

## IMPACT OF CREATIVE TOURISM DEVELOPMENT ON CONDITIONS SOCIO-ECONOMIC LOCAL COMMUNITIES IN DAGO POJOK TOURISM VILLAGES

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### Abstract

*Changes in tourism trends make tourists need to be more interactive and try to overcome the experience of not just being tourists who are served by actors in the tourism industry. The development of creative tourism is like this, and besides being able to meet the needs of tourists, the development of creative tourism can also create jobs and improve people's welfare. The city of Bandung is a city owned by the Ministry of Tourism and Creative Economy to be included in the UNESCO World Network of creative cities. However, the city of Bandung also has a limited typology of natural tourism. This is what makes the Bandung City government take advantage of the creative spaces that exist around the community, namely Kampung-Kota as an alternative for developing tourism potential. The Bandung City Government has developed 30 creative tourism villages in 30 Bandung City Districts. And Dago Pojok Creative Tourism Village is the first creative tourism village in Bandung City and the ideas from the Dago Pojok Village community become an example for other Creative Tourism Villages in Bandung City. The purpose of this study was to identify and determine the actual conditions of creative tourism in the Dago Pojok Creative Tourism Village as a creative tourist attraction and its impact on the socio-economic conditions of the community. The method used is descriptive with a qualitative approach with analysis using coding tools. The development of creative tourism in the Dago Pojok Creative Tourism Village has had a positive impact on the socio-economic life of the community. Judging from the relationship between the community, education, increased community income, and the opening of new job opportunities for the community. Even so, the overall socio-economic impact for the community has not been sustainable. Because creative tourism activities have not been able to become the main livelihood and uncertain community income which depends on the number of tourist visits to Dago Pojok Creative Village.*

*Keywords: Impact of tourism development, creative tourism, socio-economic impact, urban village*

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### A. INTRODUCTION

Tourism development has experienced some shifts. Shifting preferences and Interest in travel occur in mass form tourism towards an individual form of tourism, namely the tendency to move away from standard mass-scale tourism products towards unique, diverse, and tourism products quality (Chunfeng Li, 2020). Trend changes Tourism is also caused by tourists who need to be more interactive and trying to fulfill the experience not only just being a tourist served by actors in the tourism industry. One of the tourism developments that is being intensively carried out by the government is tourism development-based creative. Creative tourism development is hope for the economy in the global era. By combining ideas, art, and technology, creativity-based economic development can create jobs and improve community welfare. This statement is also supported by (Damanik, 2013) who states that creativity takes the form of the development of traditional arts has now become a major force in the turnaround world economy, especially in the tourism sector through creative tourism development. Creative tourism is a new form of tourism that has the potential to change the existing tourism development model and make a new contribution to creating experiences for tourists (Restu et al., 2022)

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According to (UNESCO, 2006) Tourism creativity is defined as a sub-segment of cultural tourism, with a focus on participation interactive. Along with other definitions, This creative tourism emerged because of dissatisfaction with the “seeing” nature of mass cultural tourism in recent years. Interactive learning according to (Damayanti & Latifah, 2022) means that creative tourism must become a place-based approach to tourism culture through creative interpretation of place. City Bandung is a city proposed by the Ministry of Tourism and Creative Economy to enter the creative city network in the world belonging to UNESCO. Recognition from the organization this international level can be seen with the election of Bandung City as a creative city pilot project in Asia when the meeting was held with international economy-based cities creative in Yokahoma City, Japan. Government the city of Bandung is also encouraging its creative village development Bandung is nicknamed a creative city. Apart from that, there is also the construction of a creative village that intends to encourage its creation A village full of arts and cultural activities encourages the economy of local communities.

Based on the City's Strategic Plan Bandung in 2018-2023 states that the Bandung City Government wants to make tourism activities in the city of Bandung can improve the local economy of Bandung City which has a focus on the creative economy by prioritizing progress in an economy based on increasing added value resulting from creativity, culture, art, and the imagination of city residents Bandung. This is also supported by Bandung City RTRW which states that The city of Bandung acts as one of the city's services with one of the mainstay sectors being the tourism sector with a development direction in the field of arts and culture and tourism development creative.

Dago Pojok Creative Tourism Village is a city village in the city of Bandung and is located at RW 03 Kelurahan Dago, Coblong District, Bandung City. Dago Pojok Creative Tourism Village has concepts in the form of tourism, education, and industry creativity to raise potential village areas as activity centers for economy and culture. (Wisesa et al, 2018) too states that in the Creative Tourism Area, Dago Pojok offers a tourism concept community-based with tourism potential offered consists of fashion, handicrafts, murals, culinary delights, traditional music, and traditional dance.

According to as the initiator Dago Pojok Creative Tourism Village, formerly, Dago Pojok Creative Tourism Village before developed into a creative village.

1. Creative Tourism

Creative tourism is an alternative form of tourism that provides tourists with opportunities to develop their talents and potential through active participation in drawing experiences according to the characteristics of the destination, making cultural tourism more interactive and improving the quality of contact between tourists with local communities (Richard & Wilson, 2007). (Richard & Wilson, 2007) reveals four key aspects creative tourism development, namely:

- a. Developing Creative Potential

Tourists need to be provided with the tools to be creative develop your inner potential and bring home something more than just souvenirs. Social and economic issues in the area include a high crime rate and level of high unemployment in society due to there is issue of community productivity low. Then the village was developed this creative tourism is expected to become a forum for local communities should be given a platform so that you can be more productive in opening a business and indirectly it will also increase the local community economy. Besides perceived economic benefits, with development of Dago Pojok Village can become a creative tourist village minimize these social problems or issues and make society more united.

For this reason, impact analysis is necessary to develop creative tourism, to see how the tourism sector, in particular, creative tourism plays a role in this improve the economy and opening up opportunities job opportunities, and see how socio-economic conditions of local

communities after the existence of creative tourism development, remembering Dago Pojok Creative Tourism Village is the first creative village in Bandung. So if tourism development creativity has an impact on social conditions local community economy, then it won't rule out the possibility that this could happen in the other villages Creative Tourism is spread across 29 other sub-districts in Bandung City.

- b. Creating active engagement tourists are actively involved in activities and culture and there is cultural exchange with the public.
- c. Provide a distinctive experience linking creativity in teaching local culture and identity.
- d. Creating Creations Together Creative tourism requires bringing togetherness between tourists and residents local to create creations together.

## 2. City Village

The term "Kampung" is taken from the language Malay and is a term used to describe the system of rural settlements (Kustiawan and Efrizal, 2019). Additionally, the term "Kampung" is often used to depict a dichotomy (division between mutual groups conflict) between city and village. While the term "City" is synonymous with modernization or progress, temporary "Kampung" is synonymous with underdevelopment. In the development process, the term "Kampung" is used to describe the housing phenomenon in independently built urban areas by immigrants. This housing is called "Kampung-Kota" or housing that is like a village in rural, but in the city (Kustiawan and Efrizal, 2019). This matter supported by Shirleyana's statement (2018) in Ghifari (2020) according to him "Kampung" is the result of the efforts community in building his residence. Villages are one form of settlement in urban areas with unique characteristics Indonesia characteristics or identical forms residents who still carry the traits and the behavior of rural life intertwined in family ties tight; physical condition of the building and bad environment, irregularity or non-uniformity caused by the form of housing the irregular; building density and high population; limited facilities basic services such as clean water channels wastewater and rainwater, discharge rubbish and others so some Large villages became enclaves unhealthy townsfolk; No productive as well as status and legality the ownership of the land is unclear; or narrow aisle width (Heryati, 2008; Kristianti, 2013; Setiawan, 2010 in Kustiawan and Efrizal, 2019).

## 3. Sustainable Development

Sustainable development is defined as development that must meet current needs without sacrificing the rights and needs of future generations. Sustainable development contains the meaning of quality assurance of human life and not beyond the ecosystem's ability to support it. Therefore, the meaning of sustainable development is development to fulfill needs at the moment without reducing the capabilities of that generation (Sudarmadji, 2008). This matter is also supported by (Budimanta, 2015) who states that development sustainability is a way view of the activity carried out systematically and planned within an improvement framework for the well-being, quality of life, and environment of humanity without reducing access and opportunities to future generations to enjoy and make use of it. Meanwhile (Salim, 2003) highlights sustainable development must directed at solving problems of poverty (economic target), employment opportunities for the community (social goals), and high quality, environmental life (goals environment). Development sustainability includes three scopes of policy: economic development, social development, and protection environment. One of the sectors that is important to keep up with development sustainability is the tourism sector, because the tourism sector is vulnerable to damage occurs, therefore in the development of the tourism sector must

follow the principles of sustainability so that always balancing development between economic, social, and environmental.

#### 4. Tourism Impact

Impact is defined as impact or influence that brings consequences both positive and negative. This too supported (Christo, 2008) which states that impact is caused by something carried out, can be positive or negative, or strong influence brings negative consequences or positive. As for understanding impact according to (Arif, 2009) impact is something that results from it there is 'Something'. The impact itself can also be severe, the consequences before and after the existence of 'Something'. Impact Negative such development is not always aware of it or not always On the surface, it's a short problem This will discuss how to analyze the social impact of development and after that will be taken seriously in the study development impact. Tourists who are going to a destination within a certain period, using resources and the facility usually costs money for certain purposes, then leave the place to return to its original place. If tourists come to a destination this will have a big impact on the economic life of the area is good impact directly or indirectly direct. The economic impact resulting can be positive or negative. (Pitana & Putu, 2009) added that the impact of tourism on the economy

categorized into 8 (eight) categories as follows:

- a. Impact of tourism development on foreign exchange receipts.
- b. Impact of tourism development on people's income.
- c. Impact of tourism development on job opportunities.
- d. Impact of tourism development on the distribution of benefits or profit.
- e. Impact of tourism development of ownership and control (economic) society.
- f. Impact of tourism development towards development in general.

## **B. RESEARCH METHOD**

This study uses a descriptive method The approach used is a qualitative approach. Participant in This research is the Village Initiator Dago Pojok Creative Tourism, Community and Tourism Business Actors in Dago Creative Tourism Village Corner, Department of Culture and Tourism Bandung. Data collection was carried out with primary data collection and secondary through literature studies, studies documentation, observation, and interviews. By using tools such as checklists, interview guides, books, journals, research reports, and documents. Analysis used data reduction, data presentation, withdrawal conclusion, or verification.

## **C. RESULTS AND ANALYSIS**

According as initiator of the Dago Creative Tourism Village Corner, the village was inaugurated on October 8, 2011 independently by local local community. Then on 2011-2013 Tourism Village Creative Dago Pojok collaborates with Bandung Creative Community Forum (BCCF) Bandung City. Programs from Dago Pojok Creative Tourism Village has several programs that related to empowerment society and participation in village development. That matter also stated in the City RPJMD Bandung for the 2018-2023 period related to development programs creative and empowering village society to exploit its potential economy and utilize the creative spaces that exist nearby people in Bandung City. Dago Pojok Creative Tourism Village is urban village located in Dago Village, Coblong District, Bandung. Dago Pojok Creative Tourism Village utilizes open space in community settlements for tourism activities/activities. Total area land in this sub-district based on profile in 2020, the subdistrict area was 258 hectare.

Administratively, Dago Pojok Creative Tourism Village is located at north of Dago Village, so this village is a border with Bandung Regency.

#### 1. Actual Conditions

Creative tourism is a new way to redesign non-interactive modes of cultural tourism only in the form of sightseeing a more interactive activity. Creative tourism is one of the alternative forms of tourism that provide opportunities for tourists to develop talents and potential through active participation in gaining appropriate experience with the characteristics of the destination occupied and turned into tourism culture is more interactive and enhances the quality of contact between tourists and local communities (Richard & Wilson, 2007). Key aspects of the development creative tourism in Dago Pojok Creative Tourism Village are presented as follows:

##### a. Developing Creative Potential

Managers have provided tools and puppets to support tourists in getting creative and conducting workshop activities. Tourists are not restricted to getting creative in the workshop followed, This encourages tourists to develop ideas, and creations according to their interests.

##### b. Creates Active Engagement

Tourists are directly involved in puppetry activities. The village manager will explain the philosophy of wayang, tools traditional bamboo music to travelers. So tourists don't just watch but actively participate in activities of the workshop they attended and this directly improves communication or contact between tourists as guests with perpetrators or community as hosts and creates opportunities for cultural exchange.

##### c. Provide a Distinctive Experience

Creative tourism activities in the Dago Creative Tourism Village Corner is a medium for introducing, teaching, and preserving Sundanese culture like wayang golek, plunging, jaipong dance, and additional village characteristics Dago Pojok Creative Tourism, namely murals. The thing that differentiates Dago Creative Tourism Village Corner from the others is a creative activity packaged actively and interactively which is packaged in a package of workshops offered to tourists and guided or taught directly by artists at Dago Creative Tourism Village Corner. During the learning process of wayang, tourists will taught about the history of wayang, wayang philosophy, types of wayang, Bamboo plunging music, dance traditions, and murals. The atmosphere in Dago Creative Tourism Village Corner is a dense residential area sitting in the city center or Villages with distinctive characteristics murals displayed throughout village gang that can provide your own experience for tourists who visit him.

##### d. Creating Creations Together

Creative tourism activities in Dago Creative Tourism Village Interactive Corner and guided directly by the artist who are indigenous people of Kampung Dago Pojok so make contact directly with residents. As long as activities are in progress there is a lot of communication between the two directions from artists and tourists who visit like artists the village explains wayang philosophy, playing wayang together, traditional dancing together, playing bamboo music, etc. Communication from creative tourism activities makes direct contact between tourists and artists creating creations together be it murals, wayang, music bamboo, and souvenirs.

## 2. Development Impact Creative Tourism Against Socioeconomic Conditions for Dago Pojok Creative Tourism Village Community

The impact of tourism development creative in the Creative Tourism Village Dago Pojok certainly can provide a positive impact and negative in life everyday society. In the sub-chapter, this is the answer to research questions regarding its impact on social conditions economy of society after Dago Pojok Village was developed to become a creative village.

### a. Social Impact

The social life of society in Dago Pojok Creative Tourism Village cannot be separated from development into a village Creative Tourism. This brings changes, especially for society, which will be explained in more detail below details as follows.

#### 1) Inter-Community Relations

As defined by (Folke & Fabricius, 2005) impact is a collision or friction which brings good consequences positive or negative. In this research, the collision is tourism development creative. Based on observation results and interviews found that tourism development creative in Dago Pojok Creative Tourism Village has had a positive impact aspects of internal relations among the public. This is because with tourism development creative society becomes a given place to work and simultaneously discuss the program in the Dago Creative Tourism Village Corner like there is an FGD schedule (focus group discussion) in each weekend to discuss creative activities in the village. As explained by Pawitro, et al (2015) stated that deep organizing urban village communities have informal organization with an emphasis on unity and harmony as a form of social bonding.

#### 2) Education

As explained by Salim (1997) in Noviantri (2019) which states that the characteristics of village-city dwellers generally have levels low of education. Based on the results of observations and interviews it was found that residents in Dago Pojok Creative Tourism Village does have an educational level low and that causes a large population who work in the informal sector. Tourism development creative in Dago Pojok Creative Tourism Village is expected to get it to improve the quality of education public. Tourism development creative in Dago Pojok Creative Tourism Village makes an impact which is positive on society through PKBM (Community Learning Center) which is managed by the Taboo Community and includes facilities such as reading garden, free library, and school equality program for pursue Package A, Package B, and Package C. From this program the average per a year there were 60 people in the community take part in the equalization program and this indicates that people are becoming more aware of it education and level of education will be useful for society at this time find a job. And that's it It's in line with what was said by Suratmo (2004) who stated development tourism can encourage public awareness about education whether it's tourism education, or formal or informal.

#### 3) Health

As defined by Suratmo (2004) regarding social impacts the community economy has seen from health aspects, the existence development of a tourist destination can improve the quality of life in the local community and can see from a health aspect public. Based on the results of observations and interviews, with the development of creative tourism at the Dago Creative Tourism Village The Corner cannot be said yet provide benefits to society local. Based on interview results with informants it was

found that there are programs from the Community Taboo as the village administrator Dago Pojok Creative Tourism is related to health aspects but the program only runs once and the benefits have not yet been felt as a whole by society. Other programs run by Taboo Community as administrator Dago Pojok Creative Tourism Village related to health is holding community service or cleaning program which is routinely carried out by the community Dago Pojok Creative Tourism Village especially in the RT 02 and RT 03 areas to clean gutters, culvert, to create cleanliness around the yard community and place-making tourist activities are taking place creative, more beautiful and well maintained.

b. Economic Impact

The economic life of society in Dago Pojok Creative Tourism Village cannot be separated from the development of the village becomes Creative Tourism Village. This matter has brought about changes in particular for local communities, that is explained in more detail below as follows.

1) Community Income

Referring to Suratmo (2004) states that Income in this society is income that you get after doing business in the tourism sector. People earn income if they work and earn wages from the tourism sector.

Table 1  
 Income of Creative Business Actors

No	Years	Wayang Golek Galery (Rupiah)	Studio Music Traditional Bamboo (Rupiah)	Studio Daughter Rengganis (Rupiah)
1	2015	84.000.000	5.000.000	4.800.000
2	2016	84.000.000	5.000.000	4.800.000
3	2017	84.000.000	5.000.000	4.800.000
4	2018	120.000.000	10.000.000	4.800.000
5	2019	84.000.000	5.000.000	4.800.000

Based on the results of observations and interviews, the community involved directly with tourism activities such as workshops, producing local specialty products, come along as well as in festival activities annual culture will earn income or additional income.

2) Job Opportunities

Referring to Salim (1997) in Noviantri (2019) stated that the village residents were trying and thrive in life informal economy or in informal sector.

Table 2  
Number of Creative Tourism Workers

<b>Before the development of creative tourism</b>	<b>After the development of creative tourism</b>	<b>The number of workers increases</b>
18 worker	61 worker	43 worker

In the results of observations and interviews, it was found that people in Dago Pojok Creative Tourism Village works in the informal sector such as tradesmen, construction workers, assistant households, and entrepreneurs. The development of Dago Pojok Village has become a creative village that provides benefits to opportunities for work for the community in the sector tourist. Generally, society working as an artist leading workshops for tourists and assisting in the production of specialty products the village is like a puppet show, celempungan, bamboo harp, and souvenirs.

#### **D. CONCLUSION**

Actual conditions of Dago Pojok Creative Tourism Village refers to (Richard & Wilson, 2007) about 4 (four) key aspects of the development of creative tourism, concluded that the actual conditions of creative tourism in the Village Dago Pojok Creative Tourism is here fulfills and is in line with the fourth aspect of creative tourism development. This is in line with the actual conditions of creative tourism in Dago Pojok Creative Tourism Village Based on research results in the village Dago Pojok Creative Tourism is related to social conditions of society related conditions social society in terms of aspects of relations between communities and Education has had an impact on the positive. Regarding economic conditions in society in terms of people's income and employment opportunities, creative tourism development in Dago Pojok Creative Tourism Village provide a positive impact. The existence of creative tourism can absorb new workers who are from native village communities and this can certainly reduce levels of unemployment. The suggestions proposed are as follows:

1. Hold events more often in Dago Pojok Creative Tourism Village area is like a festival culture, traditional snacks Sundanese, traditional music as well as other cultural festivals for more introduce tourist attractions creative in urban villages, namely at the Dago Creative Tourism Village Corner.
2. Bandung City Government especially the Department of Culture and Tourism provides training to the village community Dago Pojok Creative Tourism especially in the tourism sector as an effort to improve quality human Resources. So that society is equipped with knowledge about tourism includes the management of tourist areas for people to become aware of tourism and independent.
3. Collaborate with academics in arts, practitioners, and relevant agencies for developing a Tourism Village Be creative to be more independent and sustainable in managing a tourism village.
4. The community and related agencies continue to maximize all potential tourism in the Tourism Village Dago Pojok Creative, like developing a souvenir shop and maximizing tour packages in the form of an involving workshop local community.



5. Play an active role in all tourism activities that took place in Dago Pojok Creative Tourism Village, and also helps the village management in developing everything existing potential.

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