

## ANALYSIS OF GASTRONOMIC TOURISM VILLAGE PLANNING IN CISAMBENG VILLAGE, SUB-DISTRICT PALASAH, MAJALENGKA REGENCY

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**Abstract.** Cisambeng Village, is one of the villages with the potential of a tourism village owned by Majalengka Regency. This cisambeng village has almost 80% of its population as producers and sellers of processed soybeans which are a concern and can be used as a gastronomic tourism object and artificial tourism as a result of the village's potential commodities. This potential has not been utilized and developed by the local community until now. This study aims to explore the potential that exists in the Cisambeng village area and to find and develop the most suitable tourism development model for the Cisambeng area. The obstacles found in the field relate to the development of the model of the tourist village, from the aspect of attractiveness, accommodation, accessibility, and amenities. This study was analyzed using a qualitative approach method with data collection carried out in two ways, namely interviews and Focus Group Discussion. Based on the review and analysis conducted regarding the characteristics, potential, problems in the field, a model with a SWOT analysis so as to have implications for the environment and the village community so that it can strengthen tourism development in a sustainable manner.

**Keywords:** gastronomy, tourism village planning, Majalengka

### I. INTRODUCTION

The tourism industry is one of the industries with the largest revenue and very significant growth. This is due to the growth of both domestic and international tourist travel. (Mudrikah [1]) therefore the tourism sector is one of the sectors driving the economy that must have more attention in order to be able to develop properly (Wibisono [2]). With the rapid development of tourism in various types of tourism such as sustainable tourism development, rural tourism, ecotourism, an approach to tourism development that seeks to ensure that tourism can be carried out in tourist destinations and not only in urban areas (Zakaria & Suprihardjo [3]). One of the alternative tourism developments is village tourism, which is in rural development that will be sustainable in the tourism sector. Villages have potential that can be developed into tourist villages, such as natural potential, human resource potential and cultural potential. Rural tourism development is one of the community's innovations in capturing tourism opportunities and potential in the village (Suranny [4]). Majalengka Regency has an area of 1204.24 km<sup>2</sup>, consisting of 26 sub-districts, 330 villages and 13 sub-districts. Part of the Majalengka Regency area, especially the North and East parts, is an area with lowlands, some of which are quite arid in temperature with relatively high wind speed intensity. While the southern part of Majalengka is a highland area with a fairly cool temperature. Many researchers argue that tourist villages have a unique selling point for tourists to vacation in the countryside (Wibisono [2]).

Cisambeng Village, which is located in Palasah District, Majalengka Regency, West Java Province, is one of

the potential gastronomic-based tourism villages in Majalengka Regency. Cisambeng Village is famous for its Tofu, Tempe and Oncom production. This is what makes Cisambeng Village a gastronomic tourist destination that offers tourists to learn how to process Tofu, Tempe, and Oncom traditionally and provide education about the history of tofu in Cisambeng Village and mingle with local residents and try to learn to process and eat a variety of foods. processed food typical of Cisambeng Village and typical of Majalengka Regency. Gastronomic tourism is a food-related trip to a place or area for recreational purposes and tries to strike a balance between the benefits of the trip and the tourist experience.

The obstacle that occurs between the potential of human resources and the potential they have is that the community does not optimize the potential of existing resources to utilize it as tourism potential in this area because people think that they still do not understand the abundant potential. It can be seen in the field that the formation of the Tourism Village management organization still has no significant output. Likewise, the local community is also less promoting the potential that exists in the area. In addition, there is also no provision of facilities and infrastructure owned by local communities which usually encourages community participation and guarantees in the development of the area. In analyzing the characteristics of an environment, the potential, and problems possessed by the area, they are divided into aspects of attractiveness, accommodation, accessibility, and amenities (Scott [5]). the existing gastronomic tourism is still not optimal. In line with

this, if it can be optimized properly in the future, it will produce an allure for the gastronomic tourism village model.

Tourism Villages can be understood as a tourism program conceptually, as a state of mind and technically in accordance with activities, goals, and surrounding characteristics (Febrian & Suresti [6]). Even so, the definition of the tourist village itself cannot be ascertained because the characteristics of the village area used as a tourist spot are different in each country. Therefore, if tourism activities are structured properly, they will produce a positive impact both economically, socially, culturally, and environmentally (Zakaria & Suprihardjo [3]). A tourist village as an attractive, efficient and highly competitive tourist destination cannot exist and be formed by chance but must go through good planning so that it supports tourism development.

Gastronomy as a tourist resource is an experience while enjoying food and beverage dishes that are unique in their power to attract tourists as well as museums, recreation and shopping. Gastronomy as a tourism resource is not only enjoyed by oneself but can also be felt on a wider scale such as income development, in providing employment and increasing income. This makes gastronomy a recognized tourist attraction as a way to cultivate local cuisine (Ningsih & Turgarini [7])

Tourist attraction is one of the determinants of the success of a tourist destination where attraction is the goal of a person or group to visit a destination because it has a certain meaning (Rokhayah & Ana Noor Andriana [8]) and (Putri [9]) tourist attraction is everything that can be interesting to be seen and enjoyed in tourist destinations. Tourists visiting tourist destinations certainly have a purpose for vacation and recreation. Enjoying natural scenery or seeing a show in a tourist destination will make tourists feel happy.

Accommodation is something that is provided to meet needs, for example a place to stay or temporary residence for people who are traveling. In tourism, accommodation is an industry, so the definition of the accommodation industry is a component of the tourism industry, because accommodation can be in the form of a place or room where people or visitors or tourists can rest or stay or sleep, bathe, eat and drink and enjoy services and services. available entertainment (Samalam [10])

Based on Government Regulation Number 50 of 2011, Tourism Accessibility is all types of transportation facilities and infrastructure that support the movement of tourists from the area of origin of tourists to Tourism Destinations as well as movement within the Tourism Destination area in relation to the motivation of tourist visits. According to Mill 2000 in (Abdulhaji [11]) states "accessibilities of the tourist destination", as everything that can make it easier for tourists to come to visit a tourist destination. If an object is not supported by adequate accessibility then the object that has the attraction is very difficult to become a tourism industry, tourism activities depend a lot on transportation and communication because distance and time factors greatly affect a person's desire to

travel. What makes an area more visited is access facilities such as road infrastructure, objects close to the airport and there is transportation to get to tourist destinations (Sugiarto & Mahagangga [12])

Amenities are all kinds of facilities and infrastructure needed by tourists while in tourist destinations. The facilities and infrastructure in question include: lodging, restaurants, transportation and travel agents. By using suitable infrastructure, tourism facilities such as hotels, tourist attractions, marinas, theaters, and so on are built. The infrastructure that is needed for the construction of tourism facilities is roads, water supplies, electricity, garbage disposal sites, airports, ports, telephones, and others (Permadi [13]).

Destination development planning must be based on tourist interests, where tourists who come from residential areas have different motivations when carrying out tourism activities by choosing experiences and tourism products that match their expectations or desires (Hastuti [14]). For example, tourists who come from the city will choose or look for tourist attractions that are different from their place of origin, such as leaving the frenetic sparkling city or entering rural areas with a beautiful, cool atmosphere and making it calm. The concept of planning a gastronomic tourism village must be based on components that will be intertwined in supporting its development.

Planning is an important element in supporting the success of a tourist site and each program so that it can run well. In understanding a plan can be said as an inseparable thing in the development of many things related to planning in collecting information, determining strategies, formulating problems, creating a framework to placing the implementation time and monitoring each implementation that has been planned (Morrison [15]). Planning outlines the path to realizing the expected gastronomic tourism destination, but planning can only be done after completing a feasibility study on the place. Divide planning into two aspects: community capacity and gastronomic tourism marketing. Once done, implement the plan, monitor progress and finally evaluate the project. Before planning, it is necessary to have a conclusion drawn based on the analysis of strengths, weaknesses, opportunities, and threats.

## II. RESEARCH METHODS

The data collection technique is a method of obtaining the necessary data with a systematic procedure (Bryman [16]). Data collection was carried out in 2 ways, namely interviews and focus group discussions with 15 respondents from the Cisambeng village community and 5 people from the village government apparatus, in this case the village head in discussing the potential and problems faced by the community in managing and developing gastronomic tourism destinations in Indonesia. cisambeng village. The analytical technique used in achieving the goal is using qualitative descriptive analysis and scoring analysis based on potential and problem analysis using SWOT which

is implemented in determining the supporting factors for model development and triangulation analysis [17].

### III. RESULTS AND DISCUSSION

Based on the results of the review and analysis carried out regarding the characteristics, potentials and problems in Cisambeng village, it is found that village characteristics are divided into aspects of attractiveness, accommodation, accessibility, and amenities. These four things can determine the things that become priorities in the development of tourism destinations in the Cisambeng village

Table 1 Aspects of Tourism Villages

| Aspects       | Potential   | Problems   |
|---------------|---|--|
| Attraction    | Tourist attractions related to the introduction of processed soybean products such as tofu, tempeh, oncom and others are still managed individually where almost 80% of cisambeng villagers earn from producers and sellers of processed soybean products | The manager of the attraction is not much aware of it or the involvement of the community in management is far from understanding what is meant by gastronomic tourism |
|               | There are product innovations from processed soybeans made by several community groups and can be used as souvenirs   | Production is still limited and not many are engaged in product innovation   |
|               | The existence of a tofu laboratory as a miniature learning place for making processed soybeans  | Managers who are not always in place because there is no cooperation with managers or travel agencies  |
| Accommodation | Cisambeng village has several accommodations such as residential housing that is ready to be rented out if there are tourists who want to stay overnight. This opens up opportunities for the community, especially the economy of tourists who visit     | There is no cooperative relationship between travel agencies so sometimes tourists only come but do not stay overnight   |
| Accessibility | The road to cisambeng village is quite good where the location of cisambeng village is also on the edge of the provincial highway and one door to the village and the community   | Not yet available or cannot be passed by large vehicles such as buses  |
| Amenity       | In Cisambeng Village has several supporting facilities and infrastructure such as places of worship, souvenir centers for restaurants that can support tourism activities in the village  | Limited number of public infrastructure facilities besides that the distance between one facility and the other is quite far   |

In the process of developing a tourist village, it must be managed properly and professionally and not override the existing natural resources, so that it has a selling value to tourists. It can be seen further from the results of the analysis using swot analysis and according to (Suansri [18]) with five important elements in tourism village planning, namely:

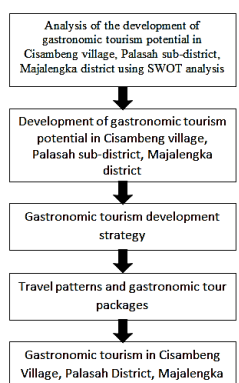
- Up to date with the latest information to analyze the situation and prepare plans for the future.
- Local participation in gathering information, analyzing the situation and planning.
- Clear planning framework
- Implementation
- Monitoring and evaluation

So that it can support the formation of decision making in planning the development of a gastronomic tourism village in Cisambeng village.

Table 2 SWOT analysis

|               |  |
|---------------|--|
| Strength      | a) When traveling in Cisambeng Village, tourists are presented with a tourist attraction, namely Cooking Class, where tourists together with local residents learn and participate in processing the typical cuisine of Cisambeng Village. This is a special attraction for tourists who want to try to make a typical process of Cisambeng Village.<br>b) When traveling in Cisambeng Village, tourists are invited to visit a tofu processing plant that still uses traditional equipment. This is one of the attractions offered because tourists can see traditional tofu processing techniques<br>c) Visitors are also invited to visit one of the Tofu Labs created by the Tau Factory community. There tourists are taught about the history of Tofu in Cisambeng Village. And invited to make Tofu using modern equipment. |
| Weakness      | a) Marketing is still not optimal because the management is still not organized.<br>b) The facilities offered are still sober because Cisambeng Village tourism is still relatively new.   |
| Opportunities | a) There is a great opportunity due to the many natural tourist destinations around Cisambeng Village.<br>b) Close to the Sumberjaya toll gate which makes it easy for out-of-town tourists to visit Cisambeng Village.  |
| Threats       | a) Tourists who intend to go on a trip to Cisambeng Village are delayed due to the COVID-19 Pandemic<br>b) The number of competitors due to the large number of Tourism Villages in Majalengka Regency<br>c) There have been many lodging places such as hotels that have caused tourists to prefer to stay in hotels instead of staying in Cisambeng Village.   |

Table 3. Elements in the planning stage

| No. | Element   | Implementation  |
|-----|---|---|
| 1   | Up to date with the latest information to analyze the situation and prepare plans for the future. | The background of the formation of a tourist village is because the community is affected by COVID-19. Most of the people in Cisambeng village have a home industry. The existence of covid-19 caused tofu and tempeh not to be sold until finally people made a strategy for product innovation. This idea arose because the situation was up to date. |
| 2   | Local participation in gathering information, analyzing the situation and planning.               | The public seeks information and conducts research on the MIK (Catering Industry Management) study program, Universitas Pendidikan Indonesia. Next, produce product recommendations, namely: Tofu and tempeh chips, tofu pudding, tempeh brownies, tofu nuggets, and tofu ice cream.  |
| 3   | Clear planning framework  |    |
| 4   | Implementation  | Still in the stage of developing tourism potential  |
| 5   | Monitoring & Evaluation   | Not yet implemented because it is still in the planning stage   |

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#### IV. CONCLUSION

Cisambeng Village has a variety of natural and cultural wealth that can be used as a tourist attraction starting from geography, livelihoods to culinary which are the attractions of Cisambeng Village as a tourist village. In terms of the implementation of gastronomic tourism, this village quite has the standards needed to become a tourist village, but in its implementation there is still a need for extra education and support by stakeholders involved in the development of this tourist village. The role of stakeholders in coordinating to improve tourism in Cisambeng Village must be maximized, this is because there is still a lack of coordination between local governments and business owners, cooperation between tourism stakeholders is needed because tourism cannot stand alone. In addition, stakeholders have also held training or counseling for the business actors involved, the community already has a laboratory and social media to promote gastronomic tourism in Cisambeng Village. The community goals of the Cisambeng village itself need to be described better and clearly so that the implementation of the gastronomic concept can be implemented properly. Internal and external factors need to be considered more deeply because this is an important force for the implementation of the gastronomic tourism concept. Good communication flow is deemed necessary in accompanying the planning, implementation and evaluation stages in order to minimize the occurrence of misunderstandings. Basically, every connected element is expected to synergize with each other in efforts to progress and develop for the gastronomic tourism village in the Cisambeng village.

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