



Community-Based Ecotourism in Sawarna Tourism Village

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ABSTRACT

This research is motivated by the importance of developing ecotourism in Sawarna tourism village based on community empowerment to improve the community's economy. The research objective is to determine the development of ecotourism in Sawarna tourism village based on community empowerment. The research approach uses a qualitative approach. There were two participants whose information was investigated by researchers, namely the Chairperson of the Nusantara Tourism Village, Banten Province as Secretary of the Sawarna Tourism Village and the head of the Pokdarwis of the Sawarna Tourism Village. The MOA model is based on theoretical perspectives from a variety of fields, including advertising, consumer behavior, tourism, public participation, and, most recently, event studies. The MOA model's key strength is that it can be applied to destinations with the goal of enabling or facilitating community participation. The MOA model, an already established theoretical framework in the field of tourism, and a desire to understand and document the factors that influence inclusive engagement within local communities inspired this paper. A tourism village built with the concept of community-based tourism is a step for the community to develop their potential to be able to manage their own tourism and make their village an independent village.

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INTRODUCTION

Despite its importance to the economy, the tourism industry has been hotly debated in recent decades. Mass tourism is increasingly being targeted and accused of destroying the natural and cultural balance of the country's territories. According to some authors, a destination's fame can also lead to its downfall (Seraphin et al., 2019; Seraphin et al., 2019; Séraphin et al., 2018; Seraphin et al., 2019; Seraphin & Ivanov, 2020; Singh, 2018) There is no universally accepted definition of ecotourism (Liu & Li, 2020; Ocampo et al., 2018; Stone, 2015; Wondirad, 2019, 2020; Wondirad et al., 2019) There are three types of definitions: demand-driven, resource-oriented, and community-focused, quality of ecosystems (Martin et al., 2020) Academics and practitioners have widely promoted ecotourism as a potential contributor to conservation and development (Mtapuri & Giampiccoli, 2017) examined issues related to the different types of alternative tourism and

advocated more precise definitions to avoid misunderstandings and inappropriate use of the concept. They also advocate for non-governmental organizations and authorities to take the lead. The literature seems to indicate a consensus on the basic principles of enhancing ecotourism and protecting the natural environment; a fair participation of the local population; and the generation of a new, authentic Ecotourism: also interest professionals and researchers from the industry (Buckley, 2009; Katsoni & Dologlou, 2016; Xi, 2017)(Regmi & Walter, 2017); (Pornprasit & Rurkkhum, 2017). Study (Utama et al., 2021) Ecotourism provides employment opportunities for local residents and piques the government's interest. Ecotourism is a form of tourism that emphasizes environmental conservation and local communities. The aim of ecotourism is to help local people manage their natural resources in a responsible and sustainable way, as well as to provide opportunities for tourists to experience local nature and culture in a way that does not harm the environment (Reimer & Walter, 2013) Ecological environment, socioeconomics, uniqueness, aesthetic ornamental value, small-scale industry scale, type and development level, type and scale, tourism talent level, therapeutic and recreational value were the indispensable components of the evaluation of ecotourism resources in the presented small towns (Wangzhou et al., 2022).

A tourism village is a village developed for tourism purposes, with emphasis on the experience and involvement of the local community in tourism activities. In this context, a Tourism Village can be an ideal place to be developed as an ecotourism destination. Tourism Villages that focus on ecotourism will offer a different experience from the usual tourism, by giving tourists the opportunity to see and learn about the local environment and culture. This can be done through various activities such as trekking, natural scenery, environmental care, and local cultural experiences. By promoting ecotourism, Tourism Villages can help local communities maintain and manage their natural resources in a sustainable manner. This will help strengthen the local community's economy and help maintain the local culture and environment. For example, a tourism village in a national park can promote ecotourism by offering trekking and exploring experiences in the national park, as well as assisting in the maintenance of the national park through reforestation activities and track maintenance. This will help maintain national parks and provide tourists with memorable experiences and help to understand the importance of the environment and biodiversity. Overall, Tourism Villages that focus on ecotourism can be a good alternative to more traditional tourism and provide a more memorable and rewarding experience for the environment and local communities (A. S. Singh et al., 2023).

Sawarna Srikandi Beach is one of the most beautiful beaches in Banten Province, Indonesia. Located in Sawarna Village, Lebak Regency, this beach is perfect for those who are looking for a combination of adventure and comfort. Sawarna Srikandi Beach has beautiful scenery and clear sea water, making visitors feel like they are in heaven. Sawarna Srikandi Beach, a tourist spot with pleasant waves, especially for tourists who like to surf. Big and fast waves make surfing players really enjoy playing on this beach. Apart from surfing, this beach also offers various other activities such as swimming, snorkeling and sunbathing. Sawarna Srikandi Beach is also surrounded by unspoiled mangrove forests. This mangrove forest is a habitat for various types of animals and plants. Many visitors enjoy walking through this mangrove forest, enjoying the natural atmosphere which is still very natural and calm. Sawarna Beach has a long and rich history, from pre-historic times to the present. Since time immemorial, Sawarna Beach has become a very popular tourist spot for the local community. For centuries, Sawarna Beach has been a camping and touring spot for adventurers. Sawarna Beach has various facilities that make the visitor's experience more enjoyable and comfortable. There are lodging, food stalls, and souvenir shops that visitors can enjoy. These facilities make the experience of the visitors more comfortable and enjoyable. To reach Sawarna Beach, visitors can use several modes of transportation. From Bandung, visitors can use private vehicles or rent a car and it takes about 4-5 hours of travel. If

using public transportation, visitors can use the bus or train to the nearest station and continue their journey using local transportation (MrBee, 2021).

The story begins with General Raffles' Decree regarding the Establishment of Banten Kidul Regency in 1999. 1813 The name Sawarna was listed in the letter, along with Cistepan, were the Underdistricts of Madhoor (now Bayah) since then the history of Sawarna was not continued. Only in the 1900's, The history of Sawarna reappeared after Jean Louis Van Gogh (Nephew of Vincent Van Gogh, famous Dutch painter) became Supervisor of the Sawarna Coconut Plantation in 1907 until his death in Sawarna on March 29, 1930, while his other brother, Jhon Van Gought, was the Manager of the Cikidang Sinagar Tea Plantation at that time. This is the early history of the government of Sawarna Village was formed (Website, 2021). CBET is a type of ecotourism that follows the same principles as ecotourism, except that the two dimensions of sustainability and visitor learning and participation are intensified and synergistic (Regmi and Walter, 2016). Since the early 1990s, community-based ecotourism has been initiated and established to generate additional income for local people while also conserving local natural resources (Ven, 2016). CBE project design challenges include cultural authenticity, cultural commodification, privacy, and hosting fatigue (Walter, 2019). Through participation, community-based ecotourism seeks to empower local communities (Sonjai et al., 2018). To that end, Fiorello and Bo (2012) advocated involving local communities in projects and collaborating before making decisions. The development of the concept of ecotourism in the Sawarna Tourism Village needs to be designed as well as possible considering the economic sustainability of the residents. Area closures or restrictions need to be designed as effectively as possible so as not to disturb. Through conceptual coalescences, community-based tourism, founded on the need to empower and emancipate communities, opens those vistas to postulate new configurations and formations (Mayaka et al., 2020). (Snyman, 2017) insists that ecotourism is applied as a latent resolution for local development and biodiversity conservation in developing countries.

Ecotourism offers tangible economic benefits, for example increased income, welfare, education, facilities and infrastructure that are usually unreachable in suburban areas which are far from cities. Various natural attractions in this area (nature-based attractions) are only available in certain places and after attracting tourist visits, supporting facilities must be built. The growth of tourism in Indonesia in recent years has shown a high trend, this is supported by various branding and marketing programs carried out by the Indonesian Ministry of Tourism in various places to attract more tourist visits, especially foreign tourists to Indonesia (RamIdjal, 2018) Based tourism concept appropriate community-based sustainable tourism that require community participation. Motivation, Opportunity, and Ability (MOA) should be the foundation of good ecotourism (Sonjai et al., 2018)

According to Utama and Trimurti (2021) the ecotourism that is directly adjacent to the conservation area will be able to measure success based on community participation, specifically the MOA method (Motivation, Opportunity, and Ability). The management of Sawarna Tourism Village faces several challenges, especially the challenge of developing tourism-aware human resources. Village Management Tourism requires the availability of resources skilled. Study (Purmada et al., 2016), the level of community participation is at the level of citizen control. The study states that the concept of ecotourism has the criteria needed for the development of the concept in unity and harmony, safety and comfort, self-management, ease of access to information, environmental development. The concept of nature tourism is based on the scenery and the uniqueness of nature, the characteristics of the ecosystem, the uniqueness of cultural arts and the characteristics of the community as the basic strengths possessed by each region (Maryetti. & Mahoni, 2018). Village tourism is also a form of ecotourism. Ecotourism is a form of responsible travel to natural areas conducted with the aim of preserving the environment and preserving the life and well-being of local people (Pantiyasa, 2019).

Sanjaya (2018) states that the community-based tourism development strategy is implementing institutional and HR development strategies, promotion strategies, strategies for strengthening superior products, and strategies for developing sustainable tourist attractions. Sunaryo (2013) states that in order for tourism development to run well and be well managed, the most basic thing to do is how to facilitate broad involvement of local communities in the development process and maximize the value of social and economic benefits from tourism activities for local communities. Study (Wondirad, 2020) various stakeholders on the complementary nature of ecotourism and sustainable place-making to conserve the environmental resources of destinations while improving socio-economic conditions.

Ecotourism is a tourism travel activity that is professionally packaged, trained, and contains elements of education, as an economic sector/business, which takes into account cultural heritage, participation and welfare of local residents as well as efforts to conserve natural resources and the environment (Nugroho, 2011; Nugroho & Negara, 2015). Study (Azizah and Rianto, 2020; Ibrahim, 2019; Karlina, 2016) discovered that developing special interest mangrove ecotourism products is the top strategy for developing Mangrove Ecotourism. Ecotourism activities will directly provide access to the whole community to be able to enjoy, know, and see the natural, intellectual, and cultural experiences of local communities (Lujeng et al., 2020; Taghulih et al., 2019)

Ecotourism development plays an important role for the creation of sustainable tourism. There are many definitions of ecotourism, but most of these definitions include several aspects related to learning and knowledge for visitors (P. G. Walter, 2016) Improvement of management systems, good management systems can be used as controls in ecotourism development; Encouraging community empowerment around tourism; collaborating with travel agents is an ecotourism development strategy Ecotourism principle have been fulfilled in aspects of environmental conservation, cultural education, and community participation (Harimurti & Dwijendra, 2022). Ecotourism is a type of tourism industry that focuses on the environment with the goal of minimizing the impact on the natural environment and local culture. It can create job opportunities, increase income, and aid in local environmental preservation efforts. It is necessary to take actions so that its ability to compete effectively improves and it can find a place in a more competitive environment so that it becomes sustainable ecotourism (Arfan, 2022; Henri et al., 2017; Titisari et al., 2022).

The study contributes to an insight into the theoretical and empirical implications of hierarchical influences to examine the politico-economic inferiority of indigenous behavioral intentions to community-based ecotourism development (Chen & Qiu, 2017). Ecotourism development in indigenous communities has a wide range of political, economic, environmental, and sociocultural consequences (Anim, Li, Agadzi, & Nkrumah, 2013; Pegas, Coghlan, Stronza, & Rocha, 2013). Ecotourism is one of the most popular methods in the green economy, and it has the potential to generate wealth and develop developing countries' economies. Ecotourism promotes environmental conservation, generates economic opportunities by emphasizing the benefits of the local community, and suggests that residents' involvement is critical to the efficient management of tourism (Mohammadi et al., 2012). Based on the background of the problems above, the problem formulation in this research is how is the application of the MOA method in developing ecotourism in Sawarna tourism village based on community empowerment? The purpose of this study was to determine the development of ecotourism in Sawarna tourism village based on community empowerment.

RESEARCH METHOD

The method used in this research is descriptive qualitative research method (Creswell, 2016). The results of the data are the development of ecotourism in Sawarna village based on community empowerment. Data collection used the observation method, researchers went directly to the field

to conduct interviews with tourism village actors. There were two participants whose information was investigated by researchers, namely the Chairperson of the Nusantara Tourism Village, Banten Province as Secretary of the Sawarna Tourism Village and the head of the Pokdarwis of the Sawarna Tourism Village. The MOA method (Motivation, Opportunity, and Ability) can be used. Ecotourism development motivation can be measured using indicators. money motive, knowledge motive, optimism, villager's mindset, interest, exposure, income, Other Commitments, and fear of outside interference. Facilities, Awareness, Beautiful Nature, Training, Tourist Arrivals, and Infrastructure comprise the opportunity. funding, skills, participation, employment, leadership, youth support, cooperation comprise ability (Jepson et al., 2013, 2014; Utama & Trimurti, 2021) The MOA model says a lot about how and why people choose to get involved and attend events in their local community, but it doesn't say a whole lot about a person's ability to participate and whether they feel safe doing so (Jepson et al., 2014).

RESULTS AND DISCUSSIONS

Results

Based on the results of the interviews, the results of the research were as follows :

Table 1. Review Results

MOA Model	Indicator	Description
Motivation	Money, knowledge, optimism, mindset, interest, exposure, income, commitments, fear of outside intervention	<p>Sawarna Tourism Village can generate funds through various sources, some of which are:</p> <p>Tourism Tax: Sawarna Tourism Village can impose a tourism tax on tourists visiting the village.</p> <p>Donations: Sawarna Tourism Village can also accept donations from tourists and local stakeholders who wish to help support village activities.</p> <p>Sales of local products: Sawarna Tourism Village can sell local products such as handicrafts, special foods, etc. to tourists as a source of funds.</p> <p>Cooperation with companies: Sawarna Tourism Village can also cooperate with companies to promote the company's products and earn income from the cooperation.</p> <p>Cultural performances: Sawarna Tourism Village can organize cultural performances for tourists and</p>

require an entrance fee as a source of funds.

Stakeholders such as tourists, companies and the local community can provide support by buying local products, donating, or promoting Sawarna Tourism Village to their environment. This will help Sawarna Tourism Village to obtain funds and support village tourism activities. There are MSMEs, how to make banana sale, the manager of the tourist village has a certification program for planting and decorating the yard is education for tourists, the manager of the tourist village has a high level of optimism and mutual collaboration by empowering the community, positive and supportive thinking always forges something good new services in tourist villages, personal services and tourist village facilities, building relationships with stakeholders. Stakeholders are interested in the Sawarna tourism village, a high level of exposure through social media can introduce the existence of the Sawarna tourism village, the income level of the Sawarna tourism village during the Covid period has decreased, the tourism village manager has high commitment, the level of fear and doubt from stakeholders is not very significant or in the low category

Opportunity	Facilities, awareness, beautiful nature, training, tourist arrivals, infrastructure	The facilities in the Sawarna tourist village are quite complete and adequate, the level of awareness from
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		<p>Pokdarwis provides the best service, the comfort of visitors especially, reducing complaints from tourists, the natural beauty of beaches, mountains, caves, waterfalls, coal mines, forms of destination management training, tourism village training, homestays, tour guides, beach management, waste management, MSMEs. There is training in preserving nature or culture, in terms of performing arts in art galleries, greening the environment, the level of visitors to the Sawarna tourist village is considered high at the district level, the infrastructure is relatively good, easy to reach destinations, visitors to the Sawarna tourist village are doing social services, collecting trash, cleaning the beach.</p>
Ability	<p>Funding, skills, participation, employment, leadership, youth support, cooperation</p>	<p>Funding from the results of tourism villages is assisted by APBD 1, APBD 2, APBDES, Ministry of Tourism, tourism village promotion expertise, marketing strategies, the level of community participation really supports all existing programs in tourist villages, seasonal employment levels will sometimes add workers in homestays, custodian of entrance tickets to tourist destinations, the manager of a tourist village is responsible for employing several employees to help carry out various activities, such as maintaining the village, welcoming and serving guests, and providing recreational activities. The unemployment rate will</p>

depend on several factors such as the size of the tourist village, the number of guests it receives, and the availability of local resources. However, in general, tourist villages can be a source of employment for local people. the level of leadership coordinates well and builds harmonious relationships between the village government and tourism institutions or tourism village managers, preserves existing nature, maintains cleanliness, greens, there is support from young people, youth communities and youth organizations, forms of cooperation carried out by tourism village managers with accident insurance (Bhakti Bhayangkara insurance, MOU on PAD (local original income) with the government, collaboration with campuses in the form of activities or training.

Source: Processed from Various Research

Discussions

Based on the results of the literature review, it can be seen MOA can be used to describe cooperation between various interested parties in promoting and developing natural tourism destinations. Several parties that may be involved in the MOA include governments, private companies, environmental agencies, local communities, and tourism organizations. The goals of this cooperation can range from improving the quality of the tourist environment, promoting tourist destinations, to ensuring a fair distribution of income for all parties.

MOA in ecotourism can also function to ensure that the tourism industry does not harm the environment and local communities. For example, an MOA could cover a company's responsibility to adopt sustainable business practices, maintain environmental quality, and make positive social and economic contributions to local communities. In general, MOA in ecotourism is an important tool to ensure that the tourism industry develops in a healthy and sustainable manner and provides benefits for all parties involved.

The results of this study are in line with the theory of ecotourism which explains that ecotourism is a type of environmentally sound tourism. It means that through activities related to nature, tourists are invited to see nature up close, enjoy the authenticity of nature and its environment, so that it inspires them to love nature (Yoeti, 2000). Ecotourism activities can increase revenue for nature conservation which is used as an ecotourism tourism object and generate economic benefits for the lives of the people who live in the area or the local area (Subadra, 2008).

The results of this study are in line with the results of the study Jepson et al. (2013) concluded that the Opportunities category of the MOA model contained the most positive associations and thus held the key to determining community engagement. Besides that, it is also in line with the results of the study Salakory (2016) which explains that ecotourism can improve the community's economy. Ecotourism can run well if there is cooperation between stakeholders such as government, companies and communities.

CONCLUSION

The MOA model is based on theoretical perspectives from a variety of areas including advertising, consumer behavior, tourism, public participation and, more recently, event studies enabling or facilitating community participation. This paper was inspired by an already established theoretical framework in the field of tourism, as well as a desire to understand and document the factors that influence inclusive engagement within local communities with MOA model. A tourism village built with the concept of community-based tourism is a step for the community to develop their potential to be able to manage their own tourism and make their village an independent village. The development of this tourist village really needs the support and participation of the entire community so that the community feels they own the tourism together, in that way, the community can feel the benefits of the existence of a tourist village in their own area. the author suggests that this can be done follow-up research at different locations related to the development of Tourism Villages.

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