
Proceeding Medan International Conference Economics and Business

Volume 1, Year 2023

"Entrepreneurship on Global Economics Development in the Era of Society 5.0"

Tourism Awareness Groups (Pokdarwis) Participation in Sustainable Tourism Village Development at Tourism Village in Bogor Regency**Maidar Simanihuruk^{1*}, Willy Arafah², Myrza Rahmanita¹, Prasetyo Hadi³**¹Tourism Doctoral Program Sekolah Tinggi Pariwisata Trisakti
Jl. IKPN Bintaro No.1, Bintaro, Jakarta Selatan, Indonesia.²Universitas Trisakti Jakarta³Universitas Pembangunan Nasional Veteran Jakarta***Email:** meydar_bj@yahoo.co.id**ABSTRACT**

The purpose of this research is to analyze and describe the participation Pokdarwis in Sustainable Tourism Village Development in Bogor Regency. This study considered the participants to collect the related data is members of Pokdarwis and considering the usage of an adapted instrument, 57 participants were involved. The findings of the research indicate that dimensions of implementation, usage of the results, and evaluation have a significant influence on sustainable Tourism Village development. Meanwhile, planning is not significantly impacted by sustainable Tourism Village development variables. An organization will not progress unless it has a goal-oriented plan. Similarly, Tourism Village will not be able to develop if they are simply run without a plan. Planning is considered an important part of developing a successful tourism destination and concentrating on the desired outcomes and goals and also in focusing their efforts on a planned goal of becoming advanced and self-sufficient in Tourism Village.

Keywords: Tourism Awareness Groups (Pokdarwis), Participation, Sustainable Tourism Development, Tourism Village.

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INTRODUCTION

Tourism development in a tourist destination, both locally, regionally, and nationally in a country, is inextricably linked to the development of that region or country. Tourism development in a tourist destination is always calculated with the benefits for the community (Yoeti, 2007). The development of sustainable tourism based on nature, culture, heritage, social and economy is full of complexities involving tourists and local community who act as host. Nature, culture, heritage, social, and economic implementation concepts are used in community-based tourism development programs to support sustainable tourism so that development can continue to preserve the environment. In accordance with government tourism policies, community-based tourism development is expected to be a model of sustainable tourism development (Pitana, 2002; Sutresna, Suyana, Saskara, & Wiwin, 2019). A potential industry that could be developed as a source of local revenue is tourism. The ability of these tourist destinations to draw both domestic and foreign visitors is one of the keys to succeeding in the tourism industry. One alternative form of tourism that prioritizes community involvement in the pursuit of sustainable tourism development is called community-based tourism (Telfer & Sharpley, 2015; Sutresna, Suyana, Saskara, & Wiwin, 2019). In an effort to support local communities' social, environment, and economic needs, community-based tourism has long been promoted. According to (Weaver, 2010; Hall, Kirkpatrick, & Mitchell, 2005; WWF, 2001; Ayorekire, Mugizi, Obua, & Ampaire, 2022) all claim that CBT was first proposed in the 1980s as a rural community development alternative.

The rural area is one of the tourism potentials that draw visitors as a tourist destination. Tourism Village has been identified as a local economic stimulant in the national development strategy and plan for rural revitalization and poverty reduction (Feng & Borbon, 2022). Tourism Village is proving to be essential to the growth of tourism in general and It has also served as the foundation for the development of sustainable tourism, and it is currently essential to many nations' and communities' regional revitalization plans (Lane, Kastenholz, & Carneiro, 2022). This is a type of sustainable development that boosts rural productivity, generates employment and income distribution, safeguards the environment and local culture, fosters greater host community involvement, and offers a way to adapt traditional beliefs and values. Tourism Village is an alternative form of tourism that is capable of producing positive changes to social, economic and cultural resources in rural areas (Damanik, et al., 2015). In recent years, Tourism Village has been viewed as a tool for the economic development of sensitive areas, particularly in rural areas (Ibanescu, Stoleriu, Munteanu, & Iatu, 2018). Tourism Village aids in the development of underdeveloped areas, so a more territorial and integrated strategy that takes into account the sustainability of Tourism Village is required (Gao & Wu, 2017).

Tourism Village is currently becoming an alternative tourism trend by carrying out the concept of interaction between nature, culture and local communities at tourism village in Bogor Regency. The Bogor Regency Government is still working to develop the tourism industry, particularly in the creation of tourism villages based community. The community, as the primary component of community tourism development, plays an important role in regional tourism development, which aims to develop regional potential based on natural, socio-cultural, or economic community aspects. Tourism awareness groups (Pokdarwis) is

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a community component that plays a role and contributes to the region's tourism development (Yatmaja, 2019). Pokdarwis is implementing community-based tourism (CBT) as an approach that involves and makes the community an important player (sustainable development paradigm). To counteract the influence of large-scale tourism business actors, community-based tourism offers the chance to mobilize the entire potential and dynamics of society (Hidayatullah, Rachmawati, Khourouh, & Windhyastiti, 2018). Tourism awareness groups (Pokdarwis) is one of the community's relevant elements, and it undoubtedly plays a strategic role in developing and managing the potential of regional natural and cultural wealth as a tourist destination. Tourism awareness groups (Pokdarwis) role is to raise tourism awareness in the tourism environment in order to deepen understanding of tourism, increase the role and participation of local communities in tourism development, and ensure the success of tourism development. Since the members of Pokdarwis are the initiators, motivators, communicators, and actors of the management and development of tourism objects, Pokdarwis has played a significant role in the development of tourism villages (Umam, Kurniawati, & Widiyanto, 2022).

Based on research (Latianingsih, Mariam, Syarweni, Rudatin, & Sofia, 2022) at Cilember Tourism Village in Bogor Regency, all participants are capable of running the Tourism Village. It is necessary to identify the parties involved in order to gauge their level of involvement. The tourism activity management system is influenced both directly and indirectly by stakeholders who are involved in Tourism Village. This is because the success of sustainable tourism development will be impacted by the policies adopted for the development of Tourism Village. One of the parties involved in tourism development is Tourism awareness groups (Pokdarwis), who serves as the driving force for all tourism activities in Tourism Village. Given this context, researchers are interested in knowing about Tourism awareness groups (Pokdarwis), a community in Bogor Regency, contributes to the growth of sustainable tourism at Tourism Village in Bogor Regency.

METHOD

Research Approach - The quantitative methods are being used in this research. This research also used a literature review, a case study, and a qualitative study. Both primary and secondary data were used in the research. In the current study, both qualitative and quantitative data were used. The information was gathered from primary and secondary data sources. Data were gathered through fieldwork and library research (observation, questionnaire, and documentation). In order to collect data for this study, observations, documentation, and library research were all used. Quantitative studies entail gathering and analyzing data in order to determine the role of Tourism awareness groups (Pokdarwis) in the development of sustainable Tourism Village.

Participant in the Research -The research sampling is based on the requirements of the regression analysis, which specify a sample size of 57. This research's population included all Tourism awareness groups (Pokdarwis) members at Tourism Village in north, south, east, and west areas Bogor Regency. The sample consists of 57 respondents who were chosen using a non-probability sampling technique of purposive sampling, which allows the researcher to not give equal opportunities to all elements of the population to be chosen as a respondent. With a valid response rate of 90%, 57 responses were deemed useful and used

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in the data analysis. They were instructed to complete the questionnaire online. The questionnaire was completed voluntarily by all respondents. All of the data was kept completely confidential and was only used for research purposes.

Instrument for Collecting Data – The first section focuses on the different aspects of community participation, including participation in planning, implementation (Ashartono, Rahmanita, & Lemy, 2018), supervision, and evaluation (Cohen & Uphoff, 1977; Arifa, 2019). Participation in decision-making, implementation, usage of results, and assessment are the criteria for community participation in development (Cohen & Uphoff, 1977; Adila, Alfitri, & Alfatih, 2018). Utilizing the scale, the respondents evaluated the indicators using the scale 5 as always; 4 as very often; 3 as sometimes; 2 as rarely; 1 as never. The second part of the instrument refers to sustainable Tourism Village development, namely, social, cultural, economic, and environment sustainability (Fong, Lo, Songan, & Nair, 2017). According to reliability data, the instrument for participation has strong internal consistency, with a computed Cronbach's alpha value of 0.896, and the questionnaire for sustainable Tourism Village has outstanding value of 0.916. As a result, this set of questionnaires is considered suitable for use.

RESULT AND DISCUSSION

Table 1 shows the participation in term of planning from tourism awareness group (Pokdarwis) with the composite mean is 3.73 interpreted as very often. The top result, participate in proposing ideas regarding the development of Tourism Village scored 3.87. The higher the score, the more planning it is to develop of their Tourism Village. Meanwhile, the least rank is "Involved in deciding on the development of the Tourism Village" (3.59). The averaging of weights is "very often" from 3.73. In this aspect Pokdarwis "active" and "accept" the present actively participate in developing their Tourism Village. However, there must be space for improvement. The results show that Pokdarwis active and accept that participation in term of planning have quite frequently to develop their Tourism Village. But, none of the scores are adequate. Contrasted with Pokdarwis has not been maximally involved in deciding on the development of a tourist village. According to (Ali, Quaddus, Rabbanee, & Shanka, 2020), participation in the planning and decision-making processes for utilizing and using community resources raises their awareness of the benefits of tourism initiatives. Therefore, Pokdarwis should be involved in deciding on the development of the Tourism Village.

Table 1. Participation in terms of supporting resources from Tourism Awareness Group (Pokdarwis)

Variable: Participation	Mean	Std. Dev	Rank	Labels
Planning				
1. Participate in training and discussion about the creation of Tourism Village	3.73	0.908	3	VO
2. Organize planning sessions for Tourism Village development	3.74	0.917	2	VO
3. Involved in deciding on the development of the Tourism Village	3.59	1.147	4	VO
4. Participate in proposing ideas regarding the development of Tourism Village	3.87	0.884	1	VO
5.				

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Variable: Participation	Mean	Std. Dev	Rank	Labels
Composite Mean	3.73	0.964	3	VO
<u>Implementation</u>				
1. Active in the development of tourism resources and local uniqueness	3.89	0.909	2	VO
2. Inspiring community to preserve and improve the natural and cultural environment so that it can become a tourist attraction	3.99	0.703	1	VO
3. Actively providing information services, tourism publications and Pokdarwis activities	3.44	0.982	4	S
4. Actively awaken the community in the sphere of tourism so that they become citizens who are conscious of tourism.	3.72	0.675	3	VO
Mean	3.76	0.817	2	VO
<u>Usage of Results</u>				
1. Assessing the importance of the potential for both nature and local community activities	4.37	0.747	1	VO
2. Take use the benefits of the development of Tourism Village	4.05	0.610	3	VO
3. Participate in preserving the outcomes of a Tourism Village's development, both natural and local uniqueness	4.37	0.522	2	VO
4. Acquire employment offered by Tourism Village	3.93	0.842	4	VO
Mean	4.18	0.680	1	VO
<u>Evaluation</u>				
1. Provide an assessment of the success of the Tourism Village activity program	3.54	0.825	3	VO
2. Monitor the adequacy of Tourism Village activity planning and implementation	3.54	0.927	2	VO
3. Supervision of the implementation of Tourism Village activities	3.75	0.892	1	VO
4. Monitoring reporting on the implementation of Tourism Village activities	3.47	0.868	4	S
Mean	3.575	0.878	4	VO

Note: 5.0 to 4.5=Always (A); 4.49 to 3.5= Very Often (VO); 3.49 to 2.5= Sometimes (S); 2.49-1.5= Rarely (R); 1.49 to 1 = Never (N)

Source: The Processed Primary Data (2022)

Implementation is another supporting factor to participation of Pokdarwis. The weighted mean 3.76 expresses that Pokdarwis ‘very often’ to implement all activity to develop their Tourism Village. The highest rank is “inspiring community to preserve and improve the natural and cultural environment so that it can become a tourist attraction’ with 3.99. The lowest rank is “Actively providing information services, tourism publications and Pokdarwis activities” followed by 3.44, which is below the weighted mean and below 3.5. This means that the results are not optimal as Pokdarwis sometimes to active providing information services, tourism publications and Pokdarwis activities. According to (Hidayatullah, Rachmawati, Khourh, & Windhyastiti, 2018), one of the information technologies that can be used to support the effectiveness and efficiency of regular business activities is the web. Business actors in the tourism industry can benefit from this technology. This suggests that information technology supports public service processes, including tourism.

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Participation in terms of usage of results from tourism awareness group (Pokdarwis) with the composite mean is 4.18 interpreted as very often. The top result, participate assessing the importance of the potential for both nature and local community activities scored 4.37. Meanwhile, the least rank is “Acquire employment offered by Tourism Village” with 3.93. This means that not all Pokdarwis can get jobs offered by Tourism Village. The Tourism Village Program should be able to generate employment in the community. Tourism development not only generates income but also job opportunities, so it is perhaps unsurprising that it is frequently cited as a driver of economic growth (Butler, 2017). The ability to achieve high-quality and abundant program implementation results is inextricably linked to participation in receiving benefits. A program's success will be quantifiably indicated by an increase in "output." While this is happening, it is possible to see how successful the program was in terms of quality and whether it met the goals that were set (Kaehe, Ruru, & Rompas, 2019).

The last another supporting factor to participation of Pokdarwis is evaluation. The composite mean 3.57 expresses that Pokdarwis ‘very often’ to do evaluation to develop their Tourism Village. The highest is “supervision of the implementation of Tourism Village activities” with 3.75. The lowest rank is “monitoring reporting on the implementation of Tourism Village activities” with 3.47. The existence of a Tourism Village following the piloting and development stages must undoubtedly be monitored. Tourism Village managers are responsible for monitoring and evaluating Tourism Village both internally and externally. The goal is to determine what has been accomplished and what has not been realized. The goal of monitoring and evaluating a Tourism Village is to determine the viability of a work program plan developed in response to the needs and characteristics of a Tourism Village.

Table 2 shows the participation of tourism awareness group (Pokdarwis) in sustainable Tourism Village development, composite mean for social aspect (4.31), cultural aspect (4.26), economic aspect (4.35), and environment aspect (4.25). All average values on sustainable Tourism Village development below 4.49 but above 3.5 which is indicate that Pokdarwis agree that sustainable Tourism Village development will be impact from social aspect, cultural, economic, and environment.

In relation to the social aspect, rank the top is “tourism gives community the opportunity to learn new things” with the composite mean is 4.35 interpreted as agree. The elements that tourism affects, community can take advantage of free courses on how to create tourism-related products to encourage tourism development (Ngo, Do, & Tran, 2022). Meanwhile, the least rank is “tourism improves community's quality of life” with 4.25. On the other hand, tourism is considered improve current life standards in the rural areas (Falak, Chiun, & Wee, 2016).

Table 2. Descriptive Statistics: Sustainable Tourism Village Development

Variable: Sustainable Tourism Village Development	Mean	Std. Dev	Rank	Labels
Social Aspect				
1. The village attraction program enhances community identity	4.34	0.639	2	A
2. Tourism improves community's quality of life	4.25	0.796	3	A
3. Tourism gives community the opportunity to learn new things	4.35	0.626	1	A

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Variable: Sustainable Tourism Village Development	Mean	Std. Dev	Rank	Labels
Composite Mean	4.31	0.687	2	A
Cultural Aspect				
1. Tourism increases the awareness of others about culture in Tourism Village	4.34	0.623	1	A
2. Tourism enables individuals to participate in a wide range of distinctive cultural activities.	4.27	0.649	2	A
3. Tourism provides a variety of cultural entertainment for tourists	4.18	0.687	3	A
Mean	4.26	0.653	3	A
Economic Aspect				
1. Tourism increases the number of job opportunities	4.39	0.526	1	A
2. Tourism increases community's total income	4.34	0.478	2	A
3. The number of retail establishments (for souvenirs or local crafts) increases as a result of tourism.	4.32	0.602	3	A
Mean	4.35	0.535	1	A
Environment Aspect				
1. Tourism Awareness Group (Pokdarwis) and community effectively conserve and maintain the land	4.27	0.522	1	A
2. The protection of the environment is as vital as the economic benefits of tourism.	4.23	0.501	3	A
3. Tourism development does not have a negative impact on the environment.	4.25	0.576	2	A
Mean	4.25	0.533	4	A

Note: 5.0 to 4.5= Strongly Agree (SA); 4.49 to 3.5= Agree (A); 3.49 to 2.5= Neither Agree Nor Disagree (NA); 2.49-1.5=

Disagree (D); 1.49 to 1 = Strongly Disagree (SD)

Source: The Processed Primary Data (2022)

According to cultural aspect point of view (mean = 4.26), Pokdarwis agreed that tourism increases the awareness of others about culture in Tourism Village (mean = 4.34). A Tourism Village is essentially a rural community that presents a general atmosphere that reflects rural characteristics in terms of sociocultural life and everyday customs. Numerous individuals continue to express pride in their culture and a desire to share it with others. Even those who do not take pride in who they are now displaying signs that they would like to serve as ambassadors for promoting intercultural understanding (Mathabathe, 2019).

In relation to the economic aspect, rank the top is “tourism increases the number of job opportunities” with mean is 4.39 interpreted as agree. This aspect is made up of attributes that are concerned with the effects of tourism on the local economy. This finding corroborate previous research (Ngo, Do, & Tran, 2022) economic impacts are generally thought to benefit residents by creating new jobs, resulting in the primary economic source of the localities, stabilizing family income, supporting future local tourism development with revenue from tourism activities, and improving life quality. Meanwhile, the least rank is “the number of retail establishments (for souvenirs or local crafts) increases as a result of tourism” with mean is 4.32 interpreted as agree. The development of Tourism Village is an important approach to increasing economic income from the agricultural sector, industrial sector and the creative economy sector. Because of the abundance of natural resources in various Tourism Village, the souvenir business has a great potential to develop into high-selling products known as the creative economy. The creative industry is widely acknowledged as

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a vital business sector. Small and medium-sized businesses can contribute to economic growth. It is hoped that the community will be able to creatively manage the Tourism Village's natural resources in order to turn them into the best Tourism Village products that can be sold in national and international markets (Soemitra, Kusmilawaty, & Rahma, 2022).

Hygiene, Health, Safety, and Environment Sustainability (CHSE) has been emphasized as a support for tourism in the new normal period since the Covid 19 case. The Cleanliness, Health, Safety and Environment Sustainability (CHSE) initiative's main goal is to provide Tourism Village with the resources it needs to cater to visitors' needs in the new normal. In relation to the environment aspect, rank the top is “Tourism Awareness Group (Pokdarwis) and community effectively conserve and maintain the land” with mean is 4.27 interpreted as agree. This component is made up of qualities that Pokdarwis should take the initiative to develop and put into action in order to inspire and motivate the community to improve the area's tourist attractions and environment quality.

Table 3 shows relationship between participation of tourism awareness group (Pokdarwis) and sustainable Tourism Village development. Looking at this table, the resulting p-value was three dimensions less than the alpha level of 0.05, indicating the existence of a significant relationship. Result implies that if the higher the implementation, usage of results, and evaluation are, the sustainable Tourism Village development will hold. In relationship between Planning and social have a very strong positive correlation (0.780). Meanwhile, the resulted p-values of relationship between dimension planning and social, cultural, environment were all more than the alpha level of 0.05 indicating the existence of an insignificant relationship.

Table 3. Relationship between Participation and Sustainable Tourism Village Development

Variable (X)	Variable (Y)	Pearson-r value	p-value	Interpretation
Participation	Sustainable Tourism Village Development			
Planning	Social	0.780	0.565	Insignificant
	Cultural	0.540	0.690	Insignificant
	Economic	0.150	0.266	Insignificant
	Environment	0.157	0.243	insignificant
Implementation	Social	0.645	0.000	Significant
	Cultural	0.697	0.000	Significant
	Economic	0.704	0.000	Significant
	Environment	0.645	0.000	Significant
Usage of Results	Social	0.570	0.000	Significant
	Cultural	0.445	0.001	Significant
	Economic	0.400	0.002	Significant
	Environment	0.319	0.016	Significant
Evaluation	Social	0.343	0.009	Significant
	Cultural	0.316	0.017	Significant
	Economic	0.348	0.008	Significant
	Environment	0.356	0.007	Significant

Source: The Processed Primary Data (2022)

IMPLICATIONS

The research results on Tourism Awareness Groups (Pokdarwis) Participation in Sustainable Tourism Village Development at Tourism Village in Bogor Regency. The

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findings of the research indicate that dimensions of implementation, usage of the results, and evaluation have a significant influence on sustainable Tourism Village development. Meanwhile, planning is not significantly impacted by sustainable Tourism Village development variable. A research that has been carried out in sustainable Tourism Village development in Tourism Village, the conclusions drawn certainly has implicit in the sustainable Tourism Village development in Tourism Village and as well as further research. In this regard, the implications are as follows:

1. Based on the research results above the dimensions of implementation, usage of the results, and evaluation make a very significant contribution to sustainable Tourism Village development. In terms of participation to support from the tourism awareness group (Pokdarwis) on sustainable Tourism Village development, the composite mean for the first is the usage of results, the second is implementation, the third is planning, and the last is evaluation. Awareness of taking benefits that are perceived by Pokdarwis is assessing the importance of the potential for both nature and local community activities and Participating in preserving the outcomes of Tourism Village's development, both natural and local uniqueness. This demonstrates that the improvement of local welfare and economy is emphasized by the development of Tourism Village in the Bogor Regency by involving Pokdarwis and the local community in the management of local potential from the perspectives of human resources, natural resources, and business opportunities.
2. An organization will not progress unless it has a goal-oriented plan. Similarly, Tourism Village will not be able to develop if they are simply run without a plan. Planning is considered an important part of developing a successful tourism destination and concentrating on the desired outcomes and goals. The planning assists Pokdarwis and the local community in focusing their efforts on a planned goal of becoming advanced and self-sufficient Tourism Village.

CONCLUSION

The management of Tourism Village in Bogor Regency is quite well organized and carries the concept of interaction between nature, culture and local communities. The Pokdarwis are important in facilitating community participation in the tourism sector. Specific planning and policies are required to achieve optimal management of tourism villages. Members of Pokdarwis need to be improved the quality of their human resources in order to provide better support to the local community in terms of tourism development. Expanding the capacity of human resources for Tourism Village training, which can be accomplished by overseeing Tourism Village so that Pokdarwis can take part in choosing a development plan and carrying out a Tourism Village development in their respective Tourism Village.

ACKNOWLEDGEMENT

This study was supported by Pokdarwis at Tourism Village in Bogor Regency and Doctoral Program, Sekolah Tinggi Pariwisata Trisakti

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