

# THE CONCEPT OF DEVELOPMENT OF THE TOURIST VILLAGE AREA (A CASE STUDY ON GUNUNG MASIGIT DESA, KEC. CIPATAT)

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## Abstract

Many regions or cities in Indonesia utilize tourism as the spearhead in developing the economy and strengthening regional autonomy. One example is the Gunungmasigit Village area. Gunungmasigit Village is a beautiful and beautiful village located in Cipatat District, West Bandung Regency, West Java. This village is considered to be very strategic because it is in the location area to Guha Pawon and Stone Garden, close to the Padalarang toll access, and also between Cianjur and Cimahi City. Because of its strategic location, it is easy for tourists to visit this village.

However, the village of Gunungmasigit can be said to be undeveloped so it needs to explore issues and further information to find out the problem also the solution to the development of this village because it is not impossible, if the accommodation facilities and supported by other infrastructure. In this study, data processing uses 3 (Triple) analysis A. After conducting the research, the researcher examines various references to find out the ideal conditions of a Tourism Village so that researchers can find out the appropriate development concepts for Gunungmasigit Village to become a Tourism Village.

From the ideal conditions a Tourism Village can be a platform for researchers to develop a good concept for Gunungmasigit Village so that in the future the development of Gunungmasigit Village becomes a Tourism Village that can provide benefits for many parties. These benefits include improving the economy of the local community, preserving the environment and supporting tourism activities in Guha Pawon and Stone Garden. Some of the development concepts offered by the author are the construction of accommodation facilities, the construction of economic facilities for the sale of souvenirs and regional specialties, promotions, cultural villages, and public facilities such as toilets, parks and Kids Camp.

**Keywords:** Potential of nature and culture, tourism, rural tourism, and the concept of development.

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## INTRODUCTION

Cipatat District is an administrative area of West Bandung Regency, with an area of 126.05 km<sup>2</sup> and distance from the Regency Capital which is 8 km. The total population of Cipatat District is 129,430 people consisting of 65,640 men and 63,700 women. The existence of Guha Pawon and Stone Garden which have not been developed optimally is the beginning of the formation of a concept of natural reserve tourism development in West Bandung Regency in particular. This mountain has the potential to become an attractive tourist spot because it is located close to the city center and easy toll access only 15 minutes from the exit of the Padalarang toll gate.

Karst is a form of earth that is generally characterized by closed depression (closed depression), surface drainage, and caves. This area is formed mainly by dissolving rocks, most limestone or more familiarly called limestone. One of the karsts in Indonesia is the Citatah Padalarang Karst, which is one of the oldest legacies on the island of Java which stretches six kilometers from Tagog Apu to the south of Rajamandala. The Citatah Karst area includes: Guha Pawon, Pawon Sand, Masigit Sand, Bancana Sand, Karangpanganten, Manik Mountain, Pabeasan Sand and Mount Hawu.

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Based on the Government Regulation of the Republic of Indonesia Number 26 of 2008 concerning the National Spatial Planning (RTRWN) which states that karst areas become national protected areas and followed up with Governor Regulation Number 20 of 2006 concerning Protection of Karst Areas in West Java, then further strengthened by Regional Regulation No. 2 of 2012 concerning West Bandung Regency RTRW in 2009 - 2029 stipulates that the Karst area is a Geological protected area.

Guha Pawon site is an archaeological site located in Gunungmasigit Village, Cipatat District, West Bandung Regency. This site began to be known by various levels of society at large when the site was found in pre-historic (ancient) human skeletons by the Bandung Basin Research Group (KRCB). The findings were then reported to the Regent of Bandung on December 12, 2000. Subsequently in 2003, 2004 and 2005, archaeologists from the Bandung Archaeological Center succeeded in finding other cultural objects (shale tools and blades). These objects are usually used in the days when humans began to settle in guha-guha. The ancient human skeleton and the findings of cultural objects are estimated to have been around 10,000 years old.

Broadly speaking, Guha Pawon is a cliff located at an altitude of 716 meters above sea level. On the north side of the Guha there is a Cibukur river flow and a vast expanse of hills and plains, which are now utilized by local communities on plantations (fields) and paddy fields. Guha Pawon extends from east to west with a direction orientation facing the north side with an overall length of about 38 m and a width of 16 m. The height of the whole Guha Pawon roof cannot be known with certainty, because when it was discovered the part of the Guha roof had collapsed or was no longer intact.

Other tourist locations that are still within the scope of the Guha Pawon precisely above the Guha Pawon there are stone garden tours or according to local stone garden residents. Stone Garden is a vast expanse with naturally arranged stones. The types of stones in this Stone Garden are different from the stones in general. the texture of the stone is similar to coral which is usually found in the sea. Apparently, centuries ago, this region was a shallow sea that was lifted up due to a devastating earthquake. The panorama that looks after being in the location of Stone Garden is truly extraordinary. Various forms of unique rocks sometimes make tourists name these rocks with their respective versions. There is a stone that resembles an entrance called a stone gate, There is an intimate stone that has a shape resembling a human being huddled together.

The Stone Garden area used to be a former limestone quarry and almost 70% of the people used to work as miners. Stone Garden has a history of ancient sea sites in Bandung. The total area of the Stone Garden is 30 hectares and it is open in general only 7 hectares is not all opened to the public because there is still a danger around the Stone Garden that is a ravine or pit that penetrates into Guha Pawon. The height at which Stone Garden reaches 720 meters above sea level. Initially the name of Stone Garden by Bachtiar from the Bandung basin. For the originator of the Geopark itself by the Secretary of the Office of Tourism in January 2015. The total area of Stone Garden and Guha Pawon and also part of the overall development of 100 hectares. Above the Stone Garden there is a tomb / petilasan, this place is usually used by local residents for counseling activities conducted every night Tuesday and Friday kliwon. Initially this activity was only carried out for residents who live around the stone garden and not open to the public, but gradually visitors from various regions also took part in taking care of activities in the tomb / petilasan until now. This tomb is the tomb of Mother Raga Ratu Doro Manik.

Gunungmasigit Village is one of the 11 villages in Cipatat District, West Bandung Regency. Gunungmasigit Village has an astronomical location of 107o24'00 "East BT - 107o28 '48" East and 06o48 '00 "LS - 06o52 '48" LS. The area of Gunungmasigit Village according to village monograph data in 2016 is 10.64 Km<sup>2</sup>.

To reach this village from Bandung, you can use a private vehicle or by using a bus heading for Sukabumi or Cianjur. The majority of the population of Gunungmasigit Village is Muslim with a population of 17,268 people with a population density of 1489 people / km<sup>2</sup>. The main economic sector of Gunungmasigit Village is the agriculture sector. Agriculture in Gunungmasigit Village only focuses on vegetable commodities. Meanwhile, Gunungmasigit Village is better known for its quarrying and mining activities. Most of the residents' livelihoods are miners in the form of sand, limestone or marble excavations.

This village is considered to be very strategic because it is in the location area to Guha Pawon and Stone Garden, close to the Padalarang toll access, and also between Cianjur and Cimahi City. Because of its strategic location, it is easy for tourists to visit this village. However, the village of Gunungmasigit can be said to be undeveloped so it needs to explore issues and further information to find out the problem also the solution to the development of this village because it is not impossible, if the accommodation facilities and supported by other infrastructure

These problems are some of the problems that Gunungmasigit Village will face. In line with the formulation of the research problem, the purpose of this study is to:

1. Analyze the tourism potential in Gunungmasigit Village.
2. Knowing the steps and policies that have been taken by the tour manager of Gunungmasigit Village to maintain the existence of tourism.
3. Develop the concept of developing Gunungmasigit Village as a Tourism Village.

The purpose of this study is to: Analyze the tourism potential, find out the steps and policies that have been carried out by the tourism manager of Gunungmasigit Village to maintain the existence of tourism, as well as Developing the concept of developing Gunungmasigit Village as a Tourism Village. According to Nurysnti, Wiendu. 1993 Tourism village is a form of integration between attractions, accommodation, and supporting facilities that are presented in a structure of community life that integrates with traditional procedures. In this case, it takes a high concentration and accuracy in its development because the development of tourism villages often refers to a sensitivity because if it is wrong in planning and management then it can cause new problems for the existence of villages to be developed.

## Research methods

The writing method used to achieve the objectives of this study is quantitative descriptive method. This research method tends to look at results. In quantitative research, research departs from theory to data, and ends in acceptance or rejection of the theory used, as well as numbers and calculations. Quantitative research will determine the research instruments, determine the methods used include observation, interviews, and study documentation.

The number of tourists in Guha Pawon in the last 1 month was 1800 people and Stone Garden in the last 18 months was 173,000 tourists, so in the calculation to find the population, the total number of tourists and villagers was 15,631 people so that it became 190,431 people. Thus the overall population in this study was 190,431.

Arikunto (2002: 112) argues that if a large number of subjects can be taken between 10-15% or 20-25% and if the population is less than 100 all can be taken. In the sampling technique to determine the number of respondents to the questionnaire. So the Slovin formula (in Umar, 2004: 146) with the equation formula:

- Slovin's formula  $n = \frac{N}{1+N(e)^2}$

### Information:

n = sample size

N = population size, and

e = fault tolerance limit 10%

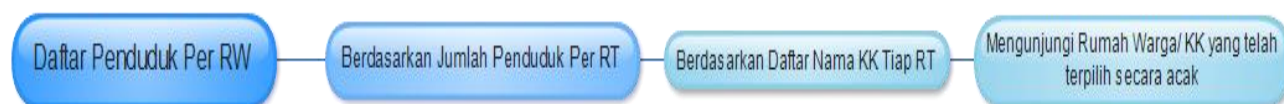
- The residents of Gunungmasigit village are as follows,

$$n = \frac{15631}{1+15631(0,1)^2} = 99,36 \text{ rounded up to } 99 \text{ people}$$

- Tourists as follows,  $n = \frac{174800}{1+174800(0,1)^2} = 99,94 \text{ rounded up to } 100 \text{ people.}$

How to do population data sampling totaling 99 people with a random sample using a sample frame. A sample framework is a list of population elements that form the basis for sampling. Sample selection can be done in one stage or several stages. The elements in the sample unit in the one-stage sample selection procedure are the same as the elements in the sample frame. The following is a sample population framework:

**Figure 1**  
**Population Sample Framework**



While the way to sample tourist data is 100 people by using purposive sampling or judgmental sampling. Purposive sampling is a way to withdraw samples by selecting subjects based on specific criteria set by researchers. In language, the word purposive means = intentionally. That is, researchers determine their own samples taken because there are certain considerations. So, the samples are taken not randomly, but determined by the researchers themselves.

As a basis for mapping out issues regarding various factors affecting Tourism Villages, a meta-analysis of various documentation from the results of reports or research in the form of planning documents was carried out previously by various parties to obtain the results of proportions and synthetic perspectives from the materials analyzed. The stages of meta analysis are as follows:

- a. Data unitation, namely identifying information contained in various documents (results of studies, reports, feasibility studies, policies produced by agencies, which have meaning and are relevant to the problems at the location while taking into account the duties, functions, and authorities of each).
- b. Data categorization, grouping the information obtained from the unitation of information obtained was cross-checked with officials in the West Bandung Regency government, community leaders, and related institutions.
- c. Analysis and interpretation, steps taken by the research team to conceptualize information that has been categorized.
- d. Path analysis, which is to ascertain whether the problem provides feedback on actual and factual conditions occurring in the field.
- e. Research of potential and character data based on rating scale and potential value weights such as:

Rating scale

88 – 10 = 4 = Good = A

75 – 87 = 3 = Enough = B

62 – 74 = 2 = Less = C

50 – 61 = 1 = Very less = D

Potential value weights

Physical weight = 3-4

Social Weight = 3 - 4

Biotic Weight = 2-3

Typological = 3-4

Spatial = 2 - 3

Building Management = 2 - 3

Culture and Folklore = 2-3

Craft = 3-4

One of the steps in determining the concept of a tourism village by using the theory 3 A from Cooper as quoted by Prof. Dr. I Gede Pitana. before a destination is known and sold, it must first examine the 3 main aspects (3A) that must be owned namely accessibility, convenience, and attraction.

The 3A concept taken from Cooper was quoted by Prof. Dr. I Gede Pitana in data analyzers is as follows:

- a. Amenity Analysis

This analysis needs to be done to find out all supporting facilities that can meet the needs and desires of tourists while in the destination. Amenitas related to the availability of accommodation facilities for overnight stays and restaurants or food stalls for eating and drinking. Other needs that may also be desired and needed by tourists, such as public toilets, rest areas, parking lots, health clinics, and religious facilities should also be available at a destination, such as the Gunungmasigit tourist village.

- b. Attraction Analysis

Attraction is the main product of a destination. Attractions are related to want to see and what to do namely what tourists can see and do at the destination. Attractions discussed included the beauty and uniqueness of nature, the culture of the local people, relics of historic buildings, and artificial attractions such as games and entertainment facilities.

- c. Accessibility Analysis

This analysis needs to be done to determine the facilities and infrastructure to get to the destination. Road access, the availability of transportation facilities and road signs are important aspects for a destination, such as the Mount Masigit tourist village.

## RESULTS AND DISCUSSION

### A. Amenity Analysis

#### a. Accommodation

Accommodation is a means of lodging both provided by the local community, government and investors. Sometimes accommodations become benchmarks that determine the comfort of tourists in a tourist destination. According to the data obtained by researchers shows that in the village of Gunungmasigit there are no accommodations provided either by the community, government or investors. Due to both the community, the government and investors who are not aware of tourism opportunities in the field of accommodation in the village of Gunungmasigit.

#### b. Parking Area

Based on data from the questionnaire results of respondents who visited Gunungmasigit Village, the parking area in Guha Pawon is very neat because the parking lot is already in a conblock and is sufficient to accommodate a car or motorcycle. While the parking lot at Stone Garden has not been repaired with asphalt or conblock. Stone Garden parking area is very spacious to accommodate many vehicles. This is supported by the fact that tourists use the services of tenants of vehicles and private vehicles more than taking public transportation. For more details can be seen in table 1.1 below:

Table 1.1 Analysis of tourist perceptions of the condition of the parking area

Parking Area	Guha Pawon		Stone Garden	
	Frequency	Percent %	Frequency	Percent %
Strongly agree	16	32	18	36
Agree	31	62	30	60
Doubtful	-	0	-	0
Disagree	3	6	2	4
Strongly Disagree	-	0	-	0
Total	<b>50</b>	<b>100</b>	<b>50</b>	<b>100</b>

Source: Visitor Questionnaire Results, 2017

#### c. Promosi

In terms of promotion, more respondents stated that their condition was greatly improved because it could be seen from the increasing number of visitors from year to year (see table 4.7). Guha Pawon and Stone Garden have also entered into the TOP 5 of natural tourism which is of interest to local and international communities because of the beauty of nature and the discovery of ancient objects and the discovery of human fossils that are 10,000 years old.

The result data from the questionnaire showed that as many as 95 people stated that the promotion for this tourist destination had been held and was at a good level. For more details, you can see in table 1.2 below:

Table 1.2 Analysis of tourist perceptions of promotions

Promotion	Guha Pawon		Stone Garden	
	Frequency	Percent %	Frequency	Percent %
Strongly agree	20	40	18	36
Agree	27	54	30	60
Doubtful	-	0	-	0
Disagree	3	6	2	4
Strongly Disagree	-	0	-	0
Total	<b>50</b>	<b>100</b>	<b>50</b>	<b>100</b>

Source: Visitor Questionnaire Results, 2017

**d. Economic Facilities**

Economic facilities intended in this case are restaurants / souvenirs, souvenirs and shopping places such as snacks and regional specialties. From the questionnaire data obtained from 100 tourists who visited Gunungmasigit Village, 69 people stated that the tourism objects of Guha Pawon and Stone Garden provided restaurant and restaurant facilities. However, the condition of the stalls especially in terms of numbers is insufficient when compared to the number of tourists who continue to be crowded. Therefore it is necessary to add especially the place of food stalls with traditional dishes and souvenirs. For more details can be seen in table 1.3 below:

Table 1.3 Tourist perceptions about economic facilities

Economic Facilities	Guha Pawon		Stone Garden	
	Frequency	Percent %	Frequency	Percent %
Strongly agree	15	30	12	24
Agree	22	44	20	40
Doubtful	13	26	13	26
Disagree	-	0	5	10
Strongly Disagree	-	0	-	0
<b>Total</b>	<b>50</b>	<b>100</b>	<b>50</b>	<b>100</b>

Source: Visitor Questionnaire Results, 2017

**e. Toilet facilities**

Toilet facilities in Guha Pawon in terms of buildings are quite good, but in terms of cleanliness is still not good. In terms of the location of the toilet placement, it is quite far away to pass through a residential area and the path to the impression is a little dirty because of the presence of scattered animal dung (such as chickens, cats, ducks). There are 3 cubicle toilet facilities in Guha Pawon, but there is no separate toilet cubicle for men or women.

Toilet facilities in the Stone Garden in terms of buildings are very good, and in terms of cleanliness is quite good. In terms of the location of the toilet placement was quite affordable by visitors. There are 2 cubicles of toilet facilities in Stone Garden, but there is no separate toilet cubicle for men or women.

**f. Worship Facilities**

Worship facilities in Guha Pawon and Stone Garden are only 1 mosque in each of the tourist attractions and for prayer rooms in Guha Pawon are quite good and suitable for worship, while the prayer room in Stone Garden is quite good but the place is very small so that some are small tourists who worship outside the Stone Garden attractions. For more details can be seen in table 1.4 as follows:

Table 1.4 Analysis of Tourist Perceptions of Worship Facilities

Worship Facilities	Guha Pawon		Stone Garden	
	Frequency	Percent %	Frequency	Percent %
Strongly agree	19	38	15	30
Agree	27	54	26	52
Doubtful	4	8	8	16
Disagree	-	0	1	2
Strongly Disagree	-	0	-	0
<b>Total</b>	<b>50</b>	<b>100</b>	<b>50</b>	<b>100</b>

Source: Visitor Questionnaire Results, 2017

**B. Analisis Attraction**

**a. Pertanian**

Based on the location survey of the physical condition of agriculture in Gunungmasigit Village is very good. The results of this survey are very feasible because their agricultural system is still classified as traditional by utilizing springs and rivers in Gunungmasigit Village. For more details, can be seen in Figure 1.0 below:



a. Rice pulvizer      b. Grejag or rice seed release tool



c. irrigation

Figure 2 Agriculture

Source: 2017 Field Observation Results

**b. Building Architecture**

The architecture of buildings in Guha Pawon is still natural, it's just that the discovery of human fossils and cooking tools hundreds of years ago stored in the museum so that the fossils are not lost by people who are not responsible. While the architecture of buildings in Stone Garden is still very natural, it's just that the fossil rocks of coral reefs or other marine plants are better managed in the Conservation Zone and partly stored in museums.

Based on the results of research and analysis of questionnaires to 100 respondents stated that in terms of building architecture in Guha Pawon and Stone Garden is good enough where they still maintain the original building architecture. For more details can be seen in table 1.5 as follows:

Table 1.5 Analysis of tourists on building architecture

Building architecture	Guha Pawon		Stone Garden	
	Percent %	Frequen cy	Percent %	Frequen cy
Strongly agree	10	20	11	22
Agree	16	32	15	30
Doubtful	24	48	24	48
Disagree	-	0	-	0
Strongly Disagree	-	0	-	0
<b>Total</b>	<b>50</b>	<b>100</b>	<b>50</b>	<b>100</b>

Source: Visitor Questionnaire Results, 2017

**c. Landscape**

Based on the results of research and analysis of questionnaires to 100 respondents, as many as 66 people stated the view there was very good. This is because the condition of Guha Pawon and Stone Garden is still beautiful, the presence of rice fields, as well as the many types of plants and animals. The scenery at Guha Pawon and Stone Garden is still very natural and very suitable for tourists who are bored with the atmosphere of noise in the City. To find out tourists' perceptions of the scenery at Guha Pawon and Stone Garden, more clearly can be seen in the following table 1.6:

Table 1.6 Analysis of tourists on scenery

Landscape	Guha Pawon		Stone Garden	
	Frequency	Percent %	Frequency	Percent %
Strongly agree	-	0	1	2
Agree	17	34	16	32
Doubtful	18	36	16	32
Disagree	15	30	17	34
Strongly Disagree	-	0	-	0
<b>Total</b>	<b>50</b>	<b>100</b>	<b>50</b>	<b>100</b>

Source: Visitor Questionnaire Results, 2017

Alternative tourism activities that can be done at tourist sites are one aspect that is able to support the development of tourism. More alternative tourism activities that can be carried out will increasingly attract visitors to come and stay longer at tourist sites. Some alternative tourism activities that can be done in Gunungmasigit Village, one of which can be seen in Figure 1.1 below:



a. Take a picture in the Stone Garden b. Take a picture at Guha Pawon

Source: 2017 Field Observation Results

Figure 3 One alternative tourism activity

For a complete description of alternative tourism activities that can be carried out in the study area, see table 1.7 below:

**Table 1.7**  
**Alternative tourism activities**

No.	Alternative Tourism Activities	Existence of Tourism Activities	
		There is	Not
1.	Enjoy the view	✓	
2.	Hiking	✓	
3.	Pleasure walking	✓	
4.	Forest Recreation		✓
5.	Camping		✓
6.	Picnic	✓	
7.	Horse riding		✓
8.	Sports		✓
9.	Performing Arts		✓
10.	Rock Climbing	✓	
11.	Fishing		✓
12.	Shop for Souvenirs	✓	

13.	Played	✓	
14.	Secretly	✓	

Sumber: Hasil Pengamatan dilapangan 2017

**d. Geological Park Facilities**

Based on the location survey of geological park facilities, there is still no supporting geological park in the Guha Pawon and Stone Garden areas. Whereas with the existence of a geological park the community can add insight into natural knowledge and can relax the mind for a moment from the activities of the city.

**e. Kids Camp Facilities**

Based on the location survey of kids camp facilities, there is still no supporting camps in the Guha Pawon and Stone Garden areas. With this facility built it makes it easier for children (under the age of 12 years) to play with adult supervision and can reduce the risk of accidents in children.

**f. Community Culture**

Communities around the Guha Pawon and Stone Garden sites are agricultural communities, because most of the population has a livelihood in the agricultural sector, especially rice. Their status as farmers, both as owners, farmers, and farm laborers. However, some of them also work outside agriculture, such as employees, traders, businessmen, craftsmen, and stone mining workers, which he worked on from the 1970s and 1980s. Although it seems that some of the people whose livelihoods are outside agriculture, in reality they still have links to farming livelihoods. Therefore, the population in the area shows the life of the farming community. The socio-cultural life of the people around Guha Pawon and Stone Garden still shows traditional traits. In their daily lives the community still values a broad way of living together, broad interactions, and relationships between members of the community are still very close and even. Life relationships with fellow citizens show lives that need one another and help one another. Ethnically, the community in the area is a supporter of Sundanese culture and Sundanese language which is abstracted or implemented in daily life, including in activities or disclosures in the field of sports and arts. The sports fields that are found and especially enjoy doing are soccer, volleyball and martial arts, namely pencak silat. As for the arts that have long been known by the public, especially traditional arts, including degung, Sundanese song, flute harp, tap tilu, rahengan (tarawangsa) and so forth. Likewise, Islamic-inspired arts such as tagoni and qasidah.



a. Degung Art



b. Tembang Sunda



c. Kecapi Suling



d. Tap Tilu Dance

Figure 4 Sundanese Traditional Art

Socio-cultural analysis in the effort to develop the area for tourism activities is important to do so that it can be seen how much the level of support for the socio-cultural factors of the location that will be used as a tourist attraction.

From the results of weighting and weighting on the socio-cultural environmental factors carried out at the research location, a score of 29 is obtained. culture can be seen in table 1.9 below:

Table 1.8 The level of support for socio-cultural factors towards the development of tourism in Gunungmasigit Village

No.	Parameter	Maximum Score	Minimum Score	Observation Result Scores
1.	The existence and dominance of the shape of the house	4	1	4
2.	The existence and dominance of complementary housing	4	1	3
3.	Travel Manager Clothing	4	1	3
4.	Customs	4	1	3
5.	Traditional ceremonies	4	1	2
6.	Folklore or legend	4	1	2
7.	Art	4	1	2
8.	Local souvenirs (typical processed foods)	4	1	1
9.	Local souvenirs (home industry)	4	1	4
10.	Local souvenirs (fresh agricultural products)	4	1	3
Total		40	10	29

Source: Observations 2017

Table 1.9

Procedure for determining support classes on socio-cultural environmental factors

Class	Grading rate	Average level	Information
I	Very supportive	32,6 – 40	A very large area of social and cultural environment support for attractions, based on the parameters applied.
II	Support	25,1 – 32,5	A large area of support for the socio-cultural environment of attractions, based on parameters established.
III	Not Supporting	17,6 – 25	An area that lacks the support of the socio-cultural environment

			for tourism objects, based on established parameters
IV	Does not support	10 – 17,5	There is no socio-cultural environment support for attractions at the study site.

Based on table 1.9 socio-cultural environmental factors in Gunungmasigit Village get class II which is support to be developed into a tourist village area because the score obtained from table 4.30 is 29 and class II has parameters 25.1 - 32.5 so the score 29 is included in the class II namely support.

### C. Accessibility Analysis

The aspect of road infrastructure is the most important element that must be considered in developing an area. Road infrastructure has an important role, namely as a medium of interaction between regions in the system of social, economic, communication, and other interrelationships so as to form a continuous movement pattern and improve quality that has a good effect on the transportation system in developing a region / region.

The condition of the road to Gunungmasigit Village is good and access to it is relatively easy because it is located right on the arterial road from Cianjur Regency to Bandung City. For roads and trekking routes to Guha Pawon, the conditions are good. While the road to Stone Garden is still in poor condition and for the track, the condition is also good because it has been repaired.

The results of a questionnaire to 100 visitors at Guha Pawon and Stone Garden, there were 44 people who stated that access to Guha Pawon and Stone Garden was still difficult to pass due to the minimal road directions, especially the road to Stone Garden which coincided with sharp turns when the position of road users were from Purbaleunyi toll exit direction, it is very dangerous for road users who want to go to Stone Garden and the direction of the road is still modest. Even road users are still having trouble seeing the directions. Likewise from the direction of Cianjur Regency is the same difficulty to realize the instructions of Stone Garden.

However, for Guha Pawon the road directions resemble the usual gate, both from the Purbaleunyi Toll Road and from Cianjur Regency. So that people who want to go to Guha Pawon are not aware of these instructions, when they enter the Guha Pawon area they will be facilitated with very clear instructions to get to the main gate of Guha Pawon.

The distance of Guha Pawon and Stone Garden from the Padalarang toll exit (Padalarang District) is 8 km so it takes 30 minutes to 1 hour depending on traffic conditions. In terms of transportation, visitors are facilitated by public transportation, although they have to change routes for public transportation routes 2-3 times, generally directly heading to Guha Pawon and Stone Garden. However, most visitors do not mind this situation because they can use public transportation, travel services and rental cars that pass through this tour. Even after using public transportation, the women were willing to walk up to a distance of 2 (two) kilometers while enjoying views of limestone mountains or rice fields and also to save money. Tourists like this prefer to travel using backpackers.

To find out tourist perceptions of Accessibility in this village, it can be seen through table 1.10 and Figure 1.9 below:

\Table 1.10 Questionnaire analysis based on Accessibility

Easy access to Gunungmasigit Village	Guha Pawon		Stone Garden	
	Percent %	Frequency	Percent %	Frequency
Strongly agree	14	28	12	24
Agree	15	30	15	30
Doubtful	15	30	16	32
Disagree	4	8	4	8

Strongly Disagree	2	4	3	6
Total	<b>50</b>	<b>100</b>	<b>50</b>	<b>100</b>

Source: visitor questionnaire results, 2017



a. The main road to Guha Pawon b. The main road to Stone Garden



c. The road to Guha Pawon d. Trekking road to Guha Pawon



e. Main gate of the Trekking Line f. Trekking Guard Post



g. The road to Stone Garden h. Entrance or Postal ticket

Figure 1.2 Network Accessibility

Accessibility analysis in the area development effort for tourism activities is important to be carried out so that it can be known how much the level of support for location accessibility factors that will be used as tourist attractions. For further information on how much support for the accessibility of research sites can be seen in table 1.11 as follows:

Table 1.11 The level of support for accessibility factors for tourist areas in Gunungmasigit Village

No.	Parameter	Maximum Score	Minimum Score	Observation Result Scores
1.	Highway quality	4	1	4
2.	Highway width	4	1	4
3.	Frequency of public transportation	4	1	4
4.	Quality of access road	4	1	2
5.	Completeness of facilities	4	1	4

6.	Safety along the way	4	1	3
7.	Quality of scenery along the road	4	1	4
Total		28	7	23

Source: Observations 2017

From the results of scaling and weighting on the accessibility factor carried out at the study site, the results obtained a score of 23. To find out the assessment procedures regarding the level of tourist accessibility support classes can be seen in table 1.12:

Table 1.12 The procedure for determining the support class on accessibility factor

Class	Grading rate	Average level	Information
I	Very supportive	23,2 – 28	A very large area supports the accessibility of attractions, based on the parameters applied.
II	Support	17,8 – 23,1	A large area supports accessibility of attractions, based on parameters set.
III	Not Supporting	12,4 – 17,7	An area that lacks accessibility support for tourist objects, based on parameters set.
IV	Does not support	7 – 12,3	There is no accessibility support for attractions at the study site.

Based on table 1.12 the accessibility factors of Gunungmasigit Village get class II which is supporting to be developed into a tourist area because the score obtained from table 4.36 is 23 and class II has parameters 17.8 - 23.1 so that score 23 is included in class II that is supportive.

From the results of the scaling and weighting carried out from all aspects to determine the level of support for tourism development at the study site to get a score of 52. To see the amount of support for all factors supporting tourism can be seen in the following way

$$\begin{aligned}
 & \frac{\text{Number of observational score results}}{\text{Maximum number of scores}} \times 100\% \\
 &= \frac{52}{68} \times 100\% \\
 &= 76,47\% \\
 &= 77\% \text{ (rounding off)}
 \end{aligned}$$

From the results of the above calculation it can be seen that the value obtained is 77%, this shows that the overall factors that are indicators of tourism development mostly support to be developed into a tourist area.

From the results of the analysis conducted to determine the form of tourism that is suitable for preserving the Karst region in Gunungmasigit Village, which is developed into a tourist village destination that is adjusted to the analysis of tourism supporting factors, of which of the five factors supporting tourism only one who receives a less supportive class is a means, because the facilities in this village have not been designated as a tourist village area.

**D. Analysis of Conservation Efforts that have been carried out in order to be able to support Tourism Development in the Karst Area of Gunungmasigit Village**

Efforts to preserve the environment around Pawon Cave will be able to support tourism development if done well, especially for soil types in the Guha Pawon area. This is a type of brown latosol soil where this type of soil is usually planted with fruit plants

such as those found, namely plantations of guava that are spread out wide in the west and northwest of Guha Pawon and Stone Garden if environmental preservation activities around Guha Pawon and Stone Garden are more on fruit growing, they will attract more visitors because not only Guha, rice fields, housing are the main tourist attractions but fruit plantations - food will be an alternative in traveling.

Potential that can be developed in Kp. Gunungmasigit is enjoying scenery, seclusion, playing, and sports with its cool wind because of its location in an altitude area, but this activity is hampered by the absence of handling the rest of the mining results that leave large pools of water so that its beauty can not be enjoyed as a whole whereas the type of soil in Gunungmasigit is easily eroded plus its location is above Kp. Cibukur is feared that if this condition continues to be allowed to occur floods / landslides because of the large pools of rain when it rains produce a large pool of water. Preservation efforts are carried out more on land reclamation activities with perennials and fruit trees so that the condition of the Karst area of Kp. Gunungmasigit can be more supportive in developing tourism. So that tourism activities on site can be enjoyed need to be made an additional place to enjoy the view so that it can further improve the comfort of the visitors.

Welcoming the World Environment Day which is celebrated every June 5, PT Astra Honda Motor (AHM) carries out environmental conservation in the tourist sites of the ancient sites of Stone Garden and Pawon Cave in West Bandung. This activity is expected to preserve the environment while revitalizing one of the region's legendary natural tourist destinations.

This environmental conservation activity is marked by the planting of various types of trees in the hilly areas of Gunung Masigit Village, Cipatat District, West Bandung Regency. A total of 8,000 trees were planted from various types of trees including bamboo, jackfruit, rambutan, soursop, gemelina, surain, panesta, mahogany uganda, gandaria and buni.

Planting trees also creates biodiversity and the vitality of the region's unique fauna such as long-tailed monkeys, butterflies, porcupines, weasels, Javan bat bats, owls and snakes. AHM Deputy Head of Corporate Communication Ahmad Muhibbuddin said this program was not only beneficial for the environment and fauna in the region. Local people will also benefit directly because they will be educated to take care and get economic benefits from the tree.



Figure 1.3 PT. AHM planted 8000 Trees in Guha Pawon and Stone Garden

One of the cleaners at the Pawon Cave Museum site, Nandang Rudiansyah said, although the construction of the museum has not been completed, but often there are visitors who come to the location. The frequency of visitors was said quite often in a week. Visitors usually come from the Cave Pawon direction. Generally it is still a KBB resident. If from outside the city there is, but rarely. Those who come to the location of the museum are generally elementary school students who are guided by their teachers, or young people. Usually there are dozens of visitors who come.

Manager of the Pawon Cave, Yeti Laelawati, said that the construction of the Pawon Cave Museum has indeed been stalled for the past year. Because the existing budget was diverted for development and improvement in the vicinity of the Pawon Cave site first. Every year, the budget for Pawon Cave never stops. However, indeed the allocation was not direct to the construction of the museum. So prioritize the infrastructure in Pawon Cave first.



a. Concrete village road b. Construction of a stalled Museum



c. Baleriung Guha Pawon d. Langgar & Toilet near the Guha Pawon Museum

Figure 1.4 Guha Pawon Facilities and Infrastructure

Source: 2017 Field Observation Results

## E. Tourism Village Area Development Concept

### a. Tourist Services (Tourist Guide)

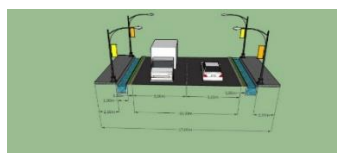
Service to tourists is an important factor that supports the comfort of tourists to travel. This factor is the main problem in developing Tourism Village in Gunungmasigit Village. The people there still do not fully understand the proper procedures for serving tourists. This condition is worsened by the fact that there are still residents in the vicinity who fall into the unemployed group due to the limited costs of continuing to a better level of education.

This condition should provide local government scholarship programs for people who are less able to continue the tourism school in Gunungmasigit Village itself or by coaching or counseling about tourism activities. With this program, they are expected to gain more knowledge so that Gunungmasigit Village does not need the services of a guide from other regions but utilizes the residents of Gunungmasigit Village itself. This is also a form of suppressing the unemployment rate in Gunungmasigit Village and Cipatat District.

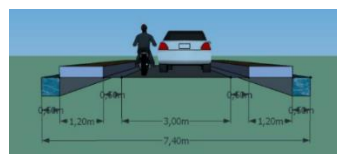
### b. Accessibility Development Plan

#### 1. Road Conditions

For the condition of the road to Guha Pawon, it can be said to be very good. Road conditions that have been casted or repaired, so there are no more potholes. As for the condition of the road to this Stone Garden, it can be said to be very bad. The road conditions are still dirt and rocky. Therefore in this development plan good road conditions will be made to make it easier for tourists to reach Stone Garden and Guha Pawon. The following is a model and plan of the road leading to Stone Garden and Guha Pawon tours can be seen in Figure 1.5 as follows:



a. Road Plan 2 (two) directions



b. One-way Road Plan

Figure 1.5 Model of the Pathway to Stone Garden and Guha Pawon tours

Source: 2017 Plan Results

#### 2. Transportation

Transportation is closely related to tourist mobilization which will facilitate tourists visiting Guha Pawon and Stone Garden. There is no means of transportation to these tourist sites, most tourists use private cars, tourism buses, travel services or on foot for backpackers and want to save on expenses. Seeing these conditions, transportation facilities in the form of minibuses (angkot) will be planned in order to empower the surrounding community, especially residents of ex-chalk miners who are unemployed and increase interest and facilitate tourists visiting. Following are the models and transportation plans can be seen in Figure 1.6 as follows:



a. Halte



b. Angkot

Gambar 1.6 Model of the Bus Stop and Angkot Plans Guha Pawon and Stone Garden

Source: 2017 Plan Results

### c. Accommodation Development Plan

Tourists who will visit Guha Pawon and Stone Garden can enjoy accommodation facilities in the form of lodging or homestay which will later be planned for the construction phase, so that later tourists can spend the night on the tour to see the sunrise and sunset views typical of Gunungmasigit Village, and later the tourists also can see the cultural villages around the Guha Pawon and Stone Garden areas. For this reason, a classic mixed modern nuanced concept of accommodation will be planned, but in each lodging or homestay there are Guha Pawon and Stone Garden features and will be equipped with facilities such as restaurants, and so on. The following is picture 1.7 of the planned accommodation in the Guha Pawon and Stone Garden area:



a. Existing Condition      b. Planned forms of lodging

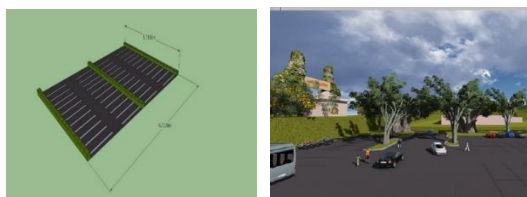
Figure 1.7 Lodging Plan in the Guha Pawon and Stone Garden Areas

Source: 2017 Plan Results

### d. Parking Area Development Plan

Parking lots in the Guha Pawon and Stone Garden areas are planned to develop the area in the future. Based on the results of the survey in the parking lot in the Guha Pawon area is pretty good it's just a place to park the motorbike does not have a special place for motorbikes, because it still joins the car park. While the Stone Garden parking lot is inadequate because there are still many vehicles that are carelessly parked especially for motorbikes because there are no boundaries for parking lots and parking spaces in Stone Garden are still not neat or still come from the ground.

The purpose of the parking lot development plan is to improve the existing parking area at Stone Garden, so that the parking lot can be neatly arranged with parking restrictions for each vehicle that will park at Stone Garden and the materials are only using Conblock to facilitate the absorption of water into the ground. The following is a plan to develop parking areas in the Guha Pawon and Stone Garden areas, as can be seen in Figure 1.8 as follows:



a. Parking Plan for Motorcycle      b. Parking Plans for Cars

Figure 1.8 Parking Area Plans

Source: 2017 Plan Results

**e. Economic Facilities Development Plan**

This economic facility consists of food and beverage services. The plan to provide economic facilities is aimed at helping the development of tourism areas, namely the concept of procuring Foodcourt and souvenirs typical of the community of Gunungmasigit Village, while also providing various types of snacks and main food choices that are packaged both traditionally and modernly so as to attract local and foreign tourists to travel. culinary. Then for souvenir services in the form of handicrafts from Gunungmasigit Village community such as replicas of historical objects and ancient humans (in the form of key chains and sculptures), as well as woven bamboo stalls will offer souvenirs that will be a memento for tourists that they have visit the Guha Pawon and Stone Garden Areas. Provision of restaurants or restaurants and souvenirs will be put together in one block so that it is neatly arranged. Following is the plan to develop economic facilities as shown in Figure 1.9 as follows:



a. Souvenir in the form of a statue b. Souvenirs Building

c. Building Restaurant / Restaurant d. Woven bamboo souvenirs

Figure 4.35 Economic Facilities Plan

Source: 2017 Plan Results

**f. Utility Facility Development Plan**

1. Electricity Network

Plans for developing the supply of electricity networks for the needs of tourism activities, namely by providing power generation facilities or generators to support tourism activities both for the needs of facilities and so on..

2. Telecommunications Network

The plan to develop telecommunications network provision for tourism needs is by providing cell phone operator towers to reach all points.

The development strategies undertaken include:

- Development of telecommunications networks whose purpose is to increase communication interactions and ease in obtaining information.
- Development of transmitting stations to strengthen communication network signals and facilitate remote communication, especially in locations that do not yet have communication services.

**g. Public Facilities Development Plan**

1. Worship Facilities

Allotment of space which is part of the Guha Pawon and Stone Garden area that will be developed to accommodate religious facilities with a scale of service tailored to the number of tourists. The following is a plan to develop worship facilities in the Guha Pawon and Stone Garden areas as shown in Figure 1.9 as follows:



Figure 1.9 Development Plan for Worship Facilities

Source: 2017 Plan Results

## 2. Information Center Facilities

The basic concept of developing a Tourist Information Center / TIC is to provide an accurate and up-to-date tourism information service facility to anyone in need. Along with the development of needs and advances, the function of the Tourist Information Center / TIC can be added to become a place to promote a destination in increasing the number of visits and the length of stay of tourists visiting. The following is an information center development plan which can be seen in Figure 1.10 as follows:



Figure 1.10 Information Center Facility Development Plan

Source: 2017 Plan Results

## 3. Kids Camp Facilities

The plan to develop the kids camp facility is useful for children aged less than 12 years, in order to provide comfort and safety for children who cannot do adult recreation such as climbing to Guha Pawon and Stone Garden. But children can also play in this area with parental supervision. The following is a plan for developing kids camp as shown in Figure 1.11 as follows:

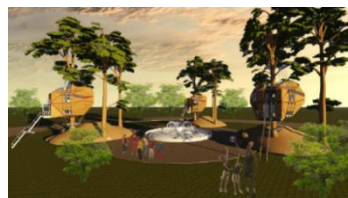


Figure 1.11 Kids Camp Facility Development Plan

Source: 2017 Plan Results

## 4. Geological Park Facilities

The Development Plan to convert the Karst area into a geological park requires some proposed fulfillment. Some requirements that must be fulfilled by a geological park are accommodating educational activities, preservation of local culture, supporting the surrounding economy, and building recreational facilities. Geological parks are also required to improve the environment both the environment and the community. For the community around the karst area, the initial conditions were quite good, but before the appearance of the limestone mining factories that damaged the surrounding environment. This can be a consideration for creating a space that aims to restore community activities. In addition, public space is also an important component of the built facilities owned by geological parks. With this concept, it is expected that the atmosphere of the geological park will be felt by visitors while carrying out certain activities in public spaces. Following is the plan to develop a geological park, see Figure 1.12 as follows:



Figure 1.12 Geological Park Development Plan

Source: 2017 Plan Results

## 5. Toilet facilities

The location provisions for changing rooms or toilets are adjusted to the size of the tourism area. The tourism area should provide changing rooms or toilets every 500 meters. If a dressing room or toilet is located inside a building, then the location of the

dressings room or toilet should not disturb the view and surrounding buildings, but still be easily seen and found while inside the building should be at a location that does not interfere with the view, but is easily seen and found.

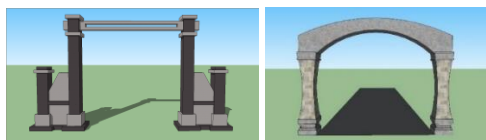
The dressing room or toilet can be decorated with plants so it looks attractive and doesn't look too exposed. In carrying out the construction of a dressing room or toilet in the tourism area, the development must follow the construction guidelines in accordance with Indonesian public toilet standards, namely dry is healthy. The following is a plan for developing toilet facilities as shown in Figure 1.13 as follows:



Figure 1.13 Toilet Facilities Development Plan  
Source: 2017 Plan Results

#### 6. Tourist Gate Facilities

The plan to develop the tourism gate is as a gateway to the tourist area of Guha Pawon and Stone Garden. With the travel gate, it makes the site easily recognizable by visitors. Following is the model and location of the plan



Gambar 1.14 Rencana Pengembangan Pintu Gerbang Wisata  
Sumber: Hasil Rencana 2017

### h. Culture Village Development Plan

#### 1. Agro Tourism in Durian and Jackfruit Plantation

The concept of agro-tourism design takes the philosophy of lamtoro gung leaf which is considered as a multipurpose plant, soil fertility, natural beauty, and as an environmental preserver. With the development of durian and jackfruit plantation agro-tourism, the goal is set as a new alternative tourism destination for foreign and domestic tourists, creating new jobs, especially in the Gunungmasigit Village environment, and utilizing all existing natural potential with the principle of environmental harmony.

#### 2. Amphitheater

The planned development of a cultural village in the Guha Pawon and Stone Garden areas will have the same concept as in Bali, the GWK Amphitheater. Amphitheater is a platform place that can accommodate professional artists in presenting their theater arts. A large open stage, equipped with stands for approximately 800 spectators. Periodically, visitors will be entertained with free performances (included in the price of admission). Can watch a variety of cultural performances of Balinese dances such as Barong, Kecak and many other events. In addition to its main function, the Amphitheater is often used as a stage in special events, such as student farewell parties, mini concerts, musical performances and other events. The following is an Amphitheater development plan design as can be seen in Figure 1.15 as follows:



a. Amphitheater location



b. Amphitheater Design

Figure 1.15 Amphitheater Development Plan

Source: 2017 Plan Results

## Conclusion

After conducting this research, the researcher can conclude several things related to the development of Gunungmasigit Village into a Tourism Village, namely:

1. Gunungmasigit Village holds a lot of tourism potential both natural and cultural potential. Some natural potential there in the form of Guha Pawon, Stone Garden, Pesawahan, and Masigit Cliffs. Its cultural potential is in the form of dance, special food and music. In addition, the strategic location of Gunungmasigit Village also makes Gunungmasigit Village suitable to be used as a Tourism Village.
2. Gunungmasigit Village is not yet fully categorized as a good Tourism Village because there are many inadequate tourism components such as accommodation and services, the Guha Pawon museum building has not been resumed, and other infrastructure facilities are inadequate so it needs development so that Gunungmasigit Village can become a Tourism Village, both in terms of function and benefits to improve the economy of the local community and as a form of nature and its environment preservation.
3. Gunungmasigit Village needs a concept of developing it into a Tourism Village. Some of the development concepts such as the construction of new accommodation facilities in the form of homestay, the construction of economic facilities intended for the sale of souvenirs and regional specialties, the Guha Pawon museum, Agro-tourism, art buildings, as well as the promotion of Guha Pawon and Stone Garden tourism promotion. The concept of developing the Tourism Village Area aims to enable the village community to take advantage of the natural and cultural potential they have so that they can make their village a new tourist attraction. In addition, the purpose of developing Gunungmasigit Village as a Tourism Village is also to support tourism activities in Guha Pawon and Stone Garden and to preserve the natural environment in Gunungmasigit Village to maintain its naturalness.

## Suggestion

Based on these conclusions, the researcher's recommendations for the development of the Gunungmasigit Tourism Village Area are:

1. The community of Gunungmasigit Village must be able to maximize the potential they have to be presented in their tourist destinations both natural and cultural potential.
2. In the institutional development of Gunungmasigit Tourism Village, it is necessary to regularly train human resources of tourism village actors, to foster tourism awareness groups, and to expand partnerships with related parties. In developing tourist objects and attractions, training is needed on how to package integrated village tourism packages and socialization of sapta charms for the community. In developing tourism infrastructure in Gunungmasigit Village, it is necessary to establish a partnership with the government and the private sector in supporting the procurement of tourism infrastructure.

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