

Economic recovery of cultural tourism village communities affected by Covid-19 using the SDGS program

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Abstract. The Covid-19 pandemic has had an impact on the economy of cultural tourism village communities. The aim of this research is to formulate and analyze strategic steps for economic recovery of cultural tourism village communities through village government policies. This needs to be done considering the impact of the Covid-19 pandemic which has resulted in economic difficulties for the cultural tourism village community. The recovery of the community's economy towards a new normal period needs to be carried out immediately so that it does not impact cultural tourism village destinations. This research uses a case study method in Rancakalong District, Sumedang Regency. Data collection techniques were obtained through literature studies and online interviews with village officials, tourism village managers and local communities. The analysis was carried out qualitatively by reducing the data resulting from research findings. The research results show that the economic recovery of cultural tourism village communities can be carried out with the policy of 1) Providing guidance to small business actors; 2) providing creative economy business capital loan assistance; and 3) training in marketing village cultural tourism products and destinations globally.

1 Introduction

The tourism sector is one of the industries hardest hit by the COVID-19 pandemic. The impact of COVID-19 is especially felt in areas that are in the process of developing cultural tourism villages. A cultural tourism village is a form of integration where attractions, accommodation and supporting facilities are presented within the framework of the way of life, traditions and culture of the local community. Cultural tourism villages are characterized by the potential for local tourism, arts and culture, accessibility and supporting infrastructure, as well as ensuring security, order and cleanliness [1].

The attraction of cultural tourism villages as a source of community income cannot be denied. Who doesn't want the rural environment to be clean and beautiful, the people friendly and welcoming, and tourists to visit, shop and create economic opportunities? Creating such

an atmosphere in a cultural tourism village is not easy; Village tourism managers must have strategies and innovations for their development [2].

A well-developed cultural tourism village can significantly improve the community's economy [3]. In the long term, the impact on the local economy and people's lifestyles can be huge. Economically, it can increase the production of national services both through local and international tourists visiting villages. Visitors to cultural tourism villages will often make purchases, including consuming food and souvenirs. This can lead to the development of unique local handicrafts and souvenirs in each village. By increasing consumption in rural areas, national production will also increase, thus having an impact on overall economic growth [4]. In terms of lifestyle, people will get used to a clean and beautiful environment which can become a cultural norm. A clean environment supports the creation of a healthy village. One aspect of a healthy village is a clean environment.

In the new normal era, clear, credible and targeted communication is very important. Communication like this can guide communities, especially those involved in village tourism, to bounce back by increasing the capacity of sustainable tourism businesses in villages so they can survive. The opportunity to revive is very large considering the enormous potential that villages in Indonesia have, both quantitatively and qualitatively [2]. Therefore, the role of cross-sectoral ministries and regional governments is very important to revive the economy, especially in rural areas. The government needs to improve the quality of human resources and the welfare of the tourism sector workforce in the context of the Covid-19 pandemic, thereby contributing to reducing unemployment due to layoffs, economic growth and decent employment opportunities. Developing the potential of cultural tourism villages is an important part of developing the tourism industry in Indonesia amidst the Covid-19 pandemic [5]. It is hoped that village tourism stakeholders will become independent, capable, creative, innovative and adaptive in marketing the potential, market and sustainability of their tourism business amidst the coronavirus outbreak.

Tourism stakeholders in villages need to prepare by beautifying the properties of their tourist destinations. This way, when the pandemic subsides and tourism returns to normal, they can welcome tourists with better service. Seeing this reality, it is necessary to communicate Covid-19 mitigation as a top priority action that needs to be considered and implemented for people who are in areas at risk of Covid-19 transmission. Therefore, the role of the government and related authorities in preparing village residents to be alert to face this disaster is very important. This includes providing initial information regarding these problems, including the danger of Covid-19 transmission and readiness to welcome tourists [6, 7].

Regional governments must immediately implement policies for the economic recovery of rural communities who depend on tourism who have been affected by Covid-19. If the economy of rural tourism communities remains stagnant, this will hinder the development of tourist destinations in the region. In essence, the development of a cultural tourism village will depend on its management. The tourism community in these villages will of course focus on the economic recovery of their families. Therefore, the active role of the village government is needed to help the recovery of the tourist community. Participation is seen as a reflection of the democratic right of individuals to be involved in their own development [8]. Participation, as defined [9], is considered as direct interaction between individuals in discussing and understanding some important things or values. By indirectly helping these cultural tourism villages recover from the impact of Covid-19, small communities can return to their activities in these villages.

Economic empowerment of cultural village tourism communities has the potential to break the cycle of poverty in these communities [10]. Cultural Heritage Conservation (SDG 11 - Sustainable Cities and Communities). Cultural villages often function as guardians of cultural heritage and historical heritage. Studying the economic recovery of these villages

can support SDG Target 11, which focuses on inclusive, safe, resilient and sustainable cities and settlements. "The economic recovery of the cultural village tourism community is not just about economic growth but also the preservation of unique cultural heritage." [11]. Reducing Economic Inequality (SDG 10 – Reduced Inequality) Economic recovery of rural communities can help reduce economic inequality. gap between rural and urban areas, thereby contributing to SDG Target 10, "Reduce Inequality." The economic recovery of cultural village communities is an important step in reducing regional inequality [12].

Cultural villages are often located in sensitive natural environments. Research in this area can help maintain a balance between economic development and environmental conservation, supporting SDG Target 15, "Life on Land. The economic recovery of cultural village tourism communities must be integrated with the principles of environmental sustainability." [13]. In summary, research on the economic recovery of cultural village tourism communities not only holds promise for alleviating poverty and reducing economic disparities but also plays an important role in preserving cultural heritage and protecting sensitive natural environments. By aligning with environmental sustainability principles, these communities can contribute significantly to achieving various SDGs.

Research on the economic recovery of cultural village tourism communities as part of the Sustainable Development Goals (SDGs) is important because it contributes directly to achieving various SDG targets related to poverty alleviation, environmental preservation and local economic development. Research is very important because it can strengthen the economic well-being of rural communities, which are often vulnerable to poverty. This is in line with SDG Target 1, "Ending Poverty." The novelty of this research is that the economic recovery of the cultural village tourism community focuses on micro and small business actors in the cultural village community by highlighting the potential (advantages) of the cultural village tourism community.

2 Research Methodology

This research uses a case study method in Rancakalong District, Sumedang Regency. According to [14], "Case study is a research strategy in which the researcher investigates a program, event, activity, process, or group of individuals in depth." Through case studies, a researcher can examine a phenomenon carefully and obtain comprehensive information about the subject being investigated. A case study is an in-depth study of a particular group or event and provides a descriptive analysis of individuals [15]. In this study, the case study focuses on identifying the economic impact of COVID-19 on local cultural village tourism communities. In this context, what is meant by "cultural village tourism community" is a community whose livelihood depends on the existence of cultural tourism in their area.

Data collection was carried out through online interviews with village officials, cultural village tourism managers and local residents. Interviews were chosen with the aim of obtaining more in-depth and comprehensive information and data. As stated by Susan Stainback, as quoted in [16], interviews help researchers gain deeper insight into participants' interpretations of situations and phenomena, which may not be possible through observation alone. Due to the ongoing COVID-19 pandemic, interviews were conducted online using social media platforms. This approach is in line with [17], who states that researchers can conduct face-to-face interviews, telephone interviews, or conduct focus group interviews with participants. Researchers conducted interviews with six informants, including two village officials, two cultural village tourism managers, and two residents around the cultural village. The reason for selecting these six informants was that they could provide information related to the objectives of this research.

After collecting data through interviews, researchers carried out data analysis. The interview data was then reduced, presented, and finally summarized. Data analysis in qualitative research, following the Miles and Huberman approach, consists of three activities carried out simultaneously: data reduction, data presentation, and conclusion drawing or verification [18]. Data analysis procedures are carried out to produce research data that is in accordance with the research focus. Thus, research results are reliable data produced through a systematic and scientific process.

3 Results and Discussion

Based on interviews conducted by researchers, it is known that the impact of the COVID-19 pandemic on the economy of the cultural village tourism community in Rancakalong District, Sumedang Regency is still unstable. Festivals and cultural performances, which often provide the livelihood of many people in society, have been stopped. Communities that rely on these cultural events as a source of income experience a significant decline in income due to the absence of cultural performances in the community. The economic impact is particularly felt by those who depend on trade as a primary source of income. The absence of cultural events and performances has caused a decline in the income of these traders. If this situation continues, this could have an impact on the region's overall economic growth and lead to an increase in poverty [19].

Poverty is defined as a condition where individuals are unable to maintain themselves at the level of living standards of their group and cannot use the mental, physical and human resources they have in that group [20]. The COVID-19 pandemic has had a paralyzing impact on people's economic activities in Indonesia. Measures such as Work From Home, regional restrictions, and the closure of public places, including tourist attractions, have caused many companies to temporarily lay off their employees. Micro, small and medium enterprises (MSMEs) were particularly hard hit, and some carried out layoffs as a precautionary measure against the uncertainty of when their businesses could reopen. This situation has the potential to increase unemployment and poverty rates in Indonesia. As of March 2019, the number of vulnerable and near-poor people in Indonesia had reached 66.7 million people, almost three times the number of people below the poverty line (poor and very poor). The majority of the population works in the informal sector, relying on daily wages. If this pandemic continues for a long period of time, restrictions on people's mobility will become even longer. As a result, vulnerable and near-poor individuals working in the informal sector, especially those who depend on daily wages, are at risk of losing their livelihoods and falling below the poverty line [21].

Therefore, it is important to revive cultural village tourism and the related economy, because it can contribute significantly to the recovery of the local economy. Regional governments should provide support to communities around cultural tourism villages to revitalize their mainstay tourist attractions, thereby leading to economic recovery. Cultural village tourism must be designed in line with the principles of sustainable tourism, emphasizing the importance of community involvement. Sustainable tourism is a concept that aims to make the best use of environmental resources while preserving ecological processes and preserving natural heritage and biodiversity. It also respects the socio-cultural aspects of indigenous people and tourists while ensuring economic benefits for the community in the long term [22, 23]. Rural-based tourism, aligned with the concept of community-based tourism, is considered a sustainable tourism model [24]. The tourism industry is global, so specific planning is important. Planners must accumulate extensive experience in planning methods. Sustainable tourism planning can be done using various approaches, including attractions, actors, actions and atmosphere [25]. The economic

recovery of cultural village communities carried out by local governments can be initiated through three main policies:

First, providing guidance to small business actors: Guidance and development of small businesses is prioritized in the economic recovery of cultural village communities. Small businesses in cultural village communities in Rancakalong District, Sumedang Regency are often considered part of low-income communities. The regional government has identified small business actors to support them. Small businesses play an important role in developing cultural village tourism in the area. The guidance and development of small businesses is carried out by the government, the business world and the general public, both individually and jointly. This process is focused, continuous, and aims to create strong and independent small businesses that can grow into medium-sized businesses. The scope of small business development and development includes production and processing, marketing, human resources and technology. Steps for coaching and developing small businesses include: a. Identifying the potential and problems faced by small businesses. B. Prepare guidance and development programs tailored to the potential and problems of small businesses. C. Implement guidance and development programs. D. Monitor and control the implementation of small business development and development programs [26]. To stimulate the interest of the business world and the community to participate in fostering and developing small businesses, local governments need to consider tax policies, such as calculating Taxable Income (PKP). Small businesses that have been fostered and grown into medium-sized businesses can still receive guidance and development for a maximum of three years.

Second, providing capital loans for creative economy businesses: Creative economy businesses often arise from high interest in technology, fashion and culture. Creative business ideas can also arise from hobbies or interests of prospective business owners. Creative business owners usually don't complain about the initial capital needed to start a business. However, in the context of the COVID-19 pandemic, capital support is very important. Providing low-interest loans for creative economy entrepreneurs is the main policy of regional governments. The COVID-19 pandemic has forced many home industry businesses to close, causing an increase in unemployment due to layoffs. Providing capital loans is one way to revitalize creative economy businesses in cultural village areas. The Creative Economy Agency (Bekraf) is currently encouraging business growth and encouraging creative economy players to improve the quality of their businesses so that it is easier to obtain funding from financing institutions. To improve the quality of this business, financial issues need to be addressed. Entrepreneurs often focus on revenue, ignoring financial records. Entrepreneurs also often use business funds for personal living expenses. Apart from that, many entrepreneurs do not record every transaction they make, resulting in poor financial management. These mistakes make business owners unprepared when facing an economic crisis, such as a disaster. In this situation, business owners can apply for loans from banks, non-bank financial institutions, or sharia funding providers. Loans from banks may not exceed 65% to 70% of the required amount. Before seeking a loan, business owners must have a minimum of 25% capital. In addition, business owners must recognize the nature of their business, whether it operates daily, weekly, monthly, or seasonally, as this is important for calculating monthly interest payments.

Third, marketing training for cultural village tourism products and destinations on a global scale: Regional governments provide support to local entrepreneurs in marketing their products and promoting cultural village tourist destinations. Marketing is done online to reach audiences outside the village. This approach introduces local products and cultural village tourism to an international audience. This policy was taken by the Sumedang Regency Government to revitalize the economy of the local cultural village, considering that the development of cultural village tourism depends on the local community. Product marketing is an effort by entrepreneurs to inform or offer products or services with the aim of attracting

potential consumers to buy or consume them. Marketing is the "heart" of a business, because a product will only be known to consumers through promotions. There are various forms of advertising and promotions, and consumers may even be familiar with jingles, slogans, and product campaigns. However, familiarity with a product does not necessarily lead to consumer purchase. To successfully market a product, a unique strategy is needed. One popular and effective marketing strategy is the marketing mix or "Four Ps" of marketing.

Marketing is also a combination of strategies that integrates various advertising, personal selling, public relations, and other marketing tools, all aimed at achieving sales goals. Effective marketing can increase consumer interest in using a product. Marketing during the COVID-19 pandemic can be done online via social media and other online platforms. Product marketing functions to promote local products and cultural destinations. According to Kotler (2001), online marketing is an interactive computer system that connects consumers and sellers electronically. Commercial online services offer information and marketing services to customers who pay a monthly fee. In today's era, the internet offers various opportunities for small and medium businesses (SMEs) to improve their marketing efforts. This is also offset by the increasing number of consumers looking for products and services online.

4 Conclusion

Based on research findings, it can be concluded that the COVID-19 pandemic has had a significant impact on the economic welfare of cultural village communities. To overcome this problem and encourage economic recovery, regional government policies include: 1. Providing guidance and support to small business actors, especially micro and small businesses in cultural village communities. This includes identifying their potential, addressing challenges, and implementing tailored programs to facilitate their growth and resilience. 2. Providing low-interest loans to creative economy entrepreneurs to stimulate economic activities in cultural village areas. This loan can help revive creative businesses affected by the pandemic. 3. Organizing marketing training programs for both local products and cultural village destinations globally. This can help promote local businesses and increase the visibility of cultural village tourism on a global scale. Strengthening the local economy of cultural village communities will contribute to increasing community participation in developing cultural tourism in their respective regions. Cultural villages play an important role in the livelihoods of local residents and are a source of income for local governments.

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