



## Implementation of Ecotourism Program as an Effort to Develop Village Tourism Potential in Serdang Wetan, Tangerang: Community Service Activity.

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### Abstrak

Artikel ini membahas tentang implementasi program ekowisata sebagai upaya untuk mengembangkan potensi wisata desa di Serdang Wetan, Tangerang, melalui kegiatan pengabdian masyarakat. Tujuan dari artikel ini adalah untuk menggambarkan proses kegiatan pengabdian masyarakat yang dilakukan untuk meningkatkan keterampilan dan pemahaman masyarakat desa serta pengembang pariwisata dalam mengembangkan ekowisata, yang berkelanjutan dan berdampak positif bagi lingkungan sekitar. Metode yang digunakan adalah dengan melaksanakan pelatihan, bimbingan, dan promosi pariwisata. Hasil dari kegiatan pengabdian masyarakat ini adalah meningkatkan kepedulian masyarakat desa dalam pengelolaan wisata, meningkatkan jumlah pengunjung dan pendapatan dari pariwisata, serta membantu melestarikan budaya dan lingkungan di daerah tersebut. Kesimpulannya, kegiatan pengabdian kepada masyarakat di Desa Wisata Serdang Wetan Tangerang memiliki potensi untuk menjadi model bagi pengembangan pariwisata di daerah-daerah lain, terutama di daerah pedesaan yang memiliki potensi wisata yang belum tergarap secara maksimal.

**Kata kunci:** Ekowisata, Pengembangan, Potensi wisata, Desa wisata

### Abstract

*This article discusses the implementation of an ecotourism program as an effort to develop village tourism potential in Serdang Wetan, Tangerang, through community service activities. The aim of this article is to describe the process of community service activities carried out to improve the skills and understanding of the village community and tourism developers in developing sustainable ecotourism that has a positive impact on the surrounding environment. The method used is by conducting training, guidance, and tourism promotion. The results of this community service activity are increasing the awareness of the village community in tourism management, increasing the number of visitors and income from tourism, as well as helping to preserve the culture and environment in the area. In conclusion, community service activities in Serdang Wetan Village have the potential to become a model for tourism development in other areas, especially in rural areas that have untapped tourism potential.*

**Keywords :** Ecotourism, Development, Tourism potential, Village tourism.



## Introduction

"Desa Wisata" is a tourism development concept that focuses on local wisdom and environmental sustainability in a village (Komariah et al., 2018). Desa Wisata has great potential for tourism development in Indonesia because Indonesia is a country rich in culture and tradition, and most of these cultures and traditions are located in villages.

The development of Desa Wisata can provide many benefits, both for the village community and for tourists (Herdiana, 2019; Hery, 2016). For the village community, the development of Desa Wisata can provide additional income, improve skills and knowledge, as well as improve welfare and pride in their culture and traditions. While for tourists, Desa Wisata can provide a unique and in-depth experience of Indonesian culture and traditions, as well as an opportunity to participate in activities in the village (Kelana et al., 2022).

However, the development of Desa Wisata also faces challenges, such as a lack of infrastructure, policies that do not yet support it, and a lack of skills and knowledge in developing tourism. Therefore, support and participation from all parties are needed, including the government, the village community, and tourists to develop Desa Wisata well and sustainably (Kirana & Artisa, 2020). This support can come in the form of infrastructure development, the development of skills and knowledge of the village community in managing tourism, as well as promotion and support from tourists to visit Desa Wisata.

Serdang Wetan Village can become a location for community service because it has tourism potential, cultural and traditional diversity, economic potential, village government support, and transportation access. Serdang Wetan Village has attractive tourism potential, such as natural beauty, parks, and educational tourist sites suitable for tourists who want to enjoy rural life. Serdang Wetan Village has rich cultural and traditional diversity, with various traditions and customs that are still preserved by the local community. This can be an attraction for tourists who want to learn more about Indonesian culture and traditions. With the development of Desa Wisata in Serdang Wetan Village, the local community can increase income through tourism businesses, such as homestays, culinary, handicrafts, and others. Thus, the development of Desa Wisata in Serdang Wetan Village can provide economic benefits for the village community. Serdang Wetan Village has received support from the local government in tourism development, making it potential for further development and providing benefits for the village community. Serdang Wetan Village has easy transportation access, located near Tangerang and Jakarta cities. This makes it easy for tourists to visit Serdang Wetan Village and provides opportunities for further tourism development. With these potentials, Serdang Wetan Village can become a potential location for community service and provide benefits for the village community and tourists.

The community service in Serdang Wetan Village is intended to provide support, assistance, and guidance to the village community to develop tourism in their area well and sustainably. The benefits of community service in Serdang Wetan Village are expected to provide benefits such as: (1) Increasing the welfare and income of the village community through tourism development, thus helping to reduce poverty rates; (2) Increasing the added value of products and services produced by the village community, thus improving the village economy; (3) Increasing awareness and participation of the community in preserving the environment and local wisdom in tourism development; (4) Increasing promotion and marketing of tourism destinations in the village, thus increasing the number of tourist visits and income from the tourism

sector; (5) Helping rural communities develop skills and knowledge in tourism management, in order to create new job opportunities and improve tourism-related skills.

### **Implementation Method**

The implementation method of community service in Serdang Wetan Tourism Village, Tangerang is carried out as follows:

1. Participatory Approach: This method involves active participation from the rural community in every stage of tourism development in the tourism village.
2. Training and Guidance: This method aims to improve the skills and knowledge of the rural community in managing tourism.
3. Collaboration with Others: This method involves collaboration with other parties, such as the government, non-governmental organizations, and tourism entrepreneurs.
4. Evaluation and Monitoring: This method is carried out to evaluate the success of tourism development activities in the tourism village.
5. Sustainable Approach: This method aims to ensure that tourism development in the tourism village is carried out sustainably.

By using these methods, community service in Serdang Wetan Tourism Village, Tangerang is well implemented and provides significant benefits for the rural community and sustainable tourism development.

### **Result and Discussion**

The Community Service activity was held in the Ecotourism area of Serdang Wetan village, Tangerang, Banten. The activity was attended by the management of the Village-Owned Enterprises (BUMDES) of Serdang Wetan, Tangerang, as Ecotourism is an enterprise under the control of BUMDES Serdang Wetan. The activity was held in a limited manner due to the ongoing Covid-19 pandemic, but did not diminish the essence of the activity.

The Community Service activity began with problem identification. Problem identification was carried out by conducting surveys and studies on the situation and conditions in the Serdang Wetan Village Tourism Area, Tangerang. Problem identification was conducted to determine the problems faced by the village community in developing tourism in their village. This was followed by planning activities to develop an action plan to address the identified problems. Planning activities involved active participation from the village community and tourism developers. The goal of planning activities was to develop effective and efficient community service activities.

The implementation of activities was carried out in accordance with the action plan that had been developed. The implementation of activities included training, guidance, and tourism promotion activities. Training was provided in identifying the potential of Serdang Wetan village, which was developed by BUMDES, providing training in BUMDES financial management, and providing training for Ecotourism promotion. The presence of Ecotourism has helped to improve the economy of the Serdang Wetan village community. However, there is a need to improve financial management in order to ensure that the business results from Ecotourism can contribute to further business development. In addition, the promotion that has been carried out so far has produced results, so that Ecotourism is known both in Tangerang city and outside Tangerang city. Tourism promotion in the form of social media can be an alternative to increase visitor interest.



Figure 1. Ekowisata Desa Serdang Wetan, Tangerang

Evaluation and monitoring are routinely carried out to assess the success of tourism development activities in the Serdang Wetan Village, Tangerang Tourism Village. Evaluation and monitoring include evaluating the impact of tourism development activities on the local community and the surrounding environment, as well as the performance of community service activities. After the community service activities have been completed, information about the results and benefits of the activities is disseminated to the local community and other stakeholders involved in tourism development in the Serdang Wetan Tourism Village in Tangerang. This is aimed at improving the understanding and awareness of the community about the benefits of tourism development activities.

### Conclusion

Based on the community service activities carried out in the Serdang Wetan Tourism Village, Tangerang, it can be concluded that the activity has provided benefits to the local community and tourism development in the area. Through the training, guidance, and promotion of tourism activities conducted, the local community and tourism developers in Serdang Wetan Tourism Village, Tangerang were able to improve their understanding and skills in developing tourism in their village.

In addition, the community service activity also helped improve the welfare of the local community through increased income from tourism, as well as helped preserve the culture and environment in the area. Therefore, community service activities in Serdang Wetan Tourism Village, Tangerang have the potential to become a model for tourism development in other areas, especially in rural areas that have untapped tourism potential.

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