

## Tourism Components Analysis and Sustainable Rural Tourism Development Planning Based on Culture and Agriculture in Indonesia (Case Study: Cimande Village)

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**ABSTRACT:** The aim of this study is to describe the tourism component of Cimande Village as well as its development plan as a sustainable tourism village. This study was carried out between 2018 and 2021, employing a qualitative method and a case study strategy. The technique of collecting data is through repeated in-depth observations, interviews, and literatures study. Data were analyzed using six (6) key components of tourism planning, namely tourist attractions & activities, accommodation, other tourist facilities and services, transportation, infrastructure, and institutional elements. Other analytical techniques used are internal and external factors analysis, as well as SWOT Matrix. The findings revealed that Cimande Village has a lot of tourism potential, especially in cultural and agricultural attractions. Its potentials can be mapped on 53 internal and external factors, as well as 22 plans for a sustainable tourism village development.

**Keywords:** Rural tourism, tourism planning, tourism development, tourism component, Cimande village

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## **INTRODUCTION**

The development of rural tourism is a form of diversification of tourism products. It is also an alternative tourism that can provide a different experience for tourists, which can be seen in rural areas, such as natural environments, landscapes, diverse plants, rural communities and local lifestyle (Lane, 1994 in (Andrianto & Sugiama, 2016). The uniqueness of rural tourism in Indonesia lies not only in its natural attractions and activities but also in the combination of the wisdom of various local cultures. The development of rural tourism is also one of the Indonesian government's programs to accelerate equitable development and help improve the welfare of the local population. According to Kamino quoted by (Gunawan, 2016), the concept of national economic independence rests on the NAWACITA of the President of the Republic of Indonesia, namely realizing economic independence by moving strategic sectors of the domestic economy. Agriculture and tourism are two of the strategic sectors that are capable of sustaining life as well as driving the national economy that rooting and becomes a culture in Indonesia. In Indonesia, the development of tourism villages is more facilitated by the state, while the community tends to be passive. As a result, local capacity in responding to state-sponsored innovations through the development of tourist villages still faces a number of crucial problems (Damanik in Raharjana, 2012). For this reason, tourism development should be well organized and planned in order to create a tourism destination that is sustainable and does not have a negative impact on the environment, social, cultural and economic. According to (Sunarjaya et al., 2018), one of the factors causing the slow development of tourism destinations is the absence of comprehensive planning. The development of tourism villages needs to be planned properly in order to create balance and harmony in the rural environment which in turn can create efficiency and balance for tourism villages (Sugiarti, Rara, 2016). The development of a tourism destination can open a new business and it can become another source of income (Adrianto & Sugiama, 2016).

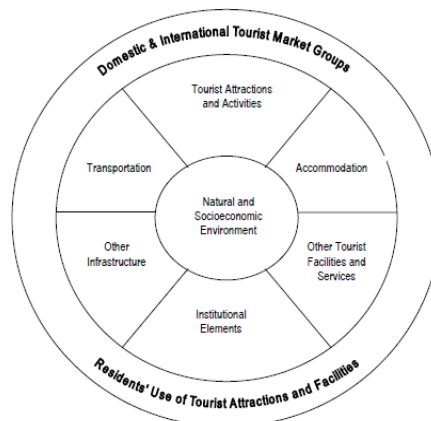
Cimande Tourism Village, which is famous for its martial art of pencak silat and massage of broken bones using concoction oil for generations, has been formed since 2015. Based on field observations, currently there are tourism village management organizations and Tourism Awareness Groups (Pokdarwis). However, until now the organization is stuck in the preparation of tourism management membership and discussion of ideas. This is due to limited knowledge about tourism, the absence of a tourism work program, not much exploring the potential for natural and cultural activities, lack of involvement of local communities, limited tourism facilities and infrastructure and marketing concepts. Based on this description, it is necessary to conduct a study that aims to develop a tourism village development plan in Cimande Village as follows: (1) to know the current condition of Cimande Village's tourism potential based on 6 important tourism components, (2). mapping the tourism potential of Cimande Village based on a SWOT analysis (3) Prepare a sustainable development plan for Cimande Tourism Village.

## THEORETICAL REVIEW

### *Tourism Components*

Tourism components are basically components that are needed in the development of a tourist destination. There are 4 main components of tourism development known as the 4As, namely Attraction, Accessibility, Amenities and Ancillary Services (Andrianto & Sugiyama, 2016). According to Edward Inskeep, there are 9 components of sustainable tourism planning including Tour attractions and activities, Accommodation, Other Tourist Facilities & Services, Facilities and Transport Services, Other Infrastructures and Institutional elements (Soeswoyo, 2016).

Figure 1 shows the Inskeep's 9 components of tourism in the overall framework, along with the socio-economic and natural environment as a resource, the markets for domestic and foreign tourists served, as well as local communities using various tourist attractions, facilities, services and infrastructure.



**Figure 1.** Components of a Sustainable Tourism Planning (Edward Inskeep, 1991)

### *Rural Tourism Planning*

Rural tourism, according to (Edward Inskeep, 1991), "refers to tourists staying in or near a village, often a traditional village in remote areas, learning about the village and local cultural, way of life, and customs, and often participating in some village activities." According to the World Tourism Organization (WTO), rural tourism is defined as "tourism in which rural culture is a key component of recreational products for tourists" (Dorobantu et al., 2013). Rural tourism can also be defined as a geographical environment in which tourism activities take place, as well as unique characteristics such as traditional culture, agricultural culture, inland landscapes, and local people's simple way of life (Chuang in Raharjana, 2012). Rural tourism can be developed based on natural and cultural conservation (NCC) which is an innovative way to develop tourism, NCC can be a source of income and reduce poverty (Adam, 2015; Andrianto & Sugiyama, 2016).

Rural tourism development must be planned first and foremost so that all development programs can be organized and formed as expected to benefit all

stakeholders. According to Greffe and Gannon in Andrianto & Sugiama (2016), if rural tourism is not carefully planned, a variety of negative outcomes can occur, threatening the sustainability of resources in the rural area itself. According to Mill as cited by (Sunarjaya et al., 2018), "if there is no planning for a tourist destination, a negative impact will arise on the place." The consequences may include: (1) physical environment damage or permanent alteration; (2) permanent damage or alteration of historical/cultural areas and natural resources; and (3) crowding and congestion. (4) the presence of pollution; and (5) traffic congestion. According to the World Tourism Organization (WTO), sustainable tourism development focuses on three areas: natural, social, cultural, and economic sustainability (Gunawan, 2016). Soeswoyo (2016) elaborated on the same statement, stating that in order to realize a sustainable destination, development in terms of attractions, facilities, services, infrastructure, and tourist satisfaction are required, but the impact on the natural, cultural, social, and economic environment must also be controlled. As a result, all parties' attention, roles, and support are required for a destination's tourism development to be more successful and sustainable. According to (Suherlan et al., 2020), rural tourism development can be integrated and effective by relying on five pillars (penta-helix), including the government, local communities, the private sector and also academicians.

According to (Edward Inskip, 1991), culture-based tourism is tourism that uses cultural elements as its main object. Many unique cultural elements from an area, such as community traditions, the history of an area, arts, crafts, architectural and characteristics, language, local clothing, local community activities, festivals, and cultural activities, can attract tourist arrivals. The uniqueness of local wisdom from a region is what draws tourists to learn about cultural elements. According to (Sunarjaya et al., 2018), the tourism village component includes local community participation, local norms systems, local customary systems, and local culture. Essentially, sustainable tourism development focuses on increasing opportunities for employment, income, and improved local well-being while ensuring that all development planning is environmentally conscious and implementation reflect the best of the natural, socioeconomic, and cultural environments. According to Edward Inskip (1991) in the book *An Integrated Tourism Planning and Sustainable Development Approach*, that is an appealing tourist destination and an ongoing need for careful planning that includes nine tourist destination components.

Agrotourism, according to Sumarwoto, is a type of tourism that takes advantage of natural attractions, particularly the potential of agricultural commodities such as crops, plantations, livestock, fisheries, and forestry. However, in order to develop as an agrotourism destination, various factors must be considered, including the surrounding natural environment, geographical location, product type, and agro potential facilities and infrastructure. If properly developed, agro-based tourism villages will have a positive impact on agro-village results while also increasing the welfare and capacity of the community (Pujianto, 2015).

### Strategic Planning

According to Chandler in (Rangkuti, 2013), strategy is a tool or means for an organization to achieve its goals, which includes long-term goals as well as a series of follow-up activity programs based on resource allocation. To achieve long-term objectives, various strategic plans are developed in stages, as well as medium and short-term objectives and follow-up program plans based on priority needs and resource allocation.

## METHODOLOGY

This qualitative research method uses a case study strategy in Cimande Tarikolot Village, Bogor Regency, West Java. This strategy was chosen to examine in depth a topic based on a real setting (Saunders, M., Lewi, P., & Thornhill, 2019). Research data were collected through field notes from observations made repeatedly up to 4 times. The second data collection technique was through in-depth interviews with key informants from the village government, POKDARWIS (Tourism Awareness Group), and the Cimande village community using a semi-structured interview guide and a tape recorder. Secondary data were obtained from studies of various scientific literatures and books, online newspapers and websites.

All data were then processed qualitatively by grouping, reducing, presented descriptively using tables, pictures and descriptions of words, analysed and interpreted and then drawn conclusions. Data were analysed based on 6 important components of tourism planning, Internal-External Factors analysis, and SWOT Matrix. According to Struzycki, the essence of SWOT analysis is the ability to manage strengths and weaknesses, opportunities and threats, based on the resources and environmental conditions they have. For this reason, one must be able to take advantage of strengths, overcome weaknesses, seize opportunities and neutralize all possible threats (Goranczewski & Puciato, 2011). For the level of trust, a triangulation process is carried out through field notes from repeated in-dept observations, in-dept interview, and literature study.

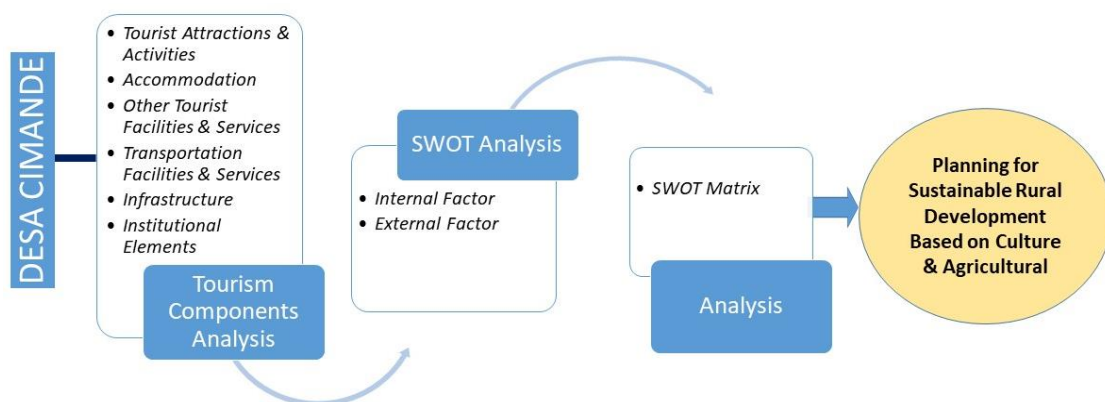


Figure 2. Study Flow Chart

## RESULTS

### *Cimande Village Tourism Potential*

The results of field observations show the various tourism potentials of Cimande Village which are grouped into 6 components of sustainable tourism destination planning (Inskeep, 1991) in Table 1.

**Table 1.** Tourism Components of Cimande Village

Tourism Component	Sub Components	Items
Tourist attractions & activities	Nature	1. Rural atmosphere
		2. Natural scenery of valleys and mountains (Pangrango & Salak Mountain)
		3. Waterfall: Curug Cimulang and Curug Tujuh
		4. Fruit farm of slebor snake fruit, aloe vera, and palawija
		5. Rice field
	Culture	1. Cimande martial art
		2. Fracture treatment: Cimande massage and bandage
		3. Annual Tradition: religious ritual of 'Ngabungbang'
		4. Historical relics: Keris (traditional weapon/knife) and sacred tombs (Mbah Rangga, Mbah Ace, Kertasinga)
		5. The historical site of the Dutch bridge
		6. Craft kites & keris kujang
		7. Local food: dodol & wajit
Tourism Activities		1. Cimande style pencak silat tournament

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Accomodati on	<ol style="list-style-type: none"><li>1. There is a family-managed hotel near Cimande village that is privately owned</li><li>2. Simple homestay yet standardized</li></ol>
Transportat ion facilities & services	<ol style="list-style-type: none"><li>1. Access the Jagorawi Toll Road Exit Caringin (20 minutes to Cimande Village)</li><li>2. The road infrastructure facilities to the village have been hotmixed neatly, wide enough for four-wheeled vehicles but cannot be passed by tourism buses.</li><li>3. Adequate parking facilities are available in the Cimande martial arts center (PPAC) area</li><li>4. Online public transportations (car and motorcycle) to the village are available. while bus and mini bus are only available on the main road.</li><li>5. There is no public transportation available in the area that connects one tourist attraction to another.</li></ol>
Facilities & other tourist services	<ol style="list-style-type: none"><li>1. There are small food stalls run by local residents</li><li>2. Several prayer rooms as places of worship</li><li>3. Community health center facilities (puskesmas)</li><li>4. Cimande martial arts center (YPPAC) can be used as a multi-purpose / performance room, with a capacity of about 500 tourists.</li></ol>
Infrastuktur	<ol style="list-style-type: none"><li>1. Clean water facilities from pure mountain water</li></ol>

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	<ol style="list-style-type: none"><li>2. There are no special facilities for clean water in the public are that can be used or consumed by tourists.</li><li>3. There is no public telephone facility</li><li>4. There is a good telecommunications network available (cell phone and internet)</li></ol>
Institution Element	<ol style="list-style-type: none"><li>1. There is an organizational structure for the Tourism Village management, but not all of those positions have been filled</li><li>2. A Tourism Awareness Group (Pokdarwis) was formed</li><li>3. Participated in the tourism socialization and training program by the local government, but has not been re-socialized to the community.</li></ol>

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Some potential culture and agricultural attractions in Cimande Village are shown in Figure 2.



**Figure 2.** Cimande martial-art, Fracture treatment, Rice fields, Aloe vera garden (field notes, 2019; Darmayana, 2017; Tri Atmoko, 2021)

*SWOT Analysis*

The numerous tourism potentials in Cimande Village are classified based on an examination of internal and external factors. Internal factors were examined in light of the potential benefits of tourism (Strength) and Cimande Village's current weaknesses (Weakness). External factors are classified into two categories: Opportunity and Threat. Internal factors generate 42 indicators and external factors generate 11 indicators, which are presented and tabulated in Tables 2 through 5 of the SWOT analysis.

**Table 2.** Strenghts Analysis

No.	Strenghts
1	The martial art (Pencak Silat) of Cimande has interesting movements, philosophies and human values
2	Ngabungbang annual religious tradition
3	historical and cultural values
4	Kite craftsman for educational tours
5	Craft center for making Cimande Keris Kujang (Bogor traditional knife)
6	Pendopo Pencak Silat which is very wide can be used as a multipurpose hall
7	Historical relics: Dutch bridges, heirloom weapons, sacred tombs
8	Active and committed tourism village manager
9	2 natural waterfalls that have not been developed
10	Protected forest conservation areas that are still natural and rich in flora and fauna
11	Slebor snake fruit plantations and superior types of Aloe Vera
12	Large rice field area with daily activities of farmers
13	Clear river water, mountainous natural scenery
14	Homestay facilities are available
15	Cattle ranch area
16	Compost fertilizer processing
17	The Antanan farmer group in Cimande Village is often awarded as a pilot model

**Table 3.** Weakness Analysis

No.	Weakness
1	There are no interesting places or photo spots for selfies and instagramable
2	There are no adequate eating and drinking facilities
3	Not enough clean public toilets
4	There are no facilities for places of worship near tourist attraction areas
5	There is no tourist information center
6	Non standardized homestay facilities
7	Insufficient number of tour guides
8	Places/shops selling souvenirs
9	Safety facilities for tourists

10	Inadequate clean water and hygiene facilities (hand washing areas, trash cans)
11	Road access to the Cimande area is not adequate for large vehicles
12	Lack of signage for access to Cimande
13	There are no directions and tourist maps in the tourist village area
14	There is no sanitation infrastructure for garbage disposal
15	Lack of skills to improve the quality of village tourism
16	There is no commitment from all levels of society for the development of tourist villages
17	Lack of active participation of all levels of society for the development of tourist villages
18	Lack of active participation of all levels of society for the development of tourist villages
19	There are no policies and regulations for tourists
20	There is no policy for private investment
21	Limited sources of funds for tourism village development
22	There are no promotional programs and marketing strategies for the development of tourist villages
23	There is no tourism village development program (economic, socio-cultural, environmental)
24	There is no environmental, social, cultural and economic monitoring program yet
25	There is no environmental, social, cultural and economic monitoring program yet

**Table 4.** Opportunities Analysis

No.	Opportunity
1	The development of educational tourism trends, self-photo tours, and special interests
2	Tourism is a necessity
3	The trend of rural tourism is increasing, especially during and after the pandemic
4	Bocimi toll road makes easy access to Cimande Village
5	Increasing young tourists who take advantage of digital technology
6	Technology facilitates online transportation facilities to the area
7	Government assistance program for tourism village development
8	Private interest for business development in the tourism sector

**Table 5.** Threats Analysis

No.	Threats
1	More and more tourist villages that have their own uniqueness
2	The negative impact of digital technology if it is not managed properly
3	Threat of influence on local culture, social and environment

*Sustainable Cimande Tourism Village Development Plan*

The large number of tourism potential in Cimande Village is grouped based on an analysis of internal factors and external factors. Internal factors were analyzed based on the potential advantages of tourism (Strength) and the current weaknesses of Cimande Village (Weakness). The external factors are grouped into Opportunity and Threat dimensions. The total of internal factors produces 42 indicators and 11 indicators of external factors which are presented and tabulated in Table 6 of SWOT Matrix.

**Table 6.** SWOT Matrix

<b>Internal Factor</b>	<b>Strenght (S)</b>	<b>Weakness (W)</b>
<b>External Factor</b>		
<b>Opportunity (O)</b>	<b>S-O Action Plan</b>	<b>W-O Action Plan</b>
	1.Creatively develop the distinctive and unique cultural attraction of Cimande Village, such as the concept of <i>Kampung Silat</i> (Martial Art Village), Welness tourism, educational tourism	1.Developing natural attractions potentials for tourist activities and interesting selfie spots
	2.Utilizing digital tourism trends for the millennial market: creatively developing unique tourist attractions by maximizing cultural potential and agro-tourism	2.Creating a place to eat and drink that is comfortable, affordable, delicious and unique using local raw materials
	3.Exploring and emphasizing cultural and historical values into interesting story telling for educational tours	3.Increasing homestay standarization
	4.Introducing the craft of making kites as an attraction for tourist activities	4.Building tourist supporting facilities: clean toilets, clean water facilities, places of worship, tourist information centers, souvenirs, etc
	5.Developing the craft of making cleaver keris as a tourist attraction or selfie	5.Prioritizing programs to increase community knowledge & skills about tourism

	6.Exploring various historical and natural potentials to become a tourist attraction	6.Developing of transportation infrastructure and supporting access
	7.All the stakeholders actively build partnership and networking with academicians, local governments, media, travel agencies and other partners	7.Increasing commitment and participation of all levels of the village community
		8.Developing various programs related to the development of tourism villages (marketing strategies, investment provisions, etc)
<b>Threat (T)</b>	<b>S-T Action Plan</b>	<b>W- T Action Plan</b>
	1.Cultural conservation through regeneration, cultural events and festivals	1.Increase the consolidation and participation of all levels of local society.
	2.Develop websites, social media networks as a center for information, promotion and communication with the community	2.Conduct digital promotion training and development
	3.Conservation of plantations through plant nurseries, etc	3.Make provisions for controlling negative impacts on cultural, social and natural environmental aspects
	4.Making policies for the preservation of culture, agriculture	

## DISCUSSION

### *S-O Strategy*

This strategy capitalizes on Cimande Village's various strengths and captures existing opportunities, such as developing the village's cultural and agricultural attractiveness by capitalizing on opportunities for developing rural tourism trends, millennial markets, and digital technology. The S-O strategy resulted in the creation of seven plans for Cimande Village development activities. Cultural and agricultural tourism attractions in Cimande Village must be preserved, packaged, and developed by combining the potential of natural tourist attractions and a variety of interesting tourist activities in order to become more well-known and memorable. "Many people come to our village to learn Cimande

pencak silat, some from abroad," said the Cimande Village Pokdarwis. They study specifically to help their country develop" (in-dept interview, 2020). In one of their studies, Št' Astná et al. (2020) stated that culture is one of the important complementary factors for tourism, which can provide both economic and non-economic benefits.

Various religious traditions, such as the Ngabungbang, have economic ramifications. When traditional activities take place, it increases the income of traders who sell, has an impact on traditional practitioners' religious behavior, such as being more motivated to be more diligent in worshipping, and as a result of the social influence, ties of friendship and brotherhood are formed tightly (Humaeroh 2021). Cultural tourism, according to (Dorobantu et al., 2013), is a form of resource exploitation because it can have a positive social impact, help preserve cultural heritage, and, if managed properly, can be used as a tool to bridge the harmony of fellow human beings and help tourism novelty. Tourism activities are one of the components of tourism that affect visitor satisfaction (Wanda, 2018). Some of the primary goals in the development of tourist villages are to maximize potential resources while also increasing income (Kyu-Seob Choi in Bahri & Suyatno, 2018).

Cimande Village plantation products including *Slebor* snakefruit and aloe vera, will be very interesting if developed into various attractions such as educational tours and tourist activities. Developing a variety of local-based specialties will be an effective strategy for rural tourism (Di-Clemente et al., 2020; Soeswoyo et al., 2021).

### *W-O Strategy*

This strategy is to overcome the various weaknesses that Cimande Village has and capture existing opportunities, namely overcoming weaknesses in aspects of various tourist support facilities, accessibility, consolidation and participation of rural communities, as well as the knowledge and ability of the community on tourism by capturing opportunities for developing rural tourism trends, market millennials and digital technology. The W-O strategy resulted in 8 plans for Cimande Village development activities.

Lodging facilities are an important tourism component. With lodging facilities, it is hoped that tourists can stay longer in a tourist destination to enjoy various rural tourist attractions so that local communities can take advantage of these opportunities to offer and present various products and services that can improve the community's economy through homestay businesses (Bahri & Suyatno, 2018). The need for a good homestay was also expressed by the head of Cimande Village, "Many families take patients for treatment to this village, but they are confused about finding a place to stay close so they can accompany their families" (in-dept interview, 2019).

Tourist facilities and services that can be developed in Cimande Village include tourist information centre, public toilets, clean water facilities, souvenirs shops, as well as restaurants or food and beverage stalls. The processing of local specialties and drinks can be created into interesting activities to be served, prepared and made directly by tourists and even made as souvenirs. Several

previous studies have revealed the enormous potential of Indonesia's culinary wealth to be developed as a tourist attraction. According to Ardika, local specialties will add to the tourist attraction as well as help increase the pro-people economy (Bahri & Suyatno, 2018; Gunawan, 2016). Current technological developments can be used as promotional media, information and communication centers in the development of village tourism. The benefits obtained include promotion cost efficiency, faster, more attractive, easier to find, and more communicative (Zhao et al., 2021).

Infrastructure and accessibility greatly affect the development of a tourist destination. However beautiful and attractive a tourist destination may be, it will be difficult for tourists to visit if it is not supported by good transportation facilities and services. The similar statement was also expressed by (Andrianto & Sugiana, 2016), who said that accessibility has very important role as a component of tourist destinations.

The various tourism facilities available must be accompanied by supporting services. Food, beverage, lodging, transportation, tourist activities and other facilities cannot be enjoyed by tourists if there are no elements that provide services. All types of services provided can not only be carried out by tourism village managers, but must involve other parties such as village communities and even private entrepreneurs. One resident stated, "...People here don't understand what tourism is, they just take a walk. In fact, we are worried that it will affect our community" (in-dept interview, 2019). For this reason, it requires the same understanding and commitment from all service providers in order to have a positive impact on the development of the Cimande Tourism Village.

Conflicts of interest can occur in the management of tourist villages. Empowerment of local communities that aims to increase welfare or increase the economy will not be achieved by the existence of such a conflict of interest. These conflicts can arise between community members within the tourist village or from outside the tourist village. The decision to declare itself as a tourist village means that all components of society agree, understand, understand what a tourist village is. The community is aware of their existence in a tourist village, including being aware of accepting other people as guests/tourists in their village and they must serve (Manteiro, 2016). In research conducted by Sunarjaya et al. (2018), stated that the lack of support from stakeholders makes it difficult to accelerate the development of a tourism village.

### *S-T Strategy*

It is a plan to take advantage of the various strengths of Cimande Village. For example, the strength of cultural and agricultural potential and considering possible threats, the ST Strategy produces 4 plans for Cimande Village development activities. In principle, a plan that can be developed is to mitigate the negative impacts that can affect the cultural, agricultural and environmental potential of Cimande Village. For this reason, it is necessary to carry out regeneration efforts, reforestation, cultural conservation, as well as the negative impact of digital technology.

### *W-T Strategy*

This is a plan to overcome the various weaknesses that Cimande Village has in terms of human resources, infrastructure and tourist supporting facilities, as well as institutional elements which taking into account the threats that may occur. The W-T strategy resulted in 3 activity plans for the development of Cimande Tourism Village. The W-T plan leads to activities to increase the knowledge and capacity of the village community, increase community commitment and participation, as well as develop provisions and regulations for institutional elements related to negative impacts on the culture, social and natural environment of Cimande Village. According to Juma & Khademi-Vidra (2019), increasing tourism knowledge, community capacity and also providing technical support, is very essential for the development of local community-based village tourism.

### **CONCLUSIONS AND RECOMMENDATIONS**

Based on the findings, it was found that Cimande Village has a lot of tourism potential, especially in cultural and agricultural attractions. The results of the analysis of six (6) important components of tourism conclude that Cimande Village can be mapped on 53 internal and external factors, as well as 22 plans for sustainable tourism village development activities.

In addition, the development of the Cimande Tourism Village also needs to be supported by the entire community and the development of various other tourism components, namely accommodation components, facilities and services for tourists, transportation services and facilities, other infrastructure, and institutional elements.

### **FURTHER STUDY**

This research still has limitations because it is based on the perspective of the author's experience and expertise. Other research needs to be done to complement the Cimande tourism village development strategy, using various other methods or based on other perspectives from visitors, local governments, village developer, and academicians.

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