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Mapping of Cibural Village Potential as Education-Based Ecotourism

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Received: October 20, 2021 ▪ Reviewed: December 18, 2021

▪ Accepted: December 23, 2021 ▪ Published: January 5, 2022

Abstract:

Cibural, a tourism village which is located in northern Bandung, has an ecologically and hydrologically important role for the Bandung basin region. A tourism village can be developed through education rather than through the maintenance of the natural or social environment. The purposes of this research were 1) to explore the potential of the Cibural tourism village as one of the destinations of edutourism, and 2) to map or to zone edutourism based on its appeal and accessibility. The research also employed a descriptive, qualitative approach. The data were collected through literary research, observation, and interviews, which were conducted with village officers, Pokdarwis (a tourism awareness group), and villagers. The result shows that Cibural has the potential to be developed as an edutourism village. Based on the geographical conditions, distances, and accessibilities, the village is divided into four tourism zones from west to east, respectively: (1) human-made tourism (e.g., artificial or crafted attractions), (2) community-based tourism, (3) natural tourism. In terms of tourism objects, it is considered abundant; but in terms of appeal, it still needs further managing and polishing to improve its branding as a tourism village. To enrich the educational atmosphere, more tourism activities which enforce education, affection, and skills are needed. Commitment, synergy, and cooperation among village administrators, forestry, Pokdarwis, and society hold an important role in developing a competitive tourism village. Research on edutourism in Cibural is still limited, so this research was essential for the area's development. However, further research on Helix or Pentahelix tourism needs to be conducted.

Keywords: education-based ecotourism, mapping/zoning, tourism village, Cibural Village.

墓地村庄作为教育型生态旅游的潜力图

摘要:

墓地是一个旅游村，位于万隆北部，对万隆流域地区具有重要的生态和水文作用。旅游村可以通过教育而不是通过维护自然或社会环境来发展。本研究的目的是 1) 探索墓地旅游村作为教育旅游目的地之一的潜

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力, 以及 2) 根据其吸引力和可达性绘制或划分教育旅游区。该研究还采用了描述性、定性的方法。这些数据是通过文学研究、观察和采访收集的, 这些采访是与村干部、博达维斯(旅游意识团体)和村民进行的。结果表明, 墓地具有发展为教育旅游村的潜力。根据地理条件、距离、可达性, 该村由西向东划分为四个旅游区, 分别为: (1) 人造旅游(如人工或人工景点), (2) 社区旅游, (3) 自然旅游。就旅游对象而言, 它被认为是丰富的; 但在吸引力上, 还需要进一步的管理和打磨, 提升旅游村的品牌形象。为丰富教育氛围, 需要开展更多强教育、强感情、强技能的旅游活动。村行政人员、林业、博达维斯和社会之间的承诺、协同和合作在发展具有竞争力的旅游村方面发挥着重要作用。墓地关于教育旅游的研究仍然有限, 因此这项研究对该地区的发展至关重要。但是, 需要对螺旋或五螺旋旅游进行进一步研究。

关键词: 基于教育的生态旅游、测绘/分区、旅游村、墓地村。

1. Introduction

A rural area is an area which has a unique way of life, either seen from the physical or sociocultural aspect of its society (Maryani, 2019). Based on its landscape, a rural area is dominated by open space, nature, low resident population, and attractive natural landscape features like volcanos, lakes, rivers, waterfalls, rare rock outcrops, and challenging morphology to explore. Rural community life is generally still attached to tradition in term of housing, clothing, food, drinks, and traditional ceremonies. This kind of condition contradicts the city life, which is highly populated and packed with buildings, traffic jams, and social interactions. To relieve stress, people living in the city need to be refreshed by enjoying the different atmosphere in rural areas.

A tourism village provides tourism attractions in the form of rural natural phenomena and the charm of village life. United Nations World Tourism Organization (UNWTO) (2021) stated that rural tourism is “a type of tourism activity in which the visitor’s experience is related to a wide range of products generally linked to nature-based activities, agriculture, rural lifestyle/culture, angling and sightseeing.” The development of a tourism village provides not only a variation of lifestyle, but also a learning experience in regards to unique and distinct traditions, a lifestyle which is warm and simple, and the capability to sustainably adapt to the environment.

Ciburial is one of the tourism villages in the Cimenyan district of the Bandung regency, and its region is directly connected to the northern border of Bandung City. Ciburial is located in an area more than 750 m above sea level. Thus, it is included as the Northern Bandung area, which functions as a rain and water absorption region. It needs to be protected, maintained, and preserved since the Dutch colonial era, Ciburial village, has been prepared as a protected forest area known as Taman Hutan Raya (Forest Park of) Ir. H. Djuanda. That is why the government has decreed Jawa Barat Province Regional Regulation No. 2 of 2016 regarding Guidelines of Northern Bandung Area Control as one of the strategic regions in Jawa Barat Province (Gubernur Jawa Barat, 2016) and as a region with a limited and protected area from buildings and

housing. In 2011, Ciburial Village was appointed as a tourism village based in Bandung Regency (Regent of Bandung Regency, 2011). Considering the condition of Ciburial village as a preserved area, the development of tourism village is supposed to be directed towards the preservation of the environment, sustainability, and educational value to maintain the conservation and enforce social empowerment of the local society. Thus, further investigation towards the potential of Ciburial Village as an education-based ecotourism is needed. The research questions are: (1) what is the potential of Ciburial Village as an education-based ecotourism destination? and (2) how does the mapping/zoning of the education-based ecotourism happen considering the integrated access and attraction?

2. Literature Review

Villages and rural areas are often distinguished in the academic literature. A village is defined as an administrative area, while the latter is defined as an atmospheric situation of the village life indicated by the environment condition which is dominated by nature, farming as a source of income, low population, simple lifestyle, close relationship, and still attached to customs (Maryani, 2019). Rural areas have their own appeal for people living in the city. Visitors to rural areas can learn through socializing with the villagers through various activities like farming, enjoying beautiful and relaxing natural scenery, exploring local arts and customs, creating crafts, and understanding the local wisdom. Thus, village tourism could be considered a type of education-based ecotourism. According to Ojo and Yusufu (2013), education-based ecotourism “is a part of sustainable tourism. The focus is on travelling to the other places in certain time in order to get the knowledge, experience, and skill.” Weaver and Lawton (2007, p. 170) state that education-based ecotourism is part of sustainable development and that, for an area to have a sustainable tourism, (1) attractions should be predominantly nature-based, (2) visitor interactions with those attractions should be focused on learning or education, and (3) experience and product management should follow principles and practices associated with ecological, socio-cultural, and economic sustainability. Education-based ecotourism

can also promote sustainability and transform young tourists into responsible future consumers and travelers who respect and protect nature (Yfantidou & Goulimaris, 2018; Wisnumurti et al., 2020).

The main purpose of education-based ecotourism is to seek experience and opportunities to learn from the environment. The development of education-based ecotourism is a means which can be used to introduce environmental issues and develop awareness about the environment, so that environmental damage can be reduced (Grusovnik, 2010). Research regarding rural areas as education-based ecotourism destinations has been conducted by Sulaiman et al. (2019), who concluded that rural areas have great potential for education-based ecotourism, especially due to food sustainability and local wisdom. Tourists' visits have various purposes: education; training; social empowerment; research; and, for some university students, access to natural laboratories.

Some available activities in tourism village are 91% sightseeing, 77% exploring local culture, 76% enjoying local culinary, 70% playing water in the river, and 64% taking pictures. Attraction providers and tourism agencies are trusted to be the driving force of the society's economy and small business (UMKM), creating job vacancies, preserving the environment and culture.

Ministry of Tourism of the Republic of Indonesia (2019) stated that the concept of a tourism village is a concept that is considered one of the ways to improve society's prosperity. Tourism villages could decrease urbanization and provide job opportunities to the society. The development of tourism villages has become an alternative means of local economic development and has been implemented in several regions (Tyas & Damayanti, 2018). In addition, Damanik (2009) stated that the development of a tourism village is done based on the potential of the rural society, so that it is expected to encourage the improvement of many society-based economy sectors, such as the craft industry, retails, and many others.

Maryani (2019) identifies two distinctions of tourism destination facilities: those that should be available inside the area of the tourism objects and those accessible within a certain radius from the location. Some inside facilities are tourist information center, security, sanitation, guiding, parking area, toilet,

resting area, drinks, and foods. Accommodation and restaurant facilities are not always inside the tourism object area, except those attached to the attractions, like resorts.

The constitution (Undang-Undang) No. 10 of 2009 (Presiden Republik Indonesia, 2009) stated that tourism objects and attractions consist of (a) objects and attractions created by God in the forms of natural condition, flora, and fauna; (b) objects and attractions made by humans in the forms of museums, historical heritage, arts and culture, agro-tour, water tour, hunting tour, natural adventure tour, recreational park, and entertainment area.

3. Methodology

The research location is Ciburial village, Cimenyan district, Bandung Regency, Jawa Barat Province. Ciburial Village is divided into three areas, 51 Rts (neighborhood units), and 12 RWs (community units). The inhabitants are dominated by Sunda ethnic group. The research employed a qualitative method. The purpose of the research is to uncover the potentials, interpret the facts, describe and understand the meanings behind the facts.

The data was collected through literary study, map analysis, observation, and interviews with the involving parties in the tourism services. The observation was conducted to complete the data from map analysis and the implemented theory from the literature research. It was also done to study the attractiveness of the tourism objects and uncover the educational values of the tourism objects. Interviews were delivered to the public figures, from governmental officers (2 people), Kompepar figure (1 person), tourism service agency (3 people), and community members (3 people). Respondents were chosen through purposive sampling by considering their involvement and understanding with the undergoing subjects of study. The data collected was analyzed, interpreted, and compiled to answer the research questions. The qualitative descriptive method emphasizes the holistic and impartial approaches so that the subjects under study can be wholly understood (Helaluddin, 2018). The followings are the conceptual outlines taken from various sources.

Table 1. Concept outlines

No.	Indicators	Sub-indicators	Educational Value	Data Collection Methods
1	Nature	Types of tourism objects Accessibility Tourism activities	Knowledge	Observation and map analysis
2	Inhabitants	Types of tourism objects Accessibility Tourism activities	Experience	Interviews
3.	Buatan/Kriya	Types of tourism objects		Observation

	Accessibility	Skills
	Tourism activities	
4. Facilities	Parking area Sanitation Toilet Foods & Drinks	Observation
5. Zoning	Variation of attractions and accessibilities	Zoning

Research stages were taken systematically to answer the problems respectively as follows.

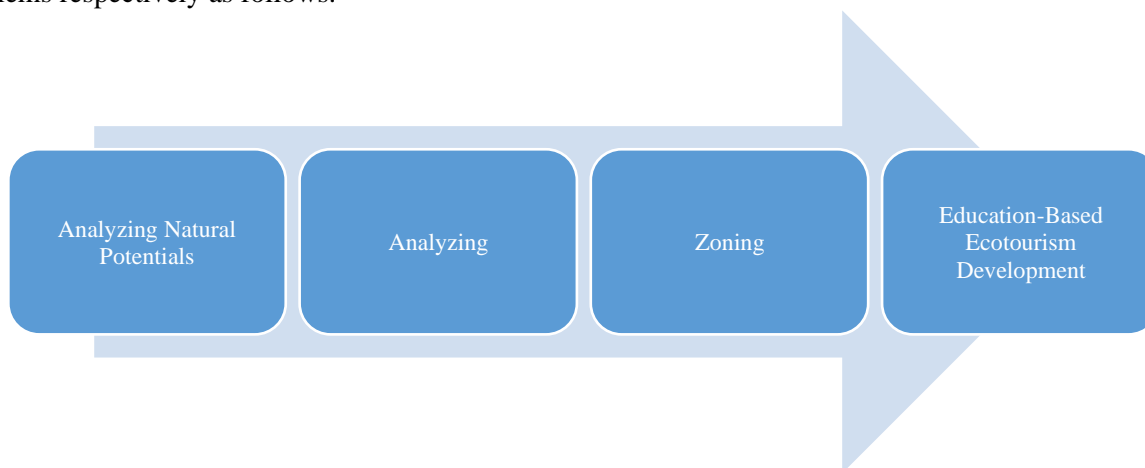


Figure 1. Research stages

4. Results

4.1. Natural Attractions

Ciburial village is located at around 832 MASL above sea level, with the highest level at Ciharagem (1833 MASL) and the lowest at Dago (629 MASL). The morphology is wavy or hilly, with the slope ranging from 8% (low) to more than 40% (steep). Based on 2020 weather data, the temperature is around 17°C to 28°C. Rainfall intensity is high all the year, and the least is from May to November. Humidity could reach 90%,

and the lowest is between June to October. Based on the topographical map condition, morphology, and weather, the natural scenery and fresh cold air are considered the best main attractions of Ciburial Village. The best month to enjoy those attractions is from May to October. Walking and cycling are the best activities in the mornings, sightseeing and having lunch in the afternoon, and enjoying the sparkling lights of Bandung while having a cup of coffee and local snacks are best suited to be done at night.

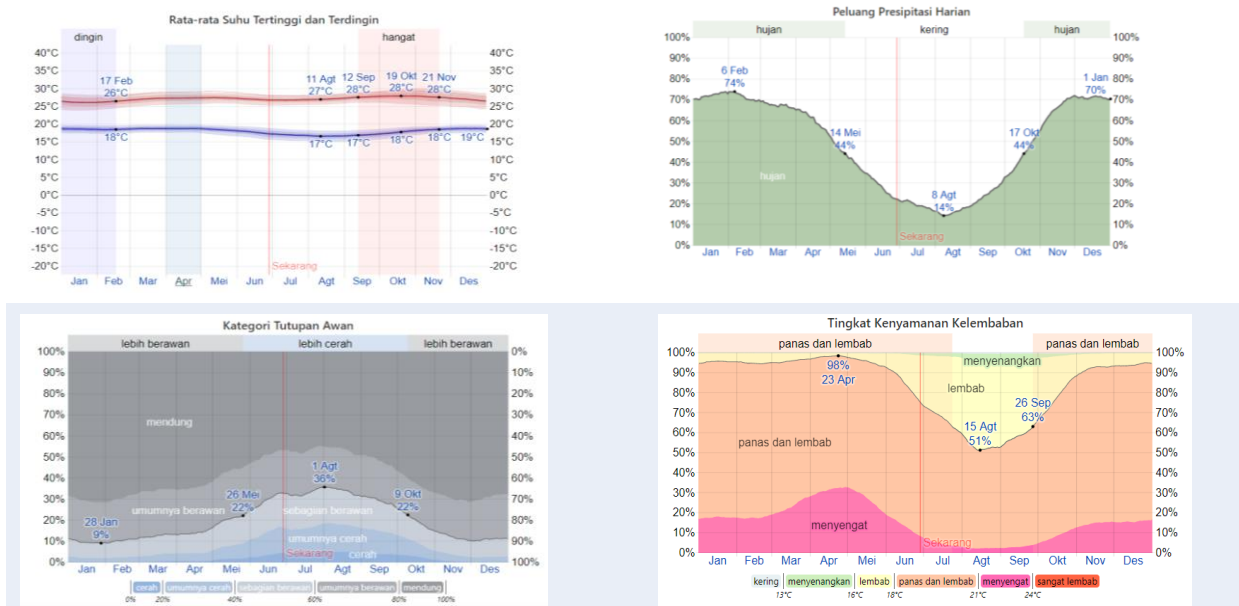


Figure 2. Ciburial Village weather data, 2021 (Weather Spark, 2021)

Land usage at Cibural is a mix of residences, dry farms, bushes, and trees. On the northern side of the village, THR Djuanda protected forest lies from the south (right at the border of Bandung City) to the north, west, and east. THR Djuanda is a natural conservation or protected forest prepared since 1912. In 1922, it was prepared as conservation or protected forest, and in 1985, it was finally decreed legally as a forest park through Presidential decree Number 3 from 12 January 1985. The area is not only used as the conservational area for flora and fauna but also historical and geological tourism attraction. North Bandung is part of

Lembang plate fracture, spreading for 22 kilometers from west to east. It decreases by 450 meters at the east, which creates a steep cliff. The fracture area is regularly visited by tourists who would like to enjoy the beautiful scenery such as Keraton Cliff. The cliff creates waterfalls like Curug Batu Nyusun in the eastern part of the area, Curug Dago, Curug Dago, Curug Omas, and many more. That was how the village obtained its name since, in Sundanese, Cibural means outburst water. In addition, the upstream of Cikapundung river as its main river is in Cibural. The river has also become part of the Citarum Upstream watershed.

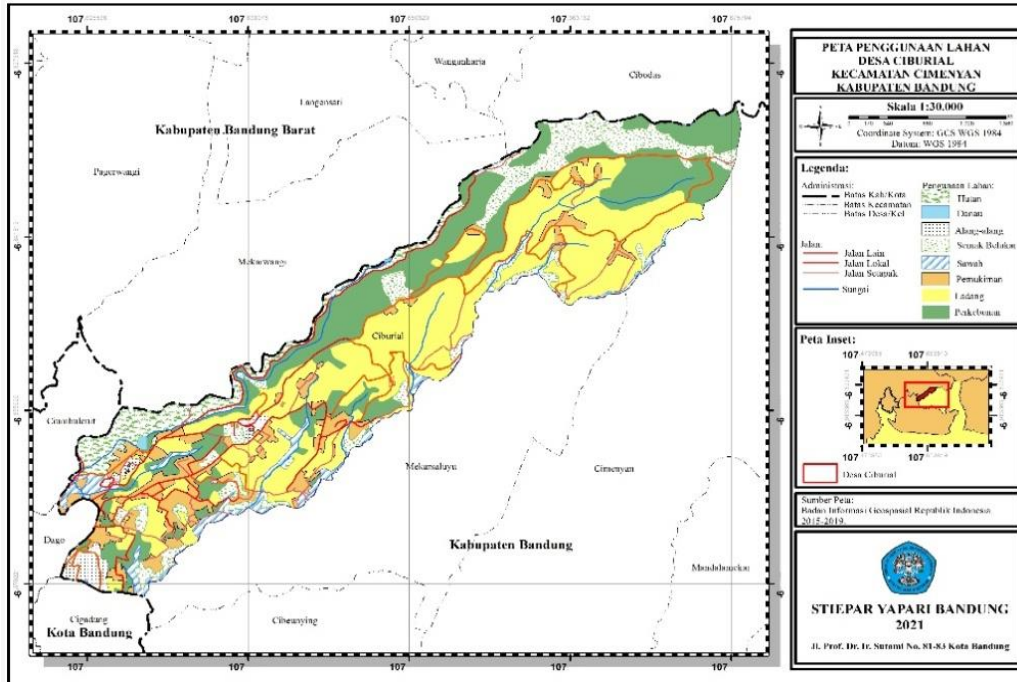


Figure 3. Cibural land usage

From the border of Bandung City to the Cibural village office, about 3 km have been dominated by buildings, such as housing complexes, cafes, restaurants, and hotels. Private housings with unique, modern, and thematic architectural designs (like Selasar Sunaryo Art Space, Wot Batu, and Sadak Villa) have become public tourism attractions. The cafe, which offers coffee, chocolates, and milk, has become a gathering area in the middle of the fresh and cold North Bandung atmosphere. The center and the eastern area of the village were used as farming areas, especially for horticulture and animal husbandry. Residences were populated by grouping inhabitants, and some villas were owned by citizens. The north path is also the same (Jalan Bukit Pakar); the road along Ir. H. Djuanda towards Keraton Cliff and Mamunggang Hill has been filled with cafes and resting stalls for walking, cycling, and driving visitors.

The fracture path along the Djuanda Forest in the south created a steep cliff that separated Cibural Village from the forest. The rocks on the top have become photoshoot and sightseeing spots to see the vast scenery spreading from the North Bandung (Lembang,

Mount Perahu, Mount Burangrang, and Mount Bukittunggul) to the east (Bandung and Cimahi).

Keraton cliff, which was opened in 2014 (established in 2016), has become a popular tourism object for youths. On the east side of Keraton Cliff is Mumunggang Hill which was opened in 2017 as a viewing post with a staircase made of iron as tall as 5 meters. The post is known as Menara Elang (Eagle Tower) since it is the location of the eagle migration observation post. Both places are managed by the West Java Perhutani (Forestry).

4.2. Cultural Attractions

Cibural village is inhabited by 13,043 Sundanese (6,813 males and 6,230 females). Sundanese dances and instruments are jaipong, serimpi, angklung, kecapi, suling, and degung. Sundanese's typical foods and drinks are bajigur, bandrek, Bunga Talang tea, awug, and honey. Martial arts like Penca Silat, debus, and archery are usually held in society and taught to the younger generations through art studios.

As souvenirs, bamboo crafts, honey, foods, and drinks could be packed as gifts. Coffee, milk, and

chocolate are some favorite drinks the visitors enjoyed in many conditions while enjoying the scenery and chatting.

Sundanese children's games with a high philosophical meaning of struggle, collectiveness, agility, intelligence have been abandoned and replaced by games or movies on the internet. Hong community has been actively reinvented and reintroduced the traditional games like *perepet jengkol*, *oray-orayan*, and *paciwit-ciwit lutung* to the children. M. Zaini Alif, the founder of Hong Community since 2003, said, "The number of the games was around 250 kinds, and now, it is increasing". He further explained that the traditional game is the best way for a child to know himself and his environment.

4.3. Accessibility

Ciburial Village is adjacent to Bandung city, precisely in the northern part of Bandung. This is the main route easily accessible because the road is large and can be passed by many kinds of vehicles, including public transportation. This route is the main access from Bandung through Jalan H. Djuanda (dago) to the north. In about 30 minutes, one would find the Village Office. The good condition of the road makes it easy for large vehicles to pass. The distance from the village to the regency center (soreang in the southern part of Bandung) is farther, about 35 km or a 2-hour journey. The distance to the district's center (Cimendan) is about 12 km or about a 1-hour trip. The second access is through the middle, along Jalan Bukit Pakar to the Jalan Raya Resort. This route is going through the settlement area that cannot be taken by public transportation. The third route is from the east through Keraton Cliff or East Ciburial. Owing to its proximity to the center of Bandung, the most frequently taken route is the Dago route.

4.4. Tourism Facilities

Wat Batu and Selasar Sunaryo, Hong playground, and Budi Luhur Arts Studio were the tourism facilities along the road that are attached to the tourism object. Parking area, toilet, sanitations, foods and drinks are available and directly used in the existing facility. There have not been any facilities in the natural objects, such as Curug Batu Nyusun. Parking needs, toilet, foods and drinks are available and can be used as part of the facilities. In the natural object such as Curug Batu Nyusun, there are no facilities as of now. Parking area, toilet, foods and drinks and other facilities can be found at the starting point of the trip to the waterfall (Curug) Nyusun, which is at Warung Langit. The trip is around 2 km or 60 minutes long. Along the way to the Keraton Cliff and Mumbungan Hill, there are some cafes and stalls belonging to the local residents. According to the informant (AR), all stalls were made by the society and the parking area uses a limited empty area; so, it creates traffic jam. In addition, he added that all facilities such

as parking area, toilet, and stalls are owned by the society. However, the land itself belongs to Perhutani (Forestry).

The journey to the Keraton Cliff is around 6 km long, and the vehicles are parked in the parking lot built by the society (informant AC). To visit Keraton Cliff, one should go through Djuanda Forest Park on foot for around 15 minutes. It is also the starting point for reaching Mumungan Hill on foot through footpath for around 15 minutes or 500 meters. There is no tourism facility in the location. In Eagle tower, the 15-meter iron stairs were built by PLN (National Electricity Company) with the help of environmentalists. It was written on the establishment monument dated April 30, 2019.

4.5. Education-Based Ecotourism Zoning

Based on objects, distance, and access, Ciburial Village could be divided into three zones:

- (1) Natural tourism: Keraton Cliff, Mamungung Hill;
- (2) Cultural tourism: Sundanese typical arts;
- (3) Artificial cultural tourism: Selasar Sunaryo, Wat Batu, Hong child games;
- (4) Conservated Forest Park Ir. H. Djuanda managed by Perhutani (Forestry).

Each area has its own attraction and educational value, which complete each other (Table 1). From the main gate (of dago-Bukit Pakar Timur), visitors could visit various tourism services like cafes, restaurants, villas, hotels, and stalls. Beautiful view of valley and mountain is usually blocked by high walls. Thus, the objects in the south (near Bandung City) are dominated by cultural tourism, mainly related to crafts or arts. The main attraction is Selasar Sunaryo which provides a modern architectural design for cafes, buildings, and parks. In addition, wat Batu, Hong Playground, and Budi Luhur Arts Studio could also be a choice.

Getting deeper to the north, open space is getting wider, and there are various farms, animal husbandries, and locals' activities. Here, the rural atmosphere is visible as one can easily find small stalls and restaurants. This zone is the villagers' activity zone so that the attractions are highly related to the people's activities.

According to information from Pokdarwis, almost all villages have various kinds of art, such as music from instruments like the *calung*, *angklung*, *rampak gandang*, *kecapi*, and *suling*; martial arts like *debus* and *pencak silat*; dances like *reog* and *sisingaan*; and the puppetry of *wayang golek*. The villages also have home industries, like traditional foods and drinks, beekeeping for honey production, and patchwork and bamboo crafts, along with many other farming and animal husbandry activities. This zone also offers the waterfall Batu Nyusun, which remains in its natural state. All these attractions are attached to the activities of Ciburial Village.

The eastern part of the area includes Keraton Cliff and Mumbunggan Hill, which actually belongs to Perhutani and is part of the Djuanda Forest. To reach the two areas, visitors should go through Jalan Bukit

Pakar by vehicle for around 6 km. Then, they should continue on foot. The main attraction of both features is the photogenic view of nature. The area is part of the Lembang Fault.

Table 2. Attractions and educational value of Ciburial Village

No.	Indicator	Types	Attractions	Activities	Educational Value	Education Transfer
1	Nature	<ul style="list-style-type: none"> > Weather > Waterfall > Cliffs > View 	<ul style="list-style-type: none"> > Fresh mountain atmosphere > Waterfall beauty > City view 	<ul style="list-style-type: none"> > Walking > Cycling > Water Play > Photography 	<ul style="list-style-type: none"> > Physical fitness > Healthy psychic > Ecological > Understanding Lembang Fault > Toponym 	<ul style="list-style-type: none"> > Unavailable
2	Rural Community Culture	<ul style="list-style-type: none"> > Arts > Child's games > Farms > Animal Husbandry > Culinary > Batu Nyusun Waterfall 	<ul style="list-style-type: none"> > Arts Diversity > Child's games diversity > Farming activities > Animal husbandry activities > Culinary diversities 	<ul style="list-style-type: none"> > Watching > Participating > Involved in farming activities > Involved in animal husbandry activities > Enjoying local culinary 	<ul style="list-style-type: none"> > Learning Arts > Learning the philosophy of the games > Farming Knowledge and skills > Animal husbandry knowledge and skills > Gastronomy 	<ul style="list-style-type: none"> > Unavailable, except for the honey home industry
3.	Artificial Culture /Crafts	<ul style="list-style-type: none"> > Thematic buildings 	<ul style="list-style-type: none"> > Architectural buildings > Life philosophy > Landscaping > Park 	<ul style="list-style-type: none"> > Sightseeing > Photography 	<ul style="list-style-type: none"> > Understanding of life > Enriching knowledge of architectural buildings 	<ul style="list-style-type: none"> > Based on demand
4	Djuanda Forest Park (Perhutani)	<ul style="list-style-type: none"> > Tropical forest > Flora and Fauna 	<ul style="list-style-type: none"> > Natural Freshness > Floral diversity > Fauna diversity > Waterfall > Gua Jepang (Japanese Cave) and Gua Belanda (Duchess Cave) 	<ul style="list-style-type: none"> > Walking > Cycling > Outdoor Meeting > Adventurous games > Water activities 	<ul style="list-style-type: none"> > The hydrological and ecological function of forest diversity > Flora and fauna > Lembang Fault 	<ul style="list-style-type: none"> > Based on demand

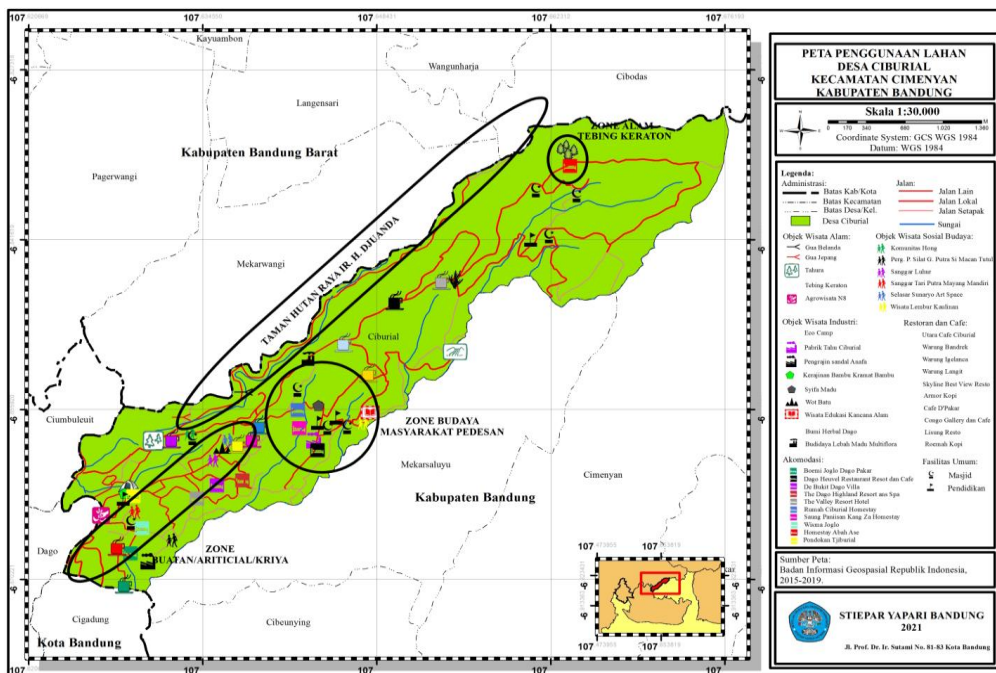


Figure 4. Mapping of Ciburial tourism attractions

5. Discussion

Ciburial Village has shown signs of urbanization, as land use changes near the sound have been intensive.

Hotels, restaurants, cafes, and stalls have packed the area, especially along the main road. Comfortable weather, clean and open views, an elevated vantage point, and good access have become the main attractions. The high density of buildings actually violates the city planning regulations of North Bandung. Yuliar and Syaodih (2021) stated that land use changes in the Cimenyan District (including Ciburial Village) were affected by several factors: (1) a low level of government supervision, (2) high demand for housing and business locations, (3) accessibility, (4) city planning and disaster-prone ignorance, and (5) asynchronous government regulation.

With all its aspects of culture and natural phenomena combined with conservation of the Djuanda Forest, the village holds great potential to be a tourism village, especially one focused on ecotourism with a mission of continued growth. This approach is in line with Maryani (2019), who stated that tourism attractions can be a location, nature, climate, land use, residences, or culture. Constitution Number 10 of 2009 (Presiden Republik Indonesia, 2009) has stated that tourism attractions and objects consist of (a) God-made objects and attractions in the form of nature, flora, and fauna and (b) human-made objects and attractions in the form of museums, historical heritage, arts and culture, agritourism, water tours, hunting tours, natural adventure tours, recreational parks, and entertainment areas.

Ecotourism can provide educational value in the form of knowledge, experience, and skill transfer (Ojo & Yosepo, 2013). Tourists can learn about villagers' lives and their local wisdom and about the resources being managed to support continued growth (Weaver & Lawton, 2007, p. 170). The village community members can share their experiences and what they have learned from the environment, which then transfers to the tourists to enrich their knowledge (Yfantidou & Goulimaris, 2018). Almost all tourist attractions are nonexistent, except the home industry of honey production. Villagers offer explanations and demonstrations about how honey is taken from the hive. These explanations are not part of a formal educational program, though; villagers give informal explanations if they are asked about honey production. The community as a whole does not yet support showrooms where small businesses can showcase their products, stages for artistic performances, or children's games. Local foods and drinks served in traditional stalls currently provide poor educational value.

6. Conclusion

Ciburial Village as a tourism village has much potential, offering a fresh atmosphere and a beautiful, clear view free from pollution. Accessibility is both an opportunity and threat. It is an opportunity since it is close to Bandung City, which is full of tourists.

However, it can also be a threat since the rural area is becoming an urban village. The village's activities and products have merged with the larger society's economic activity, fulfilling necessities without any packaging or management to distinguish Ciburial Village as a tourism destination. It has the potential to focus on education-based ecotourism, but its educational opportunities have not been communicated well to visitors. The commitment and support from local administrators should be enhanced. The synergy among stakeholders, Pokdarwis, and society needs to be improved by collaborating to create a synchronized perception of a developing tourism village, especially an education-based one. Storytelling needs to deliver the philosophical and interpretative aspects of every object and attraction, so that it provides educational value in addition to recreational value and helps to enrich attitudes and skills. Commitment, synergy, and cooperation among village administrators, Perhutani, Pokdarwis, and society are very important to create a competitive tourism village.

Previous research by Adriansyah (2014) stated that all parties around Ciburial Village participated in developing tourism by providing aid. The aid was in the form of materials, financing, and effort. However, aid in the form of ideas for developing the area was still lacking. This finding was strengthened by other research by Darsiharjo and Waluya (2016), which recorded the degrees of different types of participation in developing Ciburial Village's education-based ecotourism. The research revealed that people contributed effort and financing to a medium degree. On the other hand, people rarely contributed ideas; there was a low degree of this type of participation. All aforementioned research concluded that further socialization and education to support the development of the area's education-based ecotourism is needed. It can be conducted through seminars or talks. As a result, the participation score is expected to increase, and the ideal condition of education-based ecotourism can be reached.

The research implies that it is important for the government to control city planning so that inappropriate land use can be restricted, the area's atmosphere and air can be well preserved, and its potential as an education-based ecotourism destination can be further developed. In addition, participation from all parties in all forms and aspects needs to be increased further to the point where the synergy among all parties aligns with creating ideal education-based ecotourism in the area. Specifically, farms and animal husbandries need to be well developed in a good package. It also needs to be more attractive and invites interactions from the visitors. As a result, they could get good learning experiences while having a tour.

7. Limitations and Further Study

The research was conducted qualitatively, and many data collection methods were employed. The data triangulation was the strong point of the research, and the data sampling procedure has also made it possible for the research to represent the overall population. However, the research also has limitations since it did not study and measure the participation role of each party and stakeholder, such as society, government, and tourism stakeholders. In addition, the synergy among them was also left out and unmeasured. Another limitation was that consumer data such as profile, satisfaction, and needs were excluded.

Thus, further research is needed to measure the synergy among the parties and study the required model for their cooperation, either through the trihelix or pentahelix model. It is necessary to ensure that the cooperation among tourism stakeholders, government officials, and society meets its maximum synergy. One of the aspects needing to be developed is the digital marketing aspect. In addition, visitors need to be involved as customers to find out their profiles, needs, and satisfaction. It is important to make more people come to the tourism area in the future.

Acknowledgments

The authors express their gratitude to the Institution of Tourism and Economics (STIEPAR YAPARI BANDUNG) for the support in conducting this research and facilitating this research through internal funding and to the reviewers who had given the insight and valuable input for the perfection of this article.

The Authors' Contributions

The authors participated in conducting the research, collecting, and analyzing data. The authors revised the original draft and wrote the final version.

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