

## Potential for Sustainable Tourism Development on Rancabali Tea Plantations: Analysis of Social, Economic and Environmental Impact

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**Abstract** . The potential for sustainable tourism development in Rancabali Tea Plantation is analyzed from the aspects of social, economic, and environmental impacts. The study reveals that the development of sustainable tourism in Rancabali Tea Plantation can have significant positive impacts on the local community, economy, and environment. Socially, it can create new job opportunities, increase local income, and enrich the local culture. Economically, it can increase the local government's revenue through tourism taxes and the sale of local products, and diversify the local economy through investments in tourism infrastructure. Environmentally, it can promote eco-friendly practices, such as the use of renewable energy, efficient waste management, and the conservation of natural resources. The study concludes that the development of sustainable tourism in Rancabali Tea Plantation has the potential to benefit the local community, economy, and environment, and emphasizes the importance of considering all these aspects in the development of tourism to ensure its long-term success.

**Keywords** : Tourism, Rancabali , Analysis, social, economy, environment

### INTRODUCTION

Potential is something to produce a desired result or to develop into something better. Potential is the basis for tourism development because it identifies resources that can be utilized to attract tourists and improve the tourism industry. Potential in tourism development can be used to identify natural, cultural and human resources that can become tourist attractions. Then this potential can be maximized through infrastructure development, promotion and development of sustainable tourism programs.

One of them is the potential for sustainable tourism development in the Rancabali area , namely the Rancabali tea plantation . Rancabali is an area in Bandung Regency, West Java, Indonesia, which is famous for its natural beauty, especially its extensive tea plantations and stunning mountains. Unfortunately, the potential for tourism development in Rancabali is still lacking, causing a lack of interest from tourists who want to vacation in Rancabali .

The potential for sustainable tourism development can be analyzed from several aspects, including : Social Impact, Economic Impact and Environmental Impact. The potential social impact itself can increase employment opportunities for local residents in the tourism sector, such as as tour guides, souvenir sellers, or cleaners. Apart from that, the economic impact can also provide opportunities to improve the welfare of local communities through participation in tourism activities, such as homestays or local crafts. Then the Economic Impact can provide additional income for tea farmers and local residents through sales of local products and tourist tours. Increased regional income through tourism taxes and investment from the tourism sector. Then Environmental Impact itself can provide protection for the natural environment through sustainable conservation programs, including forest preservation and waste management efforts. Development of responsible tourism by promoting environmental awareness and environmentally friendly practices to visitors. By utilizing sustainable natural resources and implementing environmentally friendly agricultural practices, the Rancabali tea plantation can be an example for other agricultural industries in achieving social, economic and environmental sustainability

Therefore, the potential for developing sustainable tourism on the Rancabali tea plantation does not only have one impact, but can also have a very significant impact, such as helping the economy of local residents, marketing original products from Rancabali residents , as well as providing protection for the environment or existing natural tourism. in the Rancabali tea garden.

## **THEORETICAL STUDY**

Dr. Timothy stated that the potential for tourism development is not only limited to economic aspects, but also includes social and environmental aspects. According to him, tourism has the potential to increase income, create jobs, strengthen cultural identity, and promote environmental conservation. Source: "Tourism and Development: Concepts and Issues " by Dallen J. Timothy and Daniel H. Olsen (2016).

Various opinions from economic experts state that the tourism sector will have a positive impact on the economic development of a country as well as increasing regional income if managed seriously ( Pleanggra&Yusuf , 2012), while Fardani (2012:6) states that social impact is a form of consequence or influence that happens because of something. The

influence in question is the result that occurs in society, either because of an event that affects society or other things in society.

Dr. Harold Goodwin emphasized that tourism can be an effective tool for increasing public awareness and understanding of the importance of preserving the natural environment and sustainability. Source: " Responsible Tourism: Using Tourism for Sustainable Development" by Harold Goodwin (2018).

## **RESEARCH METHODS**

The method used in this research is qualitative research. Qualitative research is a research and understanding process based on a methodology that investigates a social phenomenon and human problem. In this approach, researchers create a complex picture, examine words, detailed reports from respondents' views, and conduct studies in natural situations (Creswell: 1998). Bogdan and Taylor stated that qualitative methodology is a research procedure that produces descriptive data in the form of written and spoken words from people and observed behavior. The method used in this qualitative research is data collection methods, namely:

1. Interviews, researchers conducted interviews or questions and answers with parties at the Ranca Bali Ciwidey Tourism Park, such as tourism officers, traders, tourist visitors and local residents.
2. Observation, researchers make direct observations by visiting tourist locations and observing the activities and behavior of local residents and tourist visitors.
3. Document study, researchers collect written materials, textbooks, journals, magazines, research reports, articles from the internet that are relevant to this research problem.

## **RESULTS AND DISCUSSION**

Potency development tourist sustainable development at the Rancabali Tea Plantation shows promising results in various aspects , namely :

### **1. Impact Social :**

Exchange culture between tourists and local communities have the potential to create profound social transformation. Through direct interaction with local culture, tourists can develop a deeper understanding of the values, beliefs and traditions underlying that society. In turn, local people can feel valued and recognized for their cultural heritage, which can strengthen their sense of cultural identity and self-worth. Interactions like these create strong bridges between different cultures, encourage social inclusion, and enrich the life experiences

of both parties. Additionally, collaboration between tourists and local communities on social projects and joint cultural activities can strengthen community ties and promote greater social solidarity . big .

## **2. Economic Impact:**

The economic impact of tourism development on the Rancabali Tea Plantation is not only reflected in the direct income obtained from the tourism sector, but also in the domino effect that creates new economic opportunities in various sectors. For example, an increase in the number of tourists can encourage the growth of the local craft industry, trade in goods and services, and the hotel and restaurant sector. Apart from that, tourism can also open up opportunities for the development of better infrastructure and transportation, which in turn can support further economic growth. Thus, tourism development can indirectly make a significant contribution to job creation, increasing income and improving community welfare local in a way whole .

## **3. Environmental Impact:**

Sustainable tourism development at the Rancabali Tea Plantation must pay attention to the protection and preservation of the natural environment as a top priority. Concrete steps to achieve this include the use of green technologies, such as renewable energy and environmentally friendly technologies in tourism infrastructure. In addition, it is important to implement strict environmental management practices, including efficient water and waste management, as well as continuous monitoring of air and water quality. Environmental education for tourists and local residents is also important to build awareness of the importance of preserving biodiversity and maintaining a balanced ecosystem. Collaboration with conservation and research institutions can also help in sustainable nature conservation efforts.

This analysis highlights the importance of considering social, economic and environmental impacts in sustainable tourism development, as well as the need for the involvement of all stakeholders to ensure the long-term sustainability and success of such initiatives. The successful development of sustainable tourism at the Rancabali Tea Plantation requires long-term commitment from all stakeholders, as well as an integrated and sustainable strategy. Only with a holistic and coordinated approach can tourism become a

resource that provides positive economic, social and environmental benefits for all parties involved, while still paying attention to cultural and natural preservation.

## CONCLUSION

From analysis potency development tourist sustainability at the Rancabali Tea Plantation, it is concluded that tourism development has a significant impact in several key aspects. The potential for sustainable tourism development at the Rancabali Tea Plantation promises positive results in social, economic and environmental aspects. Socially, tourism development can open up new job opportunities for local people and enrich local culture. Economic impacts include increasing local revenues through tourism taxes and sales of local products, as well as revenue diversification through private investment in tourism infrastructure. Environmentally, sustainable tourism development will encourage environmentally friendly practices and conservation environment experience .

In conclusion , development tourist sustainability at the Rancabali Tea Plantation has the potential to provide significant benefits to the local community, regional economy, and environmental conservation, highlighting the importance of considering all these aspects in tourism development to ensure long-term sustainability.

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