



Sustainable Tourism Development in the Village of Rancabango: Maintaining and Developing Local Wisdom

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ABSTRACT

The tourism industry is one of the largest industries in the world. The tourism industry can absorb a large number of workers, be able to increase income and the economy and can make a large contribution to a country. This has prompted many countries to be interested in developing tourism as a development sector, especially for developing countries including Indonesia. As one of the largest industries in the world, tourism development is expected to be able to improve the economy so that it can improve the welfare of the people where tourism is developed. In addition, tourism can provide benefits for the preservation of nature, culture and the environment and is sustainable, such as sustainable tourism management in the Garut Regency area, precisely in the village of Rancabango. This study uses a descriptive method with a qualitative approach and data triangulation analysis, the results of the study explain that, sustainable tourism development is a development concept that pays attention to elements that are not only the potential of the village physically, but also involve ecology, culture and ecology so that the benefits of development continue. sustainable because the building blocks of development are well maintained. The concept of sustainable development is still a popular issue and goal in this era because the concept of sustainable economics does not only manage the economic system, but considers environmental aspects. One of them is Village Owned Enterprises. BUMDES is a pillar of village economic development and development in responding to the challenges and potentials of the currently developing economic system. BUMDES is a forum managed by the Village and/or inter-Village cooperation to manage and develop activities in the economic field while carrying out an orientation to public services and social development for improving the welfare of rural communities.

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1. Introduction

Tourism is one of the fastest growing industrial sectors. This is because the tourism industry is seen as having bright and promising prospects and can provide great benefits for a country. With the management of the tourism sector intensively and supported by professional human resources, it is able to make the tourism sector a significant contributor to the country's foreign exchange. Indonesia with its natural beauty and cultural diversity and customs is able to make the tourism sector a very large economic engine (Rohman, 2017; Adi & Mulyadi, 2019; Widhiarini et al., 2019; Dadi, 2021). In accordance with Law Number 10 of 2009 in part a consideration of its formation which states that the state of nature, flora and fauna as gifts from God Almighty, as well as ancient relics, historical relics, arts and culture owned by the Indonesian people are resources and capital tourism development to increase aims to maintain, and automatically increasing profits and covering the existence of a company (Sinollah, 2019).

So it is only natural that the government optimizes tourism development programs in various regions while placing it as an alternative development approach that aims to increase economic growth, improve people's welfare and as a solution in overcoming unemployment. It is a surefire step if the tourism industry is used by the government as a means to increase the economic independence of local communities, the government needs to pay special attention to sustainable tourism development for the sake of creating the welfare of the surrounding community, while the notion of sustainable tourism is a tourism industry that is committed to making a low impact on the environment and culture (Hannan & Rahmawati, 2020; PrawiraW et al., 2021). In addition, it functions as a driver of future employment for local communities, while the purpose of sustainable tourism development is to bring positive experiences to local communities, tourism companies and tourists themselves, because essentially sustainable development aims to improve the welfare of the community, to meet human needs and aspirations and is aimed at seeking equitable development between generations in the present and the future (Suryani et al., 2016; Sidiq & Resnawaty, 2017; Sidiq & Jalil, 2021).

The sustainable tourism program that is being pursued by the local government is through the development of tourist villages, in the midst of the saturation and bustle of the virtual era which is identical to digital machines and gadgets, humans in this era are reluctant to lose the atmosphere of life inherited from ancient life which is believed to be more full of humanity and love and nature friendly (Astiti, 2016; Ditya, 2020; Achmad, 2021). Therefore, tourist villages that still store the value of local wisdom are often hunted by tourists both from outside the region and the surrounding area who are already starting to lose the original values of local wisdom, as we know that some regions in Indonesia still have cultural and traditional values the customs are good, all of that is stored and passed down from one generation to another, one of which is in the Garut Regency area.

The potential for tourist attractions in Garut Regency is indeed very diverse, including the biodiversity and authenticity of the local culture, one of which is the most famous, namely the Garut *Adu Domba* culture special attraction for tourists visiting Garut Regency. Tourism development is directed at increasing the tourism sector which is expected to be a mainstay sector in economic activities including other related sector activities. This is intended so that the development and utilization of various national tourism potentials can increase job opportunities, regional original income and state foreign exchange earnings.

This tourism development is directed to become a sustainable tourism program that is not only cut off at one point, and does not only build on one side, for that the need for cooperation from various parties both from the community, government, community organizations or associations, community leaders to build villages sustainable tourism. One of them is Village Owned Enterprises. BUMDES is a pillar of village economic development and development in responding to the challenges and potentials of the currently developing economic system. BUMDES is a forum managed by the Village and/or inter-Village cooperation to manage and develop activities in the economic field while carrying out an orientation to public services and social development for improving the welfare of rural communities (Sidiq, 2019; Ulfah, 2020; Kunyanti & Mujiono, 2021). BUMdes are formed, managed, and jointly developed by the government and village communities and adapted to the characteristics of the potential resources and local culture of each village, facilitating, strengthening, maintaining sustainability, and developing businesses and productive economic activities that can be carried out by village communities. The development policy has also prioritized BUMDES as the manager of village-owned resources for the maximum benefit of the community's welfare while maintaining the role and existence of the village in regional and national development, including producing abundant rural tourism in the city of Garut.

The tourism potential found in Rancabango village, Tarogong kaler sub-district, Garut regency is very fascinating, including the breeding and maintenance of Garut sheep, sand excavation park, Para glide hill location, Gunung Putri campsite, and *Adu Domba* tourism park, but the great tourism potential is still accompanied by problems that have not been optimally resolved to date. These problems include the development of sustainable tourism, the involvement of the local community has not been optimally organized and the participation of the youth and housewives of the village is still

minimal to manage their own village. For this reason, there is a need for the role of the local government in providing encouragement and understanding related to sustainable tourism village management and is expected to be able to improve aspects of life for the surrounding community development of human resources (Human Resources) related to tourism, as well as providing various trainings to entrepreneurs related to tourism activities (Setijawan, 2018; Sidiq & Achmad, 2020; Arifin et al., 2021).

2. Research Methods

This study uses descriptive analysis research with a qualitative approach. Researchers also want to examine a phenomenon that discusses the Development of Sustainable Tourism Development of *Adu Domba* Tours in the Village of Rancabango Tarogong Kaler, Garut Regency. Bogdan and Bikken S (1992), explained that qualitative research is one of the research procedures that produces descriptive data in the form of speech or writing and the behavior of the people being observed, besides that a qualitative approach is expected to be able to produce an in-depth description of an individual, group, society, or particular organization. There are two sources of data used in this study, where the data includes primary data and also secondary data, then the facts of the findings are described in a very easy form of discussion so that researchers can find a complex and structured understanding in a directed manner.

3. Results and Discussion

3.1 An Overview of Rancabango Village

In addition to the management of sheep fighting, this village is also supported by other tourism potentials as can be seen below:

Table 1.
Tourism Potential

Tourism potential	Amount
Hot Springs Tour	1
Paragliding	1
Camping Ground	1
Natural Tourism	1
Farm Tour	3
Hotel	6
Restaurant	6
Swimming Pool	7
<i>Adu Domba</i> Field	1

Source: Data processed by researchers (2021)

3.2 Tourism Object Management

Tourism development can provide opportunities for the movement of various community economic activities, tourists visiting a country bring foreign exchange to that country. With foreign exchange, the country will obtain development funds to improve the economy and eradicate poverty. Therefore, the tourism sector is one sector that is able to integrate economic progress in various dimensions on a national, regional and global scale, according to Barkauskiene et al (2013), management is a systematic activity that follows one another in order to achieve goals. According to Mbaiwa et al (2009) the management of tourist areas is intended to protect the original values when the area is developed. Accommodation facilities, human resources, service products, leadership, products and packaging, should be developed carefully by adopting indigenous values and involving local residents.

This tourism activity will have a positive impact on various aspects of life both in the political, economic, social, cultural, and environmental fields. The direct social, economic and cultural impacts will be felt by the people who own the tourist destinations. The social, economic, and cultural impacts

Sustainable Tourism Development in the Village of Rancabango: Maintaining and Developing Local Wisdom (Jujumaedi)

include opening up job opportunities and expanding employment opportunities, growing community economic activities, and increasing people's economic income. Because basically the implementation of tourism is carried out based on the principles of benefit, kinship, independence, balance, sustainability, participatory, sustainable, fair and equitable, democratic, equality and unity. This is in line with the policy of the Ministry of Tourism (2015) which has set the policy direction and strategy (*road map*) of Indonesian tourism, namely, national tourism marketing, tourism destination development, tourism industry development and tourism institutional development.

3.3 Sustainable Tourism Development

Sustainable tourism development is a process and system of tourism development that can ensure the sustainability or the existence of natural resources and socio-cultural life and provide economic benefits to current and future generations to eradicate or alleviate poverty. Including the environment, tourism products and partnerships and community participation. In addition, sustainable tourism development is also expected to keep the ecological environment clean and well-maintained. The concept of sustainable tourism development starts from the concept of sustainable development. Sustainable development is expected to provide opportunities for the next generation to enjoy the positive benefits of development, as well as in tourism development (Butarbutar & Soemarno, 2013).

Sustainable tourism development is based on several principles as put forward by the United Nations World Tourism Organization (Siswanto, 2015), namely, all tourism development stakeholders must protect the environment the government encourages all forms of tourism development that can reduce the use of scarce resources, tourist travel arrangements and visitors in terms of time and space to evenly distribute vacation time in order to reduce pressure on the environment, then tourism infrastructure must be designed and tourism activities must be programmed in such a way as to protect natural heritage.

So sustainable tourism development must of course utilize natural resources optimally according to their carrying capacity so that they do not cause damage, respect the socio-culture of the local community and ensure sustainable economic benefits and are distributed fairly to all stakeholders. Sustainable tourism is said to be of quality if it can provide a quality experience for visitors, while also improving the quality of life of local communities and protecting the quality of the environment. Tourism ensures the continuity of the natural and cultural resources of the local community with a satisfying experience for visitors. Sustainable tourism is also expected to maintain a balance between the needs of the tourism industry, support for the environment and local communities.

Sustainable tourism development is a development concept that pays attention to elements that are not only the potential of the village physically, but also involve ecology, culture and ecology so that the benefits of development continue to be sustainable because the elements that make up development are well maintained. The concept of sustainable development is still a popular issue and goal in this era because the concept of sustainable economics does not only manage the economic system, but considers environmental aspects. States that the world's population emphasizes the need to take into account environmental aspects in development programs that have been carried out so far (Sidiq & Sofro, 2015). How to include environmental aspects in development which has been concentrated on economic development. Tourist villages that are rich in tourism potential should be able to provide comfort and benefits for all residents who inhabit the village, while the Federation of Nature and National Parks (1993) stated that sustainable tourism development is an integrated form of activity from tourism development, management and activities. Integrative is intended to ensure the preservation of natural and cultural resources, environmental, social and economic integrity consistently for the purpose of long-term and sustainable welfare.

3.4 The Role of the Rancabango Traditional Village in the Development of Adu Domba Tourism

According to the story, the history of Garut sheep dates back to the reign of Regent *Suryakanta Legawa* around 1815-1829, he often visited a college friend named Haji Saleh who had many sheep. One of the sheep he owned (*Lenjang*) was asked by the regent to be bred with a sheep in the regency hall named si Dewa. The Toblo, who is the son of the God and the *Lenjang*, reproduce and produce the offspring of Garut sheep until now. Garut sheep have unique characteristics from sheep in the area

outside Garut. Strong physique with a weight of about 60-80 Kg, baplang horns, mostly white fur color and ngagiri ears become one of the dominant characteristics of the existing sheep. Subsequent developments of raising arrowroot sheep lead to two main targets, namely as a producer of meat and for pleasure or hobbies. According to Rohman (2017), Garut sheep agility art is a folk game accompanied by the traditional arts of the pencak drums to display the atmosphere. The agility of the sheep has an aesthetic value when the sheep takes a stance and there is a collision on the head. In addition, the Fighting Sheep has a strong body, beautifully agile and very good movements when competing.

The involvement of the local community during the *Adu Domba* competition event was proven by managing the best possible place and collaborating with the village in preparing officers ranging from security guards, parking officers, cleaners and others so that the ecological values in the village were cleaned up again as before. The social conditions of the village community as well as the local wisdom possessed by the village of Rancabango Tarogong Kaler is quite unique. In terms of culture and local wisdom, this village is quite synonymous with *Adu Domba* and the traditional martial art of Pencak silat. So that in this village, pencak silat and *Adu Domba* performances are held quite often, in one year Pencak silat performances can be up to six times per year. Meanwhile, the *Adu Domba* show is held more often for local performances and matches. Even if it's only for the practice arena, *Adu Domba* shows are held every two weeks.

The maintenance of the fighting sheep in this village also has its own uniqueness in maintaining the sheep nicely with a well-maintained cage that pays attention to the comfort of the sheep, there is even a sheep apartment. The fighting sheep in this village are trained in agility with discipline, are exercised regularly and there is even swimming (*ojay keun*) for the fighting sheep. In this way the Adu Sheep are maintained their health, it can be seen from the appearance of a dashing sheep with strong muscles. The *Adu Domba* activity was carried out by wearing Kasundaan clothes, namely black-colored pans and Sundanese batik iket attached to the head. And usually the keepers, especially the Sheep caretakers, also have expertise in the Kasundaan martial art, namely pencak silat. So that when the show took place, the aura of the sheep caretaker radiated with full of charisma. The charisma and confidence of the sheep caretaker is quite influential on the valor of the Adu Sheep in the field.

Economic Sustainability which took place in the village of Rancabango Tarogong, Kaler, Garut, went quite well, *Adu Domba* tourism was managed by paying attention to modern management sciences but also carrying out management management patterns handed down from ancestors. There are certain things in managing *Adu Domba* in this village which are only owned by certain villages that are iconic with fighting sheep that cannot be obtained from modern conventional management sciences. Like how to keep the valor of the Sheep awake and the sheep have strong courage. The majority of the economic livelihood in this village comes from labor income, as described above. There are also farmers who own as well as cultivators in tobacco farming, but not much compared to farm laborers. Even so, what became an icon of the economy after this village became a tourist village were the sheep breeders. With the construction of several tourist destinations in this village, the opportunity for the emergence of new economic land is quite open because newcomers are starting to visit this village intensely. Starting from trading opportunities, sheep garden tours, and *Adu Domba* performances which are held quite often a year. Even so, the findings in the community have not been able to take advantage of the economic opportunities as well as the potential in their villages. It takes motivation and comprehensive action from leaders or government officials to provide awareness that opportunities and potentials in this village are very abundant, so it is very possible to use them for village progress, both in terms of economy and tourism prestige.

4. Conclusion

Sustainable tourism development in the village of Rancabango Tarogong Kaler which consists of three dimensions, namely the preservation of ecological values, the maintenance of socio-cultural conditions, and economic sustainability, is sufficiently well-maintained and leads to more advanced development. The arrival of visitors or tourists who are intense on *Adu Domba* tours does not have a

Sustainable Tourism Development in the Village of Rancabango: Maintaining and Developing Local Wisdom (Juju Jumaedi)

negative effect on maintaining the ecological environment, the environment is still beautiful and clean. In terms of culture and local wisdom, this village is quite synonymous with *Adu Domba* and the traditional martial art of *Pencak silat*. So that in this village, *pencak silat* and *Adu Domba* performances are held quite often, in one year *Pencak silat* performances can be up to six times per year, socio-cultural conditions are still well maintained. Economic Sustainability which took place in the village of Rancabango Tarogong, Kaler, Garut, was going quite well when the *Adu Domba* tour was managed quite well also by paying attention to modern management sciences but also carrying out management patterns that were passed down from ancestors, although there is still potential for the village to be developed, economically unexplored.

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