

# Sustainable and Quality Tourism Training for the Local Community of Braga Tourism Village

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**Abstract** The readiness and participation of the community in balancing their area to become a destination with quality tourism is needed. Therefore, community empowerment is needed, which aims to harmonize the existing strategic plan for the community living in Braga Tourism Village, which requires readiness and participation in its development because the community lives around an area with historical and cultural tourism potential, which of course needs to be preserved and utilized by applicable laws. The community needs to identify the potential and implement suitable programs based on the concept and applicable laws. With this provision, it was hoped that community-based tourism efforts would support the existence of areas with potential cultural and historical attractions and promote quality tourism. This community service program aims to provide material on the concept of quality tourism and sustainable tourism. This program aimed to maximize the potential of the cultural history tourist attraction of Braga Tourism Village, which then targets the community to understand and apply the material that has been given in the training. The activity method is in the form of exposure to quality and sustainable tourism material to maximize existing potential. This program was divided into three parts: planning and preparation, implementation, monitoring, and evaluation. This training program was well executed because the community had better post-test score results compared to the pretest. However, they still need to learn more about the positive impact of tourism on the environment and its application in the community, especially businesses that support tourism.

## 1. INTRODUCTION

Based on Law Number 11 of 2010, cultural heritage is a cultural entity that has material properties. Cultural heritage includes objects, buildings, structures, sites, and land and water areas. It must be preserved because it has essential value for history, science, education, religion, and culture through the determination process. A cultural heritage site is a location on land and in water that contains cultural heritage objects, buildings, and structures due to human activities or evidence of past events. Meanwhile, a cultural heritage area is a geographical space unit with two or more

cultural heritage sites close together and showing distinctive spatial characteristics. The existence of cultural heritage preservation has the following aims.

1. Preserving the nation's cultural heritage and the heritage of humankind
2. Improving the dignity of the nation through cultural heritage
3. Strengthening the nation's personality

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4. Improving the welfare of the people
5. Promoting the nation's cultural heritage to the international community

West Java Province, especially Bandung City, is known for having a popular cultural heritage area, especially the Braga area, which has historical value with many cultural heritage buildings. The Braga area in the Dutch colonial era was a shopping center. Until now, the Braga area has still been a shop but has an additional face, namely as a tourist destination. The potential of cultural heritage buildings in the Braga area is not only helpful in being a shop and office building but also an attraction as well as supporting facilities with the presence of food and beverage businesses and accommodation facilities.

The Braga area has potential cultural history tourism attractions that must be preserved. Cultural history tourism is a form of tourism related to culture in an area and, more specifically, lifestyle, history, art, architecture, religion, and everything that defines life in a specific area (Lak et al., 2020). Based on pre-survey data, Braga Tourism Village was originally a Creative Village, which then changed to Braga Tourism Village, which was inaugurated by the Bandung City Culture and Tourism Office in 2019. Braga Tourism Village is a form of community-based tourism for urban areas. Community-based tourism is an alternative form of tourism development that concentrates on community participation in all processes, from idea formulation to planning, implementation, management, monitoring, evaluation, and sharing benefits. This form is similar to sustainable tourism in that it covers socio-cultural, environmental, and economic dimensions (Pasanchay & Schott, 2021).

Braga Tourism Village was created with a top-down approach. The top-down or government-to-community approach to tourism planning and management is considered ineffective for the long term, can be characterized as a more bureaucratic, centralized planning process, starting from the government level by dictating strategic policies for tourism development, and also fails to provide opportunities and incentives in local communities to make changes successfully (Kubickova & Campbell, 2020). The top-down system is also considered not to accommodate local villagers' aspirations (Nanita, 2023).

The problem with the Braga Tourism Village is that it was established out of necessity while the community did it out of compulsion. The community was not involved in planning a tourist village, so the principles of community-based tourism did not govern it. The problem occurred, apart from the government having a top-down concept in development, it is also due to the local community's lack of understanding regarding the concept of conscious tourism, which can be the minimum basis for knowledge in tourism as well as the concept of sustainable tourism which is the starting point for preparing quality tourism programs.

The assets that make this area a tourist village are its potential for historic buildings on the main road, cuisine, and culture that can attract many tourists. This became

a highlight because historical buildings are essential to preserve so that the atmosphere of the tourist area will continue to survive and improve in the future. The awareness of preserving cultural heritage and tourism awareness can fulfill the welfare of the local community while promoting the nation's cultural heritage to foreign tourists so that foreign tourists are interested in visiting this tourist village. Therefore, community cooperation is needed to maintain tourism assets that can support sustainability and provide quality tourism to tourists in the Braga tourism village.

Indonesian Minister of Tourism and Creative Economy Sandiaga Uno revealed that the Ministry of Tourism and Creative Economy (Kemenparekraf) prepares quality and sustainable tourism. This is due to changes in consumer behavior that align with the vision and direction of future tourism development, which focuses on quality and sustainable tourism. Exceptional Staff of the Minister of Tourism for Digital and Industry revealed that the quality tourism development strategy was carried out after seeing several neighboring countries whose quantity of tourist visits was below Indonesia but had a higher level of quality, namely the money spent by foreign tourists for shopping (Waseso, 2020).

Sustainable tourism is a dynamic process that constantly experiences new challenges, technological changes, and tourism consumption (Streimikiene et al., 2021). The concept of sustainable tourism focuses on how we can meet the needs of today while not neglecting the resource needs of the next generation. Sustainable tourism has three essential aspects that become a reference: economic, environmental, and socio-cultural. This concept moves to minimize the negative impact of these aspects but maximize the positive impact.

Quality and sustainable tourism content is needed for Braga Tourism Village because the area has a lot of cultural heritage potential, so with this potential, it will have high quality along with human resources who are also qualified to have a good understanding of cultural heritage and tourism. After getting the benefits of quality tourism, it was hoped that these benefits can continue to survive by applying the principles of sustainable tourism.

Quality tourism practices require quality human resources (Antara & Mandala, 2023), which means that the community around the tourist attraction requires quality if the tourist destination has a form of community-based tourism. In addition to the importance of human resources, good community participation is also needed to support the development of Braga Tourism Village, which has cultural and historical potential, so that the development will be maximized. Cultural history tourism development is the development of tourist attractions utilizing cultural and historical values, such as traditional buildings, historical buildings, megaliths, dance arts, and so on (Ridwan & Aini, 2019). Local community participation is needed because local communities' own tourism resources are offered to tourists (Putra et al., 2021). The fundamental aspect of community involvement in tourism involves the

reallocation of rights that coincides with the economic changes brought about by the growth of the industry, granting the community access to decision-making and benefit distribution (Xu et al., 2019). Especially in the attraction of cultural history, local people need to have special knowledge to help maintain the tourism potential.

Therefore, it is necessary to increase knowledge of sustainable and quality tourism through training for local communities in Braga Tourism Village. There are objectives of community service activities for the local community of Braga Tourism Village, namely providing training on quality and sustainable tourism, especially in cultural and historical tourism destinations, with the support of community-based tourism.

Community empowerment can result in better benefits from tourism development opportunities and the effective utilization of these opportunities. Sustainable tourism can only be achieved once the community actively supports tourism development. Therefore, with various trainings in this community service program, the community can actively apply the material that has been provided to support tourism development that leads to quality and sustainable tourism.

The benefits of this community service program are that the Braga Tourism Village community, especially *POKDARWIS*, can fully participate in the development of Braga Tourism Village and can adjust tourism programs that invite the wider community to maintain cultural, historical tourism attractions and minimize the negative impacts of tourism and maximize its positive impacts from an economic, socio-cultural, and environmental perspective.

## 2. METHOD

Several methods were employed to achieve the desired goals in this community service program. Implementing a community service program involves several steps or stages from the beginning to the end of the process. The stages of implementing community service activities are outlined below.

In stage 1, a systematic approach was taken to identify the issues and problems at the location of the activity. This involved a comprehensive area study, including interviews with the Braga community and the village government.

Figure 1 shows issues and problems that were identified after the team visited Braga Village and conducted interviews with the Braga community and the village government. The problem in this area is that Braga Tourism Village was formed top-down, triggering the unsustainability of existing potential and the community's need to understand the concept of sustainable and quality tourism.

In stage 2, the target's concept or theory and the appropriate method were determined. In accordance with the problem issues that have been found, namely the lack of understanding of the concept of sustainable and quality tourism in the local community of Braga, the team decided to conduct training on sustainable and quality tourism whose targets are the community consisting of

*POKDARWIS* Braga and people who own MSMEs (Micro Small and Medium Enterprises) in the area where they live namely the Braga area.



Figure 1 . Problem identification process in Braga Tourism Village

The concept of sustainable tourism needs to be applied in Braga Tourism Village to be able to maintain all the tourism potential in this area so that future generations can also enjoy the benefits of the rich history and culture of this area. With the application of sustainable tourism, it can also attract a segment of tourists who are responsible for traveling in tourist attractions. In addition to the concept of sustainable tourism, it is also necessary to apply the concept of quality tourism. Therefore, with the provision of human resources who understand sustainable tourism, the human resources of this village can create quality products that can be offered to tourists. It is expected to increase spending money and tourists' stay time in this area.

In stage 3, the community service activities were organized through the determined methods, and several activities were on the list. These activities revolved around exposure to sustainable and quality tourism material for cultural-historical destinations.

As stated in the activity steps above, the community service activity plan was divided into two parts: the planning and preparation (stages 1 and 2) and the implementation (stage 3).

Table 1 . Pretest and posttest questions about basic sustainable and quality tourism concept

No.	Question
1	What is not true about sustainable development?
2	Which is true about sustainable tourism in the Sustainable Tourism Charter (1995)?
3	What are examples of the negative economic impacts of tourism?
4	What are examples of positive environmental impacts of tourism?
5	What are examples of positive socio-cultural impacts of tourism?
6	Which of these is not a principle of sustainable tourism?
7	Which is true about alternative tourism?
8	Which is different from the goal of quality tourism?

This event took place in Braga during the third week of June 2023. This training activity included a pretest and posttest, completed by participants to measure their basic understanding of sustainable and quality tourism in the Braga Tourism Village community. The pretest and posttest questions are shown in Table 1. This training specifically targeted the Braga Tourism Awareness Group (POKDARWIS Braga).

### 3. RESULT AND DISCUSSION

This activity was carried out in June 2023 and took place in the morning, from 9.00 to 12.00 WIB, so participants still had the spirit in the morning to receive the material. The activity was organized in the RW.03 community hall Figure 2. The following are the results of the pretest and posttest administered to assess the participants' understanding of the training participants.



Figure 2. The activity of the training program

Figure 3 shows that the majority of participants correctly answered seven questions on the posttest, each representing a basic understanding of sustainable and quality tourism concepts. This suggests that if the majority of the community understands these basic concepts well, they are likely to implement sustainable and quality tourism practices. However, there was one question

where the majority of participants had lower posttest results compared to pretest results. This indicates a need for follow-up training on the positive impact of tourism on the environment. Figure 3 also indicates that the average pretest score was 58.65, while the posttest score increased to 63.5. This suggests that although there was an improvement, the majority of people still do not fully understand the positive impact of tourism on the environment. Despite this, it can be concluded that the program was successfully implemented because the community showed a better percentage of results compared to the pretest. However, further training is needed to delve deeper into the positive impact of tourism on the environment and its practical application in the community, particularly among businesses that support tourism.

This activity had the benefit of helping the community recognize the concepts of quality and sustainable tourism, which can be applied in everyday life and business operations. The training used concise materials with important points and engaging topics that raised public awareness. Visual aids, including pictures, were used to help the community analogize the concepts of quality and sustainable tourism, making them easier to understand. Participants were given the opportunity to identify potentials in their area and to ask questions and discuss, fostering two-way communication.

### 4. CONCLUSION

Braga Tourism Village represents a form of community-based tourism in urban areas, renowned for its historical buildings and the culture of the Braga community. The Bandung City Culture and Tourism Office established this area using a top-down approach in 2019. However, this approach, where decisions are made centrally and then implemented by local communities, is often seen as ineffective in the long term and fails to accommodate the aspirations of local communities.

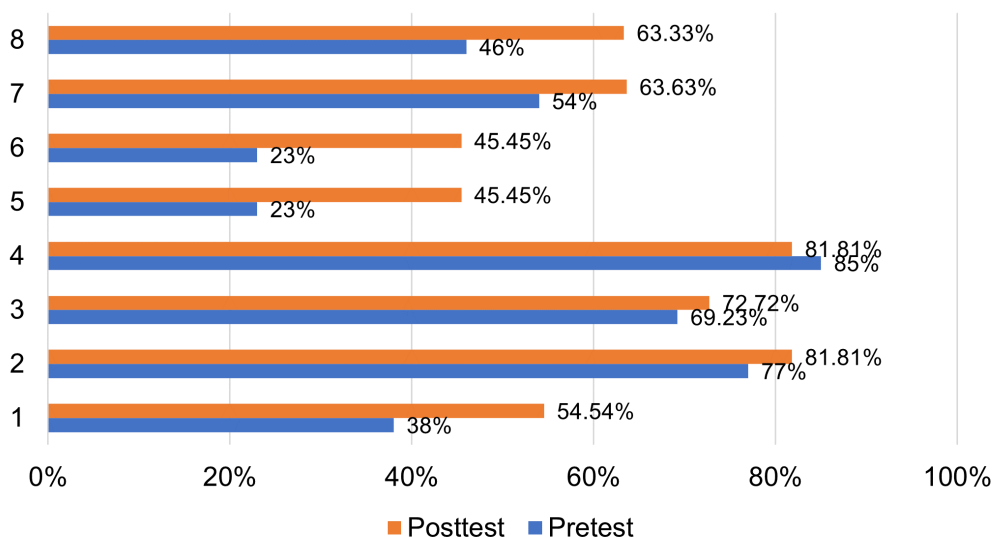


Figure 3. The correct answers to the pretest and posttest



Through an identification process involving the Braga community and the Braga village government, it became evident that not everyone in the community understands the concepts of sustainable and quality tourism in the Braga area. This lack of understanding poses a serious challenge because knowledge of sustainable and quality tourism is essential for preserving areas with cultural heritage tourism potential.

In response to this challenge, sustainable and quality tourism training was conducted to help the community understand the importance of preserving tourism potential for their well-being in both the present and future generations. This training program aimed to provide a basic understanding to *POKDARWIS* Braga and the Braga community that is interested in tourism. Following the training session, most participants were able to answer the posttest questions correctly. However, there was one question in the posttest where participants' answers did not exceed their pretest scores.

This feedback will be taken into consideration to enhance participants' knowledge in future programs. Nevertheless, the training was successful because participants were actively engaged and demonstrated an improved understanding of quality and sustainable tourism concepts, as evidenced by the majority correctly answering posttest questions. The training atmosphere was lively, with participants voicing their knowledge, opinions, and questions, fostering two-way communication. However, several challenges were encountered during implementation, including delays due to logistical issues, varying participant attendance, and difficulties stemming from diverse educational backgrounds. Some participants found the technical content challenging, while others struggled with the language used in the training materials. These issues are expected to be addressed in future training sessions.

Therefore, the next service team is encouraged to frequently remind participants about session times and use language that is easily understandable for all. Additionally, future training sessions should include discussions on the positive impact of tourism on the environment, with practical applications in the Braga Tourism Village setting.

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## CONFLICT OF INTERESTS

The authors declare that there is no conflict of interest.

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