

Analysis Of Success Factors Of Cultural Heritage Tourism Village Pilot In Cimareme Village, Garut District

Sarifatun Nisa Barkah,

Postgraduate Study Programme in Public Administration, Garut University, Indonesia
chakogar@gmail.com

Ieke Sartika Iriany,

Postgraduate Study Programme in Public Administration, Garut University, Indonesia
iekesartika@gmail.com

Novie Susanti Suseno

Postgraduate Study Programme in Public Administration, Garut University, Indonesia
noviesusanti@gmail.com

Abstract

The tourism village programme was established by the government directly in order to empower village communities through tourism activities. The purpose of this study is to evaluate the variables that influence the success of the formation of cultural heritage tourism villages in the village of Cimareme, Garut Regency. The problem studied is how much influence the economic, social, cultural, environmental, political, technological, infrastructure on the success of tourism. The type of research used is exploratory quantitative with a cross-sectional approach. The research sample is the Village Government, Village Community Institutions in Cimareme Village. The main focus of research is to measure and view data from independent and dependent variables at a certain point in time. The R Square value influences together or simultaneously with culture, economy, infrastructure, environment, politics, social, and technology on the success of tourism village pioneering with Adjusted R Square 0.998 or 99.90%. The implication of the research is the development of a sustainable local economy, preservation of culture and tradition, improvement of infrastructure and accessibility, empowerment of local communities.

Keywords: *Village Tourism, Success Factors, Reliability, Inner Vif Values*

Abstrak

Program desa wisata dibentuk pemerintah secara langsung dalam rangka memberdayakan masyarakat desa melalui aktivitas pariwisata. Tujuan penelitian ini adalah untuk mengevaluasi variabel yang mempengaruhi keberhasilan pembentukan desa wisata cagar budaya di desa cimareme kabupaten garut. Masalah yang diteliti adalah seberapa besar pengaruh ekonomi, sosial, budaya, lingkungan, politik, teknologi, infrastruktur terhadap keberhasilan wisata. Jenis penelitian yang digunakan adalah kuantitatif eksploratif dengan pendekatan cross-sectional. Sampel penelitian yaitu Pemerintah Desa, Lembaga Kemasyarakatan Desa yang ada di Desa Cimareme. Fokus utama penelitian adalah mengukur dan melihat data dari variabel independen dan dependent pada titik waktu tertentu. Nilai R Square berpengaruh secara bersama-sama atau simultan dengan budaya,

ekonomi, infrastruktur, lingkungan, politik, sosial, dan teknologi terhadap keberhasilan rintisan desa wisata yaitu dengan Adjusted R Square 0,998 atau 99,90%. Implikasi penelitian adalah adanya pengembangan ekonomi lokal yang berkelanjutan, pelestarian budaya dan tradisi, peningkatan infrastruktur dan aksesibilitas, pemberdayaan masyarakat lokal.

Kata Kunci: *Desa Wisata, Faktor keberhasilan, reliability, Inner VIF Values*

Introduction

The government is equalising development by building many tourist villages in various parts of Indonesia. According to Bappenas, the National Medium-Term Development Plan (RPJMN) in 2020-2024 will include 71,381 digital villages and 224 tourist villages (Ministry of PPN/Bappenas, 2020). A tourist village is a village that has characteristics that make it worthy of being a tourist destination. Tourism villages have unique communities, cultures, traditions, natural resources, and environments. (Arbiati, 2023).

Tourism villages in Indonesia can broadly be categorised into three potential superior products, namely culture-based, nature-based and creative-based. The spirit of Indonesian tourist villages as a form of multidimensional holistic connectivity must be able to present the concept of seeing, feeling and exploring as the foundation of a tourist village. According to the Regulation of the Ministry of Culture and Tourism, a tourist village is a form of unity between accommodation, attractions, facilities and supporting tourism infrastructure presented in an order of community life that is integrated with the prevailing traditions.

The tourism village programme established by the government has directly empowered the village community in conducting tourism activities. The tourism village programme gives great authority to the village government and the community to manage the tourism village programme from the planning stage to the implementation and supervision. (Padabain & Nugroho, 2018)



Figure 1. Pasir Lulumpang site, processed by researchers 2024

The village government plays a very important role in developing a tourist village. Tourism villages can develop well if the government encourages the community to work

together in development. As part of the Garut Regency Regional Long-Term Development Plan 2005-2025, Regional Regulation No. 4 of 2010 stipulates that tourism will contribute to other regional economic improvements. The District's tourism potential includes things such as nature, cultural arts, and special interests..

The economy of the village community is the responsibility of the village head. According to Article 6 paragraph 2 of the Minister of Home Affairs Regulation No. 84/2015 on the Structure of the Organisation and Work Procedures of the Village Government, "The Village Head is in charge of organising the village administration, carrying out development, community development, and community empowerment." (Adlin, 2019).

In the Tourism Guidebook, pilot tourism villages are classified based on the criteria of potential tourist destinations that can be developed, there are no or almost no tourists from the surrounding community, the community is not yet more aware of tourism potential, and related parties The government or the private sector must assist and utilise village funds to facilitate the development of tourism villages that are still managed by local communities. (Wirdayanti et al., 2021)

The analysis of the success factors of the cultural heritage tourism village pilot in Cimareme Village, Banyuresmi Sub-district, begins by describing the historical context and uniqueness of the village, particularly in the context of the cultural heritage that is the main attraction. Cimareme Village has the potential to improve the economy and welfare of its community through tourism development. Nonetheless, challenges may arise, and along with that, the role of government and community participation becomes important in the management of this tourism project. Through understanding the experiences of other successful cultural heritage tourism villages, Cimareme Village can explore the key factors that support their success and adapt them to local needs. In addition, sustainability aspects must be taken into account, by ensuring that this tourism development provides long-term benefits without harming the village's cultural heritage and environment. By detailing all these elements, analyses of success factors can be conducted more effectively, involving various aspects such as destination management, marketing, community participation, and infrastructure.

Research from Dea Martha (2021) entitled *patiyam archaeological site development strategy*. One of the Cultural Heritage that is being developed as a leading tourist attraction in Kudus Regency and is open to the public is the Patiyam Site which is an ancient historical heritage site located in Kudus Regency. This research aims to identify internal, external factors in the development strategy of the Patiyam site, identify supporting and inhibiting factors and success factors. The similarity with this study is the identification of supporting factors for the success of Patiyam Site tourism. This paper is expected to make a significant contribution to the development of tourism villages.

Methods

The type of research used in this study is a quantitative method with an exploratory type based on the positivism philosophy. Used to research on certain populations or samples, data collection using research instruments, data analysis in the form of static or quantitative with the aim of testing the hypothesis set. (Sugiyono, 2019).

This research uses a cross-sectional approach where the main focus of this research is on measuring/observing data on independent and dependent variables at a certain point in time. The location of this research was carried out at the pioneering village tourism site of Pasir Lulumpang and the tomb of KH Hasan Arif, Cimareme Village, Banyuresmi District, Garut Regency. The research population is the Village Government, Village Facilitators, Village Community Institutions such as RW, RT, Youth Organization, PKK. Probability

sampling method combined with simple random sampling method. Furthermore, researchers use applications with the Structural Equation Modeling (SEM) method using Partial Least Square (PLS) or abbreviated as SEM PLS.

Results and Discussion

Currently, the government is trying to increase foreign exchange through tourism, one of which is by increasing local tourism. Local tourism is the potential of the region owned by each region. Local tourism potential can be in the form of natural tourism, artificial tourism and special / cultural tourism developed to meet the needs of the community, both economically and non-economically.

Bappenas 2020 that the National Medium-Term Development Plan (RPJMN) in 2020-2024 will include 71,381 digital villages and 224 tourist villages. A tourist village is defined as a village that has unique characteristics that make it suitable as a tourist destination. Meanwhile, a tourism village pilot is a village development concept that aims to transform a village into an attractive tourist destination by utilising its natural, cultural, and local resources.

According to the Cipanas Tourism Area Unit (SKW Cipanas), Banyuresmi sub-district has the advantage of natural tourism with Situ Bagendit. In addition to Situ Bagendit, Banyuresmi sub-district also has several undeveloped cultural tourism objects, such as the Pasir Lulumpang archaeological site, the cemetery of KH Hasan Arief, and Rancagabus.

Cimareme is a village in Banyuresmi Sub-district, Garut Regency, West Java. The village is located around mountains that have significant elevations. These include Mount Haruman (1218m) to the north, Mount Guntur (2269m) to the west, Mount Cikuray (2820m) to the south, and Mount Galunggung (2167m) to the east. Cimareme Village borders Sindangsari Village to the north, Karyamukti Village to the south, Karyasari Village to the east, and Margacinta Village to the west. This case study is located at Pasir Lulumpang Site and H. Hasan Arif Tomb in Banyuresmi Sub-district. Cimareme Village has 21 neighbourhoods and 10 hamlets according to Banyuresmi Sub-district administrative data.

The Pasir Lulumpang site is not the only site located in Cimareme Village, Banyuresmi Sub-district, but there are seven other sites discovered by a team of archaeologists from the National Archaeological Research Centre-Balai Archeologi Bandung in February and April 1995. The seven sites are Pasir Kiara Payung, Pasir Gantung, Pasir Luhur, Pasir Tengah, Pasir Kolecer, Pasir Astaria, and Pasir Tunjung (Kedaleman). Each site is thought to have existed since the Old Megalithic Period (2500-1500 BC). (Geo fernando et al., 2023)

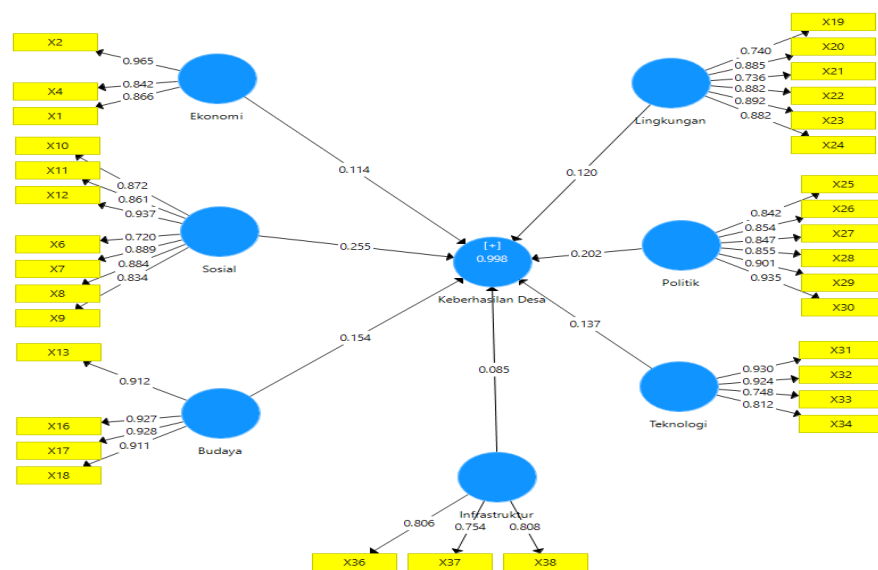
Table of Hypothesis Test Results Path Coefficient
(Data processed by researchers, 2024)

	Village Success	Interpretation
Economics	0,114	Positive Influence
Social	0,255	Positive Influence
Culture	0,154	Positive Influence
Environment	0,120	Positive Influence
Politics	0,202	Positive Influence
Technology	0,137	Positive Influence
Infrastructure	0,085	Positive Influence

Based on the data in the figure above, it is known that the path coefficient value between cultural variables on the success of village stubs is 0.154, the path coefficient value

between economic variables on the success of village stubs is 0.114, the path coefficient value between infrastructure variables on the success of village stubs is 0.085, The path coefficient value between environmental variables on the success of village stubs is 0.120, the path coefficient value between political variables on the success of village stubs is 0.202, the path coefficient value between social variables on the success of village stubs is 0.255, and the path coefficient value between technology variables on the success of village stubs is 0.137. This means that the path coefficient between the two exogenous variables on the endogenous variable is both in the range of zero to 1, which means a positive relationship. So the interpretation of the influence of economic, social, cultural, environmental, political, technological and infrastructure on the success of tourism village pioneering is a positive effect.

Figure Estimation of Bootstrapping Significance
(Data processed by researchers, 2024)



Bootstrapping Significance Estimation Table
(Data processed by researchers, 2024)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Economy -> Village Success	0,114	0,118	0,019	6,068	0,000
Social -> Village Success	0,255	0,247	0,032	8,013	0,000
Culture -> Village Success	0,154	0,155	0,023	6,712	0,000
Environment -> Village Success	0,120	0,122	0,039	3,073	0,002
Politics -> Village Success	0,202	0,202	0,020	10,149	0,000
Technology -> Village Success	0,137	0,141	0,029	4,655	0,000
Infrastructure -> Village Success	0,085	0,086	0,024	3,504	0,000

Based on the calculation results with the bootstrapping procedure, it is known that the t-statistic between the culture variable and the success of the village pilot with a significance level of 5% is 6.712. This means that the t-statistic between exogenous variables and

endogenous variables has a value > 1.96 , which is significant. The interpretation of the influence of culture on the success of the village pilot is a significant relationship.

The t-statistic between economic variables on the success of the village pilot with a significance level of 5% is 6.068. This means that the t-statistic between exogenous variables and endogenous variables has a value > 1.96 , which is significant. The interpretation of the effect of the economy on the success of the village pilot is a significant relationship. The t-statistic between the infrastructure variable and the success of the village pilot with a significance level of 5% is 3.504. This means that the t-statistic between exogenous variables and endogenous variables has a value > 1.96 , which is significant. The interpretation of the effect of infrastructure on the success of the village pilot is a significant relationship. The t-statistic between the environment variable and the success of the village pilot with a significance level of 5% is 3.073. This means that the t-statistic between exogenous variables and endogenous variables has a value > 1.96 , which is significant. The interpretation of the influence of the environment on the success of the village pilot is a significant relationship.

The t-statistic between the political variable and the success of the village pilot with a significance level of 5% is 10.149. This means that the t-statistic between exogenous variables and endogenous variables has a value > 1.96 , which is significant. The interpretation of the political influence on the success of the village pilot is a significant relationship.

The t-statistic between the social variables and the success of the village pilot with a significance level of 5% is 8.013. This means that the t-statistic between exogenous variables and endogenous variables has a value > 1.96 , which is significant. The interpretation of the social influence on the success of the village pilot is a significant relationship.

The t-statistic between the technology variable and the success of the village pilot with a significance level of 5% is 4.655. This means that the t-statistic between exogenous variables and endogenous variables has a value > 1.96 , which is significant. The interpretation of the effect of technology on the success of the village pilot is a significant relationship.

Effect Size or F-Square Table

	R Square	R Square Adjusted	Interpretation
Village Success	0,998	0,998	Strength

The coefficient of determination (R^2) is 0.998 which indicates that the value of R Square > 0.67 so that the strength of the model is in the strong category. The value of R Square has a joint or simultaneous effect with culture, economy, infrastructure, environment, politics, social, and technology on the success of tourism village pioneering, namely with Adjusted R Square 0.998 or 99.90% while the remaining 0.10% is influenced by other variables that are not included in the model.

Of the seven factors, social and political factors have the most dominant influence. This illustrates that the policy interventions issued by the government related to tourism sustainability as well as community awareness and participation are very clear in their significance. This illustrates that the quality of the tourist experience is one of the success factors in the tourism industry.

1. Economic Influence on the Success of Cultural Heritage Tourism Village Pioneering in Cimarame Village, Garut Regency

As a result of the hypothesis testing conducted by SmartPLS 3.0 software, it is known that the economic component greatly influences success. Tourism development that pays attention to the preservation and utilisation of cultural heritage can increase the attractiveness of the destination, attract a larger number of tourists, and increase revenue from the tourism

sector. Thus, increasing economic income for the Cimoreme Village community through increased tourist visits and the growth of the local tourism industry. In addition, prudent management of tourism revenue can also enable reinvestment in the preservation and development of cultural heritage, creating additional economic opportunities in the form of employment, training, and the development of supporting tourism infrastructure. As a result of hypothesis testing conducted by SmartPLS 3.0 software, it is known that the economic component has a significant influence on success. The calculation results of the beta coefficient of the economic factor on the success of the cultural heritage tourism village pilot of 0.019 and the T-statistic of 6.068 show this research. From these results, it is stated that T-statistics are significant because > 1.96 with P-values < 0.05 so that H1 is accepted. This proves that economic factors have a positive and significant effect on the success of the cultural heritage tourism village pilot. The results of the questionnaire data collected show that the unemployment rate and field achievement indicators have the highest percentage (78.49%) in the economic dimension. This illustrates the success of the development programme in driving the economic sector in the village, which in turn will open up job opportunities for the local community. Meanwhile, improvements need to be made to the indicators of income and the amount of investment from tourism where tourism has not contributed optimally in increasing community income, based on respondents' perceptions, it has the lowest percentage (62.64%). With a significance level of 5%, the t-statistic between economic factors and the success of cultural heritage tourism village pioneering is 6.068, based on the calculation results with the bootstrapping procedure. So, the t-statistic value between endogenous and exogenous variables is greater than 1.96, which indicates that it is significant. This proves that economic factors have a positive and significant effect on the success of cultural heritage tourism village pilots.

2. Social Influence on the Success of Cultural Heritage Tourism Village Pioneering in Cimoreme Village, Garut Regency

Community social conditions refer to the circumstances, norms, values, and social interactions that exist within a group or community. This includes various aspects of social life, such as relationships between individuals, social structure, culture, economy, and social policy. Analysing the social condition of a community can provide an in-depth understanding of social dynamics, inequalities, cultural changes, and the problems and potentials of a community group. (Giddens et.al, 2016).

It is known that social factors greatly influence success, based on hypothesis testing conducted by SmartPLS 3.0 software. The results of the calculation of the beta coefficient of social influence on the success of the cultural heritage tourism village pilot of 0.032 and T statistics of 8.013 indicate this research. From these results, it is stated that the T-statistics are significant because > 1.96 with P-values < 0.05 so that H2 is accepted. This proves that social has a positive and significant effect on the success of cultural heritage tourism village pilot.

Local community participation and support play a key role in the success of a cultural heritage tourism village, as they are integral to the identity and sustainability of the destination. Local community participation covers various aspects, such as decision-making, programme development, cultural heritage maintenance, destination promotion, as well as services to tourists. Communities should be involved in the development process because they are the ones who know best about all the problems and how to solve them. (Yunus, 2022)

Firstly, the participation of local communities in the decision-making process is important to ensure that their interests and aspirations are accommodated in the development of tourism villages. Through participatory forums, such as community

meetings or working groups, communities can provide their inputs, ideas and expectations towards sustainable and culture preservation-oriented tourism development.

Secondly, local communities are actively involved in the development, maintenance and promotion of the cultural heritage of the tourism village. They may act as local tour guides, traditional handicraft artisans, or artists involved in cultural performances. Through this participation, they can not only maintain their own cultural heritage, but also enrich travellers' experience with local knowledge and traditional expertise.

The concept of economic development that incorporates social values is called community empowerment. As this concept reflects the new paradigm of development that is 'people-centred, participatory, empowering, and sustainable', community empowerment efforts are crucial for any development project.. (Amin et al., 2016)

Thus, the participation and support of local communities is a key factor in the success of cultural heritage tourism villages because they have local knowledge, direct involvement in cultural heritage, and a strong interest in maintaining the sustainability of their destination. Village Community Welfare will occur if Development can be implemented properly. Communities play the most important role in the development process because development cannot succeed without community support and participation. (Ulfa et al., 2019)

Through their active involvement, tourism villages can develop sustainably and provide ongoing benefits to local communities, tourists, and their cultural heritage.

3. The Influence of Culture on the Success of Cultural Heritage Tourism Village Pioneering in Cimoreme Village, Garut Regency

The state of community culture refers to the state of cultural elements that a group or community possesses and embodies. Culture includes values, norms, beliefs, customs, language, art and everything else that distinguishes one group of people from another. Analysing the state of community culture helps in understanding cultural identity, the process of cultural change, and how values are passed on and maintained within a community. (Kottak, 2016). The results of questionnaire data processing show that the relationship between cultural factors and the success of cultural heritage tourism village pioneering has a positive influence when viewed from the path coefficient data. This shows that the more optimal the cultural factors, the more optimal the success of the cultural heritage tourism village pilot. The results of the questionnaire data collected show that the indicator of the percentage of local residents involved in cultural preservation has the highest percentage (77.36%) in the social dimension. This illustrates that the village government recognises the importance of the community's active role in preserving cultural heritage. Meanwhile, improvements need to be made to the sustainability of cultural heritage preservation, based on respondents' perceptions, has the lowest percentage (57.73%). This shows that the government and local communities need to maintain a commitment to preserve the sustainability of their historic and cultural heritage by making real efforts such as reconstruction, maintenance, or restoration activities carried out to maintain the authenticity and integrity of historic sites.

The success of the cultural heritage tourism village pilot has a t-statistic of 6.712 with a significance level of 5%, according to the bootstrapping calculation results. Thus, the t-statistic value between the endogenous and exogenous variables is greater than 1.96, which indicates that it is significant. This suggests that cultural elements are positive and important to the success of establishing a cultural heritage tourism village.

As a result of hypothesis testing conducted by SmartPLS 3.0 software, it is known that the cultural component has a significant influence on success. The calculation results of the beta coefficient of the influence of culture on the success of the cultural heritage tourism

village pilot of 0.023 and the T-statistic of 6.712 show this research. From these results, the T-statistics are significant because they are > 1.96 with P-values < 0.05 so that H3 is accepted. This shows that culture has a good and large effect on the success of establishing a cultural heritage tourism village.

4. Environmental Influence on the Success of Cultural Heritage Tourism Village Pioneering in Cimarame Village, Garut District

Community neighbourhood conditions refer to the state or situation of the physical, social, and economic environment in which a group or community lives. It involves analysing aspects such as geography, climate, natural resources, infrastructure, environmental health, and various other factors that affect the quality of life and sustainability of people in an area (Robbins, 2014). The results of questionnaire data processing show that the relationship between environmental factors and the success of the cultural heritage tourism village pilot has a positive influence when viewed from the path coefficient data. This shows that the more optimal the environmental factors, the more optimal the success of the cultural heritage tourism village pilot. The results of the questionnaire data collected show that the indicator of potential environmental damage has the highest percentage (78.49%) in the environmental dimension. This illustrates that there are efforts or programmes that are quite successful in reducing the potential for environmental damage. This is reinforced by the results of interviews which state that the village government and local communities have taken concrete actions to engage in sustainable practices that support ecological balance. These efforts or programmes include waste management campaigns, reforestation, or the use of renewable energy. Meanwhile, improvements need to be made to the indicator of the use of existing natural resources, which based on respondents' perceptions has the lowest percentage (67.92%). This shows that there is a need to increase public awareness of the importance of maintaining and conserving natural resources. Although most of the villagers have realised the importance of their role in conserving the environment and taking care of the natural resources around them, there is a need for active participation in conservation programmes, waste management, or daily environmentally friendly practices. Efforts to increase community awareness of the importance of natural resource use can be done through environmental counselling campaigns, training on sustainable practices, and education on the positive impacts of natural resource conservation.

With a significance level of 5%, the t-statistic between environmental factors and the success of cultural heritage tourism village pioneering is 3.073, based on the calculation results with the bootstrapping procedure. So, the t-statistic value between endogenous and exogenous variables is greater than 1.96, which indicates that it is significant. This indicates that the environment has a good and large influence on the success of establishing a cultural heritage tourism village.

As a result of hypothesis testing conducted by SmartPLS 3.0 software, it is known that environmental factors strongly influence success. The results of the calculation of the beta coefficient of the influence of the environment on the success of the cultural heritage tourism village pilot of 0.039 and the T-statistic of 3.073 indicate this research. The results show that the T-statistic is significant because it is > 1.96 and the p-value is < 0.05 , so H4 is accepted. This indicates that the environment has a positive and large impact on the success of establishing a cultural heritage tourism village.

5. Political Influence on the Success of Cultural Heritage Tourism Village Pioneering in Cimarame Village, Garut Regency

The political condition of a society refers to the state of the political system, political processes, and political participation that exist within a group or community. This includes analyses of government structures, public policies, political parties, elections, political

movements, human rights, and the dynamics of power and political conflict in a society (Heywood, 2013). The results of the questionnaire data processing show that the relationship between political factors and the success of the cultural heritage tourism village pilot has a positive influence when viewed from the path coefficient data. This shows that the more optimal the political factors, the more optimal the success of the cultural heritage tourism village pilot. The results of the questionnaire data collected show that the government involvement indicator has the highest percentage (78.49%) in the political dimension. This illustrates that the quality of support and assistance provided by the village government to the tourism sector or village development has reached a good level. The village government is considered to have succeeded in providing effective support to develop the tourism sector and advance overall village development. Meanwhile, improvements need to be made to the indicators of government policies related to tourism, which based on respondents' perceptions have the lowest percentage (67.55%). This indicates that village government policies are sufficiently supportive of economic growth through the tourism sector. Government support can be done through policies that include economic incentives, infrastructure that supports tourism, labour training, and promotion of local tourism destinations. In addition, the village government is also expected to continue to evaluate and improve existing policies, so that the tourism sector can make a greater contribution to village economic growth, provide greater benefits to local residents, and have a positive impact on overall village development.

Based on the results of the bootstrapping calculation, it is known that there is a t-statistic of 10.149 with a significance level of 5% between political factors and the success of cultural heritage tourism village pilots. So, the t-statistic value between endogenous and exogenous variables is greater than 1.96, which indicates that it is significant. This proves that political factors have a positive and significant effect on the success of cultural heritage tourism village pilots.

The results of hypothesis testing conducted by SmartPLS 3.0 software show that economic factors strongly influence success. The calculation results of the beta coefficient of political influence on the success of the cultural heritage tourism village pilot of 0.020 and T-statistics of 10.149 show this research. From these results, it is stated that the T-statistics are significant because they are > 1.96 with P-values < 0.05 so that H5 is accepted. This indicates that the environment has a positive and large impact on the success of establishing a cultural heritage tourism village.

Based on the interview results, local residents in Cimareme village have sufficient access to the political decision-making process at the village level, indicating a strong participation of the local community in the management and development of their village. In addition, government policies that support tourism development in this village provide a positive signal about the government's commitment in promoting the tourism sector as a potential source of local economic growth.

According to Deliar Noer (1983:6), the definition of politics is all activities or attitudes related to power and which intend to influence, by changing or maintaining a form of social structure. The political situation in a country is very dependent on the political system of that country. (Asmara, 2019). The current political contestation is indeed attracting the attention of many people because it involves broad interests, not only between competing political parties and candidates, but also political enthusiasts and observers from various circles. (et al., 2016).

6. The Effect of Technology on the Success of Cultural Heritage Tourism Village Pioneering in Cimareme Village, Garut Regency

The state of community technology refers to the state, use, and impact of technology within a group or community. This includes analyses of technology adoption, access to technology, level of technological skills, and social, economic, and cultural changes caused by technological development (Turkle, 2011). The results of questionnaire data processing show that the relationship between technological factors and the success of the cultural heritage tourism village pilot has a positive influence when viewed from the path coefficient data. This shows that the more optimal the technological factors, the more optimal the success of cultural heritage tourism village pioneering. The results of the questionnaire data collected show that the indicator of the use of information technology in tourism promotion and marketing has the highest percentage (76.98%) in the technology dimension.

Participation is very important to involve the community in every process, be it in terms of policy or innovation. (Elu et al., 2021). (Syafiqurrohman & Atmojo, 2023).

This illustrates that information technology, such as official websites, social media, and mobile applications, have been effectively implemented to promote Cimareme village tourism. Meanwhile, improvements need to be made to the indicator of the use of apps and digital devices in tourist guides, which based on respondents' perceptions has the lowest percentage (69.81%). Although the use of mobile apps or digital devices in obtaining tourist guides has become a fairly common habit among visitors, relevant parties in the village can continue to improve and enhance their mobile apps or digital services, thus providing a better experience to visitors that will ultimately support the growth of the tourism sector.

Based on the results of the bootstrapping calculation, it is known that the t-statistic between technological factors and the success of cultural heritage tourism village pilots is 4.655, with a significance level of 5%. So, the t-statistic value between endogenous and exogenous variables is greater than 1.96, which indicates that it is significant. This indicates that technology has a good and significant effect on the success of establishing a cultural heritage tourism village.

As a result of hypothesis testing conducted by SmartPLS 3.0 software, it is known that the economic component strongly influences success. The calculation results of the beta coefficient value of the effect of technology on the success of the cultural heritage tourism village pilot of 0.029 and the T-statistic value of 4.655 indicate this research. The results show that the T-statistic is significant because it is > 1.96 and the p-value is < 0.05 , so H6 is accepted. This suggests that technology has a positive and large impact on the success of establishing a cultural heritage tourism village.

7. The Influence of Infrastructure Factors on the Success of Cultural Heritage Tourism Village Pioneering in Cimareme Village, Garut Regency

The condition of community infrastructure refers to the state, quality, and availability of physical infrastructure that supports the lives and activities of people in an area. Infrastructure includes transport networks (roads, railways, airports), clean water resources, energy systems (electricity, gas, etc.), telecommunications (internet, telephone), and health and education facilities. (Banister Berechman, 2001).

Among Asian countries, Indonesia ranks in the top ten in terms of gender equality based on four indicators: politics, education, health and economy. (Nuraeni & Lilin Suryono, 2021). This determines good community involvement in planning village infrastructure development.

The results of questionnaire data processing show that the relationship between infrastructure factors and the success of cultural heritage tourism village pioneering has a positive influence when viewed from the path coefficient data. This shows that the more

optimal the infrastructure factors, the more optimal the success of cultural heritage tourism village pioneering. The results of the questionnaire data collected show that the indicators of road quality and public transport have the highest percentage (77.73%) in the economic dimension. This illustrates that the quality of roads and public transport infrastructure in Cimareme Village is considered good. The village government is considered successful in ensuring the availability and quality of adequate transport infrastructure for the community and visitors to the village. Meanwhile, improvements need to be made to the indicator of the number and type of accommodation which is considered inadequate, based on respondents' perceptions, it has the lowest percentage (65.66%). The availability of adequate transport accommodation is essential to facilitate mobility and convenience of travelling within the village, especially for the tourism sector. Improving transport accommodation can be achieved through evaluating and improving existing transport services. By continuously monitoring and improving the availability of transport accommodation, it is expected to continue to increase along with the development of mobility needs in the village.

Based on the calculation results with the bootstrapping procedure, it is known that the success of the cultural heritage tourism village pilot has a t-statistic of 3.504 with a significance level of 5%. Thus, the t-statistic value between the endogenous and exogenous variables is greater than 1.96, which indicates that it is significant. This indicates that the infrastructure component has a positive and significant impact on the success of establishing a cultural heritage tourism village.

The results of hypothesis testing conducted by SmartPLS 3.0 software show that economic factors strongly influence success. The calculation results show that the beta coefficient value of the influence of infrastructure on the success of cultural heritage tourism village pilot is 0.024 and the T-statistic value is 3.504. The results show that the T-statistic is significant because it is > 1.96 and the p-value is < 0.05 , so H7 is accepted. This indicates that infrastructure has a positive and large effect on the success of establishing a cultural heritage tourism village.

Conclusion

Studies show that several important factors influence the success of establishing a tourist village. Economic factors, where village development programmes that successfully drive the economic sector open up employment opportunities for local communities; social factors, where the government and related parties manage tourism by taking into account the interests of residents through transparency, participation and sustainability, so that it not only generates economic benefits but also maintains local welfare and culture. Cultural factors, where the village government encourages residents to become cultural preservationists and increases their participation in preserving local cultural values. Environmental factors, where community leaders and the village government do sustainable things such as the use of renewable energy and waste management campaigns. Political factors, where the village government supports tourism. Technological factors, such as easy access to information about village facilities and tourist attractions through social media apps and mobile phones, which encourages more active interaction; infrastructural factors, such as adequate roadways and public transport facilities for communities and visitors; and physical factors, such as adequate road quality and public transport facilities. Of all these factors, social and political factors have the greatest influence, suggesting that community participation and government policies are critical to the sustainability of village tourism.

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