

SWOT Analysis Of Cisande Tourism Village Assisted By Rumah Zakat SDG 8.9 Sustainable Tourism With CBT Approach

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Abstract

Village tourism is on the rise in Indonesia, with programs like Desa Wisata Rumah Zakat actively promoting it in supported regions. This program has effectively alleviated poverty and empowered beneficiaries to participate in Rumah Zakat's initiatives. The research's primary goal is to assess the program's strengths, weaknesses, opportunities, and threats through a SWOT analysis. Strengths include increased local community involvement, streamlined decision-making processes, environmental upkeep, and support for local micro, small, and medium-sized enterprises (MSMEs). Weaknesses involve challenges in achieving program targets due to inadequate stakeholder coordination and limited community awareness. Opportunities lie in implementing new strategies and garnering support from non-governmental organizations (NGOs). Additionally, the growing tourism sector offers economic prospects for the local community. Threats encompass financial constraints, the delicate balance between tourism development and environmental conservation, and political uncertainties, which could jeopardize the program's sustainability. This research draws from management theories, sustainable empowerment principles, and a Community-Based Tourism approach to identify issues in empowered villages aligned with SDG 8.9. Qualitative methods such as interviews and field observations are employed and validated through triangulation techniques to maintain research objectivity. The study aims to develop innovative and sustainable tourism strategies in line with SDG 8.9.

Keywords—UT analysis of SWOT, community based tourism, Cisande Village

I. INTRODUCTION

Sustainable development is a development model that presents new challenges to conventional forms of development. The conventional approach only sees development as modernization along western lines, while the new development paradigm emphasizes meeting human material and non-material needs, advancing social justice, expanding organizational effectiveness, and building human and technical capacities towards sustainability. This sustainability goal requires protection of natural resources as a basis for future development. Sustainable development is an attempt to integrate social, environmental and economic considerations into a new development paradigm (Munandar, 2019).

Sustainable development involves three dimensions or pillars, namely aspects of customs and human values, economic aspects which involve the allocation and distribution of scarce resources, and ecological aspects which involve economic and social contributions and their impact on the environment and resources. Sustainable development is also related to the global agenda set out in the Sustainable Development Goals (SDGs) agreed upon by 193 UN member states in 2015. The SDGs carry a broader and inclusive global development mandate and agenda with 17 goals and 169 targets covering various aspects of development. (Munandar, 2019; UNDP 2015).

Indonesia as a UN member state also agrees on the SDGs, and the implementation of SDGs in Indonesia adopts the basic principles of SDGs, namely universality and integration in all developments carried out. This is done through a presidential regulation that aligns 17 sustainable development goals with the Long Term Development Plan (RPJP) and the National Medium Term Development Plan (RPJMN) for the 2015-2019 period. The Indonesian government has also formed an implementing team to oversee the implementation and achievement of sustainable development goals at the central and regional levels (Setkab, 2017).

In the context of sustainable tourism development, the importance of decent work is emphasized by SDG Goal 8, which aims to promote inclusive and sustainable economic growth and productive and decent work for all. The Government of Indonesia has integrated the SDGs into the Medium-Term Development Plan (RPJM) with the

National Development Planning Agency (Bappenas) as the coordinator for implementing SDGs across sectors. SDGs 8.9 emphasizes the importance of developing sustainable tourism.

Some previous research regarding Community-Based Tourism (CBT) is a form of tourism that provides economic, socio-cultural and environmental benefits for the local community. CBT involves the active participation of the community in the development and management of tourism in their area. In CBT, the local community has an important role in determining the type of tourism to be developed, determining the selling price of tourism products, as well as promoting and selling these tourism products. According to (Ma and Jiyang, 2022) Community-Based Tourism (CBT) is a form of tourism that provides economic, socio-cultural and environmental benefits for the local community. CBT involves the active participation of the community in the development and management of tourism in their area. In CBT, Local people have an important role in determining the type of tourism to be developed, determining the selling price of tourism products, as well as promoting and selling these tourism products. Meanwhile (Pasanchay and Schott, 2021) CBT aims to increase community involvement in decision making regarding the management of natural resources and the environment in their area. Which is a tourism approach that aims to achieve economically, socio-culturally and environmentally sustainable development, while increasing the capacity of society to accommodate tourism by reducing costs and increasing the benefits of tourism. CBT is also considered as an alternative form of tourism which aims to counter mass tourism in developing countries as well as help rural communities around the world through basic development, local participation, empowerment and capacity building. According to Suansri (2003), Community Based Tourism (CBT) is tourism that pays attention to environmental, social and cultural aspects of sustainability. This concept is a new paradigm in tourism management. Suansri (2003) provides several principles that must be considered in implementing CBT. These principles include: This concept is a new paradigm in tourism management. Suansri (2003) provides several principles that must be considered in implementing CBT. These principles include: This concept is a new paradigm in tourism management. Suansri (2003) provides several principles that must be considered in implementing CBT. These principles include:

1. Recognize, support and develop community ownership in the tourism industry;
2. Involve the community in all aspects;
3. Develop community pride;
4. Developing the community's quality of life;
5. Ensure environmental sustainability;
6. Maintaining the unique identity and culture of the local area;
7. Support the development of learning about cultural exchange in society;
8. Respect cultural differences and human dignity;
9. Distributing benefits fairly to the community; And
10. Play a role in determining the percentage of income.

Community empowerment is a development process that involves community initiatives to improve their own situations and conditions (Nainggolan, 2019). In the context of rural tourism, tourism villages are the result of saturation with modern forms of tourism, where people want to return to experiencing life in rural areas and interact with local culture (Hadiwijoyo, 2012).

A tourist village is a rural area that reflects rural authenticity in various aspects of life, such as socio-economic, socio-cultural, customs, building architecture, and a typical village layout (Hadiwijoyo, 2012). The concept of a tourist village includes attractions and accommodations that are presented in the structure of local community life that is integrated with the prevailing traditions and procedures (Nuryanti & Wiendu, 1993).

In community empowerment, the success of the program is not only determined by the party carrying out the empowerment, but also by the active participation of the empowered community (Nainggolan, 2019). A tourist village is an effort to develop tourism components, such as attractions, accommodation, food and drink, and other tourism needs (Hadiwijoyo, 2012).

In tourist villages, accommodation may consist of local residents' residences or units developed based on the concept of residential areas (Nuryanti & Wiendu, 1993). Tourist village attractions involve the daily life of the

local community and the physical arrangement of village locations that allow active participation of tourists, such as taking dance or language courses (Nuryanti & Wiendu, 1993).

In the context of community empowerment and development of tourist villages, it is important to involve the target community in an inclusive manner (Nainggolan, 2019). Thus, the tourist village is not only a tourism destination, but also a means to improve the welfare and socio-economic life of the local community

The development of Tourism Villages in Indonesia has become the focus of the government and various organizations in recent years, with the aim of promoting sustainable tourism and increasing the welfare of local communities. Several strategies have been carried out to develop Tourism Villages, such as increasing community participation, increasing community capacity, improving infrastructure and facilities, and promoting Tourism Villages widely.

The Tourism Village has also experienced development in the form of a new concept, namely the Digital Tourism Village. This concept combines technology and the principles of sustainable tourism in building a technology-based tourism industry in villages. Utilization of digital applications and platforms is one of the main pillars in building a sustainable and technology-based tourism industry in villages.

Even so, there are still challenges in the development of Tourism Villages, such as a lack of infrastructure, funds and community participation. To overcome these challenges, various strategies have been implemented, such as improving infrastructure and facilities, increasing community participation, and providing training and assistance to the community in developing micro-enterprises. With the right development strategy, it is hoped that the Tourism Village can provide real benefits for the development and progress of the Tourism Village and the surrounding community.



Fig. 1. Tourist village based on islands in Indonesia

(https://www.atmago.com/berita-warga/nomor-desa-wisata-berdasarkan-pulau_5358d4b0-b327-4cf9-a870-cc8e0f253367)

It can be seen that the number of tourism in Indonesia, as a philanthropic institution that focuses on increasing the income of its beneficiaries Rumah zakat must focus on economic development directed by the 7th President of Indonesia. The development of tourism villages is also a form of accelerating village development in an integrated manner, to encourage transformation social, cultural and economic village. Therefore, each region and village must pay special attention to its potential to create and develop additional services and high productivity to improve the welfare of the local community.

Desa Wisata is a form of sustainable tourism that promotes economic, social and environmental sustainability in Indonesia. Tourism Villages were developed with the aim of improving people's welfare and reducing poverty levels in the village. Tourism Villages are developed through integrated programs of empowerment, capacity building, economy, education, health, environment and disaster preparedness. This program is implemented using funds from Zakat, Infaq, and alms from Rumah Zakat donors (Empowered Village Profile, 2021)

N0	Year	Number of visitors
1	2019	339
2	2020	1455
3	2021	1979
4	2022	3309

Fig. 2. The number of visitors to the Cisande tourist village

The development carried out in Megacu Village to the Village SDGs, in the sustainable development of village SDGs has contributed 74% to the achievement of the National SDGs (Kominfo, 2022) UNWTO predicts that by 2030 the number of movements of international tourists visiting global tourist attractions will reach 1.8 billion people and the number of movements of domestic tourists as many as 5 people to 6 billion people ("Ministry of Tourism Republic of Indonesia Strategic Plan 2020-2024) This was also supported by President Joko Widodo's statement in a "limited meeting" stating that it would make the tourism industry the most generate foreign exchange, because according to him the field Travel is an inexhaustible resource that will never run out and can function as the largest source of foreign exchange earnings compared to other industries ("Strategic Plan of the Ministry of Tourism of the Republic of Indonesia 2020-2024")..

II. LITERATURE REVIEW

A. 2) Sustainability Tourism

Sustainable tourism is a strategic, large-scale and long-term development that follows a regulatory development path to achieve development goals and the SDGs (UNWTO, 2020). It is important to use the principles of realistic planning, measurable implementation, and continuity between activities in the development strategy (UNWTO, 2020).

Sustainable tourism is defined as tourism that considers economic, social and environmental aspects as a whole to meet the needs of tourists, industry, the environment and the community (Ministry of National Development Planning, 2017). The 2030 SDGs goals, in particular Goal 8.9, emphasize the importance of sustainable tourism policies in creating jobs and promoting local culture and products (Ministry of National Development Planning, 2017).

Sustainability principles include optimal use of environmental resources, respect for socio-cultural authenticity and host communities, as well as ensuring long-term operations that provide equitable socio-economic benefits to all stakeholders (Ministry of National Development Planning, 2017). Burns (1997) also mentions important principles in sustainable tourism development, such as utilizing the environment as a long-term tourism asset, providing mutual benefits to local communities and the environment, and paying attention to the sustainability of nature.

In the development of sustainable tourism, there needs to be a balance between the needs of tourists, the environment and local communities, as well as the active participation of the tourism industry, local government, NGOs and other related parties (Burns, 1997).

B. Community Based Tourism

Community-Based Tourism (CBT) is a form of tourism that provides economic, socio-cultural and environmental benefits for the local community. CBT involves the active participation of the community in the development and management of tourism in their area (Ma and Jiyang, 2022). The goal of CBT is to increase community involvement in the management of natural resources and the environment, while achieving economic, socio-cultural and environmentally sustainable development (Pasanchay and Schott, 2021).

CBT is also considered as an alternative form of tourism that fights mass tourism and helps rural communities through basic development, local participation, empowerment and capacity building (Pasanchay and Schott, 2021). CBT principles include recognizing, supporting and developing community ownership in the tourism industry, involving the community in all aspects, developing community pride and quality of life, and maintaining environmental sustainability and local cultural uniqueness (Suansri, 2003).

Tourism has a significant impact on people and destinations. The CBT concept emphasizes bottom-up decision-making, involving communities in the control and development of sustainable tourism according to their values and interests (Pasanchay and Schott, 2021).

In CBT, the local community has an important role in determining the type of tourism to be developed, determining the selling price of tourism products, as well as promoting and selling these tourism products. CBT also empowers communities to accommodate tourism by reducing costs and increasing benefits (Ma and Jiyang, 2022).

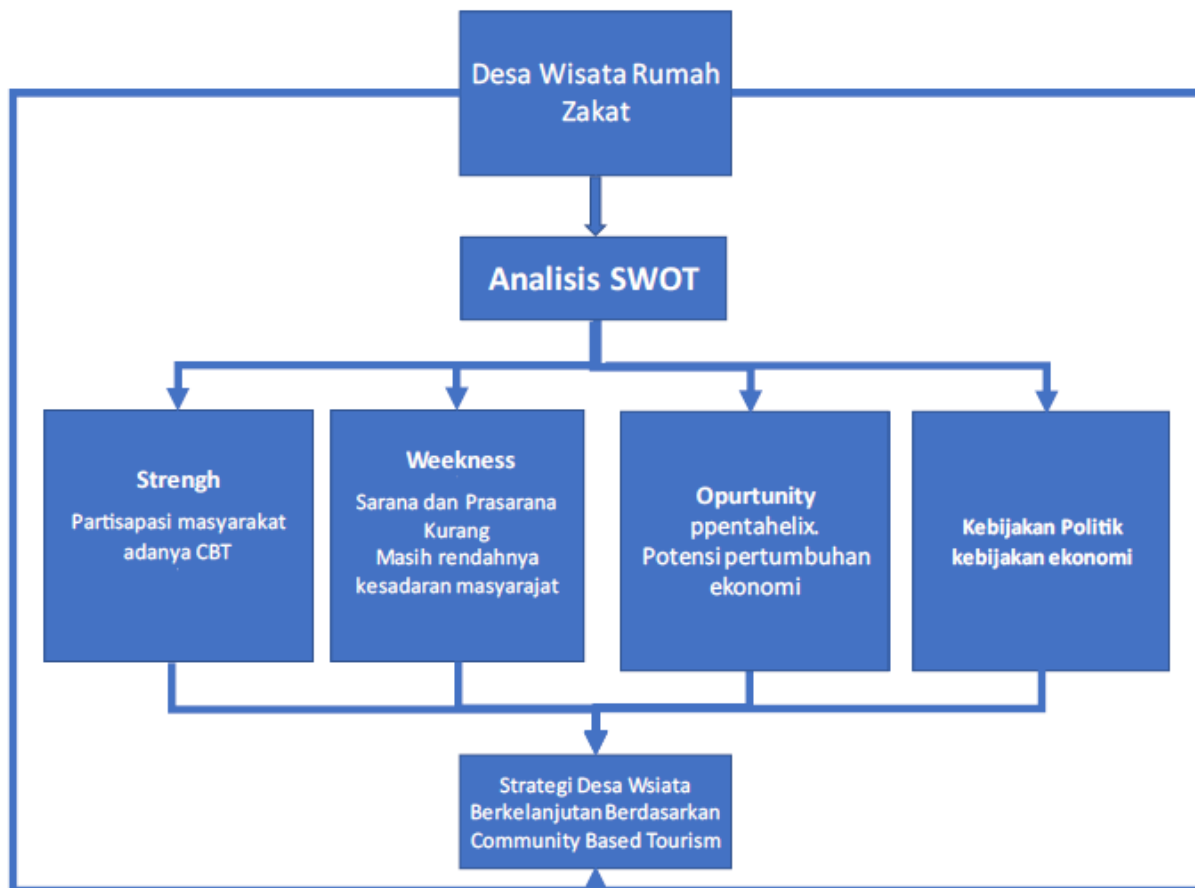


Fig. 4. Framework of thinking, Development of the Book Rosmala Devi Research Methodology (Heading 3)

This study used a qualitative method with a case study approach. The reason for using qualitative methods is based on the assumption that tourism is not enough to only be understood as reality (black-and-white), but must also be analyzed in a critical reality, and constructed locally and specifically (Denzin and Lincoln, 2009). Qualitative research intends to understand the phenomenon of what is experienced by research subjects, holistically and descriptively in the form of words and language, which is carried out in a natural context using natural methods (Moleong, 2006:6). It can be concluded that the research method is a scientific way to collect data with specific purposes and uses. Meanwhile, according to Sukmadinata (2009), Qualitative method is research to describe and analyze phenomena, events, beliefs, attitudes, and social activities individually or in groups. The qualitative method is a collection of methods to analyze and understand more deeply the meaning of some individuals or groups considered as a humanitarian or social problem (Creswell, 2015).

This qualitative research uses exploratory research methods with a Pragmatism research paradigm, exploration is a type of initial research from a very broad research. In exploratory research it becomes very important because it will produce a strong foundation for further research. Yusuf, (2004) stated that the purpose of exploratory research is the goal to get ideas about the main issues in more detail and to develop existing hypotheses.

Qualitative research was conducted by collecting data through observation and semi-structured interviews with the management of Rumah Zakat Empowered Village

III. RESULT / FINDING

A. Strengths

Cisande Tourist Village has several tourist attractions, making it an attractive destination. The village is rich in culture, offering visitors the opportunity to immerse themselves in various traditional arts and rituals, providing an authentic cultural experience. In addition, Cisande Tourist Village is also home to a variety of tourist attractions, from natural wonders such as mountains, waterfalls and lush forests to cultural attractions such as museums and historical sites, Caters to a variety of tastes.

Another advantage is the affordable prices of goods and food, helping to save costs for tourists. The warmth and kindness of local people further enhances the experience, ensuring visitors feel welcomed and connected to the local culture.

In addition, the presence of the Minister of Tourism and Creative Economy demonstrates the government's support, raising the village's profile domestically and internationally. Rumah Zakat's extensive network across Indonesia also helps promote the village, attracting more tourists.

From an economic standpoint, the Cisande Tourism Village initiative has given the neighborhood's MSMEs support, enabling them to raise the quality of their products, increase their market, and develop their managerial abilities. The program adheres to sustainable tourism concepts, which include resource management, community involvement, and cultural preservation.

Locals actively participate in program planning and management and provide feedback on tourism development, making community involvement crucial. The use of renewable energy sources and trash management are two aspects of resource management that are focused on environmental sustainability. By include local people in tourism-related activities and encouraging traditional cultural practices, the initiative also helps to preserve cultural traditions.

Given its cultural diversity, accessibility, and commitment to sustainable development, Cisande Tourism Village has the potential to become into a popular tourist destination for both domestic and foreign visitors. Cultural preservation, the Cisande Tourism Village program has contributed to maintaining and promoting local culture. Religious development programs and efforts to involve local communities in tourism activities. It can be seen that there are many cultural communities there, namely the oma opa drum band, dance arts, martial arts, perelek rice

B. Weakness

Cisande Tourism Village also has several weaknesses that need to be considered in its development. One of the main weaknesses is inadequate infrastructure, especially road access to tourist destinations. Road conditions that are not good or difficult to reach can prevent tourists from reaching their desired tourist destinations. Therefore, repair and development of infrastructure is important to increase comfort and ease of access for tourists.

In addition, human resources in the Cisande Tourism Village still need to be improved. Many of them do not fully understand their tourism potential and do not have sufficient capabilities to make optimal use of it. Training and education regarding the tourism industry, customer service, and management of tourist destinations need to be provided so that local communities can play an active role in developing and promoting tourism villages.

Another weakness is the promotion that is not optimal. Even though Cisande Tourism Village has great potential, ineffective promotion can prevent this potential from being properly explored. More active and strategic efforts are needed in marketing and promoting this tourism village to potential tourists. The use of social media, websites, brochures, and cooperation with related parties such as the Tourism Office needs to be increased to increase the visibility and attractiveness of Cisande Tourism Village. By overcoming these weaknesses, Cisande Tourism Village can improve the tourist experience, make optimal use of tourism potential, and increase the attractiveness and sustainability of the tourism village in the long term.

C. Opportunity

Cisande Tourism Village has various opportunities that can be utilized to develop its tourism potential. One of these opportunities is the interest of tourists in local wisdom and culture which are considered unique. Travelers today are increasingly interested in exploring destinations that provide authentic and traditional experiences. By promoting local wisdom and distinctive culture, Cisande Tourism Village can attract tourists to visit and experience a different experience.

The use of technology that makes it easier for tourists and collaboration with the transportation, hotel and restaurant sectors are also good opportunities. With increased accessibility and convenience for tourists, Cisande Tourism Village can attract more visitors. Collaboration with transportation providers, hotels and restaurants in presenting complete and integrated tour packages can provide a better experience for tourists.

The high number of tourist visits to West Java in general. West Java is one of the popular tourist destinations in Indonesia with a variety of interesting tourist objects. By taking advantage of this opportunity, Cisande Tourism Village can attract tourists visiting West Java to visit and explore the beauty of this tourist village.

The rapid development of tourism in Sukabumi is also an opportunity that Cisande Tourism Village can take advantage of. By taking part in tourism development in Sukabumi, Cisande Tourism Village can become part of a developing destination and increase its attractiveness as a tourist choice.

The large number of school children who need education and hands-on practice is an opportunity to develop educational programs in Cisande Tourism Village. By providing educational tour packages that involve school children, Cisande Tourism Village can provide a different and fun learning experience for students. This can increase school tour visits to tourist villages and make a positive contribution to education and local community development.

D. Threats

Cisande Tourism Village also faces several threats that need attention to maintain its sustainability. One such threat is the potential for environmental damage due to the entry of investors and the loss of community management rights. In the process of developing tourism, care needs to be taken so as not to sacrifice environmental sustainability and the rights of local communities. Good management needs to be done to maintain a balance between tourism development and environmental preservation and ensure fair participation and benefits for the community.

Competition from surrounding tourist destinations. In a competitive tourism industry, Cisande Tourism Village needs to continue to innovate and improve the quality of products and services in order to continue to attract tourists. Optimal promotional efforts and unique advantages need to be emphasized in order to compete with other tourist destinations.

Modern culture is also a threat to Cisande Tourism Village. As an educational tourism village, changes to a

more modern culture can threaten the authenticity and uniqueness of traditional culture which is the main attraction of this village. Efforts to preserve and develop local culture need to be considered so that it remains relevant and maintained in the tourist experience.

Post-COVID-19 economic instability. The tourism industry is one of the sectors that has been significantly affected by the pandemic, and the slow economic recovery can affect tourist arrivals and income from the tourism sector. Cisande Tourism Village needs to anticipate and adjust marketing and financial management strategies to deal with economic instability that may occur.

Political developments, especially presidential and legislative elections, can also have an impact on the tourism sector, including the Cisande Tourism Village. Policy uncertainty and regulatory changes that may occur could affect tourism development and economic stability in the village. Active involvement in dialogue and collaboration with the government and related stakeholders needs to be carried out to maintain tourism sustainability in Cisande Tourism Village.

because tourism villages involve many people based on community-based tourism, so they will be vulnerable to being led into practical politics, political developments, especially presidential and legislative elections, can also have an impact on the tourism sector, including the Cisande Tourism Village. Policy uncertainty and regulatory changes that may occur can affect tourism development and stability

From the SWOT analysis that has been carried out, it is found that the Rumah Zakat Empowered Village Strategy in creating sustainable tourism is to implement Community Based Tourism (CBT)-based empowerment. This is important so that the community has full rights over the existing businesses in their village and can open themselves to the outside world in order to develop the village's potential to the fullest. There are several strategies implemented according to SDG 8.9.

1. society is the subject of development. Rumah Zakat Empowered Village focuses on making the community the main goal in developing a tourist village. Active participation and direct involvement of the community is key in the development and strengthening of tourist villages. Desa Berdaya Rumah Zakat involves the community in empowerment programs such as skills training, developing micro-enterprises, increasing access to education, and improving infrastructure. Skills training provides an opportunity for the community to increase their knowledge and skills related to the development of tourist villages, such as handicrafts, organic farming or tourism services.
2. development of facilities and infrastructure. Empowered Village Rumah Zakat realizes the importance of adequate facilities and infrastructure in developing tourism potential in the village. Collaboration with investors through the Rumah Zakat network is key in achieving this goal. This collaboration allows Cisande Tourism Village to obtain financial and technical support to improve and expand tourism infrastructure. Investors also bring benefits in the management and development of tourism and increase community capacity in managing tourist destinations.
3. Forming an empowerment ecosystem. Desa Berdaya Rumah Zakat recognizes the importance of involving stakeholders, partners and influencers in the development of a tourism village. Through partnerships with higher education institutions, relevant ministries, and experts who are members of the Pentahelix network, Desa Empowered Rumah Zakat can draw on a wider range of expertise and knowledge. Influencers also have an important role in influencing public perception and interest in tourist destinations. Collaboration with stakeholders and partners broadens resources and knowledge that helps design effective strategies, increase the attractiveness of rural tourism, and gain supportive policy support.
4. Strengthening tourism digitization. Rumah Zakat Empowered Village in Cisande adopts technology as part of developing a tourism village. Through collaboration with tourism and lodging service provider platforms, Desa Empowered Rumah Zakat can take advantage of existing digital infrastructure.

IV. DISCUSSION

Rumah Zakat Empowered Village stresses community engagement while developing tourism villages and offers extensive programs including skill development, microenterprise development, improving access to education, and infrastructure renovation. The growth of tourism villages depends heavily on the knowledge of community members in fields like handicrafts, organic farming, and tourism services.

Additionally, Empowered Village Rumah Zakat works with investors in its network to provide financial and technical help for Cisande Tourism Village infrastructure upgrades. This not only boosts the community's ability and tourist management, but it also improves the physical infrastructure.

Desa Berdaya Rumah Zakat's strategy is fundamentally based on the creation of an ecosystem for empowerment. This entails involving stakeholders, partners, and influencers (such as universities, ministries, and Pentahelix network specialists), enhancing knowledge, influencing attitudes, and fostering interest in travel destinations.

V. CONCLUSION AND RECOMMENDATION

Cisande Tourism Village has strengths in a rich culture, a variety of attractive tourist destinations, affordable prices, community friendliness, and government support. However, there are weaknesses in infrastructure, human resources that need to be improved, and promotions that are not optimal. There are opportunities in interest in local culture, collaboration with the tourism sector, increased tourist visits, and educational tour packages. Threats include environmental damage, competition with other destinations, the influence of modern culture, post- pandemic

economic instability, and political policy uncertainty. The recommendations given are involving the community in development, improving infrastructure, increasing human resources, more active promotions, sustainable management, and adaptive strategies.

- A. Infrastructure Improvement: The local government needs to improve and develop infrastructure, especially road access to tourist destinations. This will increase comfort and ease of access for tourists.
- B. Improvement of Human Resources: Conduct training and education for local communities regarding the tourism industry, customer service, and management of tourist destinations. This will improve the quality of service and experience of tourists in Cisande Tourism Village.
- C. Active and Strategic Promotion: Carry out more active and strategic promotions to market and promote Cisande Tourism Village. Use various social media, websites and collaborations with travel agents or other related parties to increase the visibility and attractiveness of destinations.
- D. Preservation of Local Culture: Increasing efforts to preserve and develop local culture of Cisande Tourism Village. Holding cultural festivals, traditional art performances, or other activities that introduce and promote local wisdom to tourists.
- E. Development of Educational Tour Packages: Developing educational tour packages that combine cultural, natural and educational aspects. Providing unique experiences for tourists, such as participating in traditional activities or visiting local schools to interact with students.
- F. Collaboration with Other Tourism Sector: Collaborating with the transportation sector, hotels, restaurants and other related parties. Building mutually beneficial partnerships to improve accessibility, service quality, and facilities available at Cisande Tourism Village.
- G. The tourism program is proven to be able to get beneficiaries out of the poverty line and it is proven that 14 out of 16 people have succeeded in getting out of the poverty line and that has become the biggest strength of the empowerment carried out by the zakat house

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