



IMPLEMENTATION SUSTAINABLE ECOTOURISM CIKOLELET TOURISM VILLAGE

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ABSTRACT

Ecotourism is a sustainable and responsible form of travel that promotes conservation, benefits local communities, and provides travelers with a unique and educational experience in natural environments. Although some tourism researchers have used the MOA model to study factors influencing community participation, there is still a scarcity of literature that can provide sufficient empirical support to prove the MOA model's predictive power for examining community participation in the tourism context. Especially in the context of nature tourism. Seeing this gap, the purpose of this research is to determine the impact of sustainable ecotourism on community participation using the MOA model. This research was conducted in Cikolelet Tourism Village. There were participants whose information was examined by researchers, namely the head of the Cikolelet Tourism Village Pokdarwis and the Village Head and members of the Pokdarwis. The result show that the prospects to implementing sustainable ecotourism in Cikolelet rural tourism area can develop and promote community participation

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INTRODUCTION

Impact evaluation and simulation are becoming an increasingly important part of tourism development (Ramaano, 2021). Abundant tourism feasibility and natural resources but requires a more diversified and reliable tour plan around the ecotourism market to enable local residents while promoting environmental sustainability (Ramaano, 2022). Tourism villages currently tend to use the concept of ecotourism, where the tourism offered is all the potential possessed by rural communities. Rural tourism makes people more maintain the authenticity of culture and nature

in their villages to be able to maintain tourist interest in traveling in tourist villages (A'inun N et al., 2015.) Cikolelet Village, Cinangka District, Serang Regency is located to the west of the district capital, a distance of approximately 45 km from the district capital, from the sub-district office to the north about 10 km, the area of Cikolelet village is about 950 ha, to the east it borders with Cikedung village, west of Baros village. Jaya, north of Mekarsari village and south by Kubang Baros village. Cikolelet Village consists of 11 RW with a population of around 5106 people and a total of 1328 households. The location of Cikolelet Village is not far from the Anyer-Cinangka tourist zone, the distance from Anyer/Marbella beach is about 11 km and from the Acacia Hotel/ Pasir Putih about 6 km to the east. Cikolelet Village has abundant natural resources and natural wealth, namely Cikolelet is bordered by 2 large rivers to the north of the Cigede River and to the south of the Cidanau River, the two rivers supply water for agricultural and plantation irrigation. Natural charm, community forests and plantations, rice fields, animal husbandry and fisheries (Jadesta, 2022).

Rural tourism has the potential to benefit both rural and urban communities (Haldar, 2018). Study Ayachi & Jaouadi, 2017) findings regarding attitudes toward ecotourism support the idea that the government is doing a relatively good job and that this work should be maintained. If the government uses ecotourism to develop and improve people's livelihoods. These benefits include more efficient decision-making and policy processes and outcomes as well as greater citizen involvement in government initiatives and priorities for ecotourism. The findings suggest that regardless of the level of government investment in ecotourism, uptake may remain low. The potential for a better synergistic relationship between tourism and rural activities (agriculture) is needed for a viable and integrated tourism strategy to develop and empower the concerned and the people in many villages (Ramaano, 2022b). Study (Hubner et al., 2022; Juliana et al., 2022; Lemy et al., 2019; Lemy et al., 2022) stated that collaboration from stakeholders necessitates government support, and awareness of village communities in management necessitates support for rural communities in development and promotion efforts. Rural ecotourism is a new type of tourism that was developed to allow people to experience rural scenery. To ensure the long-term development of rural ecotourism, many aspects of its planning must be examined (Shang et al., 2020). Community participation is critical to tourism development, and how to encourage community participation has become one of tourism practitioners' and scholars' major concerns (K. Hung et al., 2010; Kunasekaran et al., 2022; Yang et al., 2019).

According to Li et al. (2020), the critical for the government in developing policies to improve people's livelihoods, stimulate rural development vitality, and accelerate rural revitalization development. We can revitalize all rural areas that have been "forgotten" by the government, people, investors, tourists, and so on through rural tourism. Rural areas have concentrated the majority of natural resources and offer a variety of tourism options (Zenelaj & Pifti, 2013). The role of stakeholders in the development of sustainable ecotourism is very important in the results of tourism village innovation and business model innovation (Madanaguli et al., 2022; McComb et al., 2016). Although some tourism researchers have used the MOA model to study factors influencing community participation, there is still a scarcity of literature that can provide sufficient empirical support to prove the MOA model's predictive power for examining community participation in the tourism context. Especially in the context of nature tourism. Seeing this gap, the purpose of this research is to determine the impact of sustainable ecotourism on community participation using the MOA model. The MOA model was first proposed in the context of information processing by (MacInnis & Jaworski, 1989) Several scholars on a wide range of topics have used the MOA approach (Batra & Ray, 1986; Hung et al., 2010)

METHODS

The method used in this research is descriptive qualitative research method (Creswell, 2016). The results of the data are the development of ecotourism in Cikolelet 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 participants whose information was examined by researchers, namely the head of the Cikolelet Tourism Village Pokdarwis and the Village Head and members of the Pokdarwis. 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 motivation, opportunity and ability model is a theoretical framework that can be used to understand behavior in various contexts, including rural tourism. In the context of rural tourism, the MOA model proposes that three factors motivation, opportunity, and ability are necessary for visitors to engage in rural tourism activities. Motivation is an important factor in rural tourism as it drives visitors to engage in tourism activities in rural areas. Motivations can be internal or external and they vary depending on the individual. Some people may be motivated to visit rural areas to relax and escape from the hustle and bustle of urban life, while others may be motivated by a desire to experience new cultures and traditions. The motivations of visitors are important for rural tourism operators to understand, as they can be used to tailor tourism products and services to meet the needs and desires of visitors. Opportunity is another important factor in rural tourism. Visitors must have the opportunity to engage in tourism activities in rural areas. This includes having access to rural areas, accommodation, transportation, and tourism infrastructure. For example, visitors may require transportation to reach rural areas, or they may need access to tour guides or information about local attractions. Rural tourism operators must provide visitors with the necessary opportunities to engage in tourism activities in rural areas.

Ability is also important in rural tourism. Visitors must have the ability to engage in tourism activities in rural areas. This includes having the necessary skills and knowledge to participate in tourism activities, as well as the physical ability to engage in activities. For example, visitors may require knowledge of local customs and traditions to fully engage in tourism activities, or they may need physical fitness to engage in adventure tourism activities such as hiking or mountain biking (Turksoy et al., 2016). The MOA model can be used to understand behavior in rural tourism by examining the factors of motivation, opportunity, and ability, rural tourism operators can use this model to tailor tourism products and services to meet the needs and desires of visitors and to provide the necessary opportunities and resources for visitors to engage in tourism activities in rural areas.

RESULTS AND DISCUSSION

MOA Model stands for Motivation, Opportunity, Ability. The indicator from motivation are money, knowledge, Money, knowledge, optimism, mindset, interest, exposure, income, commitments. The indicator from opportunity are Facilities, awareness, beautiful nature, training, tourist arrivals, infrastructure, The Indicator from ability are Funding, skills, participation, employment, leadership, youth support, cooperation.

Based on the results of the interviews, the results of the research were as follows: Cikolelet tourism village in generating funds for the development of a tourist village and tourism village activities, namely getting assistance from CSR, related agencies, especially the district government.

This tourist village is in the process of developing where human resources still need training, coaching from academics and government. The level of optimism of the tourism village manager is considered high by stakeholders, and the tourism village manager has a vision for the future, the level of exposure gets the full attention of the government, and many visitors want to visit the Cikolelet tourism village. Good income level. Commitment in running a tourism village by having a commitment to work together, the village can be managed independently and develop existing potential. There is no doubt in supporting the activities carried out by the Cikolelet tourism village.

The facilities are quite good and still need to be improved. A sense of awareness from the management of the tourist village in caring for the environment, culture that is developed, training received at the Cikolelet tourism village including training for baristas, facilitators, destination management. There are tree planting activities carried out to preserve the environment. Tourism village infrastructure reaches 90%, both roads are planting activities carried out to preserve the environment. Tourism village infrastructure reaches 90%, both roads are untouched. What the visitors did in the food security program was in the form of growing hydroponic vegetables

In funding tourism village activities, it refers to the activity proposal submitted, carried out depending on the government. Activities in the village can also be carried out independently. The expertise of the tourism village manager is limited, cares about the village itself, good facilitators, skills in the art of pencak silat. The level of community participation is high from each village. The level of employment is classified as being a lot of farmers and gardeners. The level of leadership in the Cikolelet tourism village is considered good. Stakeholder efforts in preserving nature / culture which at first the tourism village manager gave an appeal to visitors and the community, in preserving culture / nature, mutual cooperation simultaneously cleaning the road, there is socialization in implementing activities in the tourist village . There is a youth movement in the Cikolelet tourist village, the art of angklung rudat, rampak kosidah group. The form of cooperation carried out by the Cikolelet tourism village is collaboration with academics, the government (Perum Perhutanan)

The MOA model says a lot about how and why people choose to engage and participate in society, but it doesn't say much about a person's ability to participate or whether they are confident in doing so (Jepson et al., 2013, 2014). Testing the MOA model by (Jepson, 2012; Jepson et al., 2013) concluded that there is an opportunity the model category contains the most positive and therefore contentious associations that it holds the key to determining community engagement. There are good prospects in implementing sustainable ecotourism using the MOA model to develop and empower the participation of the Cikolelet tourism village community with assistance from the government, academics, communities, and tourism village managers unite in developing the Cikolelet tourism village towards an independent tourism village.

CONCLUSION

The prospects to implementing sustainable ecotourism in Cikolelet rural tourism area can develop and promote community participation. Some factor consists of growing demand for sustainable tourism, rich biodiversity, community involvement, government support so that can conclude with the growing demand for sustainable tourism, rich biodiversity, community involvement, and government support, the prospects for implementing sustainable ecotourism in Cikolelet rural tourism area are positive. However, careful planning, management, and monitoring will be required to ensure its long-term success and sustainability. In realizing village development tourism that can stand independently and become a destination advantage in each area, then steps can be taken as follows: increasing attractions, accessibility, and amenities in each tourist village, empowering the community and strengthening MSMEs in development tourist village; increase capacity and tourism village HR capabilities in order to provide services

in the administration of tourism sustainable; speed up the acceleration program development of tourist villages with inter-collaboration stakeholders; utilize smart technology in the context of promotion and branding of tourist villages in order to increase tourist visits as well as the surrounding economy; carry out management and food waste independently and integrated and can collaborate with other local communities in the utilization of tourism waste, Collaborate with various sectors within develop tourism villages in a sustainable manner; utilize funding sources such as village funds effectively and efficiently

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