



Community Empowerment through Capacity Strengthening for the Development of Bojongkulur Tourism Village

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Abstrak

Pengembangan desa wisata merupakan strategi penting dalam meningkatkan kesejahteraan masyarakat. Desa Bojongkulur di Kabupaten Bogor telah ditetapkan sebagai desa wisata sejak tahun 2022, namun masih menghadapi kendala dalam kesiapan sumber daya manusia (SDM) untuk mengelola pariwisata secara profesional. Program Pengabdian kepada Masyarakat (PkM) yang didanai oleh ini Direktorat Penelitian dan Pengabdian kepada Masyarakat, Direktorat Jenderal Riset dan Pengembangan, Kementerian Pendidikan Tinggi, Sains, dan Teknologi ini bertujuan untuk meningkatkan kapasitas sumber daya manusia di Desa Wisata Bojongkulur melalui pelatihan pengembangan sumber daya manusia pariwisata. Metode pelaksanaan meliputi sosialisasi, pelatihan, dan evaluasi. Sebanyak 26 peserta yang terdiri dari pengelola dan masyarakat pelaku pariwisata terlibat aktif dalam kegiatan ini. Hasil evaluasi menunjukkan respon sangat positif, termasuk peningkatan pengetahuan peserta dan relevansi materi dengan kebutuhan lapangan. Kegiatan ini terbukti efektif dalam memperkuat pemahaman masyarakat untuk berperan aktif dalam pengembangan Desa Wisata Bojongkulur. Kegiatan ini diharapkan berkontribusi pada penguatan tata kelola dan peningkatan daya saing Desa Wisata Bojongkulur secara berkelanjutan. Dengan demikian, kegiatan ini memberikan dampak nyata dalam mendorong partisipasi masyarakat sebagai penggerak utama pengembangan pariwisata berbasis komunitas.

Kata kunci: berkelanjutan, daya saing, Desa Wisata Bojongkulur, pemberdayaan masyarakat, program pengabdian kepada Masyarakat

Abstract

The development of tourism villages is a crucial strategy for enhancing community welfare. Bojongkulur Village in Bogor Regency has been designated as a tourism village since 2022; however, it still faces challenges in human resource (HR) readiness to manage tourism professionally. This Community Service Program (PkM), funded by the Directorate of Research and Community Service, Directorate General of Research and Development, Ministry of Higher Education, Science, and Technology, aims to enhance human resource capacity in Bojongkulur Tourism Village through tourism HR development training. The implementation methods include socialization, training, and evaluation. A total of 26 participants, consisting of managers and community members engaged in tourism activities, actively participated in this program. Evaluation results indicated a highly positive response, including increased participant knowledge and the relevance of the material to field needs. The program has proven effective in strengthening the community's understanding and active role in the development of Bojongkulur Tourism Village. It is expected to contribute to improving governance and enhancing the competitiveness of Bojongkulur Tourism Village sustainably. Thus, this activity demonstrates a tangible impact in promoting community participation as the primary driver of community-based tourism development.

Keywords: sustainable, competitiveness, Bojongkulur Tourism Village, community empowerment, community service program



1. INTRODUCTION

The development of a village into a tourism village is essentially a strategy to improve the quality of life and the well-being of the local community. A tourism village can be understood as a form of rural area management that integrates various tourism components, such as attractions, accommodation, and supporting facilities, while still being based on local cultural values, traditions, and community activities (Kristiana et al., 2024). Therefore, the development of a tourism village is not only about creating new tourist attractions, but also about optimizing village assets as attractions with economic value. The use of local potential, both natural and cultural resources, is a key factor in developing authentic and sustainable tourism products (Santoso et al., 2022).

One of the villages that is currently being developed as a tourism village is Bojongkulur Village, located in Gunung Putri Subdistrict, Bogor Regency, West Java Province. This village was officially designated as a tourism village in June 2022, and it is currently classified as an early stage or pioneering tourism village. Its geographical uniqueness is one of its main attractions, as the village is located between two major rivers, namely the Cileungsi River on the eastern side and the Cikeas River on the western side. In addition to its natural conditions, Bojongkulur Village also has important historical value, including the presence of the grave of Rd. Kapiten Saleh in Kampung Lembur. He was a soldier of Sultan Agung of Mataram who played a role in the historical journey of the Indonesian archipelago. This historical asset has the potential to be developed as an educational and cultural tourism attraction.

Although it has strong potential, the development of Bojongkulur Tourism Village still faces various challenges, especially related to governance strengthening and the readiness of human resources. In tourism management, human resources play a central role because they interact directly with tourists and are responsible for delivering tourism services and products (Ariyanto et al., 2022). High quality human resources contribute to improving destination competitiveness and support the sustainability of the tourism industry (Mubarok et al., 2020). Therefore, tourism development requires improvements in knowledge, skills, creativity, and innovation among tourism actors (Elmia, 2023).

Bojongkulur Village was originally a residential area that was not designed for tourism purposes. Along with regional development and population growth, awareness has emerged regarding the tourism potential that can be developed. However, the community's ability to manage tourism still needs to be strengthened. The transformation into a tourism village increases the need for infrastructure, tourism facilities, and resource management systems, both natural and human. Therefore, improving the capacity and quality of human resources must be a main focus to ensure the success of tourism village development (Kristiana and Nathalia, 2024; Kristiana et al., 2025). As emphasized by Ramadhan et al. (2023), without professional management and competent human resources, a tourism destination will not be able to provide significant economic and social benefits to the community.

Considering these conditions, the community service program designed in Bojongkulur Tourism Village aims to provide training related to tourism human resource development. This program is expected to improve the knowledge and skills of the community in managing the tourism village in a professional, sustainable, and community welfare-oriented manner.

2. METHOD

The implementation method of this program begins with a socialization stage for the managers of Bojongkulur Tourism Village. At this stage, a meeting is conducted to clearly explain the objectives of the activity, agree on the training schedule, and collect data on the number of participants who will be involved. This socialization also aims to ensure shared understanding

and collaborative commitment between the implementation team and the tourism village management.

The next stage is the organization of training that focuses on strengthening human resource capacity in tourism village management. The training materials are delivered by the implementation team through an interactive lecture method combined with discussions. During the discussion sessions, participants are given the opportunity to share the constraints and challenges they face in the process of developing the tourism village, so that the solutions provided are relevant to actual field conditions.

As a form of quality assurance, the final stage of implementation is carried out through training evaluation. The evaluation is conducted using a feedback form to measure participants' level of understanding and to gather suggestions for future improvement. The managers of Bojongkulur Tourism Village do not only act as training participants, but are also involved in organizing the activities, which encourages a sense of ownership and supports the sustainability of the program outcomes.

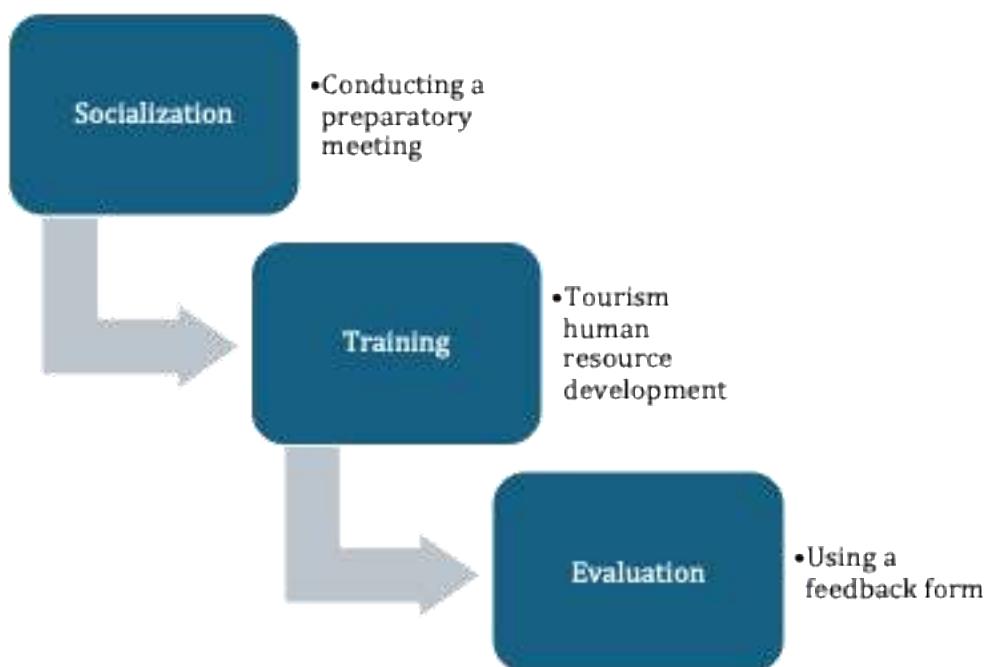


Figure 1. Method of the Community Service Program

3. ACTIVITIES

The Community Service Program carried out in Bojongkulur Tourism Village was implemented successfully and received positive responses from the participants. The program involved 26 participants consisting of tourism village managers and community members who are actively involved in tourism village development. This Community Service Program is part of a community-based empowerment scheme that aims to strengthen the capacity of local human resources to manage tourism independently and sustainably. The program was funded by the Directorate of Research and Community Service, Directorate General of Research and Development, Ministry of Higher Education, Science, and Technology in 2025. In addition, the activity was integrated with the *Merdeka Belajar Kampus Merdeka* program, which allowed



students to participate directly in the training process. This integration provided students with practical field experience and enhanced their skills in community service activities.

The training began with the delivery of material related to basic understanding of tourism villages. Based on initial observations, most participants did not yet have a comprehensive understanding of the tourism village concept. Therefore, the trainer provided a clear and thorough explanation of the characteristics, objectives, and roles of tourism villages in strengthening the local economy. This was important because conceptual understanding influences how the community views village potential and determines the development strategies that will be applied.

The next material focused on tourism human resource development. In the context of a tourism village, human resources are the main actors who drive all tourism management and service activities. Several studies indicate that the competence of tourism human resources plays a significant role in supporting the sustainability of tourism attractions (Liu et al., 2025; Nugraha et al., 2024). Professional human resources are able to create high quality tourism experiences that increase tourist satisfaction, strengthen destination image, and ultimately have a positive impact on the local economy (Setiawan, 2016). Therefore, improving human resource competence in terms of knowledge, skills, and service attitude is an important requirement in the development of Bojongkular Tourism Village (Ahmad et al., 2024).

The delivery of the material was designed in an interactive manner to encourage active participation from the participants. During the training process, various methods were used, including presentations, discussions, and question and answer sessions. Through the discussion sessions, participants were given the opportunity to express the problems they face in managing the tourism village, including challenges related to human resources, facilities, promotion, and institutional coordination. This approach was important to ensure that the training material was relevant to local needs and could be practically applied in real field conditions.



Figure 2. Delivery of Material on Human Resources in Tourism Village Management

4. IMPLICATIONS

As part of the evaluation process, the Community Service implementation team distributed a feedback form to all participants at the end of the activity. This instrument consisted of 15 evaluation statements covering aspects of the training material, the trainers, the implementation of the activity, and the benefits of the training. Participants were asked to provide



their responses using a five-point Likert scale, namely strongly disagree, disagree, somewhat agree, agree, and strongly agree. The results of the feedback form from the Community Service activity are presented in Table 1.

Table 1. Results of the Community Service Program Feedback Form

Indicator	SD (%)	D (%)	SA (%)	A (%)	SA (%)
The material delivered met the participants' needs	0	0	0	85%	15%
The activities carried out were in line with participants' expectations	0	0	0	77%	23%
The trainer presented the material clearly and in a well-structured manner	0	0	0	62%	38%
The material delivered was easy for participants to understand	0	0	0	8%	92%
The time management of the activity was efficient	0	0	0	15%	85%
Participants' questions were responded to well by the trainer	0	0	0	19%	81%
Participants felt benefits from the implementation of the activity	0	0	0	23%	77%
The activity increased participants' knowledge	0	0	0	19%	81%
The activity was implemented with consideration of sustainability	0	0	0	27%	73%
The venue supported the smooth implementation of the activity	0	0	0	23%	77%
The material taught can be applied in tourism village management	0	0	0	19%	81%
The material delivered was adjusted to the participants' capabilities	0	0	0	23%	77%
The facilities and infrastructure provided were adequate	0	0	0	15%	85%
The organizing committee was responsive in handling participants' needs during the activity	0	0	0	23%	77%
Overall, participants were satisfied with the implementation of the activity	0	0	0	8%	92%

The analysis of the table shows that all indicators received ratings in the "agree" and "strongly agree" categories, with no participants expressing dissatisfaction. This finding indicates that the implementation of the activity successfully addressed community needs in understanding and managing the tourism village. The highest score was obtained for the indicator of overall participant satisfaction with the implementation of the activity, with 92 percent of respondents selecting "strongly agree." In addition, the indicator related to material comprehension also received very positive appreciation, with 92 percent of participants strongly agreeing that the material was easy to understand. Participants further assessed that the time management of the activity and the supporting facilities were effective and adequate. The readiness of the organizing committee in providing technical support throughout the activity was also positively acknowledged.

These results indicate that the training not only provided knowledge but also built participants' motivation to be actively involved in the development of Bojongkulur Tourism Village. With increased understanding of the role of human resources in the tourism sector, the community is expected to become more confident in taking strategic roles in tourism village management. Furthermore, this activity serves as an initial step toward promoting professional, participatory, and sustainable tourism governance in Bojongkulur Village.



Overall, this Community Service activity successfully achieved its objective of enhancing local community capacity and strengthening human resource readiness in developing the tourism village. This success provides an important foundation for follow up programs, including institutional strengthening, tourism potential development, and the expansion of cooperation networks to support the future competitiveness of Bojongkulur Tourism Village.



Figure 3. Training Participants

5. CONCLUSION

Based on the analysis of the actual conditions in Bojongkulur Tourism Village, it was found that the partner community is still facing various challenges, particularly related to mapping local potential and identifying human resource needs to support optimal tourism village management. To address these issues, the implementation team designed and conducted training that focused on improving understanding and human resource capacity, especially in identifying local potential and formulating competency development needs.

The evaluation results indicate that this community service activity successfully achieved its objectives. This is reflected in the high level of participant enthusiasm and the very positive feedback regarding both the training materials and methods. Participants were actively involved throughout the entire series of activities and gained direct benefits that can be applied to the development of Bojongkulur Tourism Village.

This activity has made a positive contribution to addressing the partners' challenges, particularly in improving human resource capacity in the tourism sector. To ensure sustainable impact, it is necessary to conduct regular follow up training that focuses on enhancing community knowledge and skills. Such a continuous learning approach is expected to strengthen service quality, enhance tourism potential, and support the sustainable development of Bojongkulur Tourism Village as a competitive and sustainable tourism attraction.



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