destinations.

The positive impact of tourism village development in Karyalaksana is seen in the creation of new jobs and increased income for local business actors, such as food stalls, tour guides, and accommodation providers. However, challenges such as resistance from some communities to changes brought about by tourism development and limited resources must be considered. In this context, transparent and inclusive communication between all parties is essential to explain the benefits of tourism village development, so that it can invite the participation of more parties and alleviate existing concerns.

In addition, maintaining local wisdom and village culture is very important so that the development process does not set aside the original identity of the community. Local traditional artworks and cultural activities in Karyalaksana must be maintained and become an attraction for tourists. Therefore, a collaborative approach between the community, government, and other stakeholders is the key to creating a sustainable tourist village and empowering the local community as a whole.

Thus, Karyalaksana not only has the potential to become an attractive tourist destination, but can also function as a development model that empowers the community. This article is expected to be a reference in formulating more effective tourism policies that can be applied in other tourist villages in Indonesia, with the aim of achieving inclusive and sustainable economic growth.

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