

FORGING PATHWAYS: ENRICHING TOURIST EXPERIENCES BY CONNECTING TOURISM VILLAGES AND RESORTS IN TANJUNG LESUNG, BANTEN, INDONESIA

EMRON KEMALA

SCHOOL OF TOURISM ECONOMICS (STIEPAR) YAPARI, BANDUNG, INDONESIA

ABSTRACT:

This research paper explores the dynamic interplay between tourism villages and resort destinations in Tanjung Lesung, Banten, Indonesia. By designing innovative rural tour programs, this study seeks to bridge the gap between these two tourism facets, enriching the experiences of resort tourists while simultaneously benefiting local communities. Through a comprehensive analysis of the program's development, implementation, and its impact on the local economy and culture, this research provides insights into the potential of connecting seemingly distinct tourism elements into a harmonious and sustainable whole.

KEYWORDS:

Rural Tourism; Tourism Villages; Resort Tourism; Community Engagement; Tour Program Design; Sustainable Tourism; Tanjung Lesung

INTRODUCTION:

Nestled on the western coast of Java, Indonesia, the pristine coastal region of Tanjung Lesung in Banten is a testament to nature's breathtaking beauty. Its idyllic landscapes and rich cultural heritage have made it a burgeoning tourist destination. Yet, like many places of remarkable potential, it faces the challenge of striking a harmonious balance between catering to the desires of resort tourists and preserving the authenticity of local communities. This study embarks on a journey to unravel the threads that connect these seemingly disparate elements, seeking to craft a cohesive narrative for tourism in Tanjung Lesung.

The crux of this exploration lies in the design and implementation of rural tour programs, which serve as bridges, connecting the distinct realms of tourism villages and resort destinations. This innovation is a testament to the enduring spirit of discovery, demonstrating how we can enrich the experiences of resort tourists while simultaneously bolstering local communities. By forging pathways that link the two, this research aims to celebrate the unique culture, heritage, and traditions of Tanjung Lesung's villages, creating a tapestry of experiences that intertwines with the allure of resort life.

The notion of connecting these elements is not only about enhancing tourist experiences but also about sustainable development. As we delve into the program's development, execution, and its consequences on the local economy and culture, we shed light on how seemingly disparate components can be woven together to form a more robust and resilient tourism ecosystem. It is a testament to the power of inclusive, community-focused tourism, demonstrating that by forging pathways, we can create a more vibrant and sustainable future for Tanjung Lesung and similar destinations around the world. This is the story of how we are "Forging Pathways" in Tanjung Lesung to enrich the lives of both tourists and the local community.

METHOD

The endeavor to forge pathways that enrich tourist experiences in Tanjung Lesung, Banten, Indonesia, by connecting tourism villages and resorts, has been a multi-faceted and meticulously planned journey. This research project has unfolded through a series of strategic steps:

1. Needs Assessment and Local Engagement:

The process commenced with a comprehensive needs assessment, involving consultations with local communities, resort management, and relevant stakeholders. This stage sought to understand the aspirations and concerns of both the host community and the resort industry.

2. Program Design and Development:

Based on the insights gained, a dedicated team of researchers, planners, and local community representatives collaborated to design innovative rural tour programs. These programs aimed to curate

experiences that celebrated the culture, traditions, and heritage of the villages while aligning with the expectations and interests of resort tourists.

3. Pilot Implementation:

To gauge the feasibility and effectiveness of the designed tour programs, a pilot implementation was carried out. This involved a select group of resort tourists participating in the newly crafted experiences. Their feedback and experiences played a pivotal role in refining the programs further.

4. Program Scaling:

Upon the successful pilot phase, the programs were scaled up to accommodate a wider audience. This phase involved community capacity building, training of guides, and infrastructure development to ensure the scalability of the tours.

5. Monitoring and Impact Assessment:

To understand the tangible and intangible effects of the tour programs, a rigorous monitoring and impact assessment process was initiated. This involved tracking economic indicators, cultural preservation efforts, and the overall satisfaction of both tourists and local communities.

6. Stakeholder Collaboration:

Throughout the process, collaboration with various stakeholders, including local governments, non-governmental organizations, and the private sector, played a pivotal role in ensuring the sustainability and success of the project.

Through this process, our mission has been to harmonize the diverse elements of tourism in Tanjung Lesung, creating a tourism ecosystem that not only caters to the desires of resort tourists but also nurtures the authentic culture and heritage of the local communities. The path we have forged seeks to celebrate the distinct tapestry of Tanjung Lesung's villages while enhancing the overall sustainability and vitality of the region's tourism industry.

RESULTS:

The effort to forge pathways connecting tourism villages and resorts in Tanjung Lesung, Banten, Indonesia, has yielded promising results. Through the innovative rural tour programs, several key outcomes have emerged:

Enhanced Tourist Experiences: Resort tourists have reported enriched experiences, as they now have the opportunity to immerse themselves in the local culture, participate in traditional activities, and gain a deeper understanding of the heritage of Tanjung Lesung. These experiences have garnered highly positive feedback.

Empowered Local Communities: The engagement of local communities in program design and implementation has not only preserved their cultural heritage but also empowered them economically. Revenue generated from tourism activities has provided opportunities for economic development within the villages.

Cultural Preservation: The connection forged between tourism villages and resorts has had a positive impact on cultural preservation. Local traditions, crafts, and practices have seen increased interest and preservation efforts, ensuring that the rich heritage of the region endures.

DISCUSSION:

The discussion delves into the implications of these results, highlighting the significance of connecting tourism villages and resorts. The success of the program reflects the demand for authentic and culturally immersive experiences among tourists. Moreover, it underscores the potential for sustainable tourism development that benefits both tourists and local communities.

It is vital to note that ongoing collaboration with stakeholders and continuous monitoring are necessary to maintain the program's effectiveness and cultural preservation efforts. There are also challenges, such as

maintaining a delicate balance between tourism development and cultural authenticity, and addressing potential issues related to over-tourism.

CONCLUSION:

In conclusion, the endeavor to forge pathways connecting tourism villages and resorts in Tanjung Lesung has proven to be a success. This innovative approach has enriched tourist experiences, empowered local communities, and contributed to the preservation of cultural heritage.

The lessons learned from this project extend beyond Tanjung Lesung and can serve as a model for sustainable and culturally immersive tourism development in similar destinations. By celebrating the distinct culture and traditions of a region while simultaneously offering enriching experiences for tourists, it is possible to create a more vibrant and sustainable tourism ecosystem. The journey to connect seemingly distinct elements of tourism has demonstrated the potential for harmonious coexistence and mutual benefit, enriching the lives of both tourists and the local community. This is a testament to the power of forging pathways in the realm of tourism development.

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