

THE ROLE OF TRIPLE HELIX IN ECOTOURISM DEVELOPMENT AT CIBUNTU VILLAGE OF KUNINGAN DISTRICT WEST JAVA

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ABSTRACT

Community empowerment in tourism sector can be done through ecotourism with tourism village concept. Kuningan district, a region with beautiful natural scenery, is developing Cibuntu tourism village. It is inseparable from the interaction between government, academia, and community that known as Triple Helix. This study is aimed to identify triple helix role in the development of ecotourism. Based on descriptive research using observation and interview methods, the findings revealed that triple helix elements synergize each other. That's evidenced by government's role through policy set out in strategic plan 2017, while the academia contribute transferring knowledge to society, as for society reflect in high participation on village potential management that initiated by KOMPEPAR.

KEYWORDS : Triple Helix, Tourism Village, Ecotourism

INTRODUCTION

Background

Tourism is called the leading sector because it contributes great GDP and foreign exchange along with creates jobs. Not surprisingly, tourism industry becomes one of development priorities, as implemented by Kuningan District.

Kuningan District has a beautiful landscape where the west and south are located under Mount Ciremai so it still has a cool climate. In addition, the district in the eastern tip of west java has unique cultural arts, pasundan culinary, and supported with ease access and adequate infrastructure. This condition is quite potential for Kuningan District to develop tourism sector, especially ecotourism. Ecotourism concept arises as a result of concerns over the environmental impact of mass tourism.

The International Ecotourism Society (TIES, 2013 in Cobbinah, 2015) argues that ecotourism is travel to natural areas in order to conserve the environment and local community's prosperity. Cobbinah (2015) states ecotourism concept as an effort to preserve environment, protect the local culture, and provide benefits for tourist & society. Meanwhile, there are 3 core elements in ecotourism that is nature base, educational orientation, sustainability of attraction (Weaver, 2001:105 in Lenao & Basupi, 2016). Thus, ecotourism is a trip where tourist activity is oriented towards conservation so that the environment and local culture remain sustainable.

In line with the concept, in 2016, local government is committed to create Kuningan District as conservation district by encourage community based tourism. The implementation is done through tourist village development.

Inskip (1991) defines tourist village is one type of tourism where tourist live in village and engage in tradional community life (Dewi, Fandeli, & Baiquni, 2013). Tourist village is a community structure based on local cultural values integrated between attraction, accommodation, and supporting facilities (Nuryanti, 1992 in Dewi, Fandeli, & Baiquni, 2013). So, it can be concluded that tourist village is a type of tourism that learn the traditional life structure and actively involved in it.

Tourist village concept has been applied to one of village in Kuningan District. Cibuntu village is located in at the end of Kuningan District has many tourism potential that can be developed. In mid 2011, Cibuntu village began to pioneer tourist village initiated by 4 villagers who wander in Jakarta. They have access to one of the universities, STP Trisakti, which is realized by making the roadmap of the tourist village after conducting the location survey. Afterwards, STP Trisakti outlines a roadmap about the potential of village tourism to the village government and local communities. Although there are pros and cons, at least the majority is a pro that does not become a barrier to the future. Gradually, the village government convinced the community to agree because it is the main capital for the village cibuntu can continue to grow. Community commitment to make the village cibuntu as a tourist village was realized on 15 December 2012.

STP Trisaksi as a first party who realize Cibuntu village's potential is not hands off. Those who have knowledge in tourism provide various training needed by the community. In addition, KOMPEPAR (Tourism Movement Group) was established, consisting of 20 villagers who were in charge of tourism in Cibuntu Village. Local government as a facilitator also provides support to the development of cibuntu tourism village, one of them through policy. The three stakeholder roles, known as triple helix, are synergized and have made the village cibuntu as a leading tourist village in Kuningan district.

The concept of Triple Helix was proposed by Etkowitz and Leydesdorff in the 1990s. The triple helix describes the reciprocal relationship between academia, industry, and government (Supriyadi, 2012). The relationship

utilize knowledge to generate innovation (Etkowitz, 2008 in Sianipar & Widaretna, 2012). These three stakeholders have a role to support each other whereby academics act as a source of knowledge, industry as a production locus, and the government acts as a party to ensure stability of interaction among stakeholders (Prabawani, 2016). Thus, this study aims to identify the role of triple helix in the development of cibuntu tourism village.

Methodology

This study is a descriptive research because it describes the phenomenon in cibuntu tourist village related to the role of triple helix. Descriptive research is used to discuss research problems deeper than exploratory research (Collis & Hussey, 2003: 11). Data were collected through in-depth interviews where respondents selected through purposive sampling. Respondents are 2 persons, the staff of Youth, Sports, and Tourism Department of Kuningan District (DISPORAPAR) and Cibuntu Village Secretary. These respondents were selected because they were deemed to have capability on the research problem.

RESULT AND DISCUSSION

There is a synergy between Government, industry and academia to become the success key of the development of village of Cibuntu as a tourist village. The village with a population of approximately 1000 inhabitants and an area of 6 Ha this require less than one year in the pioneer as tourism village. Kuningan regency end most villages turned out to save a lot of tour groups that could be developed.

It can be said, this village is very complete. Not only the atmosphere of the village which is still natural, but there are also a variety of regional cuisine, the arts village of Cibuntu, there is also archaeological sites, springs and waterfall, which became another appeal from the village of Cibuntu is the hometown of goats belonging to residents who were put together in a special area. With a total population of goats which are always above 1100 and more or less 75-76 enclosure, separation of livestock and houses it's purely for reasons of public health to keep the village Cibuntu which thus become another icon from the cibuntu village.

Rural tourism has a uniqueness in the aspect of object, location, function, scale, and characters (Widiyanto, Handoyo, & Fajarwati, 2008) so in the establishment must not override the value of the local culture. Basically, the village of cibuntu already has the capital. The village reportedly is already there since the days of the megalith this is unique because it has archaeological sites in the form of grave stones. The stone graves contain a handheld axe stone and now stored in Cipari Museum. In addition, there are several components

of the tourist village to note in development (the goddess, Fandeli & Baiquni, 2013), that is:

a. Accomodation

The House of the local people made a living place for tourists.who come to cibuntu village, this accomodation component looks at the homes of residents who made homestay. At the beginning of the formation of a tourist village cibuntu has only 16 homestay however there is now approximately 60 homestay, one of them being ranked 5th best in ASEAN.

b. Attractions

Tourists can participate in the life structure of community in cibuntu village. There is attractions in the cibuntu village:

- Welcoming ceremony accompanied by the gamelan and angklung. In addition, visitors will be greeted with a welcome drink as well i.e. Jasreh (Ginger Lemongrass)
- Playing traditional game West Java
- Watch and learn the art of the area of West Java, namely farmers dance, angklung
- Tour of the village named “Ningali Kampung” to see the archaeological sites, the wellspring of kahuripan, gongseng waterfall, and kampung goat
- Annual Event-i.e. the alms of the Earth as an expression of gratitude for the harvest
- The development of a tourism cibuntu village was conducted in mutual by all components of the community with the construction of the Department of Youth, sports, and tourism Kuningan District and STP Trisakti, Jakarta. Therefore, the concept of the triple helix considered capable to develop tourism village.

The concept of the triple helix expressed Etzkowitz shows the interactions that mutually beneficial between Government, industry, and universities at different levels in space knowledge, consensus, and innovation (Alwi, 2012). Knowledge space is central to the book results over a specific topic to create ideas technology (Prabawani, 2016:35). The relationship of reciprocity between the three institutions which produce ideas and strategies called consensus space, while further efforts to realization knowledge and goals are agreed with the strengthening of public and private relations (a combination of capital, knowledge engineering, business is the innovation space & (Alwi, 2012). The stakeholders if it is described to be like the following:

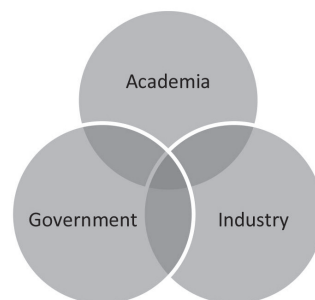


Figure 1, Triple Helix Model

The role of Academics

Academics acted as agent for dissemination and application of knowledge in order to be able to form a constructive value to the development of creative industries in the Community (Herlina, 2015). In this study, academics (STP Trisakti, Jakarta) has a major role in planning and development of a tourism cibuntu village. The activity is a form of public service as stated in the Tri Dharma Universities. In regard to contributions done parties STP Trisakti, that is:

- observation and review of potential tourism cibuntu village
- Create of roadmap tourism village
- Socialization aware tourism on the community of the cibuntu village
- Establishment of KOMPEPAR (Tourism Movement Group)
- Mentoring and coaching through the granting of training ranging from how welcoming and serving guests; serves food; homestay arrangement. Training that was recently done is training English conversation.

The contributions of the parties in the early pioneering academics cibuntu village as a tourism village. Currently the role of academia is said to be indirectly, the involvement this time only when the village cibuntu need help to develop the skills of training tourism cibuntu village.

The role of the industry

In this study, the role of the industry represented by the community of cibuntu village. As the lead actor in the Activator tourism village, the community must have a strong commitment to make the territory into a tourist village. One of them is characterized by high participation in the development of tourist villages, such as the formation of the KOMPEPAR, whose members are the local community, being a tour guide for tourists, and openness towards tourists.

The role of the Government

Government involvement in the development implemented through management of regional autonomy, democracy, and the principles of good governance (Alwi, 2012). As for the role of the local government Kuningan district, especially the Department of Youth, sports and tourism cibuntu tourism village in development include:

- as a catalyst, facilitator, and advocates who provide stimulation in order to tourism cibuntu village toward a better direction. It is characterized with the help in the management of the village land certificates to be able to do the development.

- as a regulator that generates policy
- as urban planner in which the Kuningan district Government DED design (Detailed Engineering Design) to develop a tourism cibuntu village.

The Government is not directly in the tourism activity in the cibuntu village. Kuningan district Government remains guarded village tourism cibuntu and made the cibuntu village as a representative of the Kuningan district if there are exhibitions of culture and tourism, national and international level in the category of tourism village.

Another homework for cibuntu village is there are still a constantly addressed towards better again. One of them is the hope that guests who come to cibuntu village are increasingly being satisfied, the cibuntu villagers really can be and behave in accordance with the “sapta pesona” namely; a safe, orderly, clean, beautiful and friendly. The thing that really should be imbued by the community of the cibuntu village. Furthermore although revenues from visitors from tourism cibuntu village is far from being a source of income the largest cibuntu village, but at least the funds collected can be a source of funds for the maintenance of the infrastructure of the village and the officers operations.

C O N C L U S I O N

In recent years, public awareness about tourism began to grow. This is evidenced from the high GDP generated from the tourism sector. On that basis, the district brass, one of the areas that is located at the eastern end of West Java province is trying to dig the potential. One trick is to promote tourism programs. The concept of the tourism village applied by cibuntu village one of village in Kuningan district. STP Trisakti Jakarta synergize with the Government, in this case local government Kuningan district and cibuntu village community itself started a pioneering village cibuntu as a tourism village at the beginning of 2011. Third stakeholder roles are synergized, known as the Triple Helix. His third role has its own. Academics play a role in the process of observation and study of the potential tourism cibuntu village, create roadmap tourism village, socialization to society, the formation of KOMPEPAR (Tourism Movement Group), mentoring, and training to the community. the role of the industry represented by the community of the cibuntu village. They are the main actors in the one driving the tourism village, the Community requested be tour guide for tourists, and openness towards tourists. The Government acts as a catalyst, facilitator, and advocate cibuntu tourism village, as a regulator that generates policy, and as urban planner in which the Kuningan district Government DED design (Detailed Engineering Design) to develop a tourism village cibuntu.

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