

Community Involvement Based on Community-Based Tourism Principles in the Development of Area-Based Tourism in Cirebon Regency

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ABSTRACT

Tourism has a complex activity that includes many aspects, such as social, political, cultural, religious, and economic aspects. Tourism activities also cannot be separated from the existence of local communities as owners of culture, so tourism development efforts must pay attention to the participation of local communities around the Tourism Attraction. This study aims to describe the involvement of residents in the Talun Area of Cirebon Regency in the development of the tourism sector which has experienced a strengthening of commitment and an increase in the intensity of developing the tourism sector since before the Covid-19 pandemic. A descriptive method with a qualitative approach is used in this study. Data collection techniques were carried out through in-depth interviews, literature studies, and documentation studies. Data validation test was carried out by source triangulation. The results of the study show that: First, in the process of developing the area-based tourism sector in Talun, the source of the initiative still comes from the government, in this case, the the District Head (District Head (Camat)). Second, the characteristics of the Talun community, which are open, are more receptive to the idea of area-based tourism development. Third, community involvement in regional-based tourism development requires three prerequisites, namely leadership in administrative areas that become tourist areas, the growth of tourism culture, and active communities as supporters and drivers of tourism.

ABSTRAK

Pariwisata memiliki aktivitas yang kompleks sehingga mencakup banyak aspek, seperti aspek sosial, politik, budaya, religi, dan ekonomi. Aktivitas pariwisata juga tidak dapat dilepaskan dari keberadaan masyarakat lokal sebagai pemilik kebudayaan, sehingga upaya pengembangan pariwisata harus memperhatikan partisipasi masyarakat lokal di sekitar Objek Daya Tarik Wisata. Penelitian ini bertujuan untuk mendeskripsikan keterlibatan warga lokal di Kawasan Talun Kabupaten Cirebon dalam pengembangan sektor pariwisata yang mengalami penguatan komitmen dan peningkatan intensitas pengembangan sektor pariwisata sejak sebelum pandemi Covid-19. Metode deskriptif dengan pendekatan kualitatif digunakan dalam penelitian ini. Teknik pengumpulan data dilakukan dengan wawancara mendalam, studi literatur dan studi dokumentasi. Uji validasi data dilakukan dengan triangulasi sumber. Hasil penelitian menunjukkan bahwa: Pertama, dalam proses pengembangan sektor pariwisata berbasis kawasan di Talun, sumber inisiatif masih berasal dari pihak pemerintah dalam hal ini the District Head (District Head (Camat)). Kedua, Karakteristik masyarakat Talun yang bersifat terbuka, lebih mudah menerima gagasan mengenai pengembangan pariwisata berbasis kawasan. Ketiga, Pelibatan masyarakat dalam pengembangan pariwisata berbasis kawasan membutuhkan tiga prasyarat, yaitu leadership pada wilayah administratif yang menjadi kawasan wisata, tumbuhnya budaya pariwisata dan aktifnya komunitas-komunitas sebagai pendukung serta penggerak pariwisata..

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INTRODUCTION

Tourism has many aspects and is related to other sectors or fields in people's lives. Therefore, this sector has complex activities, such as social, cultural, economic, and political activities (Wahidah & Suherman, 2022). The social aspect of tourism can be seen in the various types of tourism that are in line with the style of society in a region. Cultural and religious aspects are the attractions or important elements of tourism. The economic aspect shows the role of the tourism sector in increasing public and government income through various transactions and payment of taxes and fees. In the political aspect, the existence and sustainability of tourism activities are influenced by public policies and political activities within them. In addition, tourism is also closely related to environmental sustainability because the management of a destination or tourist attraction object (ODTW) must pay attention to the preservation of the surrounding environment.

In addition, tourism is also an activity that grows together with the people who occupy an area with all its potential and history. This sector does not operate in a vacuum but is related to social, political, economic, security, order, hospitality, culture, health, and so on, including various social institutions that regulate it (Pitana & Gayatri, 2005).

Thus, tourism activities cannot be separated from the local communities where they emerge and develop (Beeton, 2019). Apart from local communities, tourism is also closely related to natural conditions and the history of a place. This complexity and interrelationship can be found in tourism activities in the Talun Region of Cirebon Regency which has been going on for a long time. The reasons include:

1. The strategic location of the Talun area. The region is not far from Cirebon City and the capital city of Cirebon Regency, namely Sumber. In addition, there is the Ciperna toll gate which makes it easier for vehicles to access from various places. In Talun there is also Cakrabuana Airport, although it is only used for certain purposes.
2. Talun area is not far from the city of Cirebon, which has been the center of the Cirebon Sultanate for centuries. Because of that, this region also has a history that many people pay attention to. In Talun many places are considered historic and even sacred which are tourist destinations, especially historical and religious tourism.
3. The landscape is quite diverse, ranging from settlements, rice fields, gardens, and rivers, to hills. This makes many people, especially those who live in cities, decide to visit or pass through the Talun area to enjoy nature and scenery.

These three factors also determine the types of tourism in Talun District. Broadly speaking, the types of tourism that are developing in Talun include culinary tourism, religious tourism, cultural tourism, and nature tourism. The following table lists some of the ODTWs in several villages in the Talun area:

Table 1
Some of the ODTWs in the Talun Area

No	Village Name	ODTW	Tour Type
1.	Kuban Village	River Tubing dan <i>Flying Fox</i>	Natural tourism
2.	Sarwadadi village	Embung (water cavity)	Natural tourism
		Sakowes Resto	Culinary tour
		Relics of Indra Prahasta reign	Historical tour
3.	Cirebon Girang Village	Talun Sacred Cemetery (Makam Mbah Kuwu Sangkan / Pangeran Cakrabuana / Pangeran Walangsungsang	Religious tourism
4.	Wanasaba South	Tukjasi bathhouse	Religious tourism
		Balong Gede	Religious tourism
		Ancient mosque	Religious tourism
5.	Kecomberan Village	Resto/cafe	Culinary tour
		<i>Farmhouse</i>	Natural tourism
		Ki Gede Alang-Alang Cemetery	Religious tourism
6.	Keradon Village	Sacred site of Endang Geulis	Religious tourism
		Cimandung site	Religious tourism
		Balong Biru	Religious tourism

Source: Research results (2022)

Tourism activities in Talun District entered a new phase at the beginning of 2022. During this period several institutions and communities were formed, including sub-district level assistance teams, the Creative Economy Community, and the Cultural Arts Community. Apart from that, several meetings were held which invited several parties to the Penta helix scheme. The sub-district also conducts socialization regarding the tourism sector to the village government under it, institutions in the village, and the community in general. The slogan and logo "Talun Ngangen" was created.

This development cannot be separated from the steps taken by leadership elements in the Talun sub-district, especially the sub-district head. The Talun sub-district head has the initiative to make various efforts to develop the tourism sector because he sees a lot of tourism potential in this area, including discussing the importance of tourism for improving the quality of the community's economy and the development of the Talun area. In addition, the the District Head (District Head (District Head (Camat))) also took concrete steps involving various related parties. After the initiative from the sub-district head, all parties then intensively communicated, including through groups on chat applications, and took various steps in various fields to create the Talun tourist area.

The enthusiasm of several people from the community in the development of the tourism sector in Talun shows a good response to efforts to develop tourism. Although the initiative for the tourism development program came from the government, in this case, the District Head (Camat), several elements of society also seemed to support it. This is evidenced by the formation of several citizen communities that support or are related to tourism, such as the arts and culture community, the creative economy, and the Tourism Awareness Group (Pokdarwis). In addition, institutions in the village, such as Karang Taruna, Community Empowerment Institutions (LPM), and Village-Owned Enterprises (Bumdes) also support this program and have been involved according to their respective roles.

In this way, it appears that community involvement in tourism development in Talun cannot be ignored. The involvement of local communities in tourism is an important focus amidst the negative impacts of mass tourism at the global level. One of the negative impacts of mass tourism is to distance or even eliminate the role/involvement of local communities from tourism activities in the region (Beeton, 2006). The pattern of tourism then shifted towards involving local communities, resulting in the emergence of the concept of Community Based Tourism (CBT).

However, community involvement in tourism development in Talun still has several problems. First, in the context of regional development, the initial initiative to take steps to develop tourism still comes from the government. Several individuals and institutions within the community already have an interest in tourism, but the initiative to move together in a systematic and organized manner has not been successful in emerging and rolling. Second, efforts to build awareness of the importance of tourism development have not been carried out massively using a variety of methods, so that it can reach all levels of society. Efforts to socialize tourism development so far have only been limited to structural efforts through existing institutions. Third, to increase community involvement broadly, the related parties have not presented a design, model, or concrete example of successful community involvement in the development of the tourism sector. These real models and examples can encourage the wider community to get involved in tourism development because they see clear evidence of the benefits derived from the tourism sector.

Some of these problems converge on the formulation of the problem. First, how does the process of developing area-based tourism in Talun District, Cirebon Regency take place? Second, what are the characteristics of the community and the growth of tourism culture in Talun. Third, how does leadership play a role among community institutions and the extent of community involvement in tourism development in Talun.

Based on the description of the background and the formulation of the problem, this research seeks to answer several things. First, it describes the process of developing area-based tourism in Talun District, Cirebon Regency. Second, explain the characteristics of the community and the growth of tourism culture in Talun. Third, explaining the role of leadership among community institutions and community involvement in tourism development in Talun.

Literature review

Community-Based Tourism(CBT) can be used as a development strategy to improve community resource management and development through tourism attraction. CBT enables communities to manage the tourism market by themselves, providing community ownership, empowerment, and awareness.(Kretzmann, 1995; Lukes, 2005; Vafadari, 2021).

According to Schevens(2002), the ultimate goal of CBT is the empowerment of the host community. CBT is believed to be able to provide collective benefits and create micro-scale job opportunities, and business engagement(Mann, 2014). Goodwin & Santilli(2007)stated that there are two criteria for the success of a CBT project, namely community ownership/management and benefits to the community. In addition, regarding the sustainability of the CBT project, Asker et al.,(2010) state that to make CBT projects sustainable, communities must participate in and benefit from tourism development.

Some experts then try to define CBT. Goodwin and Santili conclude that CBT is 'community owned and/or managed tourism, and intended to benefit the wider community. Although there are many definitions of CBT, the main aspects that characterize it are community control and management, cultural and natural preservation, empowerment, and community development. (Goodwin & Santilli, 2009; in Yulianah, 2021).

Another definition was proposed by Suansri. According to him, "CBT is tourism that takes environmental, social, and cultural sustainability into account. It is managed and owned by the community, for the community, to enable visitors to increase their awareness and learn about the community and local ways of life"(Suansri, 2007).

In these two definitions, it appears that several aspects take precedence. First, involvement and even local community ownership of tourism objects and activities. Second, the importance of preserving the natural environment. Third, maintaining local culture and traditions in the community. Fourth, the emphasis is on empowering local communities, so they don't just become objects or only receive negative impacts from tourism. Tourism must be a means to improve the standard of living of local people while preserving nature.

Furthermore, Suansri detailed what conditions must be met when CBT is carried out. In other words, there are CBT principles, namely: "The principles listed below present the concept of CBT, and the way the host community can use tourism as a tool for community development. CBT should(Suansri, 2007):

1. Recognize, support, and promote community ownership of tourism;
2. Involve community members from the start in every aspect;
3. Promote community pride;
4. Improve the quality of life;
5. Ensure environmental sustainability;
6. Preserve the unique character and culture of the local area;
7. Foster cross-cultural learning;
8. Respect cultural differences and human dignity;
9. Distribute benefits fairly among community members; and
10. Contribute a fixed percentage of income to community projects

These ten principles are interrelated with each other and are ideal conditions that must be met by community-based tourism activities and development. Its implementation in the field certainly requires serious efforts and will face dynamics related to various factors. At this point, these ten principles can also be used as a reference or guideline to see tourism phenomena in a place.

Tourism development is designed to increase regional income and meet the needs of tourists as a measure of development success. Community involvement, institutions,

and optimizing the management of local potential are the keys to successful tourism development. The study of the relationship between the development of tourism destinations and the level of community welfare shows a positive relationship (Aref, 2011). Community involvement can be done by joining formal voluntary groups or by taking action individually on behalf of certain people in the community (Chaskin et al., 2017; Cnaan & Park, 2019) to make changes that can affect policies so that the programs implemented can affect the quality of life of himself and the surrounding community (Boehm & Cnaan, 2012; Chang & Jacobson, 2010; Hutchison, 2007; Ohmer, 2010).

The study conducted in this research is about community involvement based on the principle of community-based tourism (CBT) in the development of area-based tourism in Cirebon Regency. Studies with similar topics that have been carried out by other researchers are related to community identity and mutual trust among residents (Kalkbrenner & Roosen, 2016; Palmer et al., 2011), social norms, and citizen participation (Dalton, 2008; Kalkbrenner & Roosen, 2016), sense of political success and perceived partnership with local government (Morris-Jones, 2010; Shelton & Garkovich, 2013), and sociodemographic characteristics, including age, education, and income (Dalton, 2008; Martinson & Minkler, 2006; Straughn & Andriot, 2011; Ziersch et al., 2011).

Community interest, participation, and involvement can create a sense of community. The existence of a sense of community and community participation are the main factors that can influence the tourism development process. Without community participation and a sense of community, the tourism development process cannot be achieved.

Bopp et al., (2000, p. 113) define the sense of community as the quality of human connection that enables people to live together healthily and sustainably. A sense of community elicits individual feelings of obligation and commitment to other members of the community that develop over time through an understanding of collective values, beliefs, and interests among community members.

A sense of community is also a feeling of belonging to a community to something (Bowen et al., 2003). Bopp et al., (2000, p. 113) define the sense of community as the quality of human connection that enables people to live together healthily and sustainably (Bopp et al., 2000, p. 113).

One of the key terms used in tourism development is a sense of community. A sense of community plays an important role in fostering community support for tourism development and can enhance long-term sustainability as a basis for tourism development planning (M. Mitchell, 2005). Developing a sense of community contributes to participation, that is, by enabling people to feel connected and motivated to live in harmony and work together towards a common goal.

Encouraging the emergence of a sense of togetherness and a sense of community among community members are ways that can be done to contribute to tourism development. Several definitions and conceptualizations of the sense of community have been presented by experts (Chavis & Wandersman, 1990; Davidson & Cotte, 1989; McMillan & Chavis, 1986), only a small amount of literature discusses the practical application of the approaches that have been used in forming a sense of community. Little research has also been conducted regarding the sense of community and local community participation in tourism development and as a

development effort, tourism development requires strengthening a sense of togetherness. (Conway & Hachen, 2005).

The importance and necessity of a sense of community and participation in building a strong community capacity for tourism development (Aref et al., 2010). Community participation can be seen as a process in which citizens are given a voice and choice to participate in issues that affect their lives. Participating or not in a community is determined by various factors. One such factor is the reluctance to participate because community members do not trust each other. Community participation in the tourism development process can support and uphold local culture, traditions, knowledge, and skills, and create pride in community heritage (De Lacy et al., 2002). Community participation aims to improve communication between stakeholders to facilitate better decision-making and sustainable development (Nampila, 2005).

Community participation is also a mechanism for active community involvement in partnership work, decision-making, and representation in community structures (Chapman & Kirk, 2001). It should be noted that community participation often means the involvement of people or communities with the government. However, this study emphasizes community participation as a form of local community involvement in the tourism development process. Without participation, there is no partnership, no development, and no program. Therefore, the lack of community participation in making decisions to carry out tourism development can cause failure in community development (Vinet & Zhedanov, 2011). Community participation increases people's sense of control over issues that affect their lives and also increases self-confidence and self-awareness (Nampila, 2005).

Community participation provides a sense of togetherness to be responsible for oneself and others, as well as a readiness to share and interact (Aref et al., 2010). Jones (1996) concluded that the development of a successful community-based tourism strategy will require a sound institutional framework based on partnerships between local communities, the private sector, and non-governmental organizations. However, in reality, participation is a continuum based on the degree of community involvement in deciding or influencing the decision-making process regarding tourism development programs or their implementation.

RESEARCH METHODS

This research used a descriptive-analytical method with a qualitative approach. Data collection was carried out through in-depth interviews, literature studies, and document studies. The data analysis process includes data reduction, unit processing, categorization, and data interpretation. The data validity test was carried out using source and method triangulation. 42 informants in this study came from six villages in Talun District, namely Kecomberan, Cirebon Girang, Kubang, Sarwadadi, Kerandon, and Wanasaba Kidul Villages. These informants were selected based on: being actors or involved in tourism activities; having information about tourism sector development; and having links with the tourism sector in Talun District, Cirebon Regency.

RESULTS AND DISCUSSIONS

Talun Region-Based Tourism Development

Tourism is an important aspect of modern human life. Amid a life full of demands and pressures, tourism is an antidote for fatigue and boredom. Therefore, as a trip or visit, traveling is not aimed at fulfilling a task or job, but rather for pleasure. This can be seen in one of the definitions of tourism, namely, "A trip where the perpetrator returns to his starting place; circular travel undertaken for business, pleasure or educational purposes, in which various places are visited and usually using a planned itinerary"(Murphy in Pitana & Gayatri, 2005).

In its development, tourism has become an industry that involves many parties and is part of public life. Its existence influences and is influenced by community activities and the growth of a region. In this context, each administrative area has various potentials and characteristics, including Talun District. This sub-district in Cirebon Regency has a lot of tourism potential, especially culinary tourism, nature tourism, and religious tourism.

Efforts to develop tourism in Talun are carried out not based on each ODTW, but on the area as a whole. Thus, one of the steps taken is to identify the tourism potential of each village. This is done to determine the types of tourism that can be developed in each village which are interrelated and mutually support one another. So far, several villages have been identified as having their superior types of tourism, including culinary tourism in Kecomberan Village, religious and pilgrimage tourism in Cirebon Girang Village, and nature tourism in Kubang Village.

In addition to determining the type of superior tourism, each village also has a plan for the development of tourist destinations in its territory. For example, in Kubang Village there is already a plan and design for the development of River Tubing nature tourism. In this case, the institutions involved are Karang Taruna and Bumdes. Likewise the culinary tourism area in Kecomberan Village, where there are many restaurants and cafes which are often crowded with visitors, especially on weekends. Sarwadadi Village offers culinary, natural, and historical tourism because it has culinary spots, beautiful landscapes, and several places that are believed to be relics of the Indraprahasta Kingdom.

The Cirebon Girang Village has well-known religious tourism destinations, namely the Talun Sacred Tomb or the tomb of Embah Kuwu Sangkan/Embah Kuwu Cirebon/Prince Wauntungsang/Prince Cakrabuana, an important figure founding the Sultanate of Cirebon. Two other villages, namely Kerandon and Wanasaba Kidul also have religious tourism destinations that are quite well-known to people from outside Talun. Apart from that, artistic and cultural activities have begun to be regularly scheduled in Talun, for example, the One Syuro Night celebration and regular traditional art performances at a restaurant in Kecomberan Village.

All of these dynamics focus on the formation of an integrated Talun tourist area. All villages in Talun are planned to become destinations for various types of tourism according to their potential but are connected. The flow of tourist arrivals is expected to follow a certain flow starting from arrival to the parking lot, visiting various destinations, eating, staying, and so on. Of course, this condition requires the support of adequate tourism facilities and infrastructure. This is one of the plans that have been put on the agenda by related parties, especially the government and several groups who have an interest in and concern for the tourism in Talun.

The process of planning and taking several steps for tourism development in Talun involves many parties who both have roles according to their capacities. The initial initiative for intensive tourism development came from the the District Head (The District Head (District Head (Camat))) which then involved many individuals and institutions in Talun. Furthermore, each party moves and actively communicates with the other.

Even though sometimes the movements or steps taken are not directly in the tourism sector, there is always a shared awareness of the purpose of developing the Talun tourist area. In other words, tourism development in Talun cannot be separated from the context of regional development which in this case covers various villages in the Talun District area.

Characteristics of Tourism Society and Culture

As an activity that is in the middle and involves the community, tourism cannot be separated from the character of the community where it is located. Moreover, in tourism, there is a process of contact and communication between individuals or groups of individuals who come from different places and possibly different cultures. At this point, tourism becomes a vehicle for contact and even cross-cultural learning with all the dynamics that accompany it.

Tourism activities require the condition of a society that is open to the presence of individuals or many people from other communities who may also have different cultures. But this openness must be accompanied by a sense of belonging, pride, and a desire to maintain the uniqueness of one's own culture. In line with this, the local community must also have a sense of community, which is a feeling of belonging to something in the community (Bowen et al., 2003). Conditions of mutual influence will certainly exist, but local people must have an awareness of the importance of protecting their own culture.

This condition is seen in the Talun community. Based on the results of field research, the people of Talun have pride and desire to maintain the uniqueness of their culture but are relatively open to the presence of tourists from other regions. This willingness to accept is accompanied by a condition of mutual respect between the two parties, namely visitors and the local community. This openness cannot be separated from the history of the Talun people who are part of the community near the coast and who are used to the presence of migrants since centuries ago.

This open attitude is certainly important as a prerequisite for tourism development in the Talun area. Willingness to receive visitors (tourists) is important in tourism activities. However, this condition must continue to be built and maintained together. An understanding of all community members must be formed so that tourism activities can run and bring benefits to all groups. At this point, each party must also maintain a situation of mutual respect, to prevent friction and even conflict between local communities and tourists.

Furthermore, this open attitude is related to the growth of tourism culture. The tourism culture, among others, was seen by the media in the context of Bali in the 1980s as a tourism-compatible mentality and a culture capable of adapting to tourists and their demands. (Picard, 2006). This point of view has open space for various interpretations and assessments, especially in the context of the tug-of-war between cultural preservation and tourism.

Leadership and Community Involvement in Tourism Development

The development of tourism has a positive impact on one side but also harms the other. The positive impacts of tourism include increasing the income of the people involved, opening up job vacancies for job seekers, and contributing income to the local or state government. But behind it all, tourism which places too much emphasis on achieving economic targets often

ignores other aspects which are no less important. The aspects referred to include income distribution, environmental sustainability, and local community empowerment (Suansri, 2007).

One concept that arises from concern about this situation and then seeks to overcome its negative impacts is Community Based Tourism (CBT). This concept, among other things, emphasizes the importance of actively involving local communities in tourism activities so that they can be empowered and participate in enjoying the delicious cake of tourism sustainably. The local community is no longer an object or only involved as a low-level workforce, but also determines strategic steps in managing tourism activities in the area where they live.

Tolkach and King (2015) in Schott & Nhem (2018) stated that the main benefit of CBT is to include active community participation in tourism planning, tourism management, and distribution of profits. According to Simpson (2008) in Schott & Nhem (2018), the benefits of CBT are based on a societal perspective and encompass four dimensions: social development — culture, economy, environment, and skills and influence. Meanwhile, CBT development targets tend to be ambitious because they embrace broad issues related to social, environmental, and economic dimensions such as political, socio-cultural, environmental, and economic according to Pantin & Francis (2005) in Schott & Nhem (2018).

But CBT also has its challenges. According to Mitchell & Muckosy (2008) in Schott & Nhem (2018), an obvious challenge is that CBT products have been observed to have very limited linkages with the private sector or other key tourism products, thereby limiting CBT's ambitions to address local poverty through tourism. Meanwhile, Haniza Mohamad & Hamzah (2013) in Schott & Nhem (2018) demonstrates that many of the challenges stem from the limited capacity of communities to apply the commercially viable development approaches that are critical to ensuring economic resilience. In response to this, Rogerson (2007) in Schott & Nhem (2018) recommends that community capacity building should be prioritized while maintaining a transparent and accountable benefit-sharing mechanism.

Suansri (2003) formulates important principles in CBT. These principles are interrelated and cover many aspects of tourism. These CBT principle points can be narrowed down to several aspects, namely the ownership and management of tourist destinations; maintenance of local culture and contact with other cultures; improvement of the quality of life and environmental sustainability; and income distribution. The involvement of local communities in activities and efforts to develop the tourism sector in Talun can also be investigated through aspects of this CBT principle.

Aspects of Ownership and Management of Tourist Destinations

Local community ownership of various things in tourism, especially Tourism Attraction Objects (ODTW) is an important thing. If an ODTW is owned, at least in large part, by residents or the local community, several benefits can be achieved. The benefits in question include a greater percentage of income, easier management arrangements and attention to the interests of residents, and easier development efforts. However, this will also be determined by the type of ODTW owned and the owner's commitment to the common interests of the community.

Tourist destinations or ODTW in Talun District have variations in terms of ownership. The variations in question range from private ownership, and family ownership from generation to generation, to collective ownership through institutions in the village. Privately owned destinations, such as restaurants or cafes, are culinary tourism destinations, especially in Kecomberan Village. ODTW is owned or managed by the family, for example, graves or places that are sacred as religious tourism destinations. As for destinations that are considered joint

property, for example, natural tourist destinations whose management is carried out by Bumdes or Karang Taruna.

The difference in the ownership status of ODTW in Talun means that the management method is also different. For example in terms of marketing, maintenance, and arrangement of ODTW. This ownership status also determines how an ODTW in Talun is developed and utilized for socio-economic aspects.

In terms of the management and development of ODTW, community involvement has appeared in various stages. For example, when the sub-district government conducted outreach about tourism to various parties on several occasions. Apart from official meetings in the sub-district, outreach was also carried out in mosques. Several village institutions are also involved in tourism activities, for example, Karang Taruna and Bumdes in the management of natural tourism and religious tourism. Even so, the involvement of the community or village institutions cannot go too far when it comes to ODTWs that are privately or family-owned, especially those that are not too open. In addition, other involvement requires the fulfillment of certain conditions and the existence of limited capacity.

In all these processes, leadership in various institutions also plays an important role. The main function of the leader in this context is to build initiative, and commitment, and manage its implementation. This can be seen, for example, in encouraging greater involvement of local communities in the ownership and management of tourist destinations and everything related to them. In addition, in the process of socialization, the role of leadership also determines the success of achieving goals.

Aspects of Maintaining Local Culture and Contact with Other Cultures

Each village has its own regional and community characteristics. Likewise the villages in Talun District. This also determines the style or type of tourism potential available and then develops. A further consequence of this is the development of a sense of pride in the social and cultural characteristics of each village. Although basically, this difference is not absolute because the boundaries are not rigid. Moreover, the characteristics of the area and people in Talun still have many similarities.

The differences in the types of tourism that are developed in each village in Talun District are only on the aspects that are prioritized. This happens because the types of tourism in each village have a lot in common. Many villages have religious tourism destinations, for example, the villages of Cirebon Girang, Wanasaba Kidul, and Kerandon. Likewise with nature and culinary tourism. Even so, each village has a superior type of tourism. For example, Kecomberan Village promotes culinary tourism, Cirebon Girang Village promotes religious tourism, and Kubang Village promotes natural tourism.

Related to this, tourism activities must also maintain the unique character and local culture. This is not easy considering that in tourism there is a process of contact with other cultures through the tourists who come. Deal with it, it requires the readiness of local communities in various aspects, including sufficient social, cultural, and economic resources (Suansri, 2007).

Meanwhile, on the other hand, tourism activities allow for the interaction of a society from one culture with people from another culture. Thus, in addition to maintaining local uniqueness and culture, it is also necessary to have openness to other cultures. Furthermore, it is hoped that there will be cross-cultural learning so that mutual understanding is built between people of different cultures. Ideally, tourism provides opportunities for tourists and local people to share knowledge and perspectives on their different cultures (Suansri, 2007).

Related to this, tourism actors and observers in Talun are aware of cultural differences, including the tourists who come. They feel obligated and are willing to respect these differences but guests who come must also respect the customs, habits, and culture of Talun. Leaders of various related institutions have a role in building understanding and commitment on this matter. They also have to anticipate friction or potential conflicts that might occur.

So far the Talun community has carried out a cross-cultural learning process in two ways. First, establish communication with tourists who come from outside the cultural environment. Second, through activities that display or in which there are rituals or artistic performances. Through these two methods, it is hoped that there will be a learning process between the people of Talun and people from other cultures. However, this cross-cultural interaction and learning process has not encountered major challenges. This is due to the cultural characteristics of tourists who come to Talun so far not being so much different from the cultural characteristics of the Talun people. The tourists mostly come from the Cirebon, Indramayu, Majalengka, and Kuningan areas whose cultural and religious backgrounds are not much different from those of the Talun people.

Aspects of Improving the Quality of Life and Environmental Sustainability

As a community activity that occupies an area, tourism must make a positive contribution to life and environmental sustainability. The results of the study show that tourism activities have succeeded in increasing the income of some people. However, there is still an agenda that must be realized, namely to reach more groups, so that there is equity. On the other hand, the health and education sectors have not received a significant contribution from tourism activities in Talun.

In addition, other things still need to be improved, namely the quality of Human Resources (HR). According to Yuliana(2021), the main challenge for rural communities to actively participate in and benefit from tourism development is due to the development of human resources. Most rural people have fewer learning opportunities and exposure than those living in urban areas(Yulianah, 2021).

In addition, a tourist destination cannot be separated from the aspect of environmental sustainability. Exploration of natural beauty, for example, cannot be carried out continuously without insight and plans for environmental sustainability. Likewise with other types of tourism such as culinary, religious, cultural, and so on. A beautiful and well-maintained environment is an added value or even the main value that must be maintained in tourism.

Environmental conditions in Talun District are relatively well maintained. Green open land is still quite available. Air pollution is not so disturbing because there are no factories that produce high pollutants. However, aspects that need attention are the cleanliness of the river and waste management which are still not optimal. The existence of tourism activities does not harm the environment in Talun. In addition, insight into the importance of preserving the environment is quite evident among environmental actors and observers in Talun. Thus, environmental aspects can still be said to be in a safe position.

Income Distribution Aspect

Income from the tourism sector ideally can be enjoyed by local communities equally. The mechanism can be through direct involvement in tourism management activities or through fees which are then allocated for the benefit of development or shared welfare. In other words, local people must also feel the economic benefits of tourism activities in their area.

The results of research in the field show that income from the tourism sector in Talun can only be enjoyed by certain groups who are directly involved in tourism. This involvement includes

work and opportunities to trade, especially at certain moments when many tourists or pilgrims come.

The tourism sector ideally also contributes to the fulfillment of public or community interests. This can be regulated by parties who have authority such as the government so that there is no overlap or abuse. This arrangement certainly must involve elements in the community through a deliberation process and become a joint decision.

The tourism sector in Talun is still not optimally contributing to common interests. This is partly because developments are still not according to targets and plans so fees or contributions to village treasury funds are also not large. In addition, there is no standard mechanism that regulates these contributions. In this case, each village has its scheme or system depending on the types of ODTW that exist and who manages them.

These are the aspects of community involvement that can be seen and studied in Talun District. Some aspects have met the implementation criteria, but some others have only been partially fulfilled. This condition is influenced by many factors both internal and external. All of this can be used as evaluation material for tourism development in Talun District in the future so that it can be even more optimal, and local communities can get greater benefits.

CONCLUSIONS

The conclusion that can be drawn from the results of this study are:

1. In the process of developing the area-based tourism sector in Talun, the source of the initiative still comes from the government, in this case, the the District Head (District Head (Camat)). Even though many parties communicate intensively and take various steps, it is still difficult to find initiatives that emerge and develop from the community.
2. The characteristics of Talun community, which are open, make it easier for them to accept the idea of developing area-based tourism.
3. Community involvement in regional-based tourism development requires three prerequisites, namely leadership in administrative areas that become tourist areas, the growth of tourism culture, and active communities as supporters and drivers of tourism.

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