

Analysis of Tourism Village Management in Wewengkon Kasepuhan Customary Citorek, Lebak Regency, Banten Province-Indonesia

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Abstract

Wewengkon Adat Kasepuhan Citorek is a traditional rural area which is one of the priorities for tourism development in Lebak Regency. As a traditional village that has unique cultural potential, this area also has a variety of natural potential because of its position as an enclave area of the Gunung Halimun Salak National Park (TNGHS), so it is not surprising that this area is directed to be developed as a tourist village thanks to the potential it has. This research aims to identify and analyze tourist village management based on tourist village components in Wewengkon Adat Kasepuhan Citorek. The research method used is a descriptive analysis method by comparing conditions in the field with the theory of tourist village components. The results of this research are that the management of tourist villages in Wewengkon Adat Kasepuhan Citorek is still natural and there is no special tourism village management so that each village runs independently. Therefore, it is necessary to have a tourist village management institution with a cluster model so that each village complements and integrates each ODTW as a form of shared enthusiasm in managing tourist villages in Wewengkon Adat Kasepuhan Citorek.

Keywords: tourism village, tourism village components, institutions, management

A. Introduction

National Tourism has played an important role in the nation's economy. The tourism sector for Indonesia has now become the core of the economy which contributes a very large amount of foreign exchange to the national economy through its comparative and competitive advantages. Even in the last 4 (four) years since 2016, data from the Central Statistics Agency (BPS) shows that the growth rate of the tourism sector has increased, even though in 2020 the sector contracted quite deeply as a result of the Covid-19 pandemic but was able to bounce back in in 2021 which grew 3.89%. Girish (2021) states that the revival of tourism will occur through tourists who are fed up and experience an anxious mood as a result of various policies, one of which is limiting mobilization, so it is necessary to plan for future needs and demands related to tourism. Therefore, through the National development policies contained in the 2020-2024 National Medium Term Development Plan (RPJMN), tourism will become the leading sector for the development and recovery of the National economy.

National tourism development going forward based on the directions in the RPJMN is to create tourism added-value so it can be said that there has been a paradigm shift from "quantity tourism" to "quality tourism experience". Tourists are no longer focused on enjoying the sun-sea and sand but are starting to change to types of tourism that feature exotic cultural products or creations, historical heritage, and the local environment (Nugroho, 2011). These things are reflected in the concept of managing a tourist village which is also a target in the RPJMN to create the widest possible employment opportunities and provide welfare for the community.

The management of tourist villages in Lebak Regency is an opportunity to optimize the potential of the area for the benefit of the local economy. When referring to the Lebak Regency development policy as stipulated in the 2019-2024 Lebak Regency Regional Medium-Term Development Plan (RPJMD), the management of tourist villages is part of efforts to realize the vision of this policy. This development policy mandates that various local potentials be developed in an integrated manner through the development of the tourism sector as the leading sector, so that it can be said that the management of tourist villages in Lebak Regency is a necessity for the integration of local potential existence with a tourism concept.

As the leading regional development sector, Lebak Regency has a priority for tourism development which is called the "Six Fantastic". One of them is Wewengkon Adat Kasepuhan Citorek which is directed to be developed as a tourist village. This is inseparable from its complete potential starting from the natural characteristics of a rural area with a distinctive culture as a traditional village and the extraordinary natural heritage that can be enjoyed because most

of the area is in the GHSNP area. With the inclusion of these rural areas in the Six Fantastic, several budgeting policy interventions have been focused on there, such as starting to package the local wisdom of the Seren Taun tradition into tourism offerings and providing amenities to increas north-south connectivity to make roads stable. However, the management of the tourism village in Wewengkon Adat Kasepuhan Citorek does not necessarily show a significant impact on local tourism activities. To data from the Lebak Regency Culture and Tourism Office (Disbudpar) for 2021 (Table 1), only Mount Luhur already has data on the number of tourist visits, while the others have not been managed optimally including local wisdom that has not been utilized as a typical tourism product offering.

Table 1. Number of tourist visits at Wewengkon Adat Kasepuhan Citorek

Information	2019		2020		2021	
	Domestic	Foreign	Domestic	Foreign	Domestic	Foreign
Gunung Luhur	315.254	200	9.186	0	6.297	0
Kabupaten Lebak	1.312.415	412	206.105	38	405.941	0

Source: Dinas Kebudayaan dan Pariwisata Kabupaten Lebak (2022)

Therefore, it is felt necessary to identify and analyze the tourism village management based on the tourism village component in Wewengkon Adat Kasepuhan Citorek so that all existing potentials can be significantly optimized. Based on the existing phenomena, it is interesting to study the management of tourism villages in Wewengkon Adat Kasepuhan Citorek. This is done to be able to find out the conditions and problems faced so that the proper management pattern for the tourism village in Wewengkon Kasepuhan Citorek can be formulated.

B. Literature Review

Tourist Destinations

Destinations are spaces that have physical boundaries with mixed functions in them such as services, products, and attractions. Concerning tourism, that destination can be interpreted as a place that is visited with significant time during a tour (Ranius, 2015). Therefore, it is important to develop or manage destinations to provide satisfaction for visitors who travel. This is because properly managed tourist destinations will also make a significant contribution to regional development (Hermawan et al., in Dharta et al., 2021).

The main components of a destination are important to attract tourists to travel. Pramanik (2020) explains that in general tourist destinations must meet 5A+1P as the main components, namely accessibility, amenities,

accommodation, attractions, activities, and people. This is in line with what was expressed by Salsabila and Kusuma in Efendi et al., (2022) that a tourist destination must meet the main requirements, namely what to see, what to do, what to buy, what to arrive, and what to stay. The completeness of these components and requirements is of course an integral part of destination management.

Tourism Village

Rural areas can be developed into tourist villages by focusing on the contribution of rural communities and environmental preservation as well as offering local cultural wisdom. The main attraction of the village lies in the original ingredients, namely the lifestyle and way of life of the community, its authenticity is influenced by the economic, physical, and social conditions of the rural area (Damanik et al., 2015). Nuryanti (in Wihasta and Prakoso, 2012) states that accommodation and attractions are 2 (two) main concepts in the tourism village component. Meanwhile, the concept used by rural tourism development planners in Indonesia is that a tourism village is a form of integration between attractions, accommodations, and facilities presented in a structure of community life that integrates with local traditions (Ministry of Culture and Tourism Regulation Number: KM.18/HM. 001/MKP/2011). Therefore, tourism villages can be called one of the applications of community-based tourism development and prioritize sustainable aspects.

As for becoming a tourist village, several criteria must be met. According to Hadiwijoyo in Yuliati and Suwandono (2016) designating a village to be used as a tourist village must meet several requirements, including (1) Good accessibility; (2) Available tourist attractions, namely having interesting objects in the form of nature, cultural arts, legends, local food and so on to be developed as tourism objects; (3) The community and village apparatus accept and provide high support for tourist villages and tourists who come to their villages; (4) Guaranteed security; (5) Availability of adequate accommodation, telecommunications, and manpower; and (6) Connect with other tourist objects that are already known by the community. Not much different from the description above, Arida and Pujani (2017) have explained more specifically that there are eight aspects as instruments for verifying tourist villages, namely: (1) Natural/bio-living aspects; (2) Aspects of the physical environment; (3) cultural aspects; (4) Amenities/infrastructure aspects; (5) Aspects of human resources; (6) institutional aspect; (7) Attitudes and procedures for community life; and (8) accessibility aspects. Based on the theories above, basically the components of a tourism village include at least several things including attractions (nature and culture), amenities, accessibility, activities, accommodation, and human resources and their institutions.

Tourism Village Management

Tourism villages are different from tourist attractions because managing a tourism village needs to pay attention to all areas and ecosystem components in the village, not just focusing on one attraction. As a single ecosystem, an integrated understanding of how villages explore themselves is needed to identify weaknesses and strengths and determine the village superior products. This can be done by applying the self-exploration concept of the villages as an ecosystem consisting of components as shown in Figure 1. The management of a tourism village must be focused on developing multidimensional ecosystems that interact and relate to each other so that their resilience and uniqueness will be maintained (Ariani, 2018).



Figure 1. Ecosystem components in villages in tourism village management
Source: Guidebook for Tourism Villages (2019)

The success of managing a tourist village is inseparable from efforts to manage the destination. The Ministry of Tourism and Creative Economy of the Republic of Indonesia through the General Guidelines for the National Program for Community Empowerment (PNPM) Mandiri Tourism Through Tourism Villages has directed the use of a cluster approach in managing tourism villages and empowering village communities. This is done to support and increase competitiveness and distribution of benefits from the development of a tourist attraction to related or supporting areas. Herawati (2011) states that the appropriate model of community empowerment and poverty alleviation in the development of tourist villages is through a cluster system with a community-based ecotourism model. The process of forming clusters is very necessary as a step in increasing the integration of ODTW (Damayanti and Suprihardjo, 2016). Within the framework of the community empowerment program and poverty

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alleviation through the development of tourist villages, the approaching model developed includes 3 (three) clusters as shown in Figure 2.

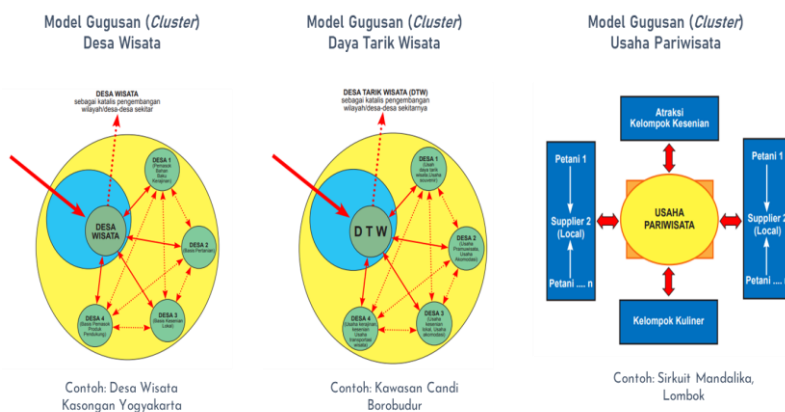


Figure 2. Cluster model approach to management of tourism villages and empowerment of village communities

Source: General guidelines for PNPM Mandiri tourism through tourism villages (2010)

C. Research Methods

This research uses a qualitative approach with a survey research design. Data analysis in this research uses descriptive analytics to identify the characteristics of tourism village management in Wewengkon Adat Kasepuhan Citorek. Theoretical descriptive analysis is an analysis carried out by comparing conditions in the field with theories, policies and related research results (Damayanti and Suprihardjo, 2016). Secondary data used includes the Bayah Dome Geopark Area Master Plan Report (2021), Lebak Regency Culture and Tourism Office Report (2022), Cibeber District in Figures 2022, Lebak Regency Regional Regulation Number 8 of 2015 concerning Community Recognition, Protection and Empowerment Kasepuhan Customary Law. Meanwhile, primary data is taken using purposive sampling, but specifically for community samples it will be combined with snowball sampling. All selected samples were interviewed and filled out a questionnaire. The samples in this study included representatives from 1 TNGHS Hall, 1 OPD Bapelitbangda and 1 Disbudpar Lebak Regency, Head of Section at the Cibeber Subdistrict Office, 1 Head of East Citorek Village, and 5 tourists.

D. Result

Wewengkon Adat Kasepuhan Citorek is one of the traditional Kasepuhan owned by Lebak Regency and is located in Cibeber District with a distance of \pm 70 km from the capital city of Rangkasbitung. Administratively, Wewengkon Adat Kasepuhan Citorek is divided into 5 (five) villages namely East Citorek, Central Citorek, Citorek Sabrang, West Citorek, and Citorek Kidul which

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consists of 20 RWs and 79 RTs with details can be seen in Table 2. Wewengkon Adat Kasepuhan Citorek has an area of 15,841 hectares with a population of 13,766 people from 4,434 households (KK). Even though it is relatively wide, the landscape in Wewengkon Kasepuhan Citorek is dominated by the conservation area belonging to the Mount Halimun Salak National Park (TNGHS) reaching 9,991 ha or around 63.07% of the total area of Wewengkon Adat Kasepuhan Citorek.

Table 2. Area according to Village Administration in Wewengkon Kasepuhan Citorek Customs

Village	RT	RW	Distance to Capital (Km)	Areas	
				Ha	%
Citorek Timur	15	3	67	1.758	11,10
Citorek Tengah	24	4	68	2.272	14,34
Citorek Sabrang	10	3	69	904	5,70
Citorek Barat	11	5	69	4.831	30,49
Citorek Kidul	19	5	76	6.077	38,36
Total	79	20	±70	15.841	100

Source: Processed from the GIS arc and the potential documents of the Kasepuhan Citorek traditional village of Wewengkon (2022)

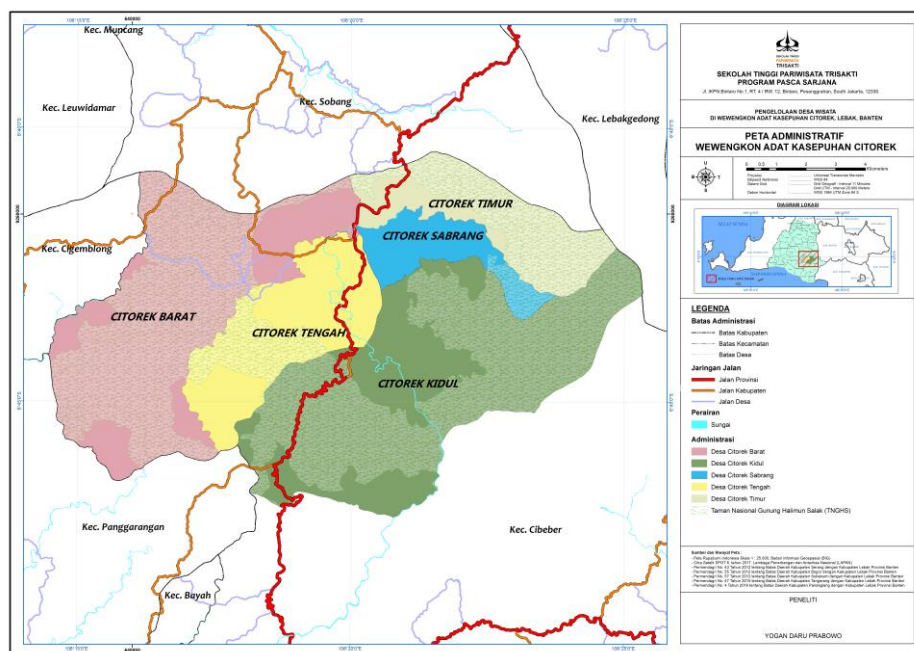


Figure 3. Administrative map of the Citorek Kasepuhan customary Wewengkon

Wewengkon Adat Kasepuhan Citorek is an area that is being developed by the Government of Lebak Regency to become a tourist village. The

seriousness of the Lebak Regency Government towards the development of a tourist village in Wewengkon Adat Kasepuhan Citorek can be seen from the inclusion of this area in the priority destinations of Lebak Regency or which is called Six Fantastic. Following are the results of the identification of the tourism village components in Wewengkon Adat Kasepuhan Citorek.

Attractions

Wewengkon Adat Kasepuhan Citorek has several tourist attractions that have been operating or are in the process of being developed by the local community. The types of tourist attractions offered are quite diverse and spread across several villages including natural, cultural, and artificial tourism. Here are some tourist attractions that tourists can enjoy when visiting Wewengkon Adat Kasepuhan Citorek, are Mount Agung, Cisuren Waterfall, Mount Kendeng, Mount Malang, Strawberry Farm, Situs Lebak Cibedug, Agrominatourism, Seren Taun Kasepuhan Citorek.

Mount Luhur or commonly known as "The Country Above the Clouds" is a tourist attraction that offers panoramic views of clusters of fine white clouds wrapped in cold weather from early morning until sunrise. This tourist attraction, which is located in Citorek Kidul Village, has an altitude of ± 900 meters above sea level so not a few tourists come to stay overnight with the aim of camping while waiting for the clouds to appear in the morning. This tourist attraction is managed directly by GHSNP because the land ownership is in the GHSNP area in the utilization zone.

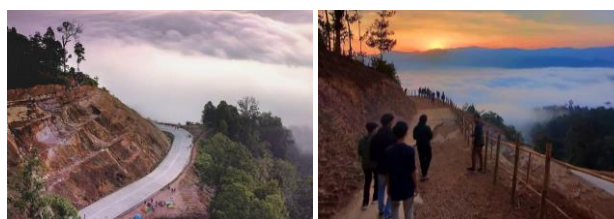


Figure 4. Mount Luhur
Source: Documentation (2022)

Since 2019, this tourist attraction has contributed to data on the number of tourist visits to Lebak Regency thanks to the virality of netizens on social media. However, the presence of the Covid-19 pandemic also had an impact on this tourist attraction. Currently, all tourism potential in Lebak Regency, including Mount Luhur, is in the process of recovering or reviving in the new normal era, where the 2022 data received up to July has reached 5,195 tourists, as can be seen in Figure 5.

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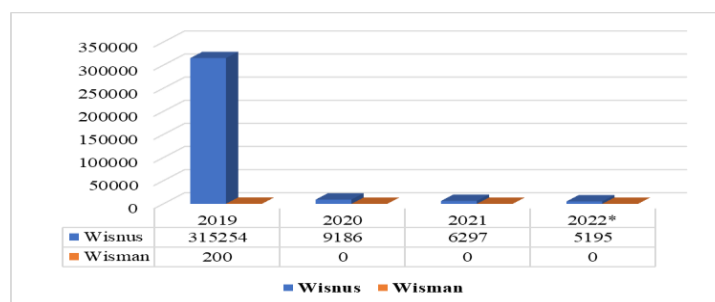


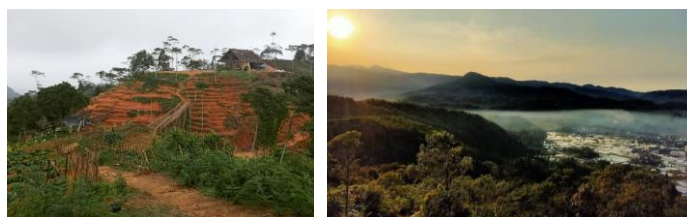
Figure 5. Number of tourist visits to Mount Luhur
Source: Dinas Kebudayaan dan Pariwisata Kabupaten Lebak (2022)

Curug Cisuren is a tourist attraction that offers a landscape of a waterfall with a height of about 7 m, traversed by the Cisuren River with very clear water. At the bottom of the waterfall located in Citorek Kidul Village, you can find a pool with a depth of 2.5 m. Based on the explanation of geologists that this waterfall was formed due to a normal fault from a depression forming the caldera. Currently, Curug Cisuren is still categorized as a local tour because it has not been managed massively so it is only visited by local tourists with makeshift facilities.



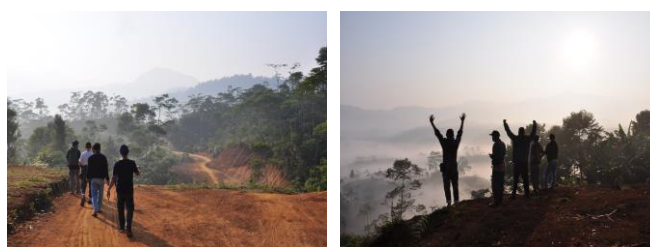
Gambar 6. Curug Cisuren
Source: Research documentation (2022)

Mount Kendeng is a tourist attraction located in East Citorek Village with attraction in the form of a vantage point to see clusters of clouds and the geological phenomenon of the Citorek Depression Zone. This tourist attraction is worked on independently by the village community and is in the process of providing amenities for good accessibility. Access to Mount Kendeng starts from the Wewengkon Adat Kasepuhan Citorek gate and then rises \pm 3.5 km. Tourists can do geo-site sightseeing activities on Mount Kendeng. Apart from that, several horticultural crops are in the process of planting and are expected to become agro-tourism for those who travel to Mount Kendeng. When the arrangement of these tourist attractions has been completed, it will add to the variety of tourist attractions at Wewengkon Adat Kasepuhan Citorek, especially for those who want to enjoy views of the expanse of clouds beside Mount Luhur.



Gambar 7. Gunung Kendeng
Source: Research Documentation (2022)

Mount Malang is located in Citorek Sabrang Village where it is facing Mount Luhur. The tourist attractions offered are similar to Mount Luhur and Mount Kendeng, namely beautiful natural panorama with clouds covering the surface of the valley below. The difference is that Mount Malang has a wide expanse of plains, so it has the potential to be used as a camping ground and other outbound game objects. Mount Malang is still in the process of cultivating independently by the village community in terms of the readiness of attractions, increasing accessibility, completeness of amenities, and providing accommodation in the form of camping grounds, cottages, and homestays. To get to Mount Malang from the main road, you need to take about ± 1.5 km by passing through the local village.



Gambar 8. Gunung Malang
Source: Research Documentation (2022)

The strawberry garden, which is located in Citorek Tengah Village, is a program from the Lebak Regency Agriculture Office in the form of a pilot garden or demonstration plot implemented by the Mutiara Bumi Farmers Group. This is based on a good level of soil fertility and is supported by a cool climate typical of mountainous areas so that horticultural crops will be intensively developed in the Wewengkon Adat Kasepuhan Citorek. This strawberry farm is privately owned land with an area of approximately $\pm 1,280$ m². Later, if this concept is successful, it is hoped that it will become a breeding ground for seeds which will later be developed on village-owned land that has

been prepared. Activities that tourists can enjoy when visiting Strawberry Farm Citorek Tengah are fruit picking tours and education about strawberries.



Figure 9. Strawberry farm
Source: Research Documentation (2022)

The Lebak Cibedug site is a prehistoric site left by megalithic culture in the form of a terraced pundit which has 6 terraces with some altars and menhirs on the terraces. This site is located in West Citorek Village which is included in the GHSNP area in the cultural zone. The site area is located on the slopes of Pasir Manggu with an area of about 2 hectares. Based on the overall shape of the building, the Lebak Cibedug Site consists of terraced terraces made of andesite stone and lumps of clay, wells, menhirs, etched stones, and scattered stones. The Lebak Cibedug site is still a sacred place for the Banten Kidul Indigenous Peoples unit so its existence is still very well maintained. Therefore, the Lebak Regency Government through the Culture and Tourism Office has designated the Lebak Cibedug Site as a cultural heritage. The attractions offered to tourists are cultural tourism and historical education.



Figure 10. Lebak Cibedug Site
Source: Research Documentation (2022)

Agrominatourism in Wewengkon Adat Kasepuhan Citorek is a tourist attraction that combines agricultural activities, fish farming, and tourism. The location of agrominatourism is quite spread out because it is inseparable from the characteristics of the area which is a traditional agricultural village and makes the agro sector the main economic activity of the community. Tourists can be invited to see the process of cultivating fish, especially in this area there is a uniqueness of fish farming in rivers or commonly known as fish cages which

cannot be found elsewhere. The fish that are raised are the type of goldfish of the "madam" variety. In addition, this type of tourism can be further developed into the form of culinary tourism, which invites tourists to enjoy fish directly from the cultivation site.



Figure 11. Agrominatourism
Source: Research Documentation (2022)

Fish cultivation is also carried out on post-harvest agricultural land because based on customary rules that apply, in Wewengkon Adat Kasepuhan Citorek it is only permissible to plant rice once a year. Thus, after harvesting the fields are planted with fish seeds then after about 6 months the fish are harvested. The harvesting of the fish is a local culture called "Ngabedolkeun" where fish are taken with bare hands or using *sair* in a scramble.

Seren Taun is a traditional rice harvest ceremony for the Sundanese people which is carried out every year. Traditional ceremonies as thanksgiving for this agrarian society enlivened by thousands of local people, even from several regions in Indonesia to foreign countries. The Kasepuhan Citorek Indigenous People strongly believe in customary law, in which this customary law is the embodiment of the ancestral mandates of a group of tribes that have lived for generations to then be used as a guide in deciding attitudes in life. In this case, the Citorek people have a view of life that is very bound and obedient to their customary law rules that apply from generation to generation. The Citorek Indigenous People greatly revere Sari Pohaci Dewi Sri Rice (*pare*), believing that this rice is their source of life. Therefore, this community always holds ceremonies or rituals to glorify rice, including planting rice to storing rice, they must hold a salvation called *Ngamumule Pare* (raising rice).

One of the series in Seren Taun becomes a tourist attraction when storing rice in the barn (*leuit*). This *seren taun* activity lasts for 7 (seven) days and 7 (seven) nights accompanied by traditional musical instruments *dogdog lojor* and *angklung buhun* art in several processions. The location of the Seren Taun tradition is usually enlivened on the main road section of Wewengkon Adat Kasepuhan Citorek and during the tradition tourists usually occupy residents' houses which also function as homestays. Not only in

Wewengkon Adat Kasepuhan Citorek, people who adhere to the Sunda Wiwitan belief still carry out this ceremony, such as the people of Kanekes, Kasepuhan Banten Kidul, and Cigugur.



Figure 12. Seren Taun Kasepuhan Citorek
Source: Research documentation (2022)

Accessibility

The existence of the Citorek Kasepuhan Customary Wewengkon is quite easy to reach. Even though they have to travel a distance of ± 70 km from the capital city of Lebak Regency, the main access road to and from this village can be said to be in stable condition with concrete and asphalt pavements that are about 6 – 7 m wide. The stable condition of this road is inseparable from the handling carried out by the Public Works and Spatial Planning Office of Banten Province in 2021 for roads and bridges on the Cipanas - Warungbanten section which is the authority of the province after the early 2020 flash floods. In stable condition, in contrast to village roads which still require extra handling because some roads are still in dirt or rocky conditions and suspension bridges are not proper. This is due to the characteristics of the road which has a sloped topography of 3 – 45% so it has the potential for landslides and often becomes an obstacle to physical development.

There are 2 (two) routes to get to Wewengkon Adat Kasepuhan Citorek, namely from the north side which accesses via Rangkasbitung and Bogor, and the south side which accesses via Bayah and Sukabumi. Public transportation is available to support tourists going to Wewengkon Kasepuhan Citorek. For those who come from outside the city, you can take advantage of the commuter line (KRL) with the Rangkasbitung Station stopping point or by bus that stops at Mandala Terminal, then you can continue using elves or small buses with the Rangkasbitung – Citorek route. However, when going around in the village there is no local public transportation available so it is still more comfortable if you use a private vehicle, provided that the vehicle you are traveling on is in good condition because the terrain is quite steep at some points.



Figure 13. Accessibility of the Citorek Kasepuhan Customary Wewengkon
Source: Research documentation (2022)

Accommodation

Tourists who plan to stay overnight when visiting Wewengkon Adat Kasepuhan Citorek have been facilitated by the availability of accommodation options. There are several accommodations at Wewengkon Adat Kasepuhan Citorek such as homestays, villas, and cottages which are centrally located around the Mount Luhur area. The price is quite affordable with the highest fee being \pm IDR 300,000 per night. Currently, the local community has built and managed 2 (two) accommodations located outside the Gunung Luhur area, namely Villa Bambu and Villa Mumtaz. In contrast to the accommodation which is right on Mount Luhur, where dozens of villas are available and tents are also rented out for those who want to feel the atmosphere of camping. In terms of occupancy, based on a statement by the Head of Citorek Kidul Village, Jaro Atok, said "The trend is that it is always full on weekends, but it is different on normal days where those who stay are still there, it's just not as busy as on weekends (interview, 12 June 2022).



Figure 14. Accommodation in the Citorek Kasepuhan Customary Wewengkon
Source: Research documentation (2022)

Amenities

Amenities in supporting the needs of tourists when visiting Wewengkon Adat Kasepuhan Citorek are still limited. The available amenities are limited to PSU (infrastructure, facilities, and public utilities) which are also used by the local community daily basis. When it comes to tourist amenities, they are only

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available, such as food stalls to meet the culinary needs of tourists located in the Gunung Luhur area. The rest is not yet available, which is inseparable from the characteristics of the location, which is a traditional village and has just begun the process of capturing tourism activity recently after the emergence of a policy from the regional head. For more details regarding the availability of amenities at Wewengkon Adat Kasepuhan Citorek, see the following table.

Table 3. Availability of amenities at Wewengkon Adat Kasepuhan Citorek

No	Amenity Type	Availability		Keterangan
		Yes	No	
1	Clean Water	✓		The sources of clean water used are springs and ground water.
2	Sanitation	✓] The SPAL used is an individual septic tank and several trash bins are available, especially in tourist areas.
3	Drainage		✓	Using the lower side of the road from concrete/asphalt roads with soil conditions and flowing naturally towards the river.
4	Electricity	✓		Has 100% electricity.
5	Telecommunication	✓		Only available for Telkomsel providers who have just entered their BTS as of 2019, the rest of the time people rent wifi vouchers.
6	Health Facility	✓		There are 2 inpatient health centers in West Citorek and East Citorek.
7	Religion Facility	✓		There are 14 mosques and 33 prayer rooms.
8	Trading Facility	✓		There are 3 markets, 872 stalls and 7 local mini markets, while Indomaret or Alfamart and the like are not available.
9	Secure Facility		✓	Not yet available.
10	Information Center (IIC)		✓	There is no information center available yet, it's just that there are plans to build it near the village entrance gate.

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No	Amenity Type	Availability		Keterangan
		Yes	No	
11	Parker Park	✓		Only available at the tourist attraction of Mount Luhur, but there are plans to build a communal parking area next to TIC.
12	Toilet/WC	✓		Only available at Mount Luhur tourist attractions and each accommodation.
13	Restaurant	✓		Only available at Mount Luhur tourist attractions in the form of food stalls that do not yet provide local specialties.
14	Souvenir Shop		✓	There is no special display yet. If you are interested in creative crafts, you can only order from the local community.
15	Information Boards		✓	Not yet available throughout the village, including on road signs, but there are plans for TIC where information boards will be available in the future.
16	ATM Center		✓	Not yet available, only available on the road to the village so tourists need to stop briefly at the nearest ATM before entering the village area.

Source: Research analysis (2022)



Figure 15. Aminities at Wewengkon Adat Kasepuhan Citorek
Source: Research documentation (2022)

Activity

As a traditional village with the characteristics of an agrarian society, activities in Wewengkon Adat Kasepuhan Citorek are closely related to agriculture and culture. This activity is access to the local community's economy and has become a hereditary culture that cannot be simply eliminated. Various groups, from young to old regardless of gender, almost carry out activities in the agricultural sector such as farming, gardening vegetables, to raising livestock, one of which is well-known as goldfish farming. These activities are easy to find for tourists to witness directly when visiting Wewengkon Adat Kasepuhan Citorek.

It can be said that the activities at Wewengkon Adat Kasepuhan Citorek are not yet leading to tourism offers. There is no interaction between the local community and tourists when they are on the move, making it seem as if both parties are going their separate ways. If it is packaged in such a way, farming activities are a fairly high selling point because they give an impression and educational value to tourists when visiting. Not to mention the community's agricultural products which can be processed into special products and become a dish for tourists to participate in processing these products. Currently, tourism activities that are truly felt are only when the Seren Taun takes place, where the event only occurs once a year, which means that the moment of maximum economic impact can only be felt once a year.

The Wewengkon Adat Kasepuhan Citorek has quite a lot of potential to be packaged into added value as a tourism activity. One of the great potentials that have finally been revealed is the potential for geotourism activities which can give a new color and be part of sustainable inclusive economic development in Wewengkon Adat Kasepuhan Citorek. This has been proven based on the results of a geological heritage study where the Wewengkon Adat Kasepuhan Citorek is one of the locations that is evidence of the process of forming the bayah dome, where the process is well known by international geologists. The presence of geotourism activities should be a major concern in order to be able to enrich the menu for tourists who so far only take selfies or just enjoy the trip without bringing home free souvenirs in the form of new insights to buying geoproducts processed by the community. At least from the survey results it was found that several people were able to become tour guides by offering available tourism activities. One of them is Kang Sukmadi, where a native of Citorek has received orders dozens of times as a tour guide for tourists coming from outside Lebak by presenting several natural tourist attractions, processed sugar palm geoproducts as a potential for biodiversity, to the choice of staying at people's homes with a typical rural feel Citorek.



Figure 16. Activities at Wewengkon Adat Kasepuhan Citorek
Source: Research documentation (2022)

Community Role

The involvement of the Wewengkon Adat Kasepuhan Citorek community in tourism village activities is still minimal. Their status as indigenous peoples also influences their daily lives, where they only farm and carry out several other traditional activities and tend to focus on their community. The tourism trend itself only emerged in 2019 in Lebak Regency, so the community does not understand the essence of the presence of tourism in their area.

Public awareness of tourism appeared forcedly as a result of the sudden presence of the Mount Luhur tourist attraction. Spontaneously, the local community began to be involved in tourism activities such as trading, becoming parking attendants, renting out outdoor equipment to opening accommodations for tourist needs. The spontaneity occurs as part of the multiplier effect of the presence of tourism where people need economic benefits and there are opportunities there. It can be said that the role of the community is not planned so it has not contributed significantly to the development of the Wewengkon Adat Kasepuhan Citorek tourism village.



Figure 17. Activity at Wewengkon Adat Kasepuhan Citorek
Source: Research documentation (2022)

Proof of the community's role that has not been maximized can be seen from the time of the visit of tourists. Tourists tend to come to Wewengkon Adat Kasepuhan Citorek and then stay overnight only to see the clouds on Mount

Luhur in the morning and after that go home. One of the tourists, Elvan Annas, admitted that he only knew the tourist attractions of Mount Luhur and there were no more interesting things to do during the visit” (interview, 12 June 2022). A similar sentiment was also expressed by tourists from South Tangerang, Hilmi Mubarak, and tourists from Bogor, Andre Ferdian (interview, 22 October 2022). Referring to the statement above, it can be said that there are no tourism activities that can be offered and the role of the community is only to serve passively.

E. Discussion

From the research results, it can be seen that the overall management of the tourist village in Wewengkon Adat Kasepuhan Citorek has not been carried out in an integrated manner because it is only carried out by each village and focuses on each existing tourist attraction. This was stated by the Secretary of the Lebak Regency Disbudpar, Luli Agustina, that the development of tourist villages is still carried out by each village through their village funds (interview, 21 October 2022). Apart from that, there is also joint management carried out by the village and TNGHS because the location of Wewengkon Adat Kasepuhan Citorek is an enclave area of TNGHS in Lebak Regency. The reason the Lebak Regency Government wants to develop the Citorek Kasepuhan Traditional Wewengkon into a tourist village is of course inseparable from the various potentials both natural and cultural. This is also supported by the characteristics of mountainous topography and the presence of TNGHS forests, as well as climatic conditions that attract tourists to undertake thematic "back to nature" tours.

The condition of the tourism village component which is the basis for the management of the tourism village in Wewengkon Adat Kasepuhan Citorek varies greatly in terms of the advantages and disadvantages of each. Tourist attractions, in general, only Mount Luhur is the most prepared to visit when traveling to Wewengkon Adat Kasepuhan Citorek due to the completeness of the infrastructure facilities, although one should also watch out for the potential for landslide-prone disasters which can occur at any time.

Accessibility within the Wewengkon Adat Kasepuhan Citorek has formed a linkage that connects cross-village (north-south) tourist objects with the main axis, namely the Cipanas-Warungbanten Road section, but unfortunately, there is no information board regarding the distribution of tourist attractions making tourists only visit locations that are already known because it is disseminated through social media. Accommodation, regarding the need for tourists to stay, the accommodation available needs to be improved in quantity and quality including the services and facilities available to create a sense of security and comfort for tourists.

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Amenities, the availability of supporting facilities for tourists when visiting is still limited and not spread evenly, but with the availability of the Wewengkon Adat Kasepuhan Citorek master plan and a reference in the development planning of the Lebak Regency Disbudpar, it is hoped that the availability of amenities can be fulfilled along with the development of tourism thereby paying attention to quality and wisdom local. Activity, homework in terms of activity, namely how to integrate active people who are active and tourists who want to do activities so that interesting tourism activities can occur. Therefore, it is necessary to provide thematic tour packages containing various tourist activities that can be enjoyed by tourists to create an economic turnaround to increase the length of stay so that the tourism industry can grow properly.

Community role, the large potential of the agricultural sector must be utilized optimally to create new tourism activities with the main role being the local community. Local people can sell their farming activities or also process their agricultural products into a special dish for tourists at every tourist attraction. Apart from that, it is no less important how the Wewengkon Adat Kasepuhan Citorek community must be ready to become tour guides so that the potential of existing tourist attractions can become attractive packages and change the mindset of tourists when visiting. Increasing competence is a short-term priority for the Wewengkon Adat Kasepuhan Citorek community to create a quality tourism village.

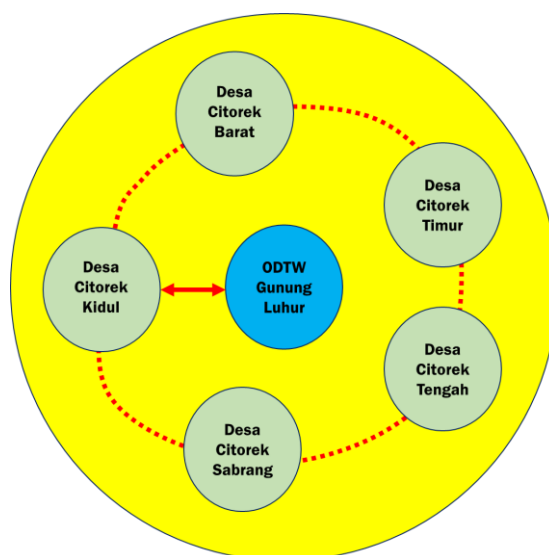


Figure 18. Existing condition of management at Wewengkon Adat Kasepuhan Citorek
Source: Research Documentation (2022)

Management of the tourism village in Wewengkon Adat Kasepuhan Citorek is still limited to utilizing what has been developed. There is a lot of potential for both natural, cultural and man-made tourist attractions, but only one that generates many visits, namely Mount Luhur. This factor causes the availability of facilities to only focus on the Gunung Luhur area and its surroundings. This is different from the tourist destinations developed in Buntu Burake. In addition to taking advantage of the beautiful nature, it also develops artificial tourism which is visited by many local and foreign tourists (Sinay, 2022). The existing condition management at Wewengkon Adat can be seen in Figure 18.

There is no planned marketing yet to invite tourists to come to the Citorek Kasepuhan Customary Wewengkon. Likewise, tourism institutions are not yet available, so the role of the community in tourism activities is not yet significant, besides their limited competence. Overall it can be said that the management of the tourism village in Wewengkon Adat Kasepuhan Citorek is still not optimal, because it has not fulfilled the tourism village component as researched by Yuliati and Suwandono (2016).

The existence of policy support from the local government to Kasepuhan and also the availability of good accessibility can be used as a momentum for accelerating the development of tourist villages. The current conditions in terms of developing village potential are still ongoing according to Figure 18. However, based on the results of interviews with each village head they all have the same breakthroughs and desire to change the management pattern of the tourism village in the current Wewengkon Adat Kasepuhan Citorek.

The process of forming clusters in the management of tourist villages and empowering village communities in Wewengkon Adat Kasepuhan Citorek becomes important after knowing the potential of each village. This is a form of dividing roles and functions fairly and evenly according to their potential so that tourists have choices when visiting. One thing is certain each village will complement each others and become an integrated tourism village for each ODTW so that Wewengkon Adat Kasepuhan Citorek is a unified tourist village. Mount Luhur is the first tourist attraction and is well known and has become an icon of Citorek because it has complete potential ranging from biology, and culture, to geology, which will function as a catalyst for the development of a tourist village. Later the other villages will have their respective bargaining values according to the basis of their superiority but become complementary parts of one area of the Wewengkon Adat Kasepuhan Citorek tourism village as can be seen in Figure 19 below.

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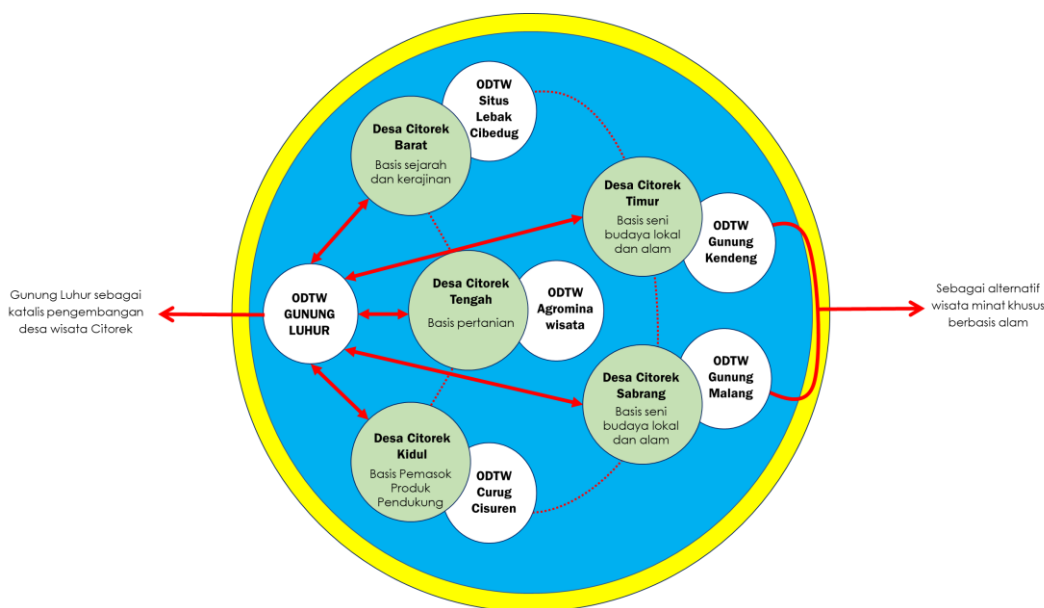


Figure 19. Model *cluster* of tourism village management at Wewengkon Adat Kasepuhan Citorek
Source: Data analysis (2022)

F. Conclusion

The management of tourism villages in Wewengkon Adat Kasepuhan Citorek is still natural and there is no specific tourism village management so each village runs on its own. There is good accessibility and the majority of natural and cultural potentials have not been significantly optimized to be able to bring in tourists. However, after the tourism policy became the leading sector for regional economic development and the Wewengkon Adat Kasepuhan Citorek master plan was also compiled, the development of the tourism sector began to be felt in this village. Multiplier effects are starting to emerge from the presence of tourism such as the establishment of several accommodations, trading activities in tourist objects, and tourism business services offered by the local community, although they are still not massive. At least there has been enthusiasm and a common perception or vision from the local community and village heads to traditional leaders to agree on when to develop a tourism village simultaneously while maintaining existing local wisdom. This needs to be followed up by establishing a tourism village management institution in Wewengkon Adat Kasepuhan Citorek to manage all needs in the governance of a tourist village. to the cluster model so that each village will complement each other's and become an integrated tourism village for each ODTW.

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