



Transformation of Lebak Muncang Tourist Village: Tourism and Its Impact on Nature and Society

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Abstract: Tourism rural become one of the development strategies that aims for increase welfare public at a time to preserve culture and environment. Lebak Muncang Tourism Village is one of example transformation the village that experienced development significant in sector tourism. Research this aiming for analyze changes that occurred in Lebak Muncang Tourism Village consequence development tourist as well as the impact to environment and society local. The research method used is studies qualitative with approach observation and interview deep to community and stakeholders interests. Research results show that tourist has give benefit economy for public through improvement opportunity work and effort. However, the impact negative also appears, such as improvement amount trash and change pattern social society. Therefore that, is needed policy management more tourism sustainable so that the benefits can felt in a way term long without damage balance environment and culture local.

Keywords: village tourism, tourism sustainable, impact environment, transformation social

1. BACKGROUND

Tourist village is one of the development strategies that is increasingly popular, especially in effort increase welfare public rural at a time to preserve environment and culture local. Lebak Muncang Tourism Village in West Java is one of the the village that experienced transformation significant since developed become destination tourism. Transformation this bring various impact good positive and also negative which is necessary under review more in.

Study This own similarity with research conducted by Wahyudi (2021) in journal *"Impact Tourist towards Local Communities in the Ruritania Region"* which highlights How tourist can influence welfare social economy society . In addition Wulandari's research (2020) in journal *"Sustainable Tourism Management in Rural Areas"* also shows that village managed tourism with Good can give impact positive term long for environment and society . However, there are still there is gap study related how transformation village tour can walk in a way sustainable without damage aspect social and environmental.

Study this aiming for to study how changes that occurred in Lebak Muncang Tourism Village consequence development tourism, as well as the impact to environment and life social public local.

Study about development of tourism village Lebak Muncang show that village This own potential nature culture and resources Power enough human big For developed as destination tour based on agroecotourism and education (Sari & Rahman, 2022).

Although thus, management village tour This Still face various challenges, such as lack of effective promotion, necessary facilities improvement, as well as system digital marketing that is not yet optimal. Some studies highlight that low amount visitors during the COVID-19 pandemic has become constraint main so that innovative development strategies are needed including making package tour new improvement facilities and utilization digital technology for promotion (Kusuma & Dewi, 2023).

In addition development village tour based on community is very important for participation active inhabitant can increase welfare economy and maintain sustainability environment as well as culture local (Yuliana & Pratama 2021).

A number of research also confirms that potential village This For developed as destination Halal tourism is very big considering majority the population is Muslim and the activities everyday appropriate Islamic law so that development halal tourism can expand opportunity economic and attractive Muslim tourists in general more optimal (Hidayat & Sari, 2022).

Recommended development strategies covering SWOT analysis, improvement promotion through digital media, work The same with agent travel and empowerment public local in management source Power tourism (Putra & Lestari, 2023).

In general general, research the confirm that success development of tourism village Lebakmuncang relies heavily on synergy between managers communities and government in guard sustainability environment culture and increase quality service tourism to be able to interesting more Lots visitors and provide benefit sustainable economy for public local .

According to UNWTO (2020), tourism sustainable is form tourism that takes into account impact economic, social and environmental in a way balanced, and give benefit term long for public local. Concept This become runway main in management village tourism in order to be able to develop optimally without sacrifice sustainability environment and culture. Tourist can give impact economy positive for public local through creation field work improvement income and development business local (Smith, 2019). However on the other hand challenges also arise social like change mark culture conflict

interests and inequality access to source Power tour. Tourism that is not managed with Good can cause damage environment including improvement pollution degradation land and exploitation source Power nature (Hall & Lew, 2021). Thereforean effective mitigation strategy is needed. For guard balance ecology in the area village tour.

2. RESEARCH METHODS

Study this use approach qualitative with method studies case for understand changes that occurred in Lebak Muncang Tourism Village. Data collection techniques include:

- a. Observation – Observing direct condition village before and after development tour.
- b. Interview Deep – Doing interview with community perpetrators business local and government area.
- c. Analysis Documents – Review policy management village tour and statistical data related development tourism in Lebak Muncang.

Data obtained analyzed in a way descriptive for identify pattern change as well as the impact to society and environment.

3. RESULTS AND DISCUSSION

The transformation of Lebak Muncang Tourism Village is a concrete illustration of the dynamics of change in a village that was originally only known as an agricultural area into a nature and culture-based tourism destination. This change occurred along with the increasing attention to the potential of the village as an alternative tourism center that offers tranquility, beautiful landscapes, and a wealth of local traditions that are still preserved. Located in the South Bandung area, Lebak Muncang is known for having vast tea plantations, cool air, and a community culture that is still strong with local wisdom. These advantages are the main attractions that encourage the emergence of tourism village development initiatives by the local government and community residents.

Tourism in Lebak Muncang not only provides new space for local economic growth, but also changes people's lifestyles. Residents who previously depended entirely on agriculture are now starting to try out various new fields of work such as homestay management tour guides, traditional culinary businesses, and souvenir craftsmen . This transformation opens up wider economic opportunities, while reducing dependence on the agricultural sector which is vulnerable to climate change and market price fluctuations.

However, this change also brings its own challenges, especially related to its impact on the environment and social values of the community. Increased tourism activities put pressure on the preservation of nature, especially if not accompanied by sustainable management. The emergence of waste in tourist areas, the potential for damage to the tea plantation ecosystem, and infrastructure development that ignores environmental aspects are problems that are starting to be felt by residents and village managers. In addition, the entry of foreign culture through tourists also has the potential to influence the lifestyle of the younger generation, including in terms of consumption, lifestyle, and perspective on tradition.

On the other hand, this transformation also triggers a new awareness among the community to maintain cultural identity and care for nature as the main capital of tourism. Many residents are now more active in environmental conservation activities and cultural training, such as traditional art performances, preservation of folklore, and conservation of green areas. Collaboration between the community, government, and tourism actors is the main key to maintaining a balance between economic growth and environmental sustainability.

Thus, Lebak Muncang Tourism Village is not only an example of how tourism can raise the potential of a village, but also shows the importance of wise governance so that the transformation does not harm the sustainability of nature and social values. A community-based approach, active involvement of residents, and ecotourism principles are important foundations so that the changes that occur truly have a positive and sustainable impact on the village and its residents.

A. Transformation Social and Economic

Research result show that tourism in Lebak Muncang has create opportunity economy new for public . Many people have switched profession from farmer become perpetrator business tourism such as homestay owner guide tourism and craftsmen souvenirs . However the shift this also raises challenges such as inequality income between those involved direct in industry tourism and what not .

B. 2. Impact to Environment

Improvement amount traveler bring consequence in the form of increasing production trash and pressure to source Power nature . Some green areas start reduce

consequence development facility tourism. If not managed with good condition this can threaten balance ecology in the village.

C. Management Strategy Sustainable

For overcome impact negative government village and community local has start apply several strategies, such as:

- **Management Waste:** Recycling program recycle and waste bank start applied in several point tour.
- **Education Environment:** Tourists given information about importance guard sustainability natural through board information and campaign social.
- **Community Empowerment:** Training business tour given to population to be more Lots society that can feel benefit economy from tourist.

4. CONCLUSION

Based on results research can concluded that:

- a. Transformation of Lebak Muncang Tourism Village has give benefit significant economy for public.
- b. Impact negative to environment start appear consequence improvement amount tourists and development facility tour.
- c. Management tourist sustainable become challenge the main thing to do faced for guard balance between benefit economic social and environmental.
- d. Required more policies strict in manage impact negative tourism for the village still develop in a way sustainable .
- e. Participation active public in management village tourism is very important for creating an inclusive and empowering tourism model stand.

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