
TOURISM VILLAGES AND GEOTOURISM GUIDES: EDUCATION FOR LOCAL COMMUNITIES

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ABSTRACT

The Tangkubanparahu volcanic accident poses a significant risk to visitors and the local people in the Cikahuripan Tourism Village because of the high level of tourism activities there. Pokdarwis Tjikahoeripan Gebied's empowerment as a partner must be increased through a number of difficult tasks, but initiatives to help with the creation of disaster-based geotourism guides have the potential to give partners information and skills. The purpose of this activity is to offer direction for geotourism based on disaster in the Cikahuripan Tourism Village. This activity uses action research as its methodology, and data was gathered through target partner training, observation, documentation, and interviews. Both descriptive qualitative and descriptive quantitative data analysis were used for the data analysis. Three of the six tourism attractions are centred on geology, according to the activity's findings. Reinterpreting geotourism is helpful when building geotourism resource materials. Disaster-based geotourism guiding training is used to carry out activity implementation for partners. The training's outcomes demonstrate the target partner's positive value when compared to the values obtained before and after the training. Through geotourism guiding, this activity may have repercussions for several parties, particularly tourism village administrators in disaster-prone areas.

Key words: Cikahuripan Village, Community Empowerment, Disaster Education, Geotourism

INTRODUCTION

To guarantee the sustainability of life in the Greater Bandung Region, the Cikahuripan Tourism Village is a protected area and a farming area (Ervina et al., 2020). The Cikahuripan Tourism Village is the hub of tourism activities and is situated in a region vulnerable to geological natural catastrophes, including volcanic disasters (Novianti et al., 2021; Wulung & Brahmantyo, 2019). Tourism-related activities with a specific theme, such as geotourism, ecotourism, agrotourism, cultural tourism, and sports tourism, make use of the development of the Cikahuripan Tourism Village's tourism potential (Wulung et al., 2021). The creation of geotourism guides represents an additional opportunity to boost the added value and competitiveness of the Cikahuripan Tourism Village.

Geotourism counselling aids in educating tourists on the geological features that are a region's main draw, which helps increase an area's competitiveness (Bryon, 2012; Premangshu & Sanjoy Kumar, 2018; Rodrigues et al., 2013). This suggests that geotourism is a form of tourism that focuses on geological phenomena and is intimately linked to geological disasters (Migoñ & Pijet-Migoñ, 2019; Newsome & Dowling, 2018; Wulung & Abdullah, 2022). In order to reduce disaster risk, the Cikahuripan Tourism Village needs to develop geotourism guidelines that emphasise disaster mitigation education. This education not only helps tourists understand disaster mitigation, but it also aids in the community's disaster preparedness.

Disaster education in geotourism guiding, according to prior research, is critically important for disaster mitigation efforts and has a favourable effect on both local people and visitors (Marlyono & Pasya, 2016; Wahyuningtyas et al., 2020). Geotourism guidance for disaster education can be used to a variety of media and information (Kimura et al., 2017), and it can be put into practise by interpreting geotourism routes (Bouzekraoui et al., 2018). The implementation of geotourism advice as a form of disaster mitigation takes the shape of interpretive facilities that can enhance visitor experiences and motivate visitors to learn about it (Hose, 2012). These goals can be achieved in a variety of ways in a variety of tourist sites, particularly in geotourism guiding, which is significant for education and information sharing (Migoñ & Pijet-Migoñ, 2019).

The development of disaster-based geotourism guidance through the interpretation of geotourism routes is one method that has been used in the past to increase the added value and competitiveness of disaster-prone tourist destinations. The Cikahuripan Tourism Village faces a number of challenges as it develops, one of which is that Pokdarwis Tjikahoeripan Gebied's potential as the primary developer of disaster-based tourism in the Cikahuripan Tourism Village is still subpar. In the Cikahuripan Tourism Village, this activity aims to direct geotourism based on natural disasters. To accomplish this, it is necessary to first note the current circumstances and provide a comprehensive overview of the tourist attractions in the Cikahuripan Tourism Village.

METHOD

Action research techniques are used in the qualitative research design. Data on disaster conditions and tourism potential in the Cikahuripan Tourism Village were gathered through interviews with Pokdarwis Tjikahoeripan Gebied. In order to promote the creation of geotourism guides, observations were also made to list tourist attractions. Additionally, pre- and post-tests for partners were used to gather data on mentoring through training. Through skills and knowledge in tourism and geological disasters, this activity will increase Pokdarwis Tjikahoeripan Gebied's level of empowerment. In order to achieve the objective of creating disaster-based geotourism recommendations. The process of pre-field analysis, data reduction, data presentation, and conclusion are all included in the qualitative descriptive analysis that is used for data analysis. Data on the test results for the training participants were also obtained using quantitative descriptive analysis.

RESULTS AND DISCUSSION

Pokdarwis Tjikahoeripan Gebied is responsible for overseeing Cikahuripan Tourism Village directly. The Dutch Fort was discovered in the vicinity of Cikahuripan, and the West Bandung Regency government tasked Pokdarwis Tjikahoeripan Gebied with managing it. As a result of Pokdarwis Tjikahoeripan Gebied's effective management of the Cikahuripan Tourism Village, it was ranked among the top 300 tourist destinations in Indonesia in 2021 and advanced to the status of Village Assisted by the Ministry of Tourism and Creative Economy in 2022.

Three categories are used to group the tourist attractions in the Cikahuripan Tourism Village. As shown in Table 1, there are a total of six tourist attractions. It is simpler to develop geotourism routes since the tourist attractions in the Cikahuripan Tourism Village are chosen based on their physical attributes and accessibility via ground transportation. In addition, references from the West Bandung Regency tourism development master plan are used to determine the tourist attractions. To make it simpler to plan geotourism routes, each tourist destination has its own set of coordinates.

Table 1. Tourist Attractions in Cikahuripan Tourism Village

Criteria	Tourist Attraction	Management	Coordinate
Geodiversity	1. Upas Crater	PT Graha Rani Putra Persada	-6.76122, 107.60465
	2. Pasirwangi Landscape	Cikahuripan Village	-6.82232, 107.60154
	3. Cikahuripan Spring	Cikahuripan Village	-6.80838, 107.60779
Biodiversity	4. Leuweung Poek	Pokdarwis Cikahuripan	-6.77897, 107.61236
Cultural Diversity	5. Benteng Belanda Cikahuripan	Pokdarwis Cikahuripan	-6.7838916, 107.6125884
	6. Makam Syech Abu Bakar	Cikahuripan Village	-6.82232, 107.60154

Source: Research findings, 2023

Visiting geosites for leisurely objectives that incorporate wonder, appreciation, and learning is geotourism, which focuses on natural tourism (Ólafsdóttir, 2019). Geotourism attractions can be interpreted to help visitors comprehend them. Tourist pleasure can be produced by interpretation that emphasises geological features, which helps to preserve geotourism destinations (Brilha, 2018). To evaluate the tourist attraction in the Cikahuripan Tourism Village as a geotourism attraction, it must be reinterpreted (Wulung et al., 2021). The tourism attractions that have been evaluated are those that fall under the category of geodiversity. Three tourist destinations—the Upas Crater, the Pasirwangi Landscape, and the Cikahuripan Springs—are classified as geotourism destinations based on the classification of geology-based tourist attractions in the Cikahuripan Tourism Village.

Meetings with the Pokdarwis Tjikahoeripan Gebied and the Cikahuripan Village administration to discuss permissions for conducting activities and organising field trip activities preceded Community Service Activities. The purpose of the meeting with the Cikahuripan Village administration was to outline the technical implementation of the activities as well as the programmes that would be implemented. While this was going on, Pokdarwis Tjikahoeripan Gebied was being questioned on the geotourism potential and the state of the Pokdarwis' human resources. In addition, field research was done to create geotourism routes by visiting tourist destinations in the Cikahuripan Tourism Village.

Implementing geotourism-guiding aid operations in the Cikahuripan Tourism Village begins with conducting interviews and observations. Assistance for the Pokdarwis Tjikahoeripan Gebied was provided as part of the activity, which has as its focus Geotourism Guiding Training and Disaster Mitigation Literacy for the Cikahuripan Tourism Village. 20 people, divided into 10 individuals from the Tjikahoeripan Gebied Pokdarwis and the Cikahuripan Village community, took part in the training sessions. Two experts participated in this course, including experts who delivered geotourism instruction materials and talks on disaster literacy.

The training was conducted over the course of two sessions, one on geotourism guidance and the other on disaster literacy. With a total of six lesson hours, the lecture in the geotourism guiding session concentrates on three sub-materials. Geotourism concepts, geotourism guiding principles, and geotourism guide skills are all parts of the geotourism guiding sub-material. The second session is a five-hour literacy course that covers ideas related to catastrophes, disaster mitigation, and disaster interpretation.



Source: Documentation, 2023

Figure 1. Implementation of Geotourism Guide Training Activities

Prior to the training, participants take a pre- and post-test that includes numerous questions about the topic that will be covered. These inquiries are meant to provide participants with a general understanding of their knowledge of geotourism information and disaster literacy. Participants are asked eight questions that have been tailored to the particular training output and achievement metrics of this activity.

The pre-test questionnaire's findings revealed that the participants did not comprehend geotourism guiding and catastrophe literacy. Similar to knowledge and understanding about the idea of disaster literacy, participants' knowledge and understanding of geotourism tend to be lacking. Participants often lack understanding and expertise in geotourism guiding, which is similar to their abilities as disaster literacy interpreters. The post-test questionnaire, meanwhile, revealed encouraging results, demonstrating that participants had a better comprehension of geotourism guiding and disaster literacy in general.

CONCLUSION

The management of the Cikahuripan Tourism Village demonstrates that Pokdarwis Tjikahoeripan Gebied has little expertise in geotourism guiding. The existence of ecological and cultural tourist attractions as well as geological ones help to define the Cikahuripan Tourism Village's geotourism potential. On the other side, the location of Mount Tangkubanparahu makes the Cikahuripan Tourism Village's tourism actors vulnerable. The purpose of geotourism guides is to understand the geological diversity that has the potential to cause natural disasters or occurrences, in addition to providing information about tourist destinations.

One of the implementation programmes for community service projects is geotourism guide training based on disaster literacy for Pokdarwis Tjikahoeripan Gebied. This course offers insight into the Tangkubanparahu volcanic disaster in addition to imparting information and abilities in geotourism guiding. If Pokdarwis Tjikahoeripan possesses knowledge of the region, including knowledge of geotourism and disasters, the potential for geotourism in the Cikahuripan Tourism Village can be maximised.

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