

Assistance in Developing Sustainable Tourism Products in Patengan Tourism Village, Rancabali District, Bandung Regency

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ABSTRACT: *Patengan Tourism Village is located in Rancabali District, Bandung Regency, West Java. The village offers captivating natural attractions, including the potential for tropical forest tourism, coffee plantations, tea plantations, and nature reserves. As a tourism village still in the development stage, Patengan faces numerous challenges, ranging from the development of attractions, facilities, accessibility, to the enhancement of human resource capacity within the village. One of the primary challenges is the optimization of tourism products. In this context, village managers need to develop tourism products that consider aspects of attractions, accessibility, and supporting facilities. The tourism products in this village, such as tour packages, are not yet fully available or structured. Furthermore, the accommodations provided are not integrated or meet the standards of nature tourism facilities in tourism villages. This community service program will be conducted through training sessions focusing on the creation of tour packages, the management of nature tourism accommodations, and providing assistance to ensure that village managers can directly implement the outcomes of the training.*

KEY WORD: *Tourism Potential, Patengan Tourism Village, Tourism Products*

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I. INTRODUCTION AND LITERATURE REVIEW

Tourism villages serve as instruments for community economic empowerment, particularly in the tourism sector, which can have far-reaching impacts on those working in this industry. The development of tourism villages is expected to accelerate integrated rural development, improving community welfare. A developed tourism village can create a domino effect, including environmental quality improvement, enhanced community well-being, and fostering social and cultural harmony with sensitivity to social and environmental contexts.

As a strategy to enhance the local economy, tourism villages provide opportunities for local communities to maximize and manage tourism potential in their areas, transforming it into a source of local economic growth. By adopting the tourism village concept, rural areas can leverage natural beauty, cultural wealth, and local traditions to attract tourists.

Bandung Regency has significant potential for developing tourism villages, with 50 villages designated as tourism villages through Bandung Regent's Decree No. 556/Kep.770-Disbudpar/2022 dated December 14, 2022. Of these, 2 villages are classified as advanced, 11 as developing, and 37 as pioneering, including Patengan Tourism Village, which holds a pioneering status.

Patengan Village is located in Rancabali District, Bandung, West Java, Indonesia. The area is predominantly covered by tea plantations and protected forests. The village serves as the location for the Rancabali District Office and is home to several renowned and attractive tourist destinations that serve as the primary livelihoods for the majority of its residents. Besides working as tea pickers in the PTPN VIII Rancabali plantation, the local community does not own private agricultural land, as all land belongs to the plantations and forestry authorities unless they convert forested land into agricultural plots.

As a tourism village, Patengan boasts significant natural attractions such as tropical forests, coffee plantations, tea plantations, and nature reserves. Additionally, the village has potential in the agricultural sector, including strawberry processing, the Sasaka farmer group, small and medium enterprises (SMEs), and various plantations.

Being a pioneering tourism village, Patengan faces numerous challenges, including developing tourist attractions, amenities, accessibility, and enhancing human resource capacity. By adopting the tourism village concept, the natural, cultural, and traditional potentials can be maximized to attract tourists. One crucial step is identifying each village's unique attractions and providing adequate infrastructure to support tourism.

However, one of the main obstacles faced by Patengan Tourism Village is the suboptimal development of tourism products. Providing quality tourism products and experiences remains a significant challenge in developing village tourism. From a demand perspective, tourism products encompass everything that can be offered to both current and potential markets to meet needs or desires during leisure time. These include physical objects, services, people, activities, places, organizations, as well as ideas and concepts. Thus, tourism products involve not only physical objects but also non-physical aspects such as activities, interactions, organizations, and ideas. Tourism products are often in the form of packaged activities, services, and benefits that create memorable tourism experiences.

In developing tourism products, managers must consider various aspects, including diversifying tourism activities, managing visitors, and promoting tourism awareness. In terms of accessibility, adequate transportation infrastructure and ease of access for tourists are necessary. Meanwhile, amenities include public infrastructure (such as electricity and water), public facilities (such as toilets, parking areas, and places of worship), and tourism facilities (such as accommodations, tourist information centres, and signage) that must comply with tourism business standards and certifications.

Currently, tourism products in Patengan Village are underdeveloped, including the tour packages offered. Despite its abundant potential, the village requires better visitor management, integrated accommodations, and the development of facilities that meet nature tourism standards to attract broader public interest.

Figure 1: Patengan Village Office



Figure 2: Natural Attractions in the Tourism Village



1.2 Research Methodology

The community service method represents a conceptual model that links theory with various factors identified as significant issues (Alita et al., 2020; Nurkholis et al., 2021). This community service program employs methods and stages, including mentoring through training sessions for managers and the community to develop tourism products, particularly the creation of tour packages and the standardization of accommodations in tourism villages. This community service process consists of three main stages: preparation, implementation, and evaluation, as detailed below:

1. Preparation Stage

At this stage, the faculty team and participating students will carry out several activities:

- a. **Initial Survey:** Conducted to identify challenges and obstacles faced by the target partners in optimizing their tourism potential.
- b. **Tourism Product Identification:** Identifying tourism products to determine which types of products can be developed based on the potential in Patengan Tourism Village.

2. Implementation Stage

At this stage, the faculty team and students will conduct training sessions tailored to the needs of the tourism village. These activities include mentoring the managers to ensure they can directly apply the training outcomes.

3. Evaluation Stage

During the evaluation stage, the faculty team will assess the results of the training conducted in Patengan Tourism Village to determine the impact and effectiveness of the activities and identify necessary improvements.

1.3 Findings and Interpretation

Community service activities in Patengan Tourism Village were carried out in stages. The first stage took place on Tuesday, July 2, 2024, starting at 9:00 AM and involved a socialization session on developing tour packages. The second stage was held on Monday, August 26, 2024. The program was conducted in Patengan Village and attended by 36 target participants. During the activities, speakers presented material on Cleanliness, Health, Safety, and Environment (CHSE) as well as Sustainable Tourism.

The primary target participants in this community service program were business practitioners in the Patengan Tourism Village area, Rancabali District. The activities were conducted face-to-face at the Patengan Tourism Village Office. Training sessions were held in stages and followed by mentoring and evaluation of the tour packages created by business practitioners in the area.

The training material was delivered by experts on tour package development and followed by a direct Q&A session. During this session, participants had the opportunity to discuss and ask questions to the speakers, enabling them to address issues and receive relevant solutions.

The materials delivered during the community service activities included the following:

1. Cleanliness

Refers to the state of being free from dirt, viruses, bacteria, and harmful chemicals.

2. Health

Involves services that implement rules, prevention measures, care, monitoring, and control.

3. Safety

Relates to a condition free from risks, dangers, pollution, threats, and disturbances.

4. Environment

Covers resources within an area that affect humans and other living beings in the surroundings. The following are documentations of the community service activities:

Figure 3: Training on Tour Package Development



Figure 4: Practical Session on Tour Package Creation



Figure 5: One of the Tour Packages from Patengan Tourism Village



As an evaluation material, after the community service activities, all participants were asked to complete a feedback questionnaire. The results of the feedback summary from the target participants are shown in the table:

Table 1. Summary of Feedback Results from Target Participants

No	Question	SD (%)	D (%)	N (%)	A (%)	SA (%)
1	The activity materials were in line with the needs of the participants/partners.	0	0	2	6	28
2	The timing of the activity was relatively appropriate and sufficient.	0	0	5	1	30
3	The materials/activities presented were clear and easy to understand.	0	0	2	25	9
4	The committee provided good service during the activity.	0	0	3	19	14
5	The community accepted and hoped for such activities to continue in the future.	0	0	0	16	20

Total				12	67	101
Percentage	0%	0%	6.67%	37.22%	56.11%	

Total Agree & Strongly Agree: 93.33%

Based on the questionnaire distributed to 36 training participants, a satisfaction percentage of 93.33% (the total percentage of respondents answering "agree" and "strongly agree") was achieved.

II. Conclusion

The results of the community service activities in Patengan Tourism Village are expected to encourage target participants to create attractive and marketable tour packages at competitive prices. This aims to increase the number of visitors to Patengan Tourism Village, which is strategically located near popular tourist destinations in Ciwidey.

Overall, the community service activities were successfully conducted and were enthusiastically attended by the participants until the end of the event. The sustainability of this program has been discussed with the village authorities, who expressed their hope for the university to continue providing additional training in the future. This will support Patengan Tourism Village, which is currently in its pioneering stage, to develop further.

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