

The Development Strategy Of Sustainable Tourism Village In Conservation Areas And Urban Sprawl (Case Study in Ciburial Village, North Bandung Area)

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ABSTRACT

Ciburial Village, Cimenyan District, Bandung Regency is located in the North Bandung area, In 1985 it was designated as a tourist village based on agriculture and culture. The purpose of this study to analyzing the potential and challenges in developing tourism villages with an agricultural and cultural-based approach within conservation areas and regions affected by urban sprawl. The method used is using SWOT analysis. Geographical conditions and strategic position, on the one hand, are very beneficial internally and externally, but on the other hand they are a weakness and a threat. Cool mountain climate and clean air, natural beauty, fertile land, THR (Taman Hutan Raya) Ir. Djuanda, and cultural wealth has the potential to support a sustainable tourism village based on agriculture and culture. On the other hand, it poses a threat due to urban sprawl, very intensive changes in land use, agriculture and forests mutate into settlements, hotels, cafes and other buildings. The existence of the lembang fault, on the one hand, is a threat, on the other hand, it produces cliffs that provide wide and open views in all directions, and is a place for interesting photos for visitors. Internal conditions produce a value of 3.59 and external 3.25, are in quadrant 2 which is stable. The results of this study it is suggested environmental damage needs to be addressed by strictly and consistently implementing provincial regulations. Community-based sustainable tourism village development is an integral part of the tourism village development strategy in Ciburial.

INTRODUCTION

Tourism is a service sector with wide horizontal and vertical interrelationships. It must have a strategic role. It must contribute to national and regional economic development and improve community welfare, (Cong et al., 2021). Tourism villages have become an alternative to local economic development and have been implemented in various regions, (Tyas & Damayanti, 2018). According to Diwyarthi et al. (2022) the community must play an active role in developing their villages, and development is carried out based on the potential of rural communities.

The North Bandung Area (NBA), known as Kawasan Bandung Utara (KBU), has a role as a rain catchment and water

catchment area, located at an altitude above 750 meters above sea level. Administratively, KBU covers the northern part of Bandung Regency, north of West Bandung Regency, Bandung City and Cimahi City. According to the Regional Regulation of West Java Province No. 2 of 2016 concerning Guidelines for North Bandung Area Control, it is designated as a strategic area of West Java Province that can ensure the sustainability of life and environmental balance in the Bandung Basin. The aims are to: (1) realize the improvement of the protection function of land, water, air, flora and fauna; (2) improve control and control of space in KBU to ensure sustainable development; and (3) realizing legal certainty in control in KBU

(Perda Jawa Barat Province, 2016, Article 2). The territory is undulating, hilly, with a slope above 8%.

One of the villages in the North Bandung area is Ciburial Village, Cimenyan District, Bandung Regency. It is directly adjacent to Bandung City. In the northern part of the village, there was a protected forest area or nature reserve prepared by the Dutch since 1912. Then, in 1922, it was designated as a protected forest. Based on Presidential Decree No. 3 of 1985, on January 12, 1985, it was designated as Ir. H. Djuanda Forest Park.

Its strategic location, located on the destination track of North Bandung, its fresh and comfortable air, beautiful scenery, and the "prestigious" image of North Bandung as a non-native settlement, has experienced many land mutations from agriculture to settlements, villas, hotels, restaurants, and cafes. The intensive development in North Bandung, especially in Ciburial Village, shows the phenomenon of urban sprawl. Urban sprawl is the spread of cities to rural suburbs, as leapfrog development, the growth of towns from ancestral form to small harbor (Bhatta, 2010; Paramasivam & Arumugavelu, 2020). In line with the rapid population growth, urban growth is developing by the needs of residential, industrial, and business sectors, which tend to expand towards urban limits and cause mutation/occupation of agricultural land and forests. This uncontrolled and unplanned growth is defined as urban sprawl (Zhang et al., 2023). The unpreparedness of rural areas to receive urban residents causes limitations and a lack of service in public facilities, such as roads, parking lots, health facilities, and so on. On the other hand, the population as "hosts" is becoming increasingly marginalized from agriculture and other employment.

The balance of regional development, especially in rural and urban areas, must be achieved synergistically to overcome spatial inequality (Ma et al., 2022). The development of tourism villages is one of the goals of developing agricultural diversification, becoming resilient so that rural residents do not have to go to the city,

, and at the same time, improving the welfare of rural residents. As stated in the "Tourism Village Guidebook" (Kemenpar, 2019, p. 2), "tourism villages can reduce the urbanization of people from villages to cities, because many economic activities in villages can be created. In addition, tourism villages can be an effort to preserve and empower the cultural potential and values of local wisdom in the community." Therefore, the development of tourism villages must be based on regional potential, the authenticity of rural products, local culture development, and environmental sustainability protection (Hajar et al., 2022).

Sustainable development initiated by the United Nations is implemented in the field of tourism in the form of sustainable tourism. This is based on the awareness that tourism contributes to environmental damage. Therefore, we must contribute to environmental conservation (Maryani & Indrianty, 2021). Developing environmentally friendly and sustainable tourism (Global Sustainable Tourism) must prioritize the following elements: (1) Implement. Sustainable tourism village destination management, (2) Maximize social and economic benefits for local communities, (3). Maximize benefits for the community, tourists, and cultural heritage, (4). Maximizing benefits for the environment and forests (Streimikiene et al., 2021).

Based on these conditions, this study examines the potential and constraints of developing tourism villages in conservation areas and urban sprawl by taking case studies in Ciburial Village, an advanced tourism village. By increasing community participation in developing tourism villages, the environment will be preserved, employment opportunities will be increased, income will be reduced, and poverty will be reduced. Overall, these impacts contribute to the success of sustainable development.

RESEARCH METHODS

The research used SWOT analysis. It aims to interpret facts, describe them, and interpret their meanings. The data is extracted through literature studies,

observations, and interviews with figures involved in tourism service businesses. The literature study explored theoretical strategies, potentials, and constraints in developing sustainable tourism villages in conservation areas and urban sprawl.

Observations were made at tourist attractions, communities that produce souvenirs, and accessibility. Observations were conducted to supplement theoretical data and gain a comprehensive understanding of tourism village development in Ciburial. These included;

- a) environmental observations, assessing the natural attractions, infrastructure, and landscape suitability for tourism
- b) community observations, focusing on local engagement in tourism-related activities such as souvenir production and hospitality services
- c) facility observations, evaluating the condition of accommodations, accessibility, and supporting amenities like roads, parking areas, and public facilities.

Additionally, observations were made to identify constraints, such as infrastructure limitations and environmental concerns, which may impact the village's tourism sustainability.

Interviews were conducted with key stakeholders in Ciburial Village's tourism development, including local government representatives (village head and secretary), who oversee policymaking and management, a tourism figure providing insights into attraction promotion, and three tourism service business actors representing homestay operators, tour package providers, and souvenir shop owners. Additionally, two residents were interviewed to understand community involvement and challenges. These stakeholders were purposively selected for their direct engagement and knowledge of the tourism sector.

Respondents were taken purposively as they were assumed to understand the studied problem. The data that have been collected were analyzed, interpreted, and compiled to answer the research problems.

Then, it was described holistically. SWOT analysis was used to find the right strategy to support tourism villages by the decision of the Regent, and those which were adaptive to conservation values. According to (Rangkuti, 2016)), SWOT analysis compares external factors of opportunities and threats with internal factors of strengths and weaknesses. In conducting professional considerations, the study of internal factors (strength and weaknesses) and external factors (opportunities and threats) was set as the limit.

The weighting scale (1 to 5) assessed internal and external factors based on their strategic significance. The Internal Factor Evaluation (IFE) Matrix was used to determine the strengths and weaknesses, while the External Factor Evaluation (EFE) Matrix was employed to evaluate opportunities and threats. A rating was then given based on the factor's impact, where 1 indicated a very weak influence, 2 represented a weak influence, 3 signified a moderate influence, 4 showed a strong influence, and 5 denoted a very strong impact. The final weighted scores were then calculated to determine Ciburial Village's strategic position in sustainable tourism development.

RESULTS AND DISCUSSION

Potential of Ciburial Tourism Village

Based on Bandung Regent Decree Number 556.42/kop.71-Dispapar/2011, Ciburial was designed as a tourism village. Its location at the foot of the mountains produces a hilly morphology, a slope of more than 8%, fertile land, and animal husbandry. Because it is more than 750 meters above sea level, the climate is cool and comfortable, and the air is still clean.

Administratively, Ciburial Village is included in Cimenyan District, Bandung Regency. Its area is directly adjacent to Bandung City, precisely to the north of Bandung City. Because of its height, Ciburial Village is included in the North Bandung area and the rain and water catchment area (Yudaninggar & Damastuti, 2023). Its environment is largely protected, maintained, and conserved.

In the north, the village extends to the west and east. There are protected forests and conservation areas, which the Dutch had prepared since 1912. In 1985, through Presidential Decree No. 3 1985, this area was designated as Ir. H. Djuanda Forest Park. The area is spreaded along 590 hectares from Dago Pakar to Maribaya Lembang, from an altitude of 770 meters to 1,330 meters above the sea level. There are 2,500 species of plants consisting of 112 species and 40 families.

Ir. H. Djuanda Forest Park keeps the geological and cultural history of the Sundanese people. Geologically, North Bandung stays on the active fault line of Lembang. Rock formations form an elongated cliff *landform*, becoming a vantage point that provides expansive views. Tebing Keraton, Eagle Viewpoint, Bukit Bintang, Gunung Batu attract many visitors who want to enjoy the scenery and take photos. At night, the sparkling lights of Bandung City present a beautiful view. Other tourist attractions in THR Djuanda are waterfalls, caves, deer breeding, museums, flora diversity, various birds, and rare rocks resulting from the eruption of Mount Tangkuban Perahu (see picture)

Historians suspect that the Pakar area (South of Ciburial Village) was once a "weapon workshop," as suggested by the Sundanese term "Pakarang." This historical significance is further reinforced by the presence of Gua Pakar Dago, a cave associated with past military activities (Suryana et al., 2022). The Dago area itself is

deeply connected to the history of Bandung and the ancient Bandung Lake, which shaped its unique landscape. The formation of cliffs in this area has given rise to several waterfalls, including Nyusun Stone Waterfall in the south, Dago Waterfall, and Omas Waterfall, among others (Syarifuddin, 2022).

Ciburial comes from the Sundanese, which means "abundant flowing water," reflecting the village's natural water sources (Kartika et al., 2022). The Cikapundung River, which runs through Ciburial Village, is part of the upper Citarum watershed and is crucial to the region's ecosystem. Additionally, remnants of Japanese and Dutch caves, which were used as defensive structures and logistics storage sites, are important historical landmarks in the area.

Various efforts have been made to integrate cultural and educational tourism to enhance the tourism potential of these historical and geological sites. Guided historical tours are available to provide visitors with insights into Bandung's military past, and some areas have been developed into heritage trails featuring interactive storytelling sessions. Additionally, there are exhibitions and educational programs for students, highlighting the strategic role of these sites in Bandung's history. These initiatives preserve cultural heritage and offer experiential learning opportunities for tourists, particularly those interested in history and geology.



Figure 1. Attraction Instructions at Ir. Djuanda Forest Park (Source: Research Results, 2023)

Ciburial village is inhabited by the Sundanese ethnic. This ethnic group is rich in culture, such as children's games, art, ceremonies, food, and drink. Creative products society develops include beekeeping, bamboo crafts, patchwork, and art and painting studios.

The guidelines for tourism villages developed by the Ministry of Tourism (2021) use four types of tourism villages as a reference: uniqueness of natural resources, local cultural resources, creative tourism villages, and combination-based tourism villages. Ciburial Village has all those elements.

Table 1. Elements of Natural Resources, Culture and Creativity of Ciburial Village

No.	Tourist Village Reference	Attractiveness
1	Uniqueness of Natural Resources	<ol style="list-style-type: none"> 1. Climate comfort 2. The coolness of the forest park area 3. Lembang fault (cliff Keraton) 4. Waterfall 5. The view of the height 6. The diversity of flora and fauna THR Djuanda
2	Cultural resources	<ol style="list-style-type: none"> 1. Children's games 2. Art: debus (traditional marital art), calung (the type of Indonesian bamboo xylophone) 3. Sundanese's food and drink 4. Dance studio 5. Pencak silat
3	Elements of Creativity	<ol style="list-style-type: none"> 1. Handicrafts 2. Woven bamboo 3. Beekeeping 4. Patchwork thread 5. Painting

(Source: Analysis Results, 2024)

Accessibility

Accessibility is the ease of reach, both physically and informationally (Maryani, 2019). Physically, it relates to transportation, frequency, convenience, cost and security (Maryani, 2019). Ciburial Village is located side by side with Bandung City, particularly H. Djuanda (Dago) Street. About 30 minutes from the city center, this village can be traversed by various types of vehicles: public transportation, taxis, motorbikes, bikes, etc. The cost of transportation varies depending on the type of vehicle used. Public transportation is around Rp. 10,000,-. The first access is from Dago street. Cycling users make this trail their favorite path because of its uphill and winding challenges. The second access is from the middle, via Bukit Pakar Street, which is directly to Raya Resort Street. This lane is a residential path

not usually traversed by public transportation. The third route is from Pasanggrahan Street. This path is widely traversed by allocentric domestic tourists from the east who go to Tebing Keraton or East Ciburial. The road conditions in this route are not good.

Tourist Facilities

This village has many facilities, including hotels, restaurants, and cafes. There are also parking lots and toilets built by owners/developers of tourist attractions such as Wat Batu, Selasar Sunaryo, Hong Children's Playground and Budi Luhur Art Center. On the way to Tebing Keraton and Gardu pandang Elang, there are many stalls. Limited flat land for parking is the main problem, especially those the community manages. Winding small roads is

challenging for tourists, particularly those using motorcycles. The streets in this area are generally impassable by a large bus. Buses can only park in the Djuanda Forest Park parking area.

Community Empowerment

The community is the owner of tourist attractions, especially culture. The unique blend of nature and distinctive culture becomes a complementary attraction. Therefore, developing tourism villages needs to be balanced with community empowerment. Community empowerment is defined as economic development that encapsulates social values. This concept reflects a new development paradigm: people-centered, participatory, empowering, and sustainable (Scheyvens & van der Watt, 2021). Community empowerment is aimed at potential community groups, but they have not yet actualized their potential. This community should be strengthened to have the ability to meet their basic needs, and those who already have it must be improved to be sustainable.

Community empowerment in tourism villages can be in the form of maintaining and preserving the environment, preserving culture, and developing creative industries. Various tourism-related skills need to be taught, such as tour guides, hospitality, understanding charm, serving food with attractive presentation, preparation of tour packages, homestay readiness, communication skills, good photo taking techniques, etc. Indonesian tourism is tied to natural beauty, culture, history, customs, culinary, and community creativity. Tourist destinations in Indonesia can grow rapidly. It cannot be separated from society's skill in making food, creating souvenirs, designing clothes, and building tourism objects.

Various agencies have carried out almost all tourism-related skills, especially educational institutions with tourism platforms. Trihelix cooperation has existed between the community, the government, and the company. Community empowerment is not only about improving technical skills. Training that has been

carried out includes tour guide training, tour package preparation training, homestay development training, digital promotion training, English conversation training, and Sapta Pesona (environmental cleanliness, security, hospitality, homestay, souvenirs) training. These programs aim to enhance technical skills and improve service quality within the tourism sector. However, community empowerment in tourism should not only focus on technical competencies but also integrate sustainable tourism principles. This includes fostering awareness of environmental conservation, responsible waste management, and the protection of local cultural heritage. Through these efforts, the community can be more active in ensuring that tourism development aligns with ecological and socio-cultural sustainability.

Sustainable tourism balances economic benefits, environmental preservation, and social responsibility. Tourism can become a long-term asset rather than a short-term economic venture by involving local communities in initiatives such as nature conservation, eco-friendly tourism activities, and cultural revitalization. Additionally, training programs encourage community members to adopt sustainable practices, such as reducing plastic waste, utilizing renewable energy in homestays, and promoting local products. This holistic approach strengthens the tourism sector and ensures its benefits are distributed equitably among residents while maintaining the integrity of the natural and cultural environment.

Due to time and facility limitations, the training is still limited to the members of the tourism awareness group. Additionally, challenges such as the availability of qualified trainers and varying levels of community interest have also influenced the scope of the training implementation. Some residents also lack the confidence or initial motivation to participate, especially if they perceive tourism-related skills as unrelated to their primary livelihood. Efforts are being made to address these limitations by securing additional funding, enhancing training infrastructure, and conducting

outreach programs to encourage wider participation.

Unfortunately, they have never accepted some important training as knowledge and practice. Those are hospitality practices in receiving guests, making attractive souvenirs for tourists, marketing, photography techniques, storynomic making, knowledge about the Lembang fault, the concept of sustainable development, sustainable tourism villages or green rural tourism, and agricultural tourism.

Strengths, Weaknesses, Opportunities and Challenges (SWOT)

North Bandung is a "*prestigious*" residential area because of its history as a non-native elite settlement, the coolness of the air, and being at an altitude that provides views off towards Bandung. Therefore, land use intensively changes, especially in dry agricultural land such as gardens. Bandung Regency (including Ciburial) has undergone five changes: 1) TPLB (Wetland Agricultural Land) to built-up land, 2) TPLK (Dryland Agricultural Land) to built-up land, 3) TPLB to TPLK, 4) plantations to built-up land, and 5) forests to built-up land. Fortunately, the land use of water bodies has not changed (Nuraeni R., Santun RPS, and Dyah R.P., 2019). The mutation of land into buildings is a dominant factor. Hence, it is unsurprising that many rice fields, gardens, plantations and even forests are being converted. The data of the Development Planning Agency at Sub-National Level (2014) shows that protected forests must dominate the North Bandung area. In 1982, 42,315.32 hectares of North Bandung area should be allocated 68.69% for Protected Areas and 31.31% for Cultivated Areas. In 1998, it was revised to be 72.44% for Protected Areas and 17.56% for Cultivated Areas. Looking at its designation, it can be seen that it plays a vital role and function in its surrounding area. Land use change continues to occur. Large, steep slope areas are widely used for settlements, cafes, and hotels.

The high population pressure on urban land, limited urban land, and various urban land allocations, gave rise to Urban

Sprawl in suburban areas (Bhatta, 2010). Luxury houses, villas, cafes, and businesses with a unique architecture are built along the roads with more than 8% land slopes. On the other hand, the large number of restaurants, hotels, and other establishments in the village provide job opportunities for the locals. According to information from village officials, 60% of the employees are residents. Unfortunately, their wages are not by the minimum wage standard. This is due to their inappropriate skills. As a result, many residents went outside and scrambled to be parking attendants only.

The weakness of Ciburial Village is narrow and winding roads, parking lots, and tourism facilities for general visitors. Creative industries are generally located in people's homes with limited access. The village has not accommodated the creative sector in a special area as a souvenir seller. The results of interviews and observations obtained internal and external factors as follows:

1. Internal Factors

a. Strength

- 1) Have fertile soil
- 2) Cold and fresh climate
- 3) Beautiful view
- 4) Good natural attractions
- 5) Creative economy activities
- 6) Cultural diversity

b. Weaknesses:

- 1) Human resources
- 2) Lack of promotion
- 3) Object setup
- 4) Unavailability of souvenir shop
- 5) Small village road
- 6) Limited parking space.

2. External factors

a. Opportunity:

- 1) Close to the city
- 2) Tourism villages become a trend
- 3) Good access

b. Threat:

- 1) Strong competitors

These competitors offer many attractions, including luxury resorts, adventure tourism, and cultural heritage sites, which draw visitors away from Ciburial.

2) Urban sprawl

Urban sprawl (the expansion of urban areas) leads to environmental degradation, such as converting green spaces into residential or commercial areas. This can reduce the appeal of natural tourism in Ciburial Village.

3) Environmental damage

Declining water and soil quality due to uncontrolled development weaken the ecological sustainability of tourism.

The total number can be seen in Tables 2 and 3. Tables 2 and 3 provide a structured evaluation of the strengths, weaknesses, opportunities, and threats (SWOT) in the development of the tourism village. The values in the tables were obtained through a weighted scoring system, where each factor was assigned a weight based on its relative importance.

The rating reflects the perceived impact of each factor, and the final score is derived from the multiplication of weight and rating. The total values help to determine the tourism village's overall advantages and challenges

Table 2. Strengths and Weaknesses

No.	Strengths	Weight	Rating	Score
1.	Have fertile soil	0,07	5	0,37
2.	Cold and fresh climate	0,07	5	0,37
3.	Beautiful view	0,06	4	0,24
4.	Has natural attractions	0,05	4	0,20
5.	The existence of creative economy activities	0,07	4	0,29
6.	Cultural diversity	0,07	4	0,29
Amount		0,64		2,74
No.	Weaknesses			
1.	Human resources in tourist sector	0,07	3	0,21
2.	Object setup	0,09	2	0,17
3.	Inavailability of souvenir shop	0,06	3	0,17
4.	Small village road	0,06	2	0,11
5.	Limited parking space	0,09	2	0,17
Amount Disadvantages		0,36		0,84
Amount			$2,74 - 0,84 = 1,90$	

(Source: Analysis Results, 2024)

Based on the table above, the total internal analysis score is 3.58 (2.74+0.84), indicating a moderately high number of strengths than weaknesses. Weaknesses that must be corrected are small village roads, the unavailability of parking lots, the

arrangement of tourist attractions, and the absence of special souvenir shops. Souvenir shops are generally located in production houses, most access is difficult, and they rely more on ordering than direct sales.

Table 3. Opportunity and Threat

No.	Opportunity	Weight	Rating	Score
1.	Close to the city	0,19	5	0,94
2.	Tourism villages become a trend	0,19	5	0,94
3.	Access to Bandung is good	0,12	3	0,38
Amount of Power		0,50		2,25
No.	Threat			
1.	Strong competitors	0,19	2	0,38
2.	Urban sprawl	0,19	2	0,38
3.	Environmental damage	0,12	3	0,25
Amount Disadvantages		0,50		1,00
Amount Opportunities - Threats			2,25 - 1,00 = 1,25	

(Source: Analysis Results, 2024)

The total chance and threats are 3.25 (2,25+1,00), which is moderate. If the chance is reduced, the danger, the value becomes 1.15. Internal and external values are positive, meaning they exist in quadrant 2: stability. Stability is directed at maintaining a state by taking advantage of opportunities and correcting weaknesses. The stability strategy is divided into two:

- 1) Aggressive Maintenance is an internal consolidation strategy that involves improving various areas. It improves weaknesses to maximize opportunities.
- 2) Selective Maintenance is an internal consolidation strategy that involves improving a weakness to take advantage of opportunities.

According to [Rangkuti \(2016\)](#), the article, strategy is a tool for discovering goals. There are three kinds of strategies, namely management strategy, investment strategy, and business strategy. Management strategies are developed by managers (stakeholders) on a macro scale, for example, product development strategies, pricing, market development, finance, and so on. Investment strategy relates to investment to achieve aggressive growth, and the third business or functional strategy includes distribution, marketing, organizational structuring, operational production strategy, etc. Strategies that can be applied to the development of Ciburial Tourism Village based on internal and external analysis are:

a. SO's Strategy

Utilizing the strength of an agricultural tourism village based on local culture, which has a cool and clean area, by carrying out sustainable tourism. The production of tangible tourism sold is a rural and mountain atmosphere, which is cool, comfortable, green, and calm, and prioritizes the quality of service.

b. ST Strategy

Implement provincial regulations for North Bandung to prevent environmental damage and sustainable land mutation due to urban sprawl. The development of tourist villages is an advantage amid metropolitan hustle and bustle.

c. WO Strategy

Cooperating with universities to conduct professional human resource training, digital promotion, and a helical map.

d. WT Strategy

Developing public awareness of the importance of Sapta Pesona (seven enhancements), preserving the environment, maintaining cultural heritage, and maintaining agriculture as an asset that has excellence amid a municipal atmosphere.

CONCLUSION

Geographical conditions and strategic position of Ciburial Village are very beneficial. On the other hand, it also becomes a weakness and a threat. The

mountain climate is cool, and the air is still clean. There is natural beauty, fertile land, and the existence of Ir. Djuanda's protected forests and cultural wealth have the potential to support sustainable tourism villages on an agricultural and cultural basis. The easy access from Bandung makes land change very intensively for settlements, hotels, cafes, restaurants, and other businesses. The existence of the valley fault can be a threat and a strength at the same time. It produces cliffs that provide a beautiful view and become a place for visitors to take pictures. Firmness in implementing the regulation is very important to prevent the spread of land use change, protect agricultural land, and prevent the danger of landslides and earthquakes.

Developing community-based tourism villages is also an inseparable part of the tourism village development strategy in Ciburial given to the society. This strategy includes training on sustainable development, Sapta Pesona (seven enhancement) training, creativity training, and digital marketing training. The existence of integrated souvenir stores and an open-stage area should also be considered. Thus, the economic activities of the residents are sustainable. Further research on tourism training and its businesses, the arrangement of government tourism objects, and the community must be further investigated to enrich the literature.

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