

The Tourism Village View of Visitors Using “The 5A & 1P” Study

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Abstract:- Indonesia is an archipelago and consists of several villages. On the other side, visitors have now returned to nature with a lifestyle. Thus the village has great potential for the city as a tourist destination. In terms of The 5A & 1P components of tourist destinations, this research aimed to examine the feasibility of the tourism destination. The study approached was ethnography and the data was collected by doing observation and interviewing 8(eight) informants. The informants were 8(eight) lecturers who carried out community service and research activities in the village during the period 2018 to 2020. The study selected Kampung Tajur Tourism Village in Purwakarta. The result showed that the tourism village of Kampung Tajur still needs the number of development in terms of accessibility, facilities, accommodation, attractions, and activities. The advantage of Kampung Tajur Tourism Village is a human component that always strives to provide quality services..

Keywords:- Tourism Village; Accessibility; Amenities; Accommodation; Attractions, Activities, People.

I. INTRODUCTION

Indonesia is an archipelago and consists of several villages. Indonesia, as an archipelago, has 16,056 islands [1]. They are scattered from Sabang to Marauke, covering a total area of 1,916,906.77 km². Ocean connects each island. Indonesia's islands are divided into 34 provinces. Thousands of villages make up each island. 83,813 villages are located in Indonesia. Data on the number of islands in each province in Indonesia can be seen in table 1. Table 1 shows that the number of villages spread over 30 islands in the West java are 5,957, or the proportion of the number of islands: the number of villages = 1 : 199. On average, there are 199 villages for every an island in West Java. The local government aims to establish 251 tourist village out of the 5,957 villages [2].

Kampung Tajur, in Pasanggrahan village, Purwakarta district, is one of the tourist villages in the West Java region. Since 1830, Kampung Tajur has existed (Tuesday, August 25, 2020, Agus Koswara/Acting Village Head quoted from Ayo Bandung.com). Previously, Kampung Patrol, Sukamanah and Sukamanggu were the name of this village, and then it was changed to Kampung tajur. Located on the

slopes of Mount Burangrang, Kampung Tajur is 35 km from downtown Purwakarta. The air is cool in kampong Tajur, about 17 to 20 degress celcius. Kampung Tajur's position is about 650 meters above sea level. A map of Kampung Tajur's position can be seen in Figure 1.

The creation of Kampung Tajur is based on local wisdom. During Mr. Dedy Mulyadi's leadership as deputy regent of Purwakarta district in 2004, the community called for the community's willingness to grow Kampung Tajur into an Educational Tourism Village. As long as they were granted the independence to run their own village, the residents agreed (Solihin, a tourist activist).

TABEL I THE NUMBER OF PROVINCES, ISLANDS, AND VILLAGES IN INDONESIA

| No. | Province | Number of Islands | Number of Village |
|-----|---------------------------|-------------------|-------------------|
| 1 | Aceh | 331 | 6.514 |
| 2 | Sumatera Utara | 232 | 6.132 |
| 3 | Sumatera Barat | 211 | 1.159 |
| 4 | Riau | 161 | 1.875 |
| 5 | Jambi | 15 | 1.562 |
| 6 | Sumatera Selatan | 23 | 3.289 |
| 7 | Bengkulu | 10 | 1.514 |
| 8 | Lampung | 132 | 2.654 |
| 9 | Kepulauan Bangka Belitung | 556 | 391 |
| 10 | Kepulauan Riau | 1.994 | 416 |
| 11 | DKI Jakarta | 110 | 267 |
| 12 | Jawab Barat | 30 | 5.957 |
| 13 | Jawa Tengah | 72 | 8.562 |
| 14 | DI Yogyakarta | 33 | 438 |
| 15 | Jawa Timur | 431 | 8.501 |
| 16 | Banten | 81 | 1.552 |
| 17 | Bali | 33 | 716 |
| 18 | Nusa Tenggara Barat | 407 | 1.143 |
| 19 | Nusa Tenggara Timur | 532 | 3.353 |
| 20 | Kalimantan Barat | 243 | 2.132 |
| 21 | Kalimantan Tengah | 64 | 1.576 |
| 22 | Kalimantan Selatan | 172 | 2.008 |
| 23 | Kalimantan Timur | 419 | 1.038 |
| 24 | Kalimantan Utara | 34 | 482 |
| 25 | Sulawesi Utara | 287 | 1.839 |
| 26 | Sulawesi Tengah | 1.632 | 2.020 |
| 27 | Sulawesi Selatan | 314 | 3.051 |
| 28 | Sulawesi Tenggara | 527 | 2.318 |

| | | | |
|----|---------------------|---------------|---------------|
| 29 | Gorontalo | 123 | 734 |
| 30 | Sulawesi Barat | 41 | 650 |
| 31 | Maluku | 1.286 | 1.240 |
| 32 | Maluku Utara | 856 | 1.199 |
| 33 | Papua Barat | 4.108 | 1.982 |
| 34 | Papua | 556 | 5.549 |
| | Total Number | 16.056 | 83.813 |

(Source: Statistics Indonesia, 2020)

In addition, Kampung Tajur was funded to construct uniform and unique homes for residents. It's called Imah Panggung and made from wood and booths. It's a typical house for the people of West java. Around 43 houses have been built and all of them act as homestays.

Visitor are usually teachers and students from schools in West Java such as Jakarta, Karawang and Bandung to the Kampung Tajur Educational Tourism Village. The school organizes students' education in leadership or character building. There are schools almost every day that visit and stay for two or four nights. Students typically live in a homestay in groups (approximately 8 people). There isn't any fixed rate, but on average per visitor to the household, funds are reimbursed to the owners about Rp.200.000, - (USD 14) per building.



Fig. 1 Location of Kampung Tajur

This study seeks to examine the feasibility, using the 5A & 1P components (accessibility; amenities; accommodation; attractions, activities, and people), of the Kampung Tajur Tourist Village as a tourist destination.

II. METHODOLOGY

The research approach is ethnography [3] and its unit of study consists of 8 informants who are lecturers at the Trisakti School of Tourism. They visited and stayed at night in Kampung Tajur in 2018 and 2020. The data was obtained through interview and observation. In order to get secondary data, the writer also interviewed two persons of local community.

III. LITERATURE REVIEW

A. The 5A & 1P of the key components at tourism destination

Tourism items are all goods, activities, and facilities that visitors need while they are away from their homes. The reach of tourism items begins from the start of a trip to a tourist destination, and then from a tourist destination to a return home. As a result, the types of tourism items are very diverse, such as travel between airports, lodging, transport, and everything that visitors do, see and use from home to tourist destinations and from tourist destinations to home, food, and drink, souvenirs, entertainment, games, including money changer, bank, hospital, insurance, and others. Tourism goods are also associated with tourist attractions or geographical areas visited by visitors, such as village, cities, or islands. Of course geographical region has specific characteristics. Village is a built environment that serves as a cultural unit containing elements of human, natural and physical culture, including architecture, and thus the complexity of these elements should be accompanied by understanding [4].

However in general, a tourist destination must meet 5A & 1P of the key components, namely accessibility, services, accommodation, attraction, activities, and people [5]. **Accessibility** is characterized as easy access to tourist products ranging from areas commonly visited by tourists to tourist destinations, transport and communication from non-tourist destinations to tourist destinations. **Amenities** include the provision of catering, entertainment, internal transport, connectivity so that visitors have ease while they are in a tourist destination. **Accommodation** is a place where visitors can stay, such as a hotel, condo, resort or homestay. Examples of lodging are hotels, resorts, or homestays. The features of the accommodation have a limited degree of adaptation to suit the needs of the guest. This means that the equipment, the layout, are not too versatile to make any adjustments [6]. Availability of **attractions** such as attractions (natural phenomena) or attractions (exhibitions, sporting activities, conferences, etc.). Attractions can be classified into four key types: (1) features within the natural environment; (2) human-made buildings, structures and sites built for reasons other than attracting tourists, such as religious worship, but now attracting a significant number of visitors who use them as leisure facilities; (3) human-made buildings, structures and sites designed to attract visitors; (4) Special event [7]. **Activities** can be outdoor and indoor recreation. **People** are human resources that serve visitors to enjoy experience during their trip, starting with the departure of visitors from their homes until they return home [5]. Proactive actions of the people shall assess the effectiveness of management tourism village eco-friendly [8]. Various techniques need to be applied to the development of village tourism by involving people as the key subject of sustainable development. Participation in tourism events can protect local identity and motivate local communities [9]. The role of people in the growth of rural tourism can therefore be introduced in the future [4]. Local community engagement must be promoted by developing a tourism product that meets the needs of tourists [10]. Communities with social

resilience, social capital, and expertise will be able to respond to the transition process [11] and [12]. People are not only in terms of the local society, but also in terms of the mentality of its chief. Bottom-up leadership is assisted by the growth of village tourism rather than top-down leadership [13]. Accessibility, services, accommodation, attraction, activities, and people must be well handled because good tourism village management will improve the development of a tourist village [14].

B. Tourism Products

The tourism products of rural areas, focused on local communities, are a factor that draws tourists in the form of the characteristics of the rural environment and the everyday life of rural communities [10]. The uniqueness of rural character and the routine of rural communities is a tourism resource owned by the local community. Apart from its physical and socio-cultural uniqueness, rural tourism items are often determined by their suitability for the target market. The presence of this model of rural tourism will increase local community involvement in decision-making and benefit from an equal share of tourism. Tourism product involves tangible product, intangible product, psychological experience, and human components [5].

Tangible and intangible product, the tourism product refers to a service rather than a tangible product. Tourist activities generate a market for an incredibly wide variety of services during the day and remain at the destination, categorized as direct and indirect services. Direct services are services that cater directly to the needs of visitors. On the other hand, indirect services are services which support the provision of direct services. Without indirect services, it would be difficult to provide direct services. The classification of both direct and indirect services could be listed in Table 2.

TABLE II DIRECT AND INDIRECT TOURISM SERVICES

| No. | Direct Products | Indirect Products |
|-----|---|--|
| 1 | Transportation to and from the destination chosen (air, sea, land) | Financial (bank, money changer) |
| 2 | Accommodation at the destination (hotel, apartment, homestay, campground) | Medical (hospital, clinic) |
| 3 | Catering (food and beverages) | Insurance |
| 4 | Sightseeing | Retailing |
| 5 | Shopping | Wholesaling (travel agent, tour operator) |
| 6 | Entertainment | Cleaning |
| 7 | Recreation | Printing |
| 8 | Information | Telecommunication, Good water, Sewerage, Electricity |

(Source: Reisinger, 2010)

Psychological experience involves visitors feeling from the moment they leave home before they return home. It can be argued that the understanding of tourism is a result

of tourism. The perception of tourism is rather subjective. They rely on their own experience, demography (e.g. age, gender), socio-economic), social status, wages, geography (e.g. place of origin) [15], cultural (e.g. cultural values), psychological (e.g. needs, motivations).

Human components, even though there is currently a propensity to shift the service from the human element to the computer element [15]. Various techniques need to be applied to the development of tourist villages in Kutoharjo by involving citizens as the key subject of sustainable development [8].

The understanding of this human component is especially significant. During their journey, visitors come into direct and indirect contact with many people, such as the culture at the destination, the owner of the homestay, the public transport driver, the seller. The tourist impressions of this interaction and the services offered by the employees of the industry and the representatives of the host community decide the overall perception of the quality of the tourism product and the tourist satisfaction. The best quality of attractions, lodging, transport facilities and activities will not attract visitors if the tourists feel unwanted by the host population or if the quality of service is bad.

C. Service Quality, Sustainable Tourism, and Global Code of Ethics for Tourism

Service Performance has 5 dimensions, [6][16][17], namely the Reliability, Responsiveness, Assurance, Empathy and Tangibles dimensions. Reliability This is a service that is reliable and has the right degree of accuracy. For example, when a guest at a homestay requests that a certain food menu be delivered in a certain quantity, the menu is available according to the order that has been made. Responsiveness is the focus of supporting visitors and delivering fast service. For example, when visitors ask for help in getting the things left behind the host will often help. Insurance is the capacity of human resources to have a sense of trust. For example, when visitors leave things in their homestay room, they're not even left to the guest to exercise. Empathy takes care of the needs of particular guests. For example, if guests need hot water to swim, the owner of the homestay prepares hot water for guests who need it. Tangible concerns aspects that can be touched or seen by senses such as clean furniture, dining utensils, homestay rooms, bathrooms or homestay hosts. If the dimensions of reliability, responsiveness, assurance, empathy and tangible are met, the visitor will be pleased. Visitors who have had a satisfactory experience will come back and make constructive recommendations to others [18].

According to the United Nations World Tourism Organization (UNWTO), sustainable tourism is an endeavor carried out by considering the values of environmental, social and economic balance. What is meant by preserving the natural environment is the presence of tourist activities that do not kill trees, valuable places, historic buildings or pollute the environment. In the meantime, preserving the social atmosphere ensures that tourism activities improve the morale of the local community to communicate with

visitors. Economic improvement means that tourism activities must enhance the well-being of local communities. This is in line with the spirit of sustainability that has been articulated by the Organization for Economic Co-operation and Development (OECD) and Global Code of Ethic for Tourism. OECD stated that the definition of sustainability involves reducing poverty levels, providing decent and sustainable jobs, providing opportunities for young people to work in the tourism sector, and providing security for groups of women and children [19]. Global Code of Ethics for Tourism It is a guide for all stakeholders in the tourism field, both visitors, product/service providers, local governments and local communities, which usually state that tourism activities must be mutually beneficial [20].

IV. DISCUSSION

Study of Kampung Tajur as a tourist destination which has the uniqueness of the Educational Tourism Village in terms of accessibility, amenities; accommodation; attractions, events, people are as follows:

D. Accessibility

In Purwakarta, tourists usually visit Jati Luhur Reservoir, Situ Wanayasa, Sri Baduga Fountain, Purwakarta Square, Bale Panyawangan Museum. The location of this tourist destination is relatively close to the Kampung Tajur Tourist Village.

Jati Luhur Reservoir is a building that dams into the flow of the Citarum River, built in 1957 and inaugurated in 1965. The area of the reservoir is approximately 8,300 hectares and can handle a volume of water of approximately 3 billion cubic metres. Located about 67, 6 with a distance of about 1 hour and 39 minutes to the Kampung Tajur Tourism Village in Pasanggrahan Village. Tourists may use the Cipularang toll road or the Purbaleunyi toll road. A private vehicle must be used for the journey from Jati Luhur Reservoir to Pasanggrahan Village. The location of the Jati Luhur Reservoir to the Kampung Tajur Tourism Village in Pasanggrahan Village on the map can be seen in Figure 2.



Fig 2. The location of the Jati Luhur Reservoir leads to the Kampung Tajur Tourism Village in Pasanggrahan Village

Situ Wanayasa is located about 5 km from Kampung Tajur Tourism Village. It is about 30 minutes from Situ Wanayasa with good asphalt roads. Activities at Situ

Wanayasa are various water games such as go-fishing. There is no public transportation that can be used. However, we can rent a small public transportation (minibus) at a cost of IDR 50,000 per person.



Fig 3. The location of Situ Wanayasa leads to the Kampung Tajur Tourism Village in Pasanggrahan Village

The Sri Baduga Fountain was designed in 2013 and opened in 2017. The fountain has a jet of water as high as 6 meters and is followed by a variety of colored laser lights. This is the most famous tourism destination in Purwakarta and is classified as a special tour by Inskeep (Swarbrooke, 2002).



Fig 4. The location of Sri Baduga Fountain, Alun_Alun Purwakarta, and Bale Panyawangan Museum leads to the Kampung Tajur Tourism Village in Pasanggrahan Village

The distance to Kampung Tajur Tourism Village is approximately 60.8 km with a distance of approximately 1 hour and 30 minutes. There is no public transportation to the Kampung Tajur Tourism Village. The map of the site of Sri Baduga Park in the direction of the Kampung Tajur Tourism Village can be seen in Figure 4. The Sri Baduga Fountain is situated in the same place as Alun-Alun Purwakarta (The Purwakarta Square) and Bale Panyawangan Museum. Alun-Alun Purwakarta is the center of the city that is commonly used by the population of Purwakarta. Activities in Alun Alun, such as sports, or events such as a regional specialty food bazaar. Bale Panyawangan Museum displays the indigenous dioramas of the archipelago, such as the Wayang.

The views of the three (three) informants are as follows:

"... yes... this distance is still considered close to the tourist gathering spot." (Krishna 34 years old, Lecturer).

"... not far away, ma'am. Achievable. If you want to go to the Kampung Tajur Tourism Village, you can rent an angkot." (Achmadi 54 years old, Lecturer)

"... although there is no public transportation, only Rp is renting a cheap angkot. 50,000 per person.' (Amalia 51 years old, lecturer)

Based on observations of distance, travel time and interviews with informants, it can be concluded that the location of the Tajur Village Tourism Village is near to the tourist center. Unfortunately, there is no special transport that can carry tourists to Kampung Tajur. Tourists must use private cars or rent a car. Transportation as a direct and tangible product can affect visitor satisfaction [5] [6][16][17][18].

E. Amenities

Amenities include food service, entertainment, internal transport and communication. *For food service*, there is only one food stall located about 1 km before the Kampung Tajur Tourism Village. It's a simple food stall. The food is presented in glass showcases and is only veiled with curtains. Hygiene and sanitation must also be improved. There are only enough seats available for about 4 people in the store. Upon arrival at the Tourism Village, you can find a food vendor of meatballs which is sold by one of the owners of the homestay, a small food stall such as fried food and chips, and a shop selling daily needs such as eggs, flour and general medicines. For guests who stay at homestay, food is usually catered by the owner of the homestay. If the number of visitors is in the community, the food supply is arranged by the owner of the homestays and the food is processed in one of the homestay. The cost of food and snacks is about Rp. 25.000 per person for three times of meals (breakfast/lunch/dinner). Some visitors, however, like to exaggerate and offer IDR 50,000 per person.

".... For food we don't give a price, guests usually give 25.000 IDR for breakfast, lunch and dinner. But there are still those who give us Rp.50,000 for breakfast, lunch and dinner." (Rini, 41 years old, owner of the house)

"The food is delicious and very inexpensive. The menu is typical of West Java." (Ingkadijaya, 56 years old, Lecturer).

"The meatball is delicious. If I revisit Kampung Tajur, I have to eat meatballs here again" (Taviprawati, 56 years old, lecturer)

"The rengginang is crunchy and delicious. I want to order ah." (53 years old Habibie, lecturer)



Fig.4 Snack Stall in Kampung Tajur



Fig.5 Snack at Homestay: Rengginang and Steamed Bananas



Fig.6 Lunch and Dinner menu (served all at once at lunch)

Based on observations and interviews with informants on the availability of food and beverages, although there are not many food traders, but where food and drink can be provided by the owner of the homestay in the Tajur Village area. With this practice, the owner of the home will get income to make his life more prosperous. This is in line with the theory laid down by the UNWTO, the OECD and the Global Code of Ethics for Tourism that tourism activities must be able to promote the well-being of local communities [19][20].

At the entertainment stage, the presence of *Saung Sinyal* and “Selancar Lumpur” is unique entertainment.



Fig. 7 Saung Sinyal

Saung Sinyal is the location where people can access the internet. The image of the Saung Sinyal is shown in figure 7. Mud Surfing is playing mud, its picture is in figure 8. Signal search activities at Signal huts include man-made attractions and playing Mud surfing are included in the category of special tourist attractions [7].

Domestic transportation and communication. The journey from the village head office to the Kampung Tajur Tourism Village is approximately 1 km away and can be reached by private car. But you have to be careful, since the width of the road is only enough for one vehicle, so if you bump into any cars, you have to turn around. If you don't bring a private car, you can call the tour activist Mrs. Rini to ask her to pick up a motorbike. The expense is 10,000 IDR. Some of the roads are paved, but some of them are still rugged. The path is steep, and in some areas there is a steepness of up to 45 degrees. Rental motorbikes are highly eligible to ride motorbikes, and their attitude is very pleasant. The skills and attitudes shown to visitors make the visitors to revisit [18].



Fig.8 Selancar Lumpur
(Photo: Echi/Phinemo, 2016)

F. Accommodation

There are 43 homestays in Kampung Tajur Tourism Village. Each homestay has two rooms for rent. For school students, typically in 1 house of around 8(eight) students. Each room has a bed or a mattress and a small wardrobe. Every homestay has reasonably clean bathrooms and toilets. There is no need for a cooling system in the room since the air is cold enough to be about 20 degrees Celsius. The photo of the homestay is shown in Figure 9.



Fig.9 Bedroom in Homestay

As [6] argued, hotels or resorts have a low level of adaptation to meet the needs of their guests. Likewise, with the homestay in the Kampung Tajur Tourism Village, the state of the homestay facilities when the research team arrived at Kamppung Tajur Tourism Village in 2018 did not improve much compared to the conditions in 2020. The only items that have changed are the little mirror and the clothes hanger in the bathroom. The homestay bedrooms and bathrooms as a whole is very clean, so it is in line with the principle of standard of service for tangible aspects that can help the achievement of guest satisfaction [5][6][16][17].

"The homestay rooms are simple but clean and comfortable" (Abbas, 61 years old, lecturer)

"The bed is just the right place to sleep together. Unfortunately, there are no clothes hangers or mirrors in the room. "But comfortable and clean" (Devita, 37 years old, lecturer)

G. Attraction

There is a waterfall named Kahuripan Waterfall in the tourist village of Kampung Tajur. Visitors can play water here or just take pictures. The photos of Kahuripan Waterfall can be seen in Figure 10.



Fig.10 Kahuripan Waterfall

The photo above was taken in September 2020 where the weather is dry and the water discharge is poor. There is typically a significant amount of water in natural conditions. At 10, tourists can see the water playing under the Kahuripan Waterfall. Kahuripan Waterfall is part of the Natural Tourism Community [7].

H. Activities

Outdoor activities in the Kampung Tajur Tourism Village are rice planting activities, take a leisurely walk along the village lane, take pictures of the pepper or the river, the rice fields. Figure 11 displays the outdoor activities that can be carried out in Kampung Tajur Tourism Village.



Fig.11 Outdoor activity: Exercise going up-down the road
So far there are no *indoor leisure activities* in Kampung Tajur Tourism Village.



Fig.12 Indoor Activity Recommendation:
Weaving Coffee Wrapping Waste

Currently, one of the attacks was the owner of the homestay who was able to make mattresses from waste coffee wrappers. It can be used as an indoor sport. Figure 12 describe indoor activity recommendation of weaving coffee wrapping waste. This activity is an activity with a view to sustainability, since it converts waste into something of economic value as well as of benefit to the conservation of the village environment. This is in line with the spirit of sustainability launched by the United Nations World Tourism Organization [19].

I. People

Kampung Tajur Tourism Village has about 95 families (data in 2020). In general, they work as farmers working on other people's lands. They grow vegetables like chayote and rice. Farming is typically performed from 06.00 to 11.30 WIB in the morning. They return home during the day, clean their bodies and pray at noon. In the afternoon, the congregation performs reciting practices, namely listening to religious studies or practicing reading the Holy Book of Al Qur'an. All the local community are Muslim. Local people apply Islamic values in their daily lives. For example, helping one another, maintaining good relations between neighbors, keeping the house and the environment clean, engaging in village activities, and so on.

The people of the Kampung Tajur Tourist Village are reliable, sensitive, polite, empathic and clean. **Reliability** can be seen by the actions of local citizens who honor their promises. Previously, they offered to pick us up at the village head office on a motorbike. The motorbike was available at the promised hour. Sensitiveness or **responsiveness** can be seen from their attitude when we first arrived in the tourist village of Kampung Tajur. When we got off the bike that took us, Mrs. Rini (40 years old) greeted us, smiled and kindly welcomed us. She didn't say much and she asked us to rest first. Warm tea drinks and various light snacks are available in the living room, such as fried rengginang and banana chips. The attitude shown by residents of Kampung Tajur Tourism Village shows responsiveness [6][16][17], namely the desire to help visitors and provide fast and appropriate services to visitors. The responsiveness attitude shown raises the visitor's trust in the host (assurance), which is embedded in the visitor's mind at the second arrival [6][16][17]. Another indication of the village community's openness was when the informant left a branded jacket at home. The informant only remembered the location of the village after about 60 km. When the informant contacted the owner of the homestay, the owner of the homestay immediately shipped the jacket in good condition without even asking for payment. Local people who are willing to support visitors in a sensitive manner and are believed to contribute to the growth of fun psychological experiences [5]. This fun experience has the potential to lead to frequent visits by tourists [18]. **An empathetic** attitude was shown by one of the homestay owners who provided a breakfast menu, in addition to providing hot tea water, hot water was also provided for coffee making, and various special foods were provided without being requested. In addition, when visitors ask for a special Sundanese lunch menu, the host will include it on request. This is consistent

with the definition of efficient and accurate service or reliability [6][16][17]. The hosts felt that helping others would be compensated by Allah's S.W.T. With regard to the **tangible** dimension, local people always maintain the cleanliness of their environment and their homes. Local people clean the environment together every week, such as waterfalls, rivers, waterways, signal huts and pathways. Figure 12 shows the village road that is always kept clean. The attitude of mutual cooperation shown by the village community shows that the village community has a strong social capital[12]. Social capital owned by the local society is one of the assets to respond to a range of changes in a sustainable manner. [11]. As for the houses, they're cleaning them every day to make the houses and yards look clean. Figure 13 shows one of the houses in the local community.



Fig.12 Clean environment



Fig.13 Homestay

In term of people local community has tried to satisfy the customer which is related to service quality because they hope for revisit[10] and [18]. They showed Proactive actions [9]. Local community manage the policy in Desa Wisata by their own, so they have to be the subject in their own home. Many activities are held in Desa Wisata on the initiative of the local community, such as planting trees, organizing community service[13] and [14]. Thus, although the condition of infrastructure still needs to be improved, visitors are always high [4] and [8].

V. SUMMARY

The Educational Tourism Village in Kampung Tajur already has 5A and 1P components, namely accessibility, services, accommodation, attractions, activities and people, although it hasn't not yet perfect. This village has the potential to continue to be visited by tourists in a sustainable way, even though the requisite destination components do not have the full value. The strategic advantage of Kampung Tajur Tourism Village in human terms. The five dimensions of service quality are well applied. Knowledge of the standard of service delivery is caused by the religious life they believe in. Religion teaches the importance of keeping promises, establishing fellowship, and doing good worship. God willing, Allah will provide sustenance in a sustainable manner.

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