

## Policy Advocacy for Strengthening Village Governance in Developing Tourism Destination in Wangunharja Village

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### ABSTRACT

The development of tourism villages has become one of important programs of current government. Wangunharja Village, one of area in Lembang District, West Bandung Regency in West Java, has tourism potential that can be developed by stakeholders. The implementation of this community service activity uses the focus grup discussion method in order to increase understanding and involvement among stakeholders of the Wangunharja Village. The subject of the intense discussion with the Village Community was about understanding strengthening social capital in the process of developing tourism destinations. As a result, community gave a positive response and expressed their commitment in strengthening social capital such as form of collective action for managing resources in their area. This subject condition will be followed up by the Wangunharja Village Government by developing policies that encourage positive affirmations that could lead to more involvement among village communities. This activity recommends further activities in the form of workshops to guide the community in the process of developing tourism destinations in a sustainable manner.

Keywords: Policy Advocacy, Tourism Destination Development, Village Governance



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### INTRODUCTION

Village has become a valuable and important entity as part of the Government in Indonesia. In the study of governance and service delivery for the public, the village is the main locus that has practical and empirical aspects of interest to its stakeholders. Services for the community organized by the Village Government cannot be separated from the spotlight of various interested parties in it. The community is not only interested as a service user, but as the main party that must be prioritized in the relationship between the government and its constituents.

Managing a Village Government organization is not always synonymous with managing a (public) organization. If in public organizations the creation of public values such as service user or community satisfaction and trust has become an important measure in evaluating public sector organizations (Agustina et al., 2021; Novira et al., 2020; Pramuditha & Agustina, 2022), then in

Village government challenges are more diverse because there is a need to manage village-owned enterprises and sustainability is one of the most important goals to be achieved (Pradesa & Agustina, 2020). On the other hand, the perspective of good village governance emphasizes how to simultaneously create accountability and sustainability in order to continue to provide greater public benefits and value.

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In the development of Village Government, often several obstacles or problems are must be faced. For example, managing village government cannot be separated from the potential risks that arise, especially when it associated with the stakeholders. Various risks in village management could emerge as seen from each stakeholder (Pradesa et al., 2021) and how risks could be perceived in various ways (Taufik et al., 2022). Therefore, in a specific situation, building a greater social responsibility from a village management perspective becomes interesting considering it is an effort to create better public value for the community.

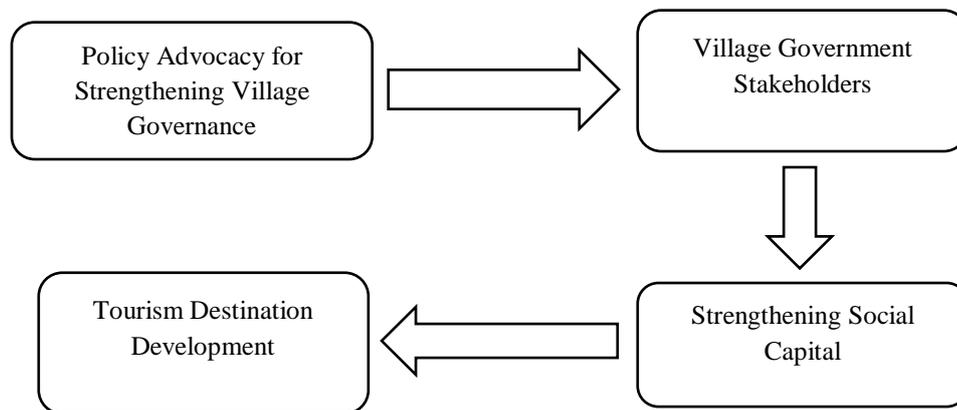
Apart from various problems regarding the management of village funds that still arise until now (Hulu et al., 2018; Shuha, 2018; Wijayanti & Taufik, 2022), the village potential that could be identified especially in the tourism development sector, considered as common phenomenon recently. In some ways, tourism development in village still tends to be more interesting. While some of study stated that by involving important stakeholders is significant by using a collaboration model to develop tourism destination (Anwar et al., 2022; Kirana & Artisa, 2020). Village efforts that are often recognized are about developing tourism destinations in their regions, especially in maximizing the potential of the area they have.

One of the themes of the debate is that tourism development is often forced on residents of 'destination areas'. Local people often have little understanding about tourism development they wish to see, despite the fact that most industries can be said to be based on the most direct exploitation of their culture and environment. The development process is said to be homogeneous and culturally destructive, and alienates the population of the destination area. Therefore, the governance applied by the Village Government is one of the important things in strengthening tourism development.

Village governance has received great attention from previous researchers (Latri & Abdurrahman, 2021; Setyowati, 2019; Suhendar, 2020). Therefore, this community service activity is carried out by involving the rural development study center from Polytechnic STIA LAN Bandung which aims to strengthen governance in developing villages as one of the potential destinations for tourism in the West Bandung Regency area. Wangunharja Village is located in Lembang District, West Bandung Regency in West Java, which is located on the road leading to Mount Tangkuban Perahu. Lembang District, West Bandung Regency is known as an area that is synonymous with tourism. Likewise, Wangunharja Village which has great potential to be developed into a tourism village considering the location and geographical conditions that support it. Wangunharja has an area of 377.72 Ha and is located at an altitude of 1150 M above sea level with rainfall of 2000 to 4000 MM/year with an average temperature of 17 to 25 oC. The boundaries of Wangunharja Village include the villages in Lembang District, the daily life of the Wangunharja Village community is farming, farming, farm laborers, dairy farmers, TNI/POLRI, civil servants and other workers. Wangunharja Village Lembang West Bandung was established in 1982, is a division of Cikidang

Village, and on February 10, 1990 the Wangunharja Village Office was established. The name Wangunharja is taken from the Sundanese language which means Wangun is taken from the word Ngawangun which means to build, while harja is taken from the word keraharjaan which means welfare. So that literally Wangunharja means "building for welfare".

In line with the name of the village, the Wangunharja Village Government continues to strive to improve the welfare of its people. Realizing that changes keep happening, Wangunharja Village continues to improve in order to welcome a better future. In the development of tourist villages, social capital has an important role (Nursalim et al., 2021). Therefore increasing the involvement of stakeholders from the village is very crucial, especially in the perspective of community based tourism (Fajri et al., 2022; Nugraha, 2021). One of the problems related to the development of tourist villages in Wangunharja is the low stakeholder involvement. Therefore, it is important to encourage participation and active involvement of the community in the village. This form of participation and involvement is the most important capital in efforts to develop the potential of the village as a tourism destination.



**Figure 1.** Community Service Framework for Village Government Policy Advocacy

## METHODS

The method in implementing this community service activity is to use policy advocacy for the Wangunharja Village Government. The implementation of this community service activity involves the main stakeholders from the Wangunharja Village Government, so that the form of advocacy is carried out using the lecture method and focus group discussion. Methods of activities that have been planned and then implemented include the following stages.

### 1. Pre-Activity Preparation: Permits and Agreements

The implementation of this community service activity involves a team from the Center for Village Development Studies at Polytechnic STIA LAN Bandung. The permit application is deemed necessary as a form of correspondence that is needed, especially for correspondence from the community service team in the form of requests for advocacy activities at the Wangunharja Village Government in West Bandung Regency. The activity has been agreed to be carried out for a full day on September 28, 2021. The target of the advocacy participants is the Wangunharja Village community as the main stakeholder of the Wangunharja Village Government, Lembang District, West Bandung Regency.

### 2. Technical Preparation of Activities

The implementation of service activities is coordinated by the Center for Village Development Studies from the STIA LAN Bandung Polytechnic by involving a team formed together with student representatives. This team plays a role in preparing the technical needs of activities in the field.

### 3. Implementation of Activities

The method of implementing the activity was carried out using the FGD method with stakeholders, especially from elements of the Wangunharja Village community. This advocacy activity is aimed at building engagement and active involvement from the community in developing villages as potential tourism destinations.

## RESULTS AND DISCUSSION

The advocacy activity carried out by the STIA LAN Bandung Polytechnic Village Development Study Center in 2021 has the theme "Strengthening Village Governance". This activity is an effort made by the Center for Village Development Studies to provide knowledge regarding the development of potential tourism destinations in Wangunharja Village, Lembang District, West Bandung Regency so that it can contribute to providing knowledge and understanding for stakeholders in the Wangunharja Village area as a sustainable effort from the Village Government in building destinations. tourism. The participants of this advocacy activity were a number of representatives from elements of the village community. Also attending this activity was the Village Head of Wangunharja Dede Hermawan, where he has been known since serving as village head for innovating in seeking funds from third parties. This is done by the village head to ensure the implementation of community social welfare development.

The head of Wangunharja Village as one of the panelists in this advocacy emphasized the important role of village communities in being involved and tied to the development process in the village area. The village head Wangunharja explained that in the village community there has been a very strong sense of cohesiveness and mutual cooperation so that there is a synergy between the village government and the community. Wangunharja Village, Lembang District has always had its own way of solving the problems of its citizens, especially in improving people's living standards. In addition to utilizing funds from the government, since 2012, Wangunharja Village has established good relations with external stakeholders, one of which is the donor of the State of Kuwait through the Baitul AL-Khairiyah Foundation. The village head of Wangunharja explained that the existence of a third party in alleviating social problems in his area can help accelerate programs from the government.

The service activity was then continued with the provision of material by the second panelist from the STIA LAN Bandung Polytechnic Village Development Study Center. The presentation delivered at this advocacy activity was an explanation of the concept of community-based tourism, which focuses on tourism activities in rural or agricultural life, which has developed for a long time. This is known as community-based tourism (CBT). This thinking is a variation of scientific concepts to support conservation principles in the development of tourism activities in the village. There are three tourism activities that can support the CBT concept, namely exploration (adventure travel), cultural tourism (cultural travel), and environmental tourism (ecotourism).

Apart from the above, the presentation of this material emphasizes important explanations on several things as follows.

1. Social capital: considered as resources such as knowledge and information that are embedded in the interaction or relationships between stakeholders. In this case, the social capital owned by the Wangunharja Village Government has been categorized well. It can be seen from how the

information, attention, and intentions of stakeholders in the village are related to the development of tourism destinations.

2. Empowerment: viewed as an understanding of the socio-political system leading to a better perception of socio-political control along with motivation and capacity to utilize individual and local resources. The relationship between the Village Government and its citizens is built in an egalitarian manner so as to allow two-way interaction between stakeholders and elements of the Government. The people of Wangunharja village quite understand the importance of empowerment and show their willingness and willingness to be empowered intensely in the process of developing tourism destinations.

This next activity in the form of focus group discussions was carried out intensely with a focus on exploring the tourism potential of Wangunharja Village as a potential destination. During the implementation of the activity, participants who were representatives of the Wangunharja Village community participated actively in the discussion process about the tourism potential in their area. The advocacy participants also gave their views on the development of tourism potential in Wangunharja Village.



**Figure 1. Policy Advocacy Activity**

From the implementation of this activity, important information can be obtained about the understanding of the community in Wangunharja Village which is still not comprehensive about the development of tourism potential in the area. Based on the results of stakeholder participation in the FGD, a number of potentials and problems in the development of Wangunharja village as a potential tourism destination can be articulated in a Table 1 below.

**Table 1. Potential and Problems of Developing Potential Tourism Destinations in Wangunharja Village**

<b>Potency</b>	<b>Problems</b>
Tourism Destination Development Program	Limited Knowledge and Resources of the Village Government and Stakeholders (Village Communities) in Tourism Management
Destination Infrastructure	
1. Location in the same direction as the roadway to Mount Tangkuban Perahu	1. Dependence on village fund allocations (funds from the government)
2. Community residential areas that have the potential to be used as homestays with a residential home improvement program	2. Lack of experience and knowledge in managing and developing homestay
Tourist Destinations	
1. Plantation	1. Conservation and community development programs that can contribute to livelihood improvement and conservation of potential destinations are not yet comprehensive (only partially).
2. Agriculture	

2. Village communities are often less involved and tied to conservation programs, both in terms of plantations and agriculture.

Social Capital - increasing social capital and decentralization of natural resources allow the Wangunharja Village community to have a role in managing the resources around them.

Collective action has not been widely carried out by the community in an effort to obtain economic benefits from the same natural resources

Source: Developed for This Study

Community-based tourism development is very suitable to be implemented in Wangunharja Village, based on the active participation of the local community. This is why creating community events that might support this type of tourism development, while helping to create a connection between local communities and government is significant as a primary step. Furthermore, our advocacy activity gives important information that needs to be explored about how community in Wangunharja Village can involve and participate in the development of the area as a tourist destination. Some important things that need to be followed up include the following:

1. Perceptions about tourism are based on an evaluation of local people's attitudes (including environment, infrastructure and events);
2. The participation model of people in the local community exerts a strong influence on the tourist experience;
3. Tourism planning affects the community as a whole.

Therefore, this advocacy activity provides practical implications regarding the need for a change in attitude from the Wangunharja Village government to include systematic tourism destination development planning and the provision of infrastructure and social facilities to meet these development needs. This means that the diversification of tourism destination development in Wangunharja Village must reduce dependence on national tourism and focus on the domestic tourist market. This approach has the potential to promote sustainable tourism development in Wangunharja Village.

Cooperation and mutual trust between individuals in the Wangunharja Village community observing the regulations set by the community in the use of resources show a high level of social capital. This indicates that there are opportunities where rules and norms were in place before tourism was introduced and formalized to achieve effective collective action, monitoring and behavioral sanctions for those who fail to comply with agreed rules. Before tourism development can be carried out optimally, the collective behavior and local institutions involved with resource management in Wangunharja need to be formalized. Collective action on resource use indicates that where social capital is higher in a community, it is likely that conservation practices will be adopted and adhered to by community members. For the Village Government, policies in managing the resources owned in Wangunharja Village are one of the important points as inputs in improving village governance.

## CONCLUSIONS

Based on the results of the implementation of this activity, it can be concluded that the managers of Wangunharja Village still have a minimal practical understanding of participating in the development of potential tourism destinations. It should be noted that social capital is one of the most important aspects in strengthening tourism destinations. Some of the identified potentials in the development of tourist destinations in Wangunharja Village, Lembang District, West Bandung Regency are as follows:

1. Strong Village Government commitment,
2. Opportunities for cooperation with certain associations in the conservation of agriculture or plantations as potential objects of tourism destinations,
3. Village Government policies that support strengthening social capital in the community.

The idea of tourism development in Wangunharja must be managed properly. The Wangunharja Village Government can act as a facilitator of community liaison with the West Bandung Regency Government. Given the potential of a tourist village in Wangunharja, it will create a great opportunity for the Village Government to advance Wangunharja Village by proposing programs or policies on the development of potential tourism destinations. In the development of this tourism destination, there is a very strong role for village communities and they care about the availability and management of resources owned by the region. In realizing Wangunharja Village as a tourist destination is not easy task, it takes the participation of the Village Government and related agencies in overcoming one by one the problems that are obstacles to the development of these tourism destinations. In the future, the follow-up to community service activities in Wangunharja Village is recommended to hold advanced workshops or technical assistance to Village residents who are involved and bound to the process of developing potential destinations in Wangunharja Village.

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