

## **Sustainable River Tourist Destination Development in the Perspective of Education, Regulation and Environmental Friendliness**



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**ABSTRACT:** This research intends to evaluate the creation of environmentally beneficial, educational, and regulated tourism attractions along the river. Bogor Regency is one of the tourist settlements overseen by the government to promote the village economy and family economy along the Bojong Kulur river. The population of the river tourism village in Bojong Kulur village was sampled using a descriptive qualitative non-random sampling methodology. The study's sample consisted of 138 respondents. According to this study, the river tourism village has implemented four concepts: (1) the idea of a tourist destination; (2) facilities; (3) regulation; and (4) improvement of the family economy. Also, for even better development, the media's and relevant governments' roles in preserving tourism attractions in the village of Bojong Kulur, Bogor Regency, are essential.

**KEYWORDS:** Tourist Destination, Education, Regulation and environmental friendliness

### **INTRODUCTION**

The growth of tourist destinations is an ongoing, sustainable process that leads to increased value. As a cross-sectoral, interregional planning and development system based on the support power and conditions of the community with the goal of enhancing the welfare of the surrounding community and mutual benefit, a tourist destination is not a stand-alone system but is closely related to the level of public education.

The level of public education, which is an ability with a variety of possibilities or hopes for further development, whether it be in the form of strength, power, or abilities that are obtained by the community directly or through a protracted process, is very closely related to the development of tourist destinations. When there is human life in this earth, education is like an experiment that is never ended. Education is regarded as such since it is an aspect of human culture and civilization, both of which are always evolving. One of the areas that needs special attention in the implementation of national development is education. This is why it is important for each region to consider how it might be developed and appointed in order to create value and help the local community.

In order to reflect the role of local communities who are involved in the process of developing and managing tourism, education is crucial. This will enable synergies to occur and build programs that are compatible with the objectives and wants of the community. To promote the welfare of the neighborhood surrounding tourist sites, management of tourist destinations also necessitates the involvement of all societal segments in the development of these tourism items.

The administration of tourism items depends heavily on the existence of the community. The lack of understanding of the community surrounding tourist attractions is a problem that frequently affects the development of tourist attractions, making it difficult for these developments to truly benefit the local economy. One must thus make an effort to determine the factors that affect the amount of community involvement in order to effectively develop the Bojong Kulur village tourist objects. In essence, it aims at equitable development between the present and future generations in the village of Bojong Kulur in order to achieve the development of sustainable tourist destinations independently.

Yet, the issue the local administration is dealing with is the lack of awareness among the populace, who see the river as a danger and a potential cause of catastrophe for human life. Consequently, it is essential to clarify the community's perception by reframing the idea that the creation of a tourism village aims to turn the river into a source of livelihood that benefits the residents of Bojong Kulur and its surrounds. The community of Bojong Kulur village will benefit more from the development of a tourist village in terms of welfare, insight, knowledge, and creativity. Bojong Kulur Village in the Gunung Putri District of Bogor Regency is the subject of this study. Bojong Kulur Village was selected as the study's primary subject because, according to the Independent Village Index (IDM), it has been an independent village since 2016 and is now ranked first in Bogor Regency, Province of West Java, and seventh nationally.

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Potential should generally be optimized because it is a sort of ability that a person has against himself. Development potential is a collection of assets that should be developed by all parties to promote development from a variety of angles, including the economy, social education, culture, tourism, and other areas, with a variety of possibilities or hopes for further development, whether in the form of strength, capacity, or abilities that the community acquires directly or over the course of a long process. Talking about the development of a tourist village can be interpreted as a process of change that is carried out intentionally by the community from the old culture to a new culture that aims to provide benefits from various points of view by taking into account the characteristics of the village, potential, natural panorama, and the environment which is still beautiful by involving various elements of the local government and society through a long process (Hidayah, 2019)). Destination development shows that the tourism sector has provided economic benefits and simultaneously applies the principles of sustainable tourism (Kristiana & Nathalia, 2021). Development includes more than just expanding access to resources or improving welfare; it also considers how the development's target community will experience its advantages, particularly in the case of tourist villages. In reality, the community must actively participate in the development of a tourist village, demonstrating the strong correlation between the level of community engagement and the level of development of a tourist town (Puspitaningrum & Lubis, 2018). As a result, a destination management strategy that takes into account the advantages, disadvantages, opportunities, and dangers associated with each category of characteristics must be developed (Hatibie & Purwaningrum, 2021).

Several studies show that integrating the community in the development of the tourism industry will result in success that is in line with the goals and aspirations of the community itself. The findings of this study demonstrate how important community involvement and educational attainment are to the growth of tourism attractions. Prananda Putra An area's tourism industry's presence can have both beneficial and bad effects. Yet, in essence, it depends on management and management of tourism, roles that are played by all stakeholders in the region, including those from the public, private, and community sectors.

When the process of achievement can be carried out through effective tourism governance, the aims and missions of good, sustainable (sustainable tourism), and open-minded tourism development will be fulfilled. (Good tourism management). The principle guiding the implementation of good tourism governance is the existence of program coordination and synchronization among current stakeholders, as well as the engagement of synergistic (integrated and mutually reinforcing) active participation between the government, the private sector or the tourism industry, and the relevant local communities (Talib & Usu, 2019)

To qualify as a community-based tourism destination, a tourist village's development must engage the community and make it the primary actor in that development since there are crucial factors to consider. The role of the government and community involvement, the role of stakeholders in examining the potential of tourist sites, as well as the role of village institutions, which consistently provide ideas and input for the development of tourist areas, all contribute to the creation of sustainable tourist destinations (Kelana, Wibowo, & Padmaningrum, 2022)

### Family Economy

The phrases "economic" and "family" are the only words used to describe it in family lingo. Economics is the use of resources by people, either individually or collectively, to meet their needs. The family is a familial unit where production, consumption, and distribution of goods and services take place (<https://text-id.123dok.com/document/lq5n75d3q-pengertian-peningkatan-pengertian-ekonomi-keluarga.html>, 8 August 2022, 10.34).

The capacity of the community to foster and use creativity while still serving the interests and demands of the general populace, which are focused on crafts and culinary. One of the village government's programs for using resources to assist the community grow and enhance village development is village community empowerment. Community empowerment as a dedication to enhancing one's own conditions and circumstances (Sahabuddin, Syaeba, & Marniwati, 2021).

The efforts made to raise the degree and satisfy the demands of the family are to make sensible use of limited resources. A person will feel peaceful and at rest when he has sufficient economy, leading to a better life also (Tindangen, Engka, & Wauran, 2020). Economics refers to personal finances. According to Aris Toteles, who was cited by Soekanto, "that in every country there are three elements, very rich, poor, and in the center," the socioeconomic standing of the family is produced either consciously or unintentionally by itself (<http://repository.uin-suska.ac.id/20501/7/7.%20BAB%20II.pdf>, 3 August 2022 jam 17.43).

Consequently, it can be said that the family economy is an effort made by humans to satisfy their wants through work and to be accountable for the requirements and happiness of their social lives. In terms of economics, the family is inextricably linked to the community's environment and educational system. As a result, the town must deal with both human concerns and the sustainability of the environment as this tourist destination develops. Due to the fact that local community involvement will serve as the precursor to the creation of a River Tourism Driving Group, it is necessary to grow tourism in the area with consideration for environmental sustainability. In conclusion, the availability of chances for enterprises that can raise the level of the economy and motivate individuals to be more engaged in doing business and promoting tourism in the area results in positive advantages

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felt by the local community. Nonetheless, the advantages continue to put strain on regional environmental sustainability (Rusata, 2019).

### **Education**

The importance of education in a person's life can be attributed to the fact that the more educated a person is, the broader his knowledge base and the greater his capacity for analysis, which will ultimately enable him to solve the problems he encounters. In other words, education provides the foundation for improving one's quality, specifically the capacity to carry out one's responsibilities. The process of imparting knowledge, skills, and specific skills in order to shape a person's attitude or personality over a considerable amount of time, both formally and informally, is known as education.

Quality matters for village government representatives in the execution of governance and development. The study's findings indicate that each village government apparatus's ability to carry out its duties depends on a variety of factors, including mental attitude, discipline, and education. The ability of the village head to administer leadership is another indicator of the quality of village government officials. This is because the best performance of village government officials' duties through quality improvement will undoubtedly support the achievement of the best development implementation. Considering that village government representatives are the driving force for village government implementation (Nawawi, 2019).

One of the criteria for the Human Development Index is education. In order to change mindsets, attitudes, and behaviors, it is crucial to raise public awareness of the value of education that affects human quality. This includes educating the general public, especially the underprivileged, about the relevance of education and its significance. In terms of the Human Development Index (Wijayanti, Pajriah, & Kusmayadi, 2020).

The importance of carrying out development as a whole, in both urban and rural areas, is indicated by the social justice development principle. Due to topographical obstacles that frequently make it difficult for amenities and modernization to reach rural areas, rural communities are frequently left behind in the fields of education and development. The expansion of schooling in rural areas is one phenomenon that merits notice. In comparison to pupils in urban areas, students in villages frequently fall behind in terms of education. The degree to which people are aware of its value is heavily influenced by their level of education and economic situation (Nurhidayah, Irawan, & Fatmah, 2020).

This could lead to an educational gap that could impede development, it is thought. Increasing the professionalism of teachers in rural locations is one strategy to combat this, which is anticipated to raise student achievement in small towns (Suryani, 2018).

### **Ecologically responsible**

Global warming, which causes losses that are felt by people everywhere, is currently a significant issue in life. According to NASA, global warming is like the virus, and climate change is like the earth having a "fever." The world is currently in a highly uneasy situation (merdeka.com).

Go green is a marketing term for environmentally friendly products and services, as well as for laws, regulations, and guidelines that aim to reduce or even completely eradicate harm to environmental ecosystems and animal habitats. A product is deemed environmentally friendly if it contains recyclable elements and reduces environmental pollution throughout the course of its entire life cycle.

Although managers may not like it, they must monitor and control the environment around the tour in order to draw guests. The tourism sector is also reasonably environmentally friendly because it is focused on providing comfort for visitors. Environmentally friendly refers to a way of life that respects nature and the environment, starting with the smallest community unit, the family, and includes things like gardening in the yard, sorting waste by type with the help of a waste bank facility, and minimizing the use of single-use plastic. There are many sustainable improvements you can make to lessen harmful consequences, and actions like these are good for the environment and lower your monthly expenses (Durif et al (2010).

Homeguides.sfgate.com. Eco-friendly is defined as not being damaging to the environment, promoting a green lifestyle that conserves resources like water and energy, and avoiding the creation of air, water, or soil pollution. The findings demonstrate that a variety of factors influence consumer behavior, one of which is social responsibility for the community's survival, which motivates customers to adopt an ecologically friendly lifestyle by purchasing products that do not harm the environment (Wahhab, Rengganis, & Hanina, 2020).

## **RESEARCH METHODS**

In doing the analysis, that is, organizing and presenting the data in a way that makes them clearer to grasp and draw conclusions, this research is descriptive qualitative. In this study, a quantitative method is utilized to evaluate populations or specific samples. Random sampling procedures are used, along with data gathering tools and statistical data analysis to test the established hypotheses (Sugiyono, 2019).

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Using a non-random sampling strategy and a purposive selection method based on an area approach, researchers are placing research samples connected to the development of tourist sites in the village of Bojong Kulur. The minimum sample size needed is established using the Slovin method when establishing the sample size. 138 respondents were selected as part of the research sample using the Slovin method formula from the subpopulation.

$$n = \frac{N}{1 + Ne^2}$$

## Data collection technique

In this study, researchers collected data using observation (observation) with a tool in the form of a questionnaire. Observation is a data collection method that uses observations of research objects that can be carried out directly or indirectly. The research team used direct observation at the research location, especially in the Bojong Kulur Village community.

Data analysis Descriptive analysis is used to analyze research data in order to disclose and explain respondents' ideas based on their responses to research instruments. A descriptive analysis of the data is then performed using the acquired data to objectively and methodically describe the field condition.

The data processing is carried out as follows;

### 1. Coding of data

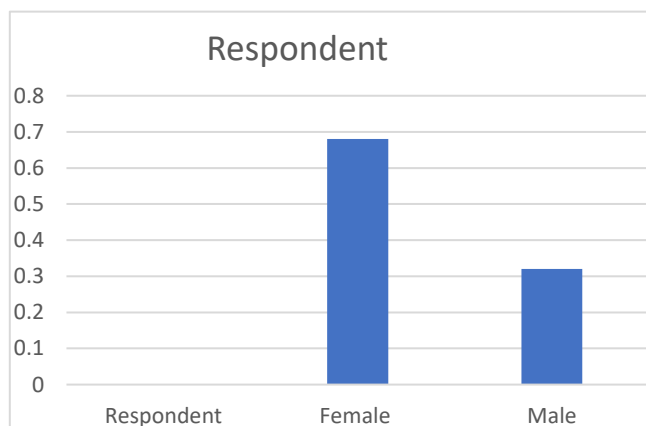
Data coding is the systematic compilation of unprocessed survey data with existing circumstances.

2. Cleaning of data (data cleaning) In order to make sure that all data is accurate, this is done.

3. Tabulation. Entering data into specific tables, then calculating them, is how tabulating is done. The study of the data analysis stage was carried out by checking and providing the number of respondents in each existing questionnaire, so that data processing was carried out with an adjusted quantity, in accordance with the explanations above. Afterward, carry out data analysis.

## DISCUSSION

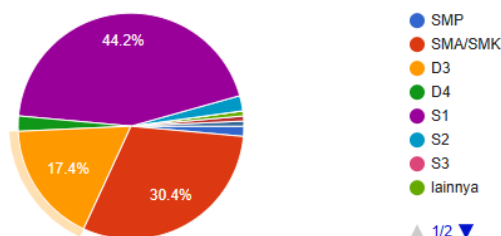
138 persons participated in the study, which was conducted in Bojong Kulur Village, Gunung Putri District, Bogor Regency, West Java.



Picture 1. Respondent

According to the graph above, the percentage of respondents who are male (58.9%) and female (41.1%).

138 responses



Picture 2. Level of Education

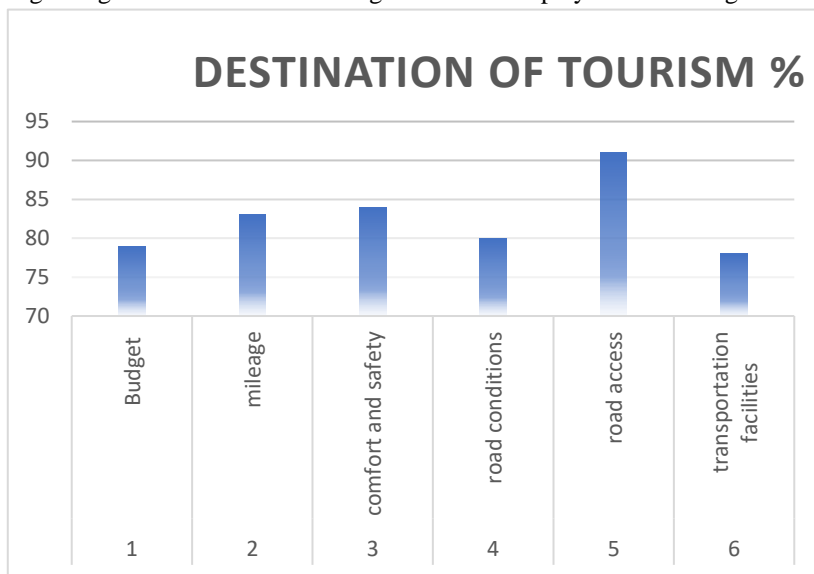
According to the image above, respondents with a Bachelor's degree typically had a higher education level (44.2%) than respondents with a D-3 degree (17.4%). There were 30.4% SMA/SMK responders. The high level of education in the Susur Sungai tourist resort is indicated by the significant proportion of respondents with college degrees. Because of this, the

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neighborhood around the tourist village can quickly adjust to new programs. The outcomes in the creation of tourist communities along the river serve as a marker for this. Here are research findings on what makes an excellent tourism destination.

### A. Tourist destinations

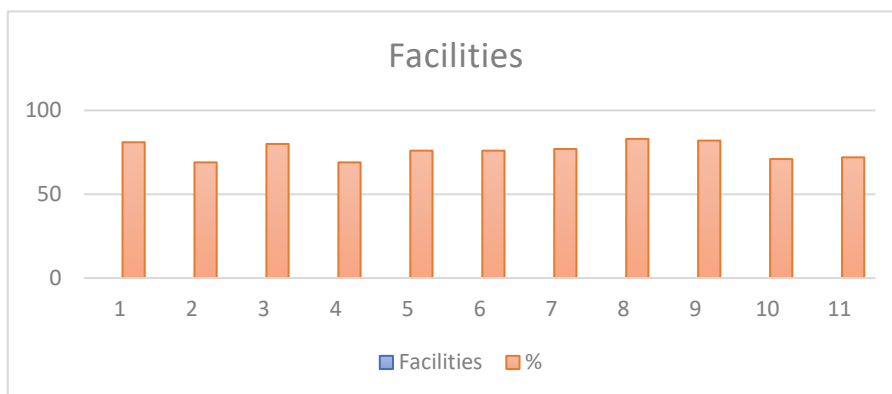
The idea of creating tourist destinations in Bojong Kulur has been implemented in a number of ways, including by fusing the practices and customs of village community life with natural and cultural tourist attractions, public tourism facility services, and suitable accessibility. The construction of a tourist village cannot, however, proceed as quickly as anticipated. The wishes of the larger community, including the village authority and the neighborhood, must come first in the development process. The remark from the local government regarding tourism attractions along the river is displayed in the image below.



Picture 3. Tourist Destination

In the image above, the Bojongkulur community made various claims concerning tourist attractions, including: 1) Budget, which was mentioned by as many as 79% of respondents as a requirement for the creation of a river tourism hamlet. 2) The growth of tourist settlements, which is said to be 83%, has a clear advantage in mileage, which is not difficult. 3) Comfort and safety, 84% of a tourist village should offer guests convenience and security. 4) The development of the current tourist village might be supported by decent road conditions, according to the majority of respondents, or 80%. 5) Road access: According to 91% of respondents, it is simple to find clear road access via the website or map. Also, at 78%, transportation facilities must be appropriately accessible. whereas the image below shows the amenities being developed for a tourist community.

### B. Facilities

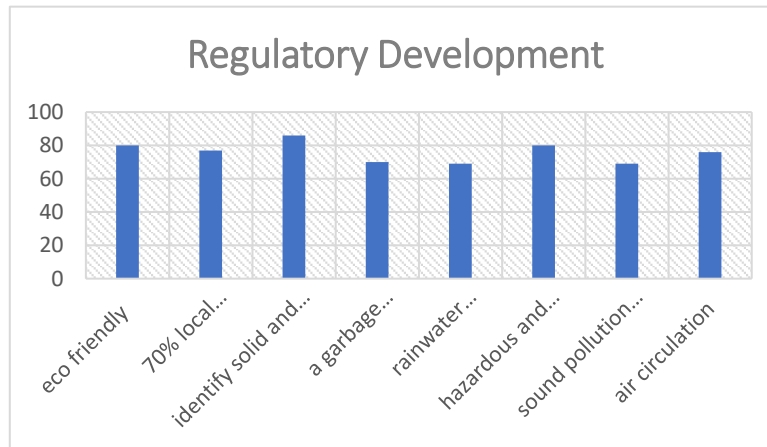


Picture 4. Facilities

On the basis of the aforementioned image, a number of conclusions about the facilities that are urgently required for the development of river tourism villages can be drawn, including: 1) amusing and kid-friendly, 2) educational facilities, 3) increasing people's income, 4) having a resting place, 5) having a place for souvenirs, 6) having WI-FI facilities, 7) having a toilet, 8) having a place parking, 9) mosque, Information is readily available, and you should respect local customs. If environmental friendly policies are not in place, as is demonstrated below, this will not occur.

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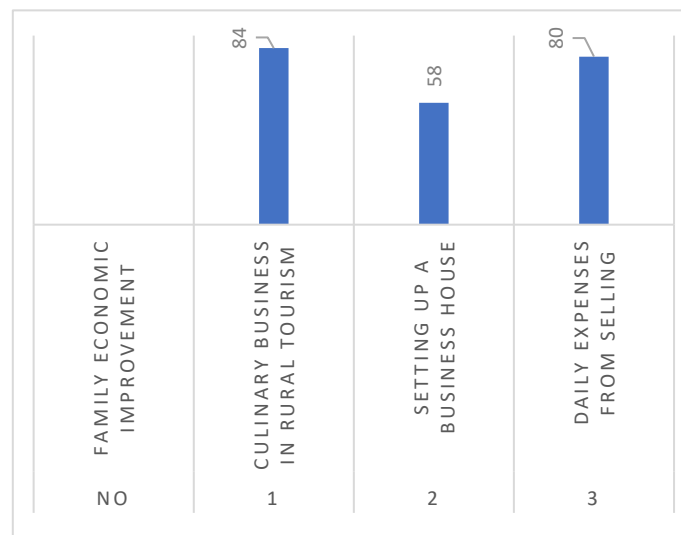
## C. Regulation



Picture 5. Regulation

It is clear from the image above that two factors must be taken into account while planning this development: 1) environmental friendliness; and 2) using 70% local materials. the management of hazardous and toxic waste, the control of noise pollution, the separation of dry and wet waste, temporary trash disposal sites, the absorption of rainwater, and the circulation of air. According to the riverfront community below, all of the aforementioned can help the tourism village family's economic afterwards.

## D. Family Economics



Picture 6. family Economics

River tourism has involved numerous communities in enhancing the economics of the tourist village community, including: 1) a restaurant in a tourist village, 2) the establishment of several business houses, and 3) there are daily expenses in sales. In the tourist village along the river, these three items are thought to be the foundation of the family economy.

## CONCLUSION

From the data that has already been obtained, it can be inferred that River tourism has launched four different projects, namely: a. the tourist destination project; b. the facilities project; c. the regulatory project; and d. the community economic development project. In addition, highly qualified community-based education in the wisata susur sungai region has contributed to a positive outlook on the destination's river tourism, Bojongkulur, Bogor. The entire village governments and the populace are expected to work together in this desa wisata development project, however media coverage of the project is crucial.

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