

Slow Tourism Possibilities in Cimande Tourism Village – West Java

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Abstract

Cimande Tourism Village is a village located in Tarikolot, Bogor Regency, Indonesia. It has a lot of tourism potential, both natural tourism, cultural tourism, and artificial tourism. This green, calm and cultural area is expected to be able to provide alternative types of tourism that are thick with experience and also have a significant economic impact by extending the length of stay of tourists. The purpose of this research is to see how much potential Cimande Tourism Village has to be applied as slow tourism. Slow tourism is a form of tourism theme which stresses quality in gaining experience during tourism activities rather than quantity. The study used descriptive qualitative methods. A checklist is given to nine tourism academics whose results are recapitulated and then analyzed and described clearly. The results found that most of the key elements of slow tourism could be found and it could also be applied in order to establish the form of slow tourism as alternative tourism. This research only focuses on the supply side from an academic perspective to find out how potential Cimande for slow tourism before it's developed. Slow tourism is not a common form of tourism, in Indonesia, no research has ever been conducted on slow tourism before, the result find out that Cimande has a great possibility to be developed into a destination with the concept of slow tourism.

Keywords: slow tourism; cimande village.

INTRODUCTION

Background

It is undeniable that tourism is currently one of the most driven industries in almost all of the world. In Indonesia, tourism is one of the main industries that generate foreign exchange for the country. Globally, in 2019 the travel and tourism sector created 334 million jobs and contributed 10.4% to the global economy (World Travel and Tourism Council, 2021). In Indonesia, in 2019 the tourism and travel

sector contributed to GDP of 5.9% of the total economy or 64.7 billion dollars (World Travel and Tourism Council, 2021). The income obtained from this sector decreased in 2020 due to the Covid-19 pandemic that hit the whole world, including Indonesia. And this is the main cause of the income obtained from the tourism sector decreased drastically and only touched the figure of 34.5 billion with a GDP contribution of only 3.2% of the total economy in Indonesia (World Travel & Tourism Council, 2021).

Currently, tourism has become a human need. Routines that are passed routinely and monotonously every day cause a lot of saturation in each individual. Requires a release that is in a positive way and also full of meaning. The desire to seek new experiences and also feel something authentic which is different from what usual life goes makes tourists tend to look for something that can emphasize the experience that will be passed and obtained during tourism activities. Experiences and sights are the main things that tourists look for in order compared to novelty and art (Kumar, 2019). Coupled with the Covid-19 pandemic that occurred, the government issued various policies to limit community activities, especially in terms of gathering and also conducting tourism activities. Many tourist attractions and restaurants are closed and of course, add new pressure to the community psychologically. Which drives a strong impetus to carry out tourism activities by following strict rules and protocols in accordance with government directives.

During this pandemic, or in the era of the new normal, tourism activities cannot be carried out in the same way as before the Covid-19 pandemic hit. Regulations limiting the maximum number of tourists to be in an area or place make mass tourism activities difficult. Plus, tourists will definitely think more about the risks they will face when doing activities together with many people. And also, of course, a greater number of tourists who join in a tourist activity can make the experience felt during the tour is not optimal. Therefore, the form of exclusive tourism activities, with a small number of tourists coupled with the flexibility to interact in an effort to get a memorable experience, is needed by tourists. and in this case, slow tourism is the perfect form of tourism in the current situation and conditions. Traveling in a slow way will make tourists enjoy the trip more and produce a lot of tourist experiences. Where in <http://ojs.unud.ac.id/index.php/eot>

carrying out slow tourism activities, of course, it cannot be separated from slow destinations, slow transport, and slow food which are provided in tourist destinations. People tend to choose slow transport like using train, coach, bus, cycle and even on foot in doing traveling compared to air and car transport (Dickinson et al., 2011; Kumar, 2019).

Cimande tourist village is located in the Tarikolot area, West Java. This village is located not far from the capital city of Indonesia, Jakarta. It has magnificent natural beauty, the thick Sundanese culture which is still maintained is the main attraction for tourists, plus the good accessibility makes it easier for tourists to come and visit. To be able to visit here is not difficult. It can be reached by using land transportation, either private car or public transportation. The main market share is domestic tourists. However, that does not mean that there are no foreign tourists who come. Most tourists who come do not stay for a long time. This also cannot be separated from the promotional activities carried out in an effort to bring tourists to come and visit (Sari & Batubara, 2021), so that it can contribute to the local area (Sari, 2018). And this is a problem that must be found a way out.

Research on slow tourism in rural areas has not been done much. In Indonesia, research on slow tourism in rural areas has never been done. Usually, research conducted in rural areas is in the form of sustainable tourism and also community-based tourism. Whereas slow tourism itself is an alternative form of tourism in the form of sustainable tourism that involves the active participation of the community so that it is directly proportional to the economic impact that will be obtained by the local community as well of course as part of forming an awareness of the sustainability of its rural tourism resources. Slow tourism is one form of tourism that can be implemented in Cimande Tourism Village. e-ISSN 2407-392X. p-ISSN 2541-0857

Although most studies on slow tourism are conducted in destinations for urban tourism (Chung et al., 2018; Meng & Choi, 2016), it does not mean that it cannot be implemented in rural areas (Kumar, 2019) in the form of tourist villages. Most likely what will arise when the implementation of slow tourism in Cimande village is the duration of the stay of tourists which will be longer and is expected to be directly proportional to the amount of expenditure that will be issued by tourists during their trip so that they can make a more significant contribution to the economic life of the local community. Therefore, it is important to do research to find out whether the Cimande tourism village can be implemented in the form of slow tourism based on its attributes or potential, so that it can be used as an alternative form of tourism that contributes directly to the local community because it involves all parts of the community.

LITERATURE REVIEW

Slow Tourism

The concept of slow travel is inseparable from the emergence of the slow food and slow cities (CittaSlow) movement that began in the 1980s and 1990s in Italy. This movement emerged in response to the opening of McDonald's fast-food outlets in the culturally rich area of Rome and was initiated by Carlo Petrini. Like slow food, its goal of slow cities puts more emphasis on the experience that will be obtained based on good food, a healthy environment, a sustainable economy and of course in accordance with the local wisdom of the people in one place (Knox, 2005; Kumar, 2019), which has been widely researched by academics (Knox, 2005; Kumar, 2019; Mayer & Knox, 2006; Parkins & Craig, 2006; Tasch, 2008) which emphasizes the specificity of a local area with a global context in an effort to achieve a better quality

of life for local communities (Kumar, 2019). Like the slow food movement and CittaSlow, the form of slow tourism is not just carrying out activities or travel in a slow way, but more than that. Consumption of local food with local heritage gastronomy also ensures that the production process carried out with a high level of tourist involvement becomes a form of slow tourism activity that can be carried out. Tourism activities that are carried out in a slow way can give rise to a uniqueness of a place that can arouse and trigger the desire to always be and move, and want to continue to gain new knowledge and experiences as a form of living knowledge.

Slow tourism cannot be separated from a trip that is held slowly. Slow travel has the aim of being able to restore the essence of having quality leisure time which is closely related to social relations in an effort to minimize the carbon footprint (Dawson, D., Karlis, G. and Heintzman, 2008; Honore, 2005; Mair et al., 2008). This is also what makes tourism slow to be predicted as an alternative form of tourism in realizing sustainable tourism (Kumar, 2019). Slow tourism can also be considered as a cultural and social reality (Di Clemente, J.M.H.; Mogollón, E.; Salvo, P. and Cerro, 2014; Ernszt & Marton, 2021; Lumsdon & McGrath, 2011). There are four main pillars in slow tourism (Pecsek, 2018): locality, sustainability, social well-being, and experience.

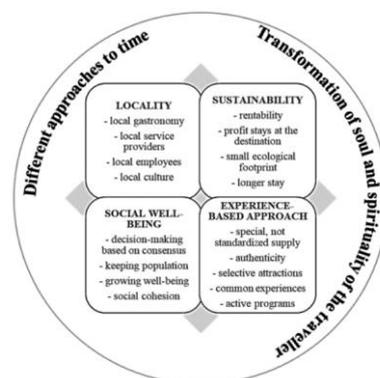


Figure 1. The components of slow tourism (Ernszt & Marton, 2021; Pecsek, 2018)

Beside the above components, there is also a key elements of slow tourism, the dimensions is (Caffyn, 2012) : 1) place (locality, distinctiveness, landscape, heritage, environment and produce), 2) people (community, culture, local enterprise, cuisine, hospitality, authenticity), 3) time (place, relaxation, unhurried, more in depth), 4) travel (distance, speed, mode, low carbon), 5) the personal (well-being, pleasure, conviviality, learning, meaning, enjoyment, understanding). This research evaluate the possibilities of implementation of slow tourism using the five key elements of slow tourism (Caffyn, 2012).

Alternative Tourism

Existing tourism activities are mostly a form of mass tourism that emphasizes quantity over quality. This causes a lot of over-tourism in several destinations due to the number of tourist visits that exceed the allowed capacity. In this case, alternative tourism is felt to be one of the solutions by connecting the interests of various stakeholders, also making it one of the aspects of the local community, the surrounding environment, nature, and resources (Christou, L.; Cyprus, 2012) could be in the form of ecological tourism, rural tourism, cultural tourism, green tourism, creative tourism, nature tourism, community-based tourism, voluntary tourism, responsible tourism, geotourism, integrated tourism (Dangi & Petrick, 2021; Theng et al., 2015; Triarchi & Karamanis, 2017; Weaver & Lawton, 2007) with developing sustainable tourism purpose and avoiding mass tourism (Triarchi & Karamanis, 2017).

In general, alternative tourism is a form of tourism that in practice deals directly with nature and social communities in an effort to produce a positive economic impact for the local community. Utilize its resources wisely and also minimize the negative impacts that may arise from the economic, cultural, and environmental

side. Therefore, alternative tourism is closely related to involvement and direct contact with nature and local culture while respecting, enjoying and participating in conserving nature and cultural resources (Medeiros et al., 2021).

The characteristics in alternative tourism are as follows: 1) not crowded and accommodation with local style and managed independently with a small number, 2) the number of visitors is not too large but consistent in each period, 3) economic activities carried out by local communities related to tourism activities are only complementary and not used as the main source of livelihood, 4) there is involvement between the community and the local government, 5) mostly carried out in areas with the designation of protection or conservation (Guillemain et al., 2007).

In the Cimande tourist village, the type of accommodation that is widely available there is a homestay which is a resident's house that has local characteristics and is managed independently. The tourism activities carried out always involve the local community as actors in tourism activities who are also accompanied by the tourism awareness group (Pokdarwis) and are fully supported by the head of Cimande Village. The main attraction it has is the culture and also the potential for its natural beauty. So that it can be included as alternative tourism.

RESEARCH METHODS

This research is conducted in Cimande tourism village which is located in Tarikolot, Bogor Regency, West Java Indonesia. This study uses qualitative methods. The primary data was gathered from tourism academicians, while secondary data were gathered through the study literature and other previous study conducted by other researchers.

The research method used in this study is descriptive qualitative which strengthens in percentage where primary data is collected and classified according to pre-determined conditions and described by categories to obtain final results and requalified. Primary data collection was carried out using direct observation methods to get a comprehensive understanding of the description of Cimande Tourism Village with its tourism resources in order to support the possibility as if it could be implemented in the form of slow tourism.

Qualitative methods are used to understand a phenomenon that is still little known (Coyne, 1997), but can also be used to convey phenomena or things that are known but difficult to present quantitatively (Coyne, 1997). This method is also usually subjective because it is thick with personal opinions between individuals who are used as a reference source. Therefore expertise in the field of tourism becomes important to be able to map it, so that the choice in the field of tourism as a resource can be one way to be balanced.

The observation is conducted by several people who are selected according to the desired criteria namely those who had an educational background and good knowledge of the world of tourism. Nine lecturers of tourism, who have visited and traveled, even some of them also conducted a study on tourism and marketing in the Cimande tourist village, were asked to conduct observations in this Cimande tourist village. That is by choosing people who are in accordance with the theme and research objectives (Anderson et al., 1994), with the main criteria being a work background in the form of tourism academics, and having visited and carried out tourism activities in Cimande Tourism Village. It is hoped that the information and opinions obtained can provide clear results regarding the theme being carried out. The observation was done by nine people (Kuzel, 1999) who were academics. They observed

and had visited and carried out tourism activities in Cimande Tourism Village, both cultural tourism or nature tourism using land transportation. Both those who travel for only one full day or stay there for several days. The data obtained is then collected and also presented with a percentage to strengthen the result to see how far the possibilities to implement slow tourism in the Cimande Tourism Village.

RESULT AND DISCUSSION

Tourism activities carried out in Cimande Tourism Village are currently centered on natural tourism activities and cultural tourism which are the strengths of its attractions. However, most tourists who come and visit only do tourism activities for a short time. This of course has more or less an impact on the amount of tourist spending which is certainly not so large, where this is of course directly proportional to the amount of income that will be obtained by the community itself as actors and organizers of tourism activities (Sari, 2018).

The research conducted tries to provide an overview of the possibility of applying the concept of slow tourism in Cimande Tourism Village with all the tourist resources it has and the extent to which the existing attractions can be composed in such a way as to extend the duration of the stay of tourists in that place.

Data interpretation is done by calculating the percentage frequency (Winarno, 2004), which is obtained by using the formula:

$$P = \frac{F}{N} \times 100\%$$

P = Percentage of the answer

F = Frequency of the answer

N = Number of response

Where the percentage data obtained are classified into several criteria (Ali, 1984) as follows:

- 0% = None
- 1 % - 39 % = Small
- 40% - 49% = Almost half
- 50% = Half
- 51% - 75% = Most
- 76% - 99% = Generally
- 100% = Entirely

The results of the opinions that come from tourism academics who have visited and also tourism activities in the Cimande Tourism Village have been simplified and made a quantitative table in the form of a percentage about how much attraction or potential Cimande village has to be composed as slow tourism. are as follows:

Tabel 1. Key element of place

Di-mension	Indi-cator	Yes	Per-cent-age (%)	Average Per-cent-age (%)
Place	Lo-cality	9	100	74.81
	Dis-tinc-tive-ness	9	100	
	Land-scape	4	44.4	
	Heri-tage	9	100	
	Envi-ron-ment	8	88.9	
	Pro-duce	5	55.6	

Source: Own elaboration, 2022.

Place dimension is the first key dimension in the implementation of slow tourism. For Cimande Tourist Village itself, locality, distinctiveness, and heritage are the main points that are felt to be the most dominant. The wisdom of a local

culture that is still held firmly and practiced for generations. The typical life of the village community is still thick with the use of natural resources that do not explore but still run side by side with nature as well. Cimande as the birthplace of martial arts that spread throughout the archipelago still adheres to all the rules that apply to their ancestors. The presence of historical relics sites in several points of the location of this village becomes a special attraction for tourists to come and visit.

Many tourists come to visit just for the purpose of visiting this historical site. Some of them regularly come at certain times. In addition, the assessment is felt to be the lowest in the landscape owned by this village. This could have occurred because the existing landscape is not much different from the landscape of the villages in Bogor Regency. However, with the existing landscape can still be done tourism activities that also involve tourists' engagement in it and this has not been managed optimally.

Tabel 2. Key element of people

Di-mension	Indi-cator	Yes	Pe-cent-age (%)	Average Per-cent-age (%)
Peo-ple	Com-mu-nity	8	88.9	77.34
	Cul-ture	9	100	
	Local En-ter-prise	8	88.9	
	Cui-sine	8	88.9	
	Hos-pital-ity	9	100	

Source: Own elaboration, 2022.

People dimension is the second dimension that is assessed. Culture and hospitality are the two strongest things that can

be obtained from the people. The cimande community still holds strong its culture and is reflected in every behavior and also the way of life adopted by its community.

Regular cultural activities are held in this village. The majority of the villagers are martial artists who have a high level of martial arts. Nevertheless, the philosophy of life held makes them a peaceful society, avoids violence except in desperate situations and also always appreciates the elderly making them a friendly society. This is always reflected in every tourist activity conducted, they with open arms always welcome tourists who come with a smile and also the friendly and humorous attitude that is always shown.

Tabel 3. Key element of time

Di- men- sion	Indi- cator	Yes	Per- cent- age (%)	Av- er- age Per- cent- age (%)
Time	Pace	9	100	92.60
	Re- laxa- tion, Un- hur- ried	8	88.9	
	More in depth	8	88.9	

Source: Own elaboration, 2022.

Time dimension has the highest average value compared to the average value of other dimensions. The rhythm of the tour makes it possible to do it in a relaxed, unhurried way so that it provides space for tourists to be able to do activities to appreciate the beauty, culture and also the meaning of life obtained during the tour activities.

The tourist activities that are done can also be done with a longer time so that the experience obtained is an experience that is difficult to forget. Such as practicing

pencak silat, practicing farming, cooking local food to be consumed together, making kites, watching the sunrise and many other tourist activities. This is felt to be very important, because the main core of tourism activities is the activities in it (Sari, 2017), and this is what will certainly be part of the motivation of visiting tourists (Sari, 2019) to visit again.

Tabel 4. Key element of travel

Di- men- sion	Indi- cator	Yes	Pe- cent- age (%)	Av- er- age Per- cent- age (%)
Trav- el	Dis- tance	5	55.6	66.70
	Speed	5	55.6	
	Mode	7	77.8	
	Low Car- bon	7	77.8	

Source: Own elaboration, 2022.

Travel dimension is the dimension that has the lowest average rating of all key elements in slow tourism. The smallest rating is in the distance indicator as well as the speed. In terms of distance, the location of the tourist village of Cimande is indeed located not far from the highway and also the motorway access. This is what makes the mileage to reach this tourist village does not take long.

However, during the tourist activities carried out in the tourist village of Cimande, mostly in visiting one destination to another destination is done on foot so that the travel time can be extended. In the remaining indicators, the tourist travel activities carried out are felt to be minimal use of vehicles with a large expenditure of carbon residue. Most of the tourists who come do not need air transportation. Buses, cars and motorbikes can reach this place easily. During the deep journey to the tourist village of Cimande, no significant

congestion was encountered. This is of course very good and has a positive value in terms of protecting the environment by not producing carbon dioxide that can damage the environment.

Tabel 5. Key element of the personal

Di- men- sion	Indi- cator	Yes	Per- cent- age (%)	Av- er- age Per- cent- age (%)
The per- sonal	Well- being	7	77.8	88.90
	Pleas- ure	8	88.9	
	Recre- ation	9	100	
	Learn- ing	9	100	
	Mean- ing	6	66.7	
	Un- der- stand- ing	9	100	

Source: Own elaboration, 2022.

In the key dimension of the personal, the indicator with the smallest assessment is found in the meaning indicator. Meaning here refers to tourist activities carried out while in the tourist village of Cimande. It makes tourists awaken or realize a certain positive meaning from within. Make tourists aware of the meaning of a situation or life they go through. This may arise because the duration of tourist activities is still in a short period of time. So that the feeling of tourists' involvement in the local culture or community is still limited.

On the other hand, the highest assessments were on indicators of recreation, learning and also comprehension. Where this means that the tourist activities that are done always provide a sense of comfort in doing recreational activities, and it is ensured that in every activity that is done there is always a positive side of learning that can be understood by tourists.

Therefore, the tourist village of Cimande can be reserved for every tourist of various ages. From young to old age and also suitable for tourists traveling with groups such as families and communities

CONCLUSION

Slow tourism performs more experience rather than other type of tourism offered to tourist. And it also could contribute to preserve the nature and environment. Based on the result analysis, it can conclude Cimande tourism village has the potential to be implemented as slow tourism. The highest value is in the key elements of time and personal. These two things are the strength of the existing key element. And the lowest value is in the travel dimension. However, when viewed from the total score obtained in each dimension is in the category of generally which lies between 76% -99%. This confirms that Cimande tourism village possibly implemented to perform slow tourism.

RECOMMENDATION

In terms of place dimension, the existing landscape is ideally in line with land management productivity activities which be able to be used as a tourist attraction by involving tourists in it. Inviting tourists to participate in the process of planting rice, gardening aloe vera and also harvesting snake fruit can be better if it's composed by arranging a tourist route and also equipped with interesting story telling.

From the travel side, the speed in crossing each route to each destination point can be done by searching slower routes and always inserting the involvement of tourists. Given enough time for tourists to be able to carry out appreciation activities in each destination, they visit to be able to produce a memorable experience during tourist activities. In order to maximize this, obviously, this certainly requires good visitor management.

Slow tourism can be classified as alternative tourism practicing sustainable tourism with strong engagement within the community as a host and tourist as customer in the picture of tourism activities. Unfortunately, there is no single article published discuss about this form of tourism in Indonesia. In the future, researchers should also do research in the tourist point of view, to find out the demand of a slow tourism. The future development in composing a slow tourism which could match with the expectation of tourist will be really feel necessary, because it will not only will give a positive contribution to the locals but also will contribute to environment sustainability.

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