

The role of Sawarna Tourism Village in supporting the Bayah Dome Geopark in Lebak Regency

Peran Desa Wisata Sawarna dalam mendukung Geopark Bayah Dome di Kabupaten Lebak

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ABSTRACT

Tourism villages are currently one of the potentials being encouraged in Indonesia. On the other hand, the geopark development that the government has rolled out also holds three pillars: conservation, education, and community development, one of which is tourism. Sawarna Village has a distinctive attraction in the form of the physical uniqueness of the rural natural environment, the natural wealth of tourist charms, and the social life of its people, which are packaged naturally and attractively. In developing tourism in Sawarna Village, some problems hinder the implementation of tourism development, including a lack of facilities and infrastructure at tourist sites, lack of coordination between Sawarna Village Managers and Regional Governments, not yet optimal empowerment for community-based tourism managers, lack of opportunities for the local community village of Sawarna to market their handicrafts and culinary products at tourist sites. This study analyzes the alternative strategy for tourism development in Sawarna Village. The method used in this research is descriptive qualitative. This study uses SWOT analysis to describe the potential problems in Sawarna Village and to determine alternative strategies. The results showed that the strategy to be implemented in developing Tourism in Sawarna Village was to improve the quality of tourism infrastructure facilities and increase tourist attractions such as the Sawarna Beach tourism object such as Legon Pari Beach, Pulo Manuk Beach, Karang Bokor Beach.

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ABSTRAK

Desa wisata saat ini menjadi salah satu potensi wisata yang didorong di Indonesia. Desa Sawarna memiliki daya tarik yang khas berupa keunikan fisik lingkungan alam pedesaan, kekayaan alam pesona wisata maupun kehidupan sosial masyarakatnya yang dikemas secara alami dan menarik sehingga daya tarik pedesaan dapat menggerakkan kunjungan wisatawan. Dalam mengembangkan pariwisata di Desa Sawarna terdapat masalah yang menghambat pelaksanaan pengembangan wisata diantaranya adalah belum optimalnya dalam pengadaan sarana dan prasarana di lokasi obyek wisata, kurangnya koordinasi antara Pengelola Desa Sawarna dengan Pemerintah Daerah, belum optimalnya pemberdayaan bagi pengelola pariwisata berbasis masyarakat, kurangnya kesempatan bagi masyarakat lokal Desa Sawarna untuk memasarkan hasil kerajinan dan kulinernya di lokasi obyek wisata. Penelitian ini bertujuan untuk menganalisis strategi yang tepat dalam pengembangan Pariwisata di Desa Sawarna. Metode yang digunakan dalam penelitian ini yaitu kualitatif deskriptif. Penelitian ini menggunakan teori yang didasarkan pada metode SWOT dalam penentuan alternatif strategi serta analisis 4A untuk melihat potensi

serta masalah yang ada di Desa Sawarna. Hasil penelitian menunjukkan bahwa strategi yang tepat untuk diterapkan dalam pengembangan Pariwisata Desa Sawarna adalah peningkatan kualitas obyek wisata melalui pengadaan obyek wisata buatan serta peningkatan fasilitas sarana prasarana pariwisata untuk meningkatkan daya tarik bagi wisatawan serta fokus pengembangan terhadap obyek wisata yang telah berkembang yaitu obyek wisata Pantai Sawarna, Pantai Legon Pari, Pantai Pulo Manuk, Pantai Karang Bokor.

INTRODUCTION

Tourism villages are one of the tourism activities that economically influence the community since the rural community is involved in the development (Guaita Martínez, Martín Martín, Salinas Fernández, & Mogorrón-Guerrero, 2019). The Tourism Village positions the community as the primary actor in driving the growth of village tourism (Ghaderi & Henderson, 2012). Tourism Villages have different characteristics from the development of tourism in urban areas. The development of tourism villages has three driving factors. First, rural areas have the potential to form authentic nature and culture compared to urban areas. Second, rural has the potential for unspoiled and relatively clean physical conditions and have not been polluted. Third, economic development in rural areas is relatively slower; therefore, with the potential of socio-culture, it can be optimally developed as a tourist village area that can improve the economy of rural communities (Hwang, Stewart, & Ko, 2011; Liu, Dou, Li, & Cai, 2020).

Rural tourism or tourism village is a form of integration between attractions, accommodation, and supporting facilities presented in a structure of community life that blends with applicable ordinances and traditions (McAreevey & McDonagh, 2011; Tyas & Damayanti, 2018). Rural tourism offers an overall atmosphere that reflects the authenticity of the countryside, building architecture, and village layout, and has the potential to develop various components of tourism, for example, food and beverage tourist attractions, souvenirs, lodging, and cultures (Nair, Munikrishnan, Rajaratnam, & King, 2015; Sanagustín Fons, Fierro, & Patiño, 2011).

Rural tourism development can play a role in encouraging geotourism (Normelani *et al.*, 2022; Simatupang & Purba, 2019). This is inseparable from ecotourism which aims to develop the area through nature tourism while maintaining its conservation and sustainability (Boley & Green, 2016; Hwang *et al.*, 2011; Kiper, 2013). Currently, the development of geoparks in the world is intensively being encouraged (Du & Girault, 2018; Wang, Tian, & Wang, 2015). Therefore, tourism villages are expected to support geopark development (Hindersah, Asyiwati, Akliyah, & Ramadhan, 2017; Larwood, Badman, & McKeever, 2013).

Lebak Regency is one of the regencies in Banten Province, with an area of 330,507.2 ha and a population of 1,295,810 people. Lebak Regency has tourism potential, especially in the tourism sector, with natural nuances, such as beaches and other tourist attractions. The natural tourism potential in Lebak Regency is diverse, and now, the Bayah Dome Geopark is being developed. Based on Presidential Regulation No. 9 of 2019 concerning the Development of Geoparks, a Geopark is a single or combined geographic area that has valuable Geological Heritage Sites (Geosites) and landscapes related to aspects of Geological Heritage (Geoheritage), Geological Diversity (Geodiversity), Biodiversity, and Cultural Diversity. Geopark is managed for conservation, education, and economic development, with the active involvement of the community and local government. Therefore, it can foster community understanding and concern for the earth and the surrounding environment.

The Bayah Dome Geopark Development Plan has been stated in the Regional Medium-Term Development Plan (RPJMD) of Lebak Regency for 2019-2024. The policy direction in 2022 of the Lebak Regency RPJMD for 2019-2024 is oriented towards efforts to strengthen the image of Lebak Regency as a tourist destination quite diverse in terms of its attractions and amenities. In 2022, it was expected that the Bayah Dome Geopark would have the status of a National Geopark.

Sawarna Village is one of the areas with the potential for tourist destinations and is also included in the development of the Bayah Dome Geopark. Tourist destinations in Sawarna Village are in the form of beach tourism, and there are also geological tours in the form of turbidite rock deposits located in the Karang Taraje beach area. In the development of Sawarna Tourism Village, it will prioritize aspects of tourism, including tourist destinations, facilities, and accessibility, as well as the marketing industry (Sawarna Village Tourism Strategic Area Master Plan document, 2019). This research aims to examine the potential and issues in the development of Tourism Villages in supporting the Bayah Dome geopark.

METHOD

This research is qualitative research with a descriptive approach. In data collection, there are several methods: First, a literature review is carried out to examine theories, opinions, and results of previous studies relevant to the objectives of this study. Second, observations were made to observe the existing conditions of the

Sawarna Tourism Village location, such as the condition of the community, visitors, infrastructure, and accessibility of Sawarna Tourism Village. Third, interviews are used by several parties, namely the community, tourism village managers, local governments, and tourists.

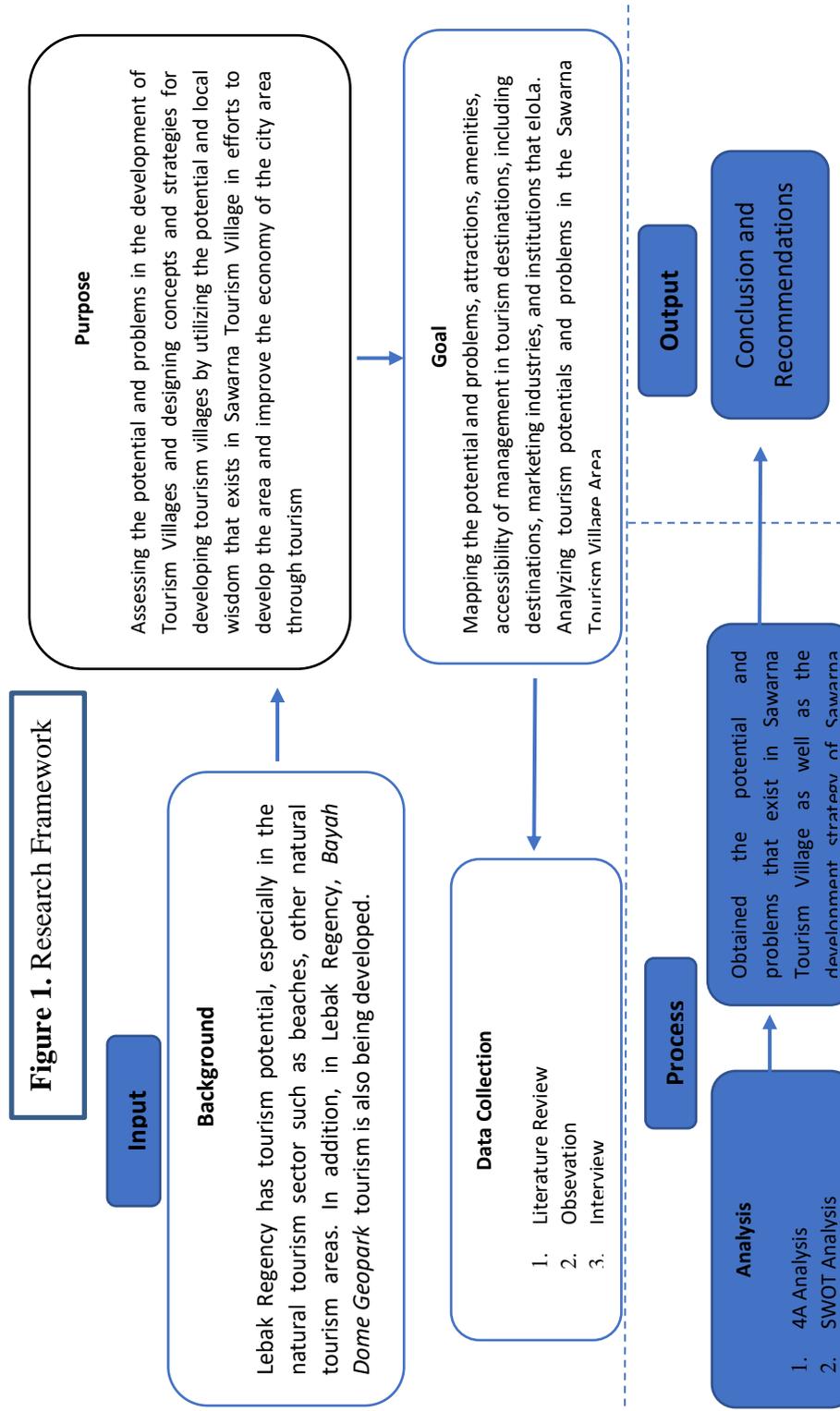


Figure 1. Research Framework

RESULTS AND DISCUSSION

Characteristics of Sawarna Tourism Village Attractions

Sawarna village is one of the areas in the *Bayah Dome Geopark* with various tourist destinations. The beaches in Sawarna Village have a long beach with sloping white sand, giant corals, and high waves. In addition, two corals with the same shape as the sails found on Tanjung Layar Beach become the *icon* of Sawarna Tourism Village. The beach tourism area in Sawarna Village is relatively minimal in facilities. There are only a few stalls on each beach selling food and drinks. The distance is quite far from the road terrain that motorbike vehicles can only pass.

Based on the questionnaire results related to four tourist destinations in Sawarna Tourism Village, namely Sawarna Beach, Legon Pari Beach, Pulo Manuk Beach, and Bokor Reef, Sawarna Beach is the location with the most interest. Sawarna Beach enthusiasts are 34.4%, while Legon Pari Beach is touring with 25% interest.

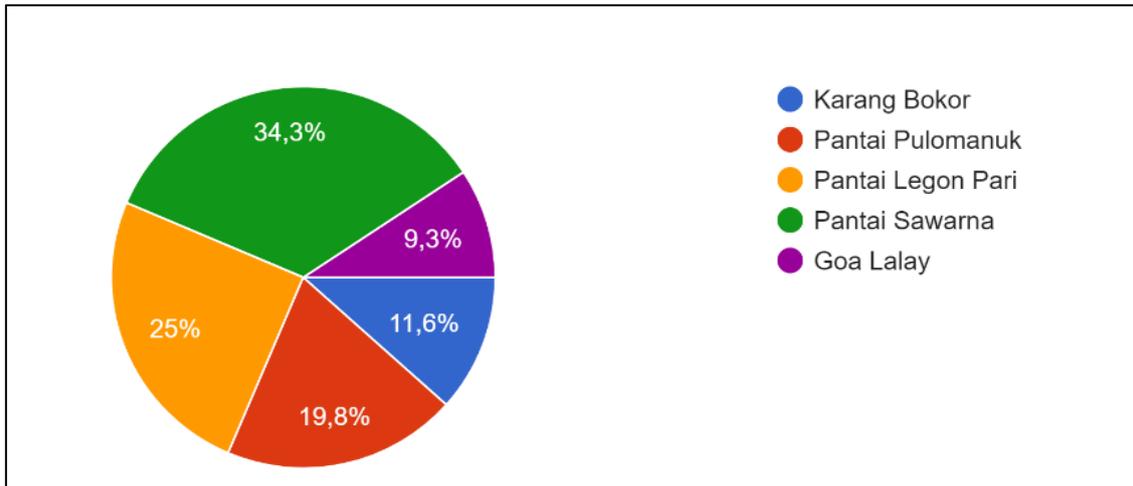


Figure 2. Most Favorite Tourist Attractions in Sawarna
Source: Researcher (2022)

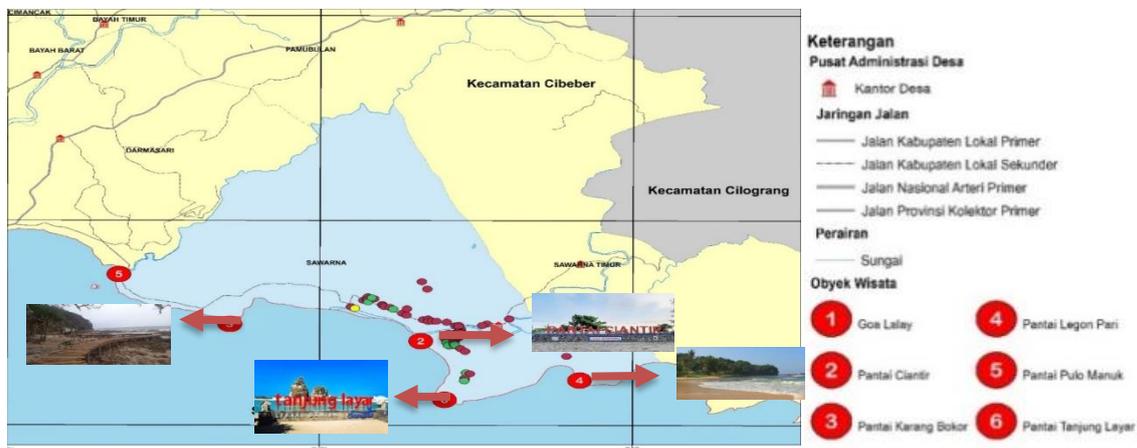


Figure 3. Five Tourism Destination Location in Sawarna
Source: Researcher (2022)

Sawarna village also has many caves that have become tourist destinations, such as the famous ones, namely Lalay Cave and Bat Cave, inhabited by hundreds of bats. In addition to these two caves, there is also Langir Cave, which is said to be the story of the cave being a resting place for Japanese people. There is also a Treasure Cave which according to local stories, was used as a place to store the treasures of the Japanese army.

In addition to beach and natural tourism, in Sawarna Village, there is cultural tourism such as Pencak silat culture, dance, Dogdang art, and other cultures in Banten. In addition to culture, tourists often order handicrafts such as mahogany and guitars. This carving craft is also another attraction for tourists because of the attractive quality of the carvings.

Sawarna Village also has a culinary tour in a brown sugar processing industry with raw materials from palm oil mixed with brown fruit. In addition, there are drinks from mahogany trees and banana sales traditionally processed without preservatives.

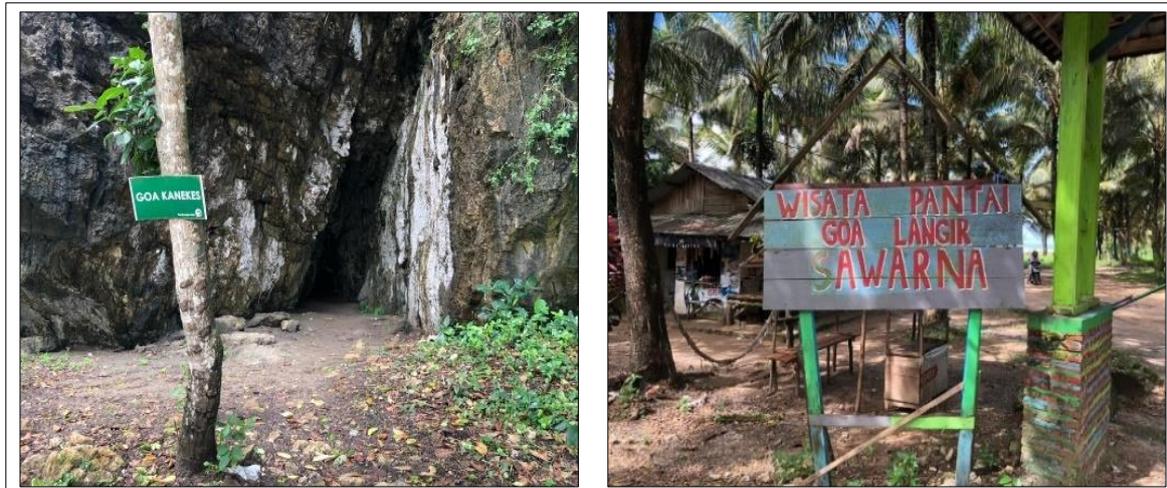


Figure 4. Goa Langir Tourism Sawarna Village
Source: Researcher (2022)



Figure 5. Sawarna Village Restaurant
Source: Researcher (2022)

Sawarna Tourism Village has the potential in the form of white sand with moderate to large waves. Some visitors utilize this potential for the sport of *surfing*. This is a distinctive feature of Sawarna Tourism Village compared to surrounding tourist attractions such as Malingping District and Pelabuhan Ratu tourism objects in Sukabumi Regency.

Table 1.1 Table of Potential Problems of Tourism Objects

Tour destinations	Potentials	Problem/Issues	Manager
Tanjung Layar Beach	It has a large rock resembling a sail, an <i>icon</i> of Sawarna Tourism Village.	Lack of amenity infrastructure. Lack of waste infrastructure.	Village government and Pokdarwis
Ciantir Beach	It is one of the leading tours. It has the characteristics of a beach in the form of long white sand with moderate to large waves, so it is suitable for <i>Surving</i> sports activities.	Lack of amenity infrastructure. Lack of waste infrastructure. It reduces the comfort of visitors who come.	Village government and Pokdarwis
Legon Pari Beach	It has the characteristics of a beach in the form of long white sand. There are rock deposits that are one of the unique interest destinations	<ul style="list-style-type: none"> • Accessibility is still hard to reach. • Lack of amenities and park infrastructure. • There is no beach monitoring tower yet. 	Village government and Pokdar-

Sawarna Beach		Sawarna Beach is a leading tourist attraction with the most number of tourists in Lebak Regency compared to other tourist attractions	Lack of amenity infrastructure. Lack of waste infrastructure.	wis Village government and Pokdarwis
Bokor Beach	Coral	It already has complete tourism facilities such as lodging, parking, amenities etc.	Lack of lighting facilities and good access	Forestry and private sector
Manuk Beach	Island	already has fairly complete tourism facilities	poor management system, so the tourism infrastructure is poorly maintained.	Forestry and private sector

Source: Researcher (2022)

Characteristics of Amenities

Sawarna Village is a village that is included in the category of the strategic area in Lebak Regency with the natural beauty potential as a tourist destination, by bearing as a Tourist Village. In Sawarna Village, there are several supporting infrastructures (**Table 2**).

Table 2.2 Availability of Facilities in Sawarna Tourism Village

No	Facilities and Infrastructure	Information
1	Lodging/homestay	59 Homestays
2	Food Stalls	20 units
3	Bathroom and WC	20 MCK (not common)
4	Public toilets	Minimal
5	Clean Water	Available
6	Electricity	Available
7	Trash Can	Minimal
9	Telephone Network	Available (Telkomsel, Indosat, and XI Indo)
10	ATM	Minimal
11	Coast Guard Post	1 in Ciantir Beach

Source: Researcher (2022)

The procurement of facilities and infrastructure in Sawarna Tourism Village is one of the Lebak Regency Tourism Office programs, as stated in the 2019-2024 Strategic Plan (RENSTRA) document. The document explains that the limited supporting facilities and infrastructure in the Tourist Attraction Object (ODTW) are one of the problems due to the limited budget. However, in developing amenities in tourist villages, paying attention to tourist standards such as facilities, cleanliness, safety, and comfort is necessary, as stated by McAreavey and McDonagh (2011). Therefore this cannot be separated from professional management. The tourism management network is often not professional in rural areas (Noho, 2014). So far, most villages are only managed by Pokdarwis (tourism awareness group) as an informal group that cares about tourism development in their area (Alfiah, Andriani, Lesmana, Sunardi, & Furyanah, 2019; Dewi, 2013; Sidiq & Resnawaty, 2017). In this case, the government's role in continuous assistance and training in strengthening the management of tourist villages is the key to its sustainability (Antara & Arida, 2015; Suteja, Wahyuningsih, Rosida, & Purwata, 2021)

Based on the survey results, Sawarna Tourism Village lacks infrastructure including public toilets, trash cans, lifeguard posts, parking lots, and prayer rooms. Public toilets are minimal in every tourist attraction, and some only have one toilet (Figure 6). The lack of trash cans in tourist attractions is an issue that needs to be considered. The lack of trash cans causes scattered garbage, reducing the beauty and comfort of the tourist attraction. The lack of lifeguard posts is an issue that needs to be considered; this is related to the comfort and safety of visitors. In addition, the problem of distance between parking locations and tourist attractions is often a complaint for visitors. Due to the long distance, visitors need to walk a relatively long distance or rent a motorcycle taxi to go to tourist attractions, so the visitors spend more to arrive at their destination.

The waste management system in the tourist village is managed by Pokdarwis (Kelompok Sadar Wisata), or a tourism group. However, waste management in the tourist area still has obstacles, including the lack of management, which results in the lack of garbage trucks that transport it, resulting in the accumulation of waste. This happens because of the lack of discipline of tourism managers in paying waste management dues.

Based on the questionnaire results from visitors, some visitors are not satisfied with the provision of existing facilities, which makes visitors less comfortable enjoying tourist attractions. From the results of the questionnaire, 39.5% of respondents felt that they were still uncomfortable with the provision of facilities, 37.2% of respondents were delighted, and 22.1% of respondents felt quite satisfied. More details can be seen in Figure 7.



Figure 6. Sawarna Tourism Village Facilities
Source: Researcher (2021)

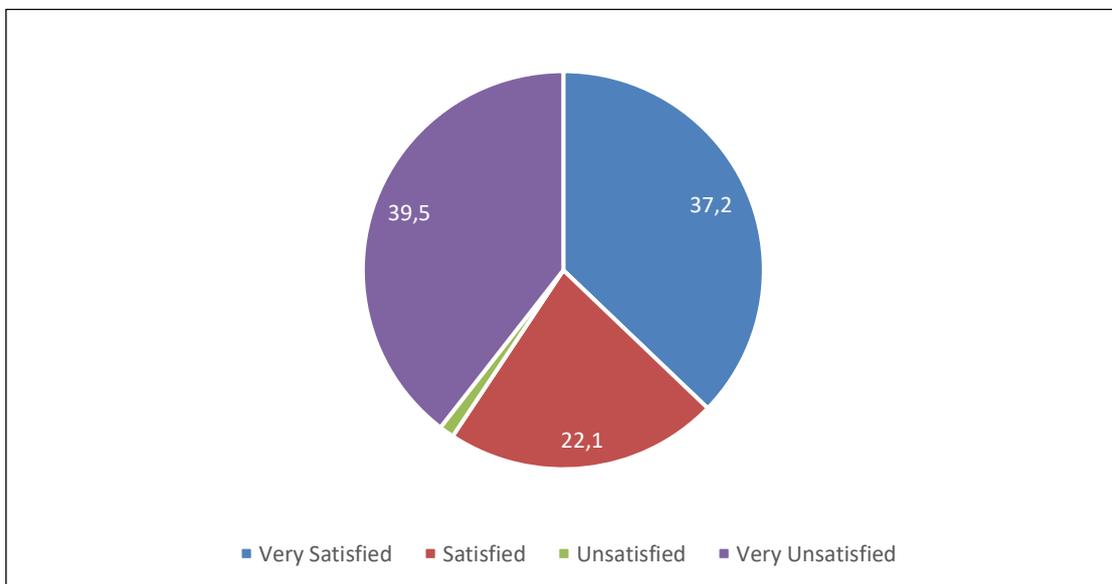


Figure 7. Tourists' Infrastructure Opinion in Sawarna Tourism Village
Source: Tourist Satisfaction of Facilities Provision (2022)

Based on the survey results, the managers and governments should provide tourism infrastructure and facilities. In essence, the provision of infrastructure in the Tourist Attraction Object (ODTW) is a form of effort to improve the quality of the existing environment. In the Sawarna Tourism Village Area, there are various tourist support facilities such as lodging, places to eat, *mini markets*, ATMs, clinics, and places of worship. In addition, there are also small stalls located in tourist destinations. The distance between the highway and the tourist destination location is quite far, making it difficult for visitors to find supporting facilities such as ATMs

and mini markets. However, in Sawarna Tourism Village, there are minimal supporting facilities such as public toilets and poorly maintained public toilet conditions. It also has an unavailability of beach security monitoring towers and a lack of trash cans that make garbage from visitors scattered on the beach. In addition, there are still vendor stalls on the beach, which can reduce the natural beauty (Figure 8). The ease of facilities and services guarantees rural tourism's sustainability, as Forino, MacKee, and von Meding (2016) stated that visitors would not return to that place if it is not satisfactory.



Figure 8. Trash on the Beach and Vendor Stalls Located on the Beach
Source: Tourist Satisfaction of Facilities Provision (2022)

Based on the survey results, many visitors still give unsatisfactory assessments of the provision of tourist attraction facilities. Sawarna Village has not met the eligibility standards to become a tourist destination because of the lack of tourism service facilities. This weakness can threaten the development of Sawarna tourism objects because it makes tourists uncomfortable visiting, and it will decrease the number of visitors. Concerning tourism amenities, it is necessary to improve tourism *amenities* in Sawarna destination, such as the improvement of public facilities such as public toilets, private facilities, and parking facilities, as well as the development of directions to tourist objects.

Characteristics of Accessibility

Sawarna Village is one of the villages located in the Bayah District. Sawarna Tourism Village is a coastal area directly to the Indian Ocean. Most Sawarna Village tourists come from Bogor Regency, Jakarta, Tangerang Raya, Depok, and Bekasi. The route from Bogor Regency to Sawarna Village can be reached at a distance of 144 km with a travel time of 4-5 hours (Figure 9). The following is the route to Sawarna Tourism Village:

- Ciawi, Bogor-Cibadak-Pelabuhan Ratu-Cisolok-Sawarna
- Ciawi, Bogor-Cikidang-Pelabuhan Ratu-Cisolok-Sawarna
- Bogor-Cijeruk-Cikidang/Cibadak- Pelabuhan Ratu-Cisolok-Sawarna

Accessibility to tourist destinations in Sawarna Tourism Village can only be accessed on foot or using a motorbike vehicle (Figure 10). The distance that tourists must travel to get to tourist destinations is as far as 2-2.5 km from the highway. To get to tourist destinations, tourists can walk or hire a motorcycle taxi driver who is around the car park. In addition, tourists can also rent motorized vehicles provided by the innkeepers. In providing a geotrail to each geosite like a cave, it is necessary to consider safe, comfortable access and a scenic view (Errami, Ennih, Choukri, Enniouar, & Lagnaoui, 2013; Norrish, Sanders, & Dowling, 2014). This geotrail can connect access between existing geosites (Ginting & Siregar, 2018; Lewis, 2020). In addition, the access should not damage the surrounding ecosystem in the geosite (Boley & Green, 2016; Walker & Moscardo, 2014).

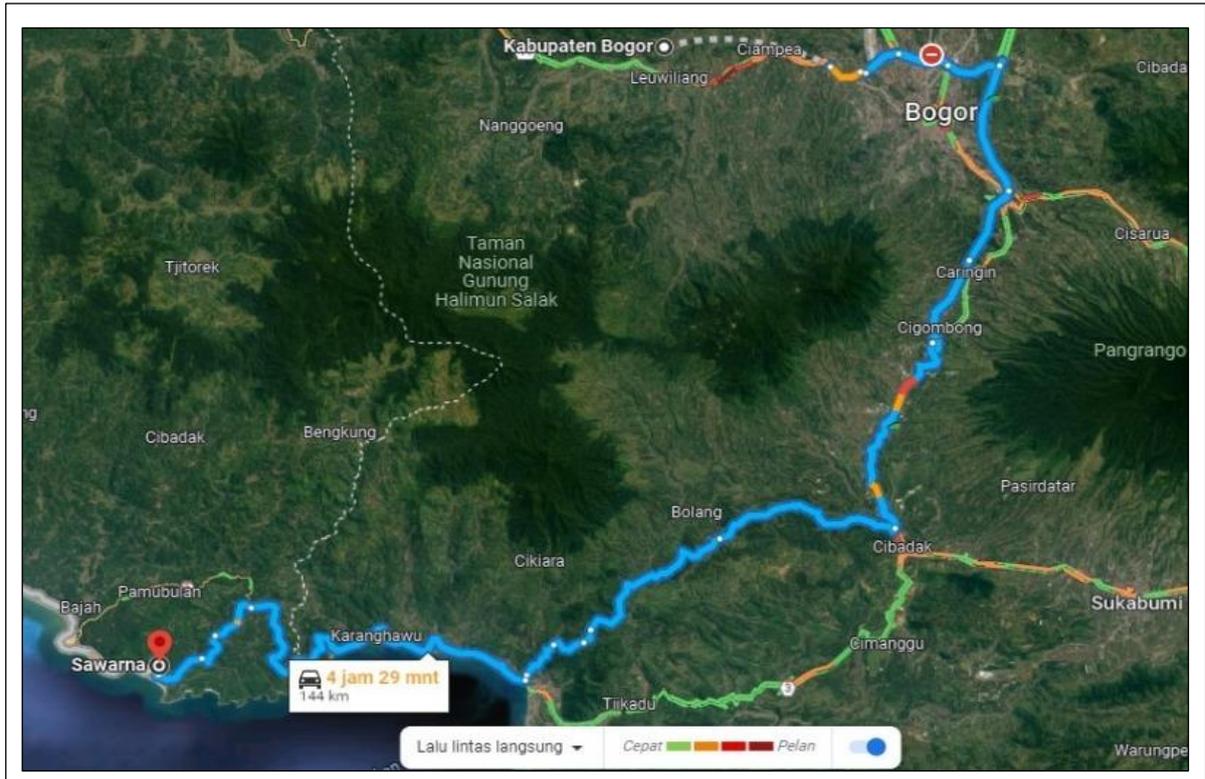


Figure 9. Bogor-Sawarna Regency Route
Source: Google Map



Figure 10. Access to Attractions
Source: Researcher (2022)

According to a field survey, accessibility to tourist destinations is still not good (Figure 11). To get to tourist destinations, tourists must take a path as far as 2-2.5 km with road conditions that only have 1.5 m. Besides, there is no integrated public transportation to get to tourist attractions. It shows that improving access, especially trails to all destinations in Sawarna, is a priority for the local government. In many examples, geotrail access has also been developed in various geoparks in Indonesia, such as Geotrail Bakkara in Kaldera Toba and Karang Bolong Geopark (Ginting, Rahman, Nasution, & Dewi, 2021).

Table 3.3 Accessibility to Tourist Attractions In Sawarna

No	Attractions	Accessibility	Quality	Development Strategy	
			Wide		
			Existing Conditions		
	Pantai Sawarna	Suspension roads and bridges	1,5	Very narrow roads and bridges can only be passed by two-wheeled vehicles and pedestrians	widening roads and bridges or creating new access roads
	Legon Pari Beach	Suspension roads and bridges	1.5 m	Roads and bridges are very narrow, and the condition of the roads that have been damaged can only be passed by two-wheeled vehicles and pedestrians	road repairs and overhauls or creating new access roads
	Pulo Manuk Beach	road	5 m	Good	Procurement of Road Signs and Lighting
	Bokor coral beach	road	5 m	damaged road conditions	road improvements and procurement of signs and street lighting
	Goa lalay beach	road	3 m	there are still roads in the form of dirt and there are roads that have been damaged	repair and widening of roads and procurement of directional signs



Figure 11. Accessibility to Sawarna Village Objects
Source: Researcher (2022)

Sawarna Tourism Village Management

Sawarna Village has a vision and aspiration: “Sawarna becomes an advanced destination by utilizing local potential”. To achieve this vision, an institution managed all existing tourist destinations called the “Tourism Awareness Group” (POKDARWIS). Pokdarwis is responsible for creating a conducive climate for the tourism growth and development of the community’s economy through the tourist villages’ development so that the community can feel the benefits directly.

In addition to Pokdarwis, several tourist sites in Sawarna Tourism Village are also managed by forestry parties in collaboration with the private sector, such as Manuk Island Beach and Bokor Coral Beach. Perhutani manages both tourist destinations because the location is included in a protected zone managed by Perhutani, which is assisted by the private sector in its development. The village government and forestry parties manage several regulations related to tourist destinations. Tourist destinations managed by the forestry and the private sector are more organized and have more supporting facilities. Meanwhile, tourist destinations managed by village governments and Pokdarwis are relatively slower in the development process. This is because tourist destinations managed by the village government and Pokdarwis have limited funds, so their development and supporting infrastructure are relatively lacking. These tourism managers must coordinate with the Bayah Dome Geopark Management Agency to develop this area.

The development of this tourist village will encourage the geopark pillars, including economic dimensions through the development of artisan communities, the creation of jobs, and the generation of local community income from the tourism sector. The social dimension is the increasing quality of life, with a broader variety of jobs. The cultural dimension with indicators in the form of encouraging people to respect different cultures, helping the development of the cultural exchange. The environmental dimension concerns the carrying capacity area, regulating waste disposal, and raising awareness of the need for conservation (Atmoko, 2014; Cheung, Fok, & Fang, 2014; Hermawan, 2016). The development of Sawarna tourism village is expected to support the Bayah Dome Geopark in developing this area so its status can increase to become a national geopark and compete with other geoparks worldwide.

CONCLUSION

Based on the research and discussion results, it can be concluded that Sawarna Village has much tourism potential, starting from nature tourism such as caves and beaches. Four tourist objects are the main attractions for visitors, namely Sawarna Beach, Legon Pari Beach, Pulo Manuk Beach, and Karang Bokor Beach. Sawarna Beach tourism is a tourist attraction that has the most visitors. Problems with tourism objects include a lack of focus on managing tourism objects. First, Sawarna Village has many tourism potentials, ranging from nature to beach. However, the large number of tourism objects poses a threat to managers, namely the damage to tourism objects due to a lack of focus on their development. Second, the lack of tourism accessibility provisions and limited supporting facilities. Third, management of tourism objects that have not been optimal. Concerning management and additional services, in Sawarna Tourism Village, no additional tourism services are available such as tour guides, tour packages etc. It is due to the lack of human resources and the lack of experience of the community in the field of tourism.

The strategy for developing Sawarna tourism objects includes: First, improving the quality of tourist destinations such as Sawarna Beach, Legon Pari Beach, Pulo Manuk Beach, and Karang Bokor Beach. Additionally, increasing tourism attraction can be done by managing water sports such as surfing and jet skiing. Second, improving the tourism facilities such as public toilets, coast guard towers at each beach, worship facilities, parking facilities, and arrangement of kiosks on the shoreline. Third, improved tourism accessibility, such as roads and bridges. In addition, increased accessibility can also be achieved by providing integrated public transportation to tourist attractions. Fourth, empowering the community and improving tourism services. Optimizing coaching and skills training for the local community of Sawarna Village, skills training includes craft, culinary, production, promotion, product marketing, and tourism management training. Fifth, increasing services such as tour guides and coast guards is necessary. In addition, providing tourism guides and lifeguards is a form of empowering the surrounding community so that many people can feel the presence of tourism objects in Sawarna Village.

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