

Development Model Of Special Interest Tourism Packages Through The Exploration Of Local Wisdom In Desa Wisata Wates Jaya

Lila Muliani*, Inti Krisnawati

Institut STIAM I, Jl. Pangkalan Asem No. 55 Jakarta Pusat, Indonesia

* Corresponding Author. E-mail: lilamuliani@gmail.com

ABSTRACT

The aim of this study is to analyze the potential of the local wisdom in Desa Wisata Wates Jaya which can be developed into attractions in cultural and gastronomic tourism packages. Furthermore, the design of the right development model is also carried out so that the development of this tourist village can be more optimal. This research is a descriptive qualitative research with primary data obtained through observation, FDG and in-depth interviews with four informants as tourism village managers, village elders, and village culinary activists. The results showed that Desa Wisata Wates Jaya has many potential cultural and gastronomic tourism attractions which can be developed into a choice of tour packages as an alternative tourist attraction in this village. As part of special interest tourism, cultural and gastronomic tourism prepared for certain typology of tourist that is different from mass tourism tourist. Therefore, the tourism activities offered are more focused on providing experiences by engaging directly in local people's daily activities that are integrated with nature. For the development model, a modification of the Pentahelix model is designed in which the 5 elements are grouped into 3 clusters, namely the community/society and the government as the main actors, academics and business as supporters, and the media as supporters.

Keywords: *Cultural Tourism; Gastronomic Tourism; Special Interest Tourism; Pentahelix; Local Wisdom*

First Received:
June 2022

Revised:
July 2022

Accepted:
November 2022

Final Proof Received:
November 2022

Published:
December 2022

1. Introduction

Tourism industry plays an important role in steering the Indonesian economy. Unfortunately, in early 2020 this sector actually became the worst sector hit by Covid-19 pandemic. However, the tourism sector in Indonesia is believed to be one of the sectors that will recover the fastest and rises from the slump.

According to many predictions, there will be changes in tourism trends and behaviour at the end of this pandemic. The tourism village is said to be more attractive for tourists. The typology of tourists will be shifting, from mass tourism to special interest tourism.

Special interest tourism is defined as a tourism that involved group of tourists that caters to a specific interest of attractions. This type of tourists usually pursue for their unusual hobbies, activities, or destinations, such as local wisdom for socio-cultural attractions, indigenous food or extreme adventure. Local culture or the way of life is part of *tourism resources* (Muliani L, 2019) and become a tourist's attraction. The research conducted by Hasanah (2019) discovered that local wisdom that is still preserved in Sade Village, Central Lombok Regency, is an attraction for tourists as well as having a positive impact on the community's economy. The same thing is also found in the research of Turgarini, Baiquni, Harmayani (2018) which states that cultural heritage is one of the factors that attracts tourists to come to the city of Bandung.

Desa Wisata Wates Jaya, located in Desa Wates Jaya Village, Kecamatan Cigombong, is one of the developing tourism villages in Bogor Regency, West Java. The basic destination component of 3A (Attractions, Amenities, Accessibility) has been fulfilled in this village.

Exploration of local wisdom is a research topic that will be developed in this study. So far, the attraction for this village focused on the natural beauty of this village and sport tourism such as river tubing and hiking. The

potential of its local wisdom is not explored yet.

In addition to local traditions and activities, one of the cultural elements that attract tourists is traditional culinary. Ting, H., et, al (2018) suggested that traditional food is one of the attractions for visiting a tourist destination

In Desa Wisata Wates Jaya, the local community's activities and traditions have now almost been replaced with modern life. The *wiwitan* ceremony, river crossing activities and traditional children's games have almost been abandoned. It is deeply regretted if this local wisdom becomes extinct.

One of the fundamental problems that need to be fixed in the Desa Wisata Wates Jaya is the lack of public understanding about tourism villages and destination management (Arqam, 2021). This makes people could not see the potential they have. This causes the choice of tour packages offered is limited to nature tourism. In fact, this village has the potential for the development of cultural tourism and gastronomic tourism. The development of special interest tourism can also be a step to preserve local wisdom so as not to be eroded by globalization.

This study aims to explore the potential of cultural tourism and gastronomic tourism in Desa Wisata Wates Jaya to be further developed into a choice of tour packages. Furthermore, this study will also create an appropriate development model to support village development and increase the number of tourists. The existence of a choice of cultural and gastronomic tour packages is expected to be an alternative and a new attraction for tourists, in line with the current shifting trend.

The development of tour packages will also be complemented by the creation of interesting story telling for tourists, especially millennial tourists. Exploration of the historical, cultural, and philosophical values that underlie a local tradition can be used as an attractive promotional material

for tourism village marketing.

2. Literature review

2.1 Tourism Village

Tourism village becomes one of the government programs which is expected to accelerate the revival of tourism and trigger economic growth (Kemenparekraf, 2021).

Now, the trend of tourism is facing a shift. Closer to nature and local communities are in great demand. Fortunately, these activities are very easy to be found in Indonesia, which is rich in cultural diversity, authentic traditions, and natural beauty.

Mass tourism is starting to turn into special interest tourism conducted by a small group of tourists who have special interests and goals to enrich the experience. Special interest tourism is not just visiting a certain place but also do interaction and learning activities with the local.

In the last three years, the existence of tourism villages in Indonesia has grown rapidly. In July 2019, there were already around 1,000 tourist villages, out of the 2,000 targeted by the Ministry of Tourism.

Tourism villages generally have a unique attraction, in the form of natural environment or the socio-cultural life of the community. The type of tourism village can be categorized into several types: tourism villages that favor the uniqueness of natural tourism, local culture, activities, or a combination of them (Hamzah, Ifran, 2018). The concept of tourism villages should also give a positive impact for the community of local people, in term or economic, society, and culture (Leonandri, Rosmadi, 2018).

The type of tourists who choose special interest tourism, such as cultural tourism, is indeed different. According to Spillane, J (2003), cultural tourism has a special market segmentation, which is referred to as 'knowledge workers'. This term is also known as mature tourist where they carry out tourism activities not just for recreation, but rather to get direct experience by doing activities with local people who have

different traditions and cultures.

2.2 Tourist Attraction Indicators

There are 3 indicators as a key to a tourist attraction, that is: having uniqueness, beauty and value (Pardosi, J., et.al., 2019). To become a tourism village that has attractiveness, the tourism village manager must be able to develop its potential, especially those related to these 3 indicators, uniqueness, beauty, and value, which of course utilizes local wisdom as the main capital and community participation as a main actor. However, Manteiro (2016) mentions in his research that developing a tourism village based on local wisdom is not easy to implement, especially if it does not get full support from all components of the community. The potential of local wisdom must be carried out together, not individually, and not incidentally so that this potential can become an attractive attraction for tourists.

According to Pardosi, J., et.al (2019), an effort needs to be made to increase the local community's sense of belonging or ownership of the local culture or tradition. This can be done by providing socialization or counseling to reconstruct the mindset and mindset of the community so that they are moved to preserve their local culture.

2.3 Local Wisdom as a Tourist Attraction

Local culture or the way of life is part of tourism resources (Muliani L, 2019). Based on research results from Hasanah (2019), local wisdom that is still preserved in Sade Village, Central Lombok Regency, is an attraction for tourists as well as having a positive impact on the economy of the surrounding community. This is in line with the research results of Turgarini, Baiquni, Harmayani (2018) which states that cultural heritage is one of the factors that attracts tourists to come to the city of Bandung.

Attractions are the main motivation for tourists to carry out tourism activities. According to Suwena & Widyatmaja (2010: 88), attractions are an important component

to attract tourists so that attractions are called the main capital (tourism resources) of a tourism activity.

Cultural tourism includes a variety of activities, ranging from watching art performances, seeing cultural festivals, visiting traditional houses, visiting museums, and visiting historical heritage sites or commonly referred to as heritage tourism.

According to PATA, more than 50% of foreign tourists who visit Asia and the region are hoping to see and witness the customs, the way of life, historical relics, ancient buildings (Kausar, 2015). Beside cultural tourism, local wisdom derived from traditional kitchens can also be a tourist attraction. The term culinary tourism is known by several other terms or designations, such as food tourism or gastronomic tourism (Long, 2013).

Minister of Tourism and Creative Economy (Menparakeraf) Sandiaga Salahudin Uno stated that post-pandemic gastronomic tourism can become an attraction for Indonesia's tourism and creative economy. The purpose of this tour is not only to enjoy and experience a typical food that has never been tried before, but also to explore the unique values related to culture and history that are hidden behind those traditional dishes (Yuli, S., 2022).

2.4 Development of Tour Packages

A tour package is a tourist trip with one or more destination of attractions which are composed of various certain travel facilities in a fixed travel program, and is sold as a single price involving all components of the trip (Nuriata, 2014:11). In other words, a tour package can be defined as a tourism product in the form of a travel composition that is compiled and sold in order to provide convenience and practicality for tourists in traveling. The existence of tour packages can provide comfort for tourists.

The tour package itself is divided into two, namely ready-made tours and tailor-made tours. Ready-made tour is a tour

package product in which the components have been determined, cannot be changed and can be directly purchased by tourists. Meanwhile, the tailor-made tour, the nature of the tour package, can be changed in terms of its components according to the needs and desires of consumers.

In the development of tour packages, the planning is carried out through the ADDIE (Analysis, Design, Development, Implementation, Evaluation) procedure. The goal is to produce an effective and appropriate tourism package development.

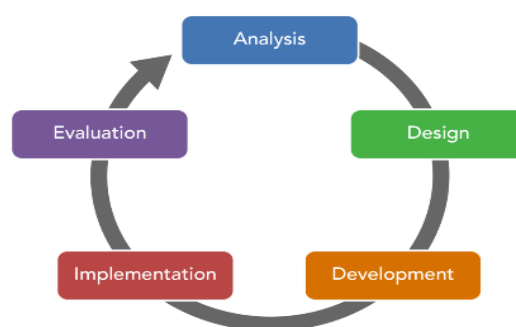


Figure 2.1 ADDIE Development Method

2.5 The Pentahelix Model

The Pentahelix model is stated in the Regulation of the Minister of Tourism of the Republic of Indonesia No. 14 of 2016 concerning Guidelines for Sustainable Tourism Destinations. This model involves 5 interrelated elements: community/society, government, academia, business, and media. Through the optimization of these 5 elements, it is expected to provide more effective benefits for tourism destination.

3. Method

This study uses qualitative method with descriptive research type. The location of the research was in Desa Wisata Wates Jaya, Kecamatan Cigombong, Bogor Regency, West Java. Data collection techniques were carried out by conducting FGDs and in-depth interviews with 4 informants representing the tourism village manager, village elders, and local culinary actors.

4. Results and Discussion

4.1 Profile of Desa Wisata Wates Jaya

Desa Wates Jaya is one of the villages in the Cigombong sub-district, West Java, Indonesia. This village is located in the southernmost district of Bogor which borders to Sukabumi Regency. This village is famous for its plantation products such as cassava, banana, taro, coffee, cardamom, and others. In this village there is also a natural conservation center for the Bodogol forest (part of Gunung Gede -Pangrango).

Based on the Village Head Decree No. 141-1/62/KPTS/XII/2018, Desa Wisata Wates Jaya Kampung Lengkong RT 01, 02 RW 05 has been designated as a tourism village. Among the 8 villages in Desa Wates Jaya, the initiation and participation of the most active youth driving tourism comes from Lengkong Village.

Desa Wisata Wates Jaya has met the standard of tourism component 3A as a basis of a tourist destination. Lido Lake that has been well known as a tourist attraction since the colonial period is administratively included in the area of Desa Wates Jaya. The cool and fresh air, panoramic views of the natural beauty between Mount Gede Pangrango and Mount Salak, and the abundance of clear water from the Cisadane river become a magnet for tourists to do water activities, such as river tubing. There are several waterfalls with beautiful views that many tourists are targeting for trekking and camping. No wonder if a giant company like MNC fell in love with this area.

PT MNC Land, Tbk. in collaboration with a company owned by Donald Trump, had a plan to build an international-scale theme park and resort with a total master plan area of around 3,000 hectares, it is reported that up to now an area of 2,000 hectares in Desa Wates Jaya is owned by MNC Land.

In the original plan, this Disneyland-class theme park and a high-end accommodation will operate in 2022. Construction activities had stopped, but now have started again. It

is projected that in 2023 this project will be completed. This mega project certainly seems to bring fresh air to the tourism sector. Imagine the number of domestic and foreign tourists who will be enthusiastic about visiting this world class tourist attraction.

Of course this project has a positive impact on the development of Indonesian tourism, which had fallen during the pandemic. World class theme parks as artificial tourist attractions have always been a most wanted tourist attraction that can absorb many tourists. But on the other hand, the development of tourist destinations that involve investors, especially foreign investors, will usually only leave a small profit for the local community around the destination.

This condition has been realized by the manager of the Desa Wisata Wates Jaya. Therefore, the development and promotion of tourism villages needs to be continued so that the arrival of tourists to this theme park are not only a threat, but also an opportunity. The presence of large numbers of tourists around the Desa Wisata Wates Jaya is an opportunity that must be captured and managed properly. Therefore, it is necessary to develop a tourist attraction that can be packaged in several choices of tour packages by emphasizing local potential and local wisdom. A different experience from those offered by the theme park.

Accessibility to this village is quite good. To reach Desa Wates Jaya, tourist can use the train or a car. From Bogor station to Cigombong station it takes about 42 minutes. By using a car, from the Jagorawi toll road towards Bogor, continue towards Sukabumi via the Bocimi toll road and exit at the Cigombong toll gate.

To get to the location of the Desa Wisata Wates Jaya, from the Cigombong station, the journey can be continued using public transportation to the Lido area, then using a motorcycle/taxibike. The road to Desa Wisata Wates Jaya is slightly challenging, but along the way, tourists will be presented with amazingly beautiful natural scenery.

The access road can already be passed by four-wheeled vehicles.

For amenities related to accommodation, this tourism village, especially in Kampung Lengkong, already has adequate homestays. Since the 1990s this village has become a place to stay for Lemhanas participants who conduct training.

4.2 The Potency of Local Wisdom

4.2.1 Cultural Tourism

The main livelihood of the community in Desa Wisata Wates Jaya is as farmers, so that their daily life as an agrarian society becomes part of local wisdom. Most local people do not understand that their daily life as an agrarian society can actually have the potency to become a tourist attraction.

Urban people who are experiencing boredom with their lives, it is certainly a sensation to live in a house with traditional woven bamboo walls. Also participate in the daily life of the villagers with all its simplicity. Strolling across the rice fields and gardens in the midst of beautiful nature and fresh cool air, and watching the fireflies fly at night is a stress reliever.

In addition, as part of the Sundanese ethnic community, most of the people in this village still use the Sundanese language actively. Even though they also understand Indonesian well, their daily spoken language is still Sundanese with a thick accent. This certainly opens up opportunities for tourists who want to learn the Sundanese language typical of Bogor. With their hospitality, of course, learning a language can be a fun event.

The people of the village also still believe in unique myths, including during trekking to the waterfall. There are some beliefs that will have bad consequences if violated. Believe it or not, but this is part of local wisdom. Therefore, if tourists want to travel to waterfalls around this tourism village, they should always be accompanied by a local guide.

Traditions related to children's playing

habits are now rarely carried out, almost replaced with cellphones, like in big cities. Children's games such as *egrang*, *pepeletokan*, playing *icikibung* in the river, martial arts, are rarely done. The local community does not understand the importance of preserving local wisdom and most of the younger generation now do not have a sense of belonging to their own tradition. This was revealed by Yayan, one of the informants who is also a local community leader.

“Nowadays, most of the young people are no longer familiar with the traditional culture. For example, talking about the art of Kelid, where are there children who now want to learn Kelid?”

Kelid is a kind of martial art, typical of Kampung Lengkong. According to Yayan, now there are no more young people who want to learn Kelid. The ability to play Kelid until now stopped at the Yayan generation only. However, it is still a potential cultural tourism that has the possibility to be developed. The existence of kelid performances or learning kelid together as a sport can be used as part of a typical tour package for Desa Wisata Wates Jaya. Furthermore, regarding children playing activities, informant Abdul Manan as a manager for Desa Wisata Wates Jaya also expressed his concern,

“In the past, after dawn, we usually went down to the river to play icikibung. That's great. You don't feel the cold water because it's so much fun playing. Or, I also often play pepeletokan or egrang, together. Now this game is rarely played by children here”

4.2.3 Gastronomic Tourism

The uniqueness of some foods and the typical cooking process of Desa Wisata Wates Jaya has the potency to become a tourist attraction, for special interest tourists who do have an interest in gastronomic. According to Suwena & Widyatmaja (2010: 88), attractions are an important component

to attract tourists so that attractions are called the main capital (tourism resources) of a tourism activity. For this type of tourist, the experience of seeing, tasting, and going directly to the preparation and cooking of special foods, while listening to stories about the origin, history, and philosophy of a food, is the main attraction. Gastronomic tourism does more than just food tasting activities.

Although most of the food is not much different from other Sundanese specialties, in terms of local wisdom, since this village is close to the Cisadane river, there is a unique type of food that uses fish endemic to the Cisadane river as the main ingredient. The name of the dish is *Keumek*. This dish uses simple spices, but the taste is still delicious and the most important thing is the value of the main ingredients of fish which can only be found in Cisadane river.

The names of these typical fish are *sengal* fish, *beunteur* fish, *soro* fish, *jeler* fish, *arelot* fish, *leni* fish, *payo* and *hurang*. *Sengal* fish shapes like catfish but smaller in size, *benteur* fish is like goldfish but its bodies are more elongated, *jeler* and *payo* fish are types of small fish that can only grow as big as a little finger, head of *arelot* fish is like an eel but the tail is like a catfish, *leni* fish is also shaped like catfish, but there are spots on their bodies, while *hurang* is a term for small river shrimp. All of these fishes are cooked with spices such as shallots, garlic, red chilies, bird eye chilies, ginger, turmeric, galangal, bay leaves, lime leaves, and lemongrass. Lutfi, one of the informants whose house is often used as a public kitchen when there is a celebration in Lengkong Village, explains how to cook *Keumek*.

“Keumek is like being poached. But when cooking keumek, don't stir it often because it will destroy the fish. There are also those who make keumek by frying the fish first, then the seasoning is not added to water so that the fish becomes drier. That's just according to

taste. There are also those who usually add sliced honje, so it becomes fresher and smells good.”



Figure 4.1. Keumek made from endemic fishes in Cisadane river

This dish is also cooked when trekking to the Cisadane waterfall which is one of the leading natural tourist attractions here.

Cooking rice using *seeng* and a bamboo steamer, with a firewood stove which its wood is taken from the surroundings is still practiced in several houses in this village. In Kampung Ci Letuh Hilir, one of the villages in Desa Wates Jaya, is a *seeng* producer. *Seeng* is a kind of traditional steamer with a distinctive shape, used for steaming rice. It also takes a bamboo steamer as a container to put the rice. *Seeng* can be made from aluminum or copper. *Seeng* from copper is relatively more expensive because the material is thicker and stronger. In this village, tourist can see the process of making *seeng* and other cooking utensils, such as pots or pans.

As is the tradition of the Sundanese people, after the rice is cooked, it is not served immediately. However, it is first mixed and fanned so the rice does not go stale quickly. They called it *nasi akeul*. However, this activity now is almost been replaced with the practical magic com. But the taste and texture of *nasi akeul* is different.

One other local wisdom that has the potency to become a gastronomic tourist attraction is cooking with *bubuy* technique. *Bubuy* is a unique Sundanese cooking

method that is also used in this village. Usually used to make *pepes peda*. Bubuy means cooking by putting it in hot coals. This is not an everyday food. But according to Lutfi, if guests come from out of town, they usually ask to cook this dish.

Another local wisdom is cooking *tutut* from rice fields. Since most of the people here live as farmers, *tutut* is commonly cooked by the people. *Tutut* are cooked with spices similar to *keumek*. Lutfi gives tips on cooking *tutut* to make it more delicious.

"Tutut must be soaked overnight so that the dirt comes out"

There are also many kinds of sweets made from glutinous rice. One that is unique is *dodol*. It is quite unique because *dodol* from this village is added with fried shallot during the cooking process, so that the taste becomes not only sweet but also savory and the aroma is more fragrant. *Dodol* is cooked on a firewood stove, using a large skillet and a wooden stirrer. While cooking a *dodol* it should always be stirred so that it mixed evenly and does not burn. This is where skill and experience are needed, for stirring *dodol* dough in large quantities is certainly not an easy job. The *dodol* dough starts from liquid to thicken and takes quite a long time. However, this exhaustion will pay off when tasting the delicacy of this soft, sticky, sweet and savory *dodol* of Kampung Lengkong.



Figure 4.2 Making of *Dodol* Lengkong with specific taste and aroma

Another sweets that uses glutinous rice flour as basic ingredient is *geplak*. The taste

is similar to Betawi *geplak*, but it is more moist. There is also *Kue Ali*, which is similar to Betawi's typical *Kue Cincin*. The basic ingredients are glutinous rice flour and brown sugar. *Rengginang* is also made from glutinous rice and is popular cracker snacks in this village. These two crackers can be a bought as souvenir for tourists, either in raw or cooked form.

There are also various chips, such as cassava chips, banana chips and taro chips. One of the famous chip craftsmen in this village is in Kampung Ciletuh. All the cooking processes, from peeling, shaving, frying, and seasoning are done manually in a simple kitchen. Pak Mislán, the craftsman, knows very well how to choose the best quality raw materials. That's why the cassava chips here are thin and crispy.

The typical eating tradition of West Java, *Nasi Liwet* is also found in this village. Rice cooked in castrol can be enjoyed with any dish. For vegetables, most people who are really active in growing vegetables in their yards, usually serve stir-fry vegetables with simple seasoning. The most common vegetable is kangkong or bok choy. When the fathers come home from the rice fields with mushrooms that grows on straw, then mom will cook stir-fry mushroom.

Coffee is also one of the mainstay crops in this village. This small robusta coffee bean which according to coffee experts has a distinctive taste is named *Kopi Cisadane Hulu*. For coffee fans, coffee from *Cisadane Hulu* beans are said to have quite good quality, although the harvesting, fermentation, and roasting processes are still manual. Traveling to coffee plantations, tasting coffee, while learning about the processing of coffee beans can also be an interesting choice of tourist attractions.

One of the products currently being developed in *Desa Wisata Wates Jaya* is madu trigona. In Kampung Lengkong, there is a madu trigona farmer who is ready to give lessons about this unique honey that is also known as madu *klanceng*. This honey is produced not from honey bees, but from

klanceng bees which are smaller in size and produce a more complex taste. Cultivation of this honey is not very well known, but its properties are not inferior to ordinary honey.

Seeing all the existing tourism potential, the development of cultural tourism and gastronomic tourism packages are also believed to be able to increase sense of love, a sense of belonging, sense of pride and a desire of local people to continue to preserve their precious traditions. If tourists as outsiders appreciate it, of course the local community must have a higher sense of appreciation.

4.3 Tour Package Development

In the development of tour packages, the planning is carried out through the ADDIE (Analysis, Design, Development, Implementation, Evaluation) procedure as follows:

- a. The analysis stage was carried out through FGD and observation. From the results of interviews and observations made, there are quite a lot of potencies of local wisdom in Desa Wisata Wates Jaya that can be developed into a special request tourist attraction.
- b. The design stage is carried out by mapping these potencies to be packaged into choice of tour packages as follows:

1. A Day to Be a Local Farmer

Choice of activities that can be done:

- a) Planting rice/harvesting rice
- b) Watching the rice mill
- c) Coloring *caping* hats (especially for children)
- d) Catching *tutut*
- e) Cooking *nasi akeul* using *seeng*

2. The Fun of Playing Traditional Games

Choice of activities that can be done:

- a) Learning *kelid*
- b) Making and playing *pepeletokan*
- c) Playing *egrang*
- d) Playing *icikibung* in the river
- e) Catching fish in the river

- f) River tubing

Gastronomic Tour

1. Typical Gastronomy of Lengkong Village

Choice of activities that can be done:

- a) Making *dodol*
- b) Catching river fish
- c) Cooking *keumek* fish
- d) Cooking *nasi akeul* using *seeng*
- e) Mushroom hunter
- f) Catching *tutut*
- g) Cooking *tutut*
- h) Cooking *pepes peda bubuy*
- i) Making cassava chips
- j) Picking cardamom and tasting fresh cardamom
- k) Learning and tasting *madu trigona* and
- l) Learning how to make *seeng*

2. Coffee Tour (Depending on Season)

Choice of activities that can be done:

- a) Learning the types and characteristics of coffee beans
- b) Coffee plantation trekking
- c) Picking coffee beans
- d) Seeing the coffee bean fermentation process
- e) Watching the coffee roasting process
- f) Coffee tasting in the coffee garden
- g) Wandering in the coffee garden

- a. The development stage is carried out by preparing interesting story telling with historical values, traditions, myths, and philosophies. Tourists will also be given a pocket book containing complete information about the Desa Wisata Wates Jaya, including all of its attractions of local wisdom. This is the added value in the tour packages offered. This stage also prepares a choice of tour packages that can be ready made or tailor made with special conditions.
- b. The implementation and evaluation stages are planned to be held to coincide with the birthday of the Desa Wisata Wates Jaya Tourism Village at the end of 2022.

4.4 The Pentahelix Model for the Development of Wates Jaya Tourism Village

The pentahelix model involves 5 interrelated elements, namely community/society, government, academics, business, and media. This model has been widely used as a basic reference in the development of sustainable tourist destinations.

a. Community/Society

Although not all people understand the benefits of developing tourism in their village, Desa Wisata Wates Jaya already has *pokdarwis* with high enthusiasm for tourism development. There are already local champions that ready to become the driving force of change.

b. Government

Unfortunately, the government, especially the village government so far, seems not too focused on developing tourism sector. Not many of its programs are integrated with the tourism village program.

c. Academics

Desa Wisata Wates Jaya has been a foster village of Institut STIAMI, Jakarta since 2019. In collaboration with Institut STIAMI, Desa Wisata Wates Jaya has succeeded being the top 8 of 20 villages assisted by universities throughout Indonesia.

d. Business

Collaboration with the business world and industry is still limited. Desa Wisata Wates Jaya should give more attention to this element with Institut STIAMI as collaborator.

e. Media

Exposure to print or electronic media is still limited to local media around Bogor Regency. However, through social media, Desa Wisata Wates Jaya has begun to actively use Instagram to promote and market its tourism products and activities. Currently, social media has become a source of information for tourists, especially young tourists who are active in social media.

By seeing this condition, the researcher developed a modification of Pentahelix model which divided into 3 clusters: the community/community and government as the main actors, academics and business as supporting actors, and the media as second supporting factor. The schematic of this model can be seen in Figure 4.1 below:

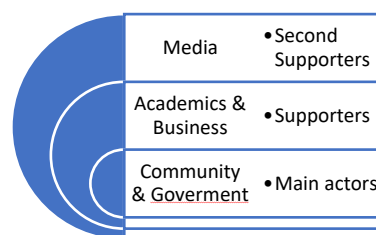


Figure 4.3 Modification of the Pentahelix Model for the Development of Desa Wisata Wates Jaya.

Source: Researchers (2022).

Strong collaboration between the community/society and the government is highly needed. So far, collaboration has not been created optimally so that the development of tourism villages cannot be maximized. The support of the village government is very much needed, especially regarding policies about access to Desa Wisata Wates Jaya through MNC Land which are often still constrained.

Furthermore, collaboration between academics and business as supporting actors is also very much needed. So far, the STIAMI Institute as an academic companion has not collaborated with the industry. For the next action, the participation of related industries, such as travel agents, is needed.

For element of media, Desa Wisata Wates Jaya should design digital tourism marketing communication strategy.

5. Conclusion

Desa Wisata Wates Jaya has a lot of potencies for cultural tourism and gastronomic tourism that can be developed into a choice of tour packages. Although some traditions have started to disappear and are no longer practiced by the local community, by reviving them through

tourism activities, it is hoped that this can increase the sense of belonging and sense of love from the society.

Modification of the Pentahelix model is needed for the development of Desa Wisata Wates Jaya where the 5 elements are grouped into 3 clusters: community/society and government are the main actors, academics and business as supporters, and the media as second supporters.

Furthermore, after the collaboration development model of the main actors and supporting actors can be implemented properly, further research is needed regarding the media elements. Research on appropriate tourism communication for promotion and marketing of Desa Wisata Wates Jaya is needed so that this modification of the pentahelix model can have an optimal impact.

6. Confession

The researchers would like to thank the Ministry of Education, Culture, Research and Technology (Kemristek) which has provided research funds for *Penelitian Dosen Pemula* in year of 2022. The researchers also thanks the LPPM Institut STIAMI for facilitating this research activity and providing guidance, starting from the preparation of proposal to research reports. Not to forget, the researchers also thank to all the informants and society of Desa Wisata Wates Jaya for their cooperation during this research.

7. References

- Arqam A. 2021. Partisipasi Masyarakat dalam Pengembangan Desa Wisata di Kampung Lengkong, Kecamatan Cigombong, Kabupaten Bogor, Jawa Barat. Institut STIAMI; 2021.
- Bhudiharty S, Ratnasari K, Waluyo SD. Analisis Potensi Daya Tarik Wisata Gastronomi Di Kawasan Petak Sembilan Glodok, Jakarta Barat. *Jurnal Industri Pariwisata*. 2019; 2 (1): 50-58.
- Fajrila F, Sepdanius E. Studi Permainan Tradisional sebagai Wisata Minat Khusus di Desa Wisata Kubu Gadang Kota Padang Panjang. *Jurnal Stamina*. 2020; 3 (6):360 – 370.
- Hamzah A, Irfan M. Tourism Village Expansion In The Concept Of Sustainable Tourism Development (Indonesia Experience). *J Kenotariatan*. 2018; (3):1-12.
- Hasanah R. Kearifan Lokal sebagai Daya Tarik Wisata Budaya di Desa Sade Kabupaten Lombok Tengah. *DESKOVI: Art & Design Journal*. 2019; 2(1) 45-52.
- Pardosi Jhonson, Nurcahaya Bangun, Asmyta Surbakti, Samerdanta Sinulingga. (2019). Revitalisasi Daya Tarik Wisata Budaya di Desa Lingga Kabupaten Karo. *Jurnal Pariwisata Pesona*. Volume 04 No 2, Desember 2019: p 132-138
- Kausar D. (1 Oktober 2022). Memacu Pariwisata Berbasis Budaya. URL: <https://investor.id/opinion/133718/memacu-pariwisata-berbasis-budaya>.
- Kememparekraf. (29 September 2022). Desa Wisata Terus Tumbuh sebagai Pariwisata Alternatif. URL: <https://www.kememparekraf.go.id/kebijakan/Desa-Wisata-Terus-Tumbuh-Sebagai-Pariwisata-Alternatif>.
- Leonandri D, Rosmadi MLN. The Role of Tourism Village to Increase Local Community Income. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*. 2018; I (4): 188-193.
- Long LM. (2013). Culinary Tourism. *Encyclopedia of Food and Agricultural Ethics*. p 1-8.
- Manteiro M. Model Pengembangan Desa Wisata Berbasis Kearifan Lokal sebagai Strategi Pengentasan Kemiskinan Di Kabupaten Rote Ndao Nusa Tenggara Timur. *Jurnal Bisnis & Manajemen Volume 2 Nomor 2 Desember 2016*. 93-101
- Muliani L. Potensi Bubur Ase sebagai Daya

- Tarik Wisata Kuliner Jakarta. Destinesia. 2019;1 (1) 50-56.
- Nuriata. Paket Wisata. Bandung: Alfabeta; 2014:11
- Spillane, James J. (2003). Pariwisata dan Wisata Budaya, CV. Rajawali.
- Suwena, IK, Widyatmaja I. (2010) Pengetahuan dasar Ilmu Pariwisata. Cetakan pertama. Udayana University Press; 2010: 88.
- Ting H, Shyan Fam K, Jun-Hwa JC, Richard JE, Xing Nan. Ethnic Food Consumption Intention at The Touring Destination: The National And Regional Perspectives Using Multi-Group Analysis. *Journal Tourism Management*. 2019; (71) 518-529.
- Turgarini D, Baiquni M, Harmayani E. (2018). Gastronomi Sunda sebagai Atraksi Wisata di Kota Bandung. Universitas Gadjah Mada; 2018.
- Yuli, P. Surya (19 Oktober 2022). Menparkeraf: Wisata Gastronomi Bisa Jadi Daya Dorong Pariwisata dan Ekonomi Kreatif. URL: <https://www.suaramerdeka.com/ekonomi/pr-043406942/menparkeraf-wisata-gastronomi-bisa-jadi-daya-dorong-pariwisata-dan-ekonomi-kreatif>