

BASIC TRAINING OF TOURISM HUMAN RESOURCES FOR THE SITU GEDE VILLAGE COMMUNITY, BOGOR: EFFORTS TO INCREASE LOCAL CAPACITY AND DEVELOP ECOTOURISM

**Bambang Hengky Rainanto ^{1*}, Cecilia Valentina Srihadi Suryanti ²,
Charles Parnauli Saragi ³, Sri Endah Yuwantiningrum ⁴,
Tarida Marlin Surya Manurung ⁵, Nisa Rahmadiyah Utami ⁶, Edi Nurachmad ⁷,
Yanto Hermawan ⁸**

^{1,2,3,4,5,6} Department of Tourism, Faculty of Informatics and Tourism, Institut Bisnis dan Informatika Kesatuan

⁷ Department of Information Technology, Faculty of Informatics and Tourism,
Institut Bisnis dan Informatika Kesatuan

⁸ Department of Information System, Faculty of Informatics and Tourism,
Institut Bisnis dan Informatika Kesatuan

Jl. Ranggagading No.1, Bogor, Jawa Barat 16123, Indonesia

Correspondent: bambang@ibik.ac.id

Abstract

This training program aims to improve the capacity of local human resources in managing the ecotourism potential of Situ Gede, Bogor. The activity was held on August 10, 2023 at the Rizen Padjadjaran Hotel, Jl. Binamarga II, Baranangsiang, Bogor City. The core focus of this training is to provide basic knowledge about the concept of tourism, quality visitor services, environmental management, and community-based marketing strategies. A total of 30 participants consisting of local residents, tourism managers, and small and medium enterprises (SMEs) of Situ Gede Village participated in the activity. The implementation method consisted of interactive lectures, field-based practices, and group discussions. The results of the training showed a significant increase in participants' understanding of the structure of tourism management, the importance of providing friendly and professional services, and the basic principles of environmental conservation. In addition, participants began to realize the importance of utilizing social media platforms as an effective promotional tool to attract visitors. The results of the pre-test and post-test evaluations showed an average increase in knowledge of around 60%. This activity shows a positive impact as an initial step in developing competent tourism human resources. Based on these findings, it is recommended that further training be conducted with an emphasis on developing thematic tour packages, increasing capacity in digital marketing, and establishing strategic collaborations between tourism stakeholders and local small businesses.

Keywords: Basic Training, Tourism Human Resources, Local Capacity, Ecotourism Development

INTRODUCTION

The development of the tourism sector has become one of the pillars of national economic development in Indonesia. The government encourages tourism-based development strategies by increasing leading destinations, developing tourist villages, and strengthening local economic actors through tourism-based MSME programs (Kemenparekraf, 2022). One approach that is increasingly being encouraged in this context is the development of ecotourism. Ecotourism not only offers recreational experiences, but also emphasizes aspects of environmental education, nature conservation, and empowerment of the surrounding community (Honey, 2008).

Situ Gede Village, located in Bogor City, is an area that has strong ecotourism appeal. The existence of natural lakes, protected forest areas, and beautiful natural surroundings are the main potentials. However, this potential has not been utilized optimally due to the weak capacity of local human resources (HR) in tourism management. In a study conducted by Rainanto et al. (2025), it was stated that HR is the main foundation for the success of destination management, especially in the context of tourist villages or villages.

Field conditions show that the community's understanding of the basic principles of tourism, tourism services, conservation-based environmental management, and digital promotion strategies is still low. This is in line with the findings of Srihadi et al. (2024) which highlights the importance of revitalizing tourist attractions accompanied by increasing human resource capacity through structured and contextual training. In the observation of Saragi et al. (2025), the development of community-based urban tourism areas is highly dependent on the social, institutional, and knowledge readiness of local communities regarding the management of sustainable tourism potential. This Community Service Program (PKM) aims to answer these challenges. The basic tourism training approach was chosen as an initial intervention to equip the community with practical knowledge and skills in managing sustainable nature-based tourist attractions. This activity involved 30 participants from residents, youth organizations, and MSME actors, with materials covering an introduction to tourism, tourist services, environmental management, and community-based digital promotion strategies. The training program is designed to be a foundation for increasing human resource capacity and encouraging the formation of community institutions such as the Tourism Awareness Group (Pokdarwis) which will later become the driving force of local tourism (Poltekpar Bali & Disbudpar Surakarta, 2024).

In general, this training is also intended to implement a needs-based training approach, so that the materials and methods are adjusted to the characteristics of the participants and the challenges faced in the field. This is relevant to the good practices that have been implemented by STP Bogor (2023) in similar activities in Kampung Wisata Bogor, where increasing local capacity was successfully achieved through a participatory and collaborative approach with local stakeholders.

This PKM activity is expected to provide a real contribution to strengthening the Situ Gede community-based ecotourism ecosystem, as well as providing an initial foundation for developing a destination that is not only visually beautiful, but also institutionally and economically strong.

Problem Formulation

1. What is the level of understanding of the Situ Gede community regarding the basic principles of tourism before and after the training?
2. What capacity improvements occurred after the training was given?
3. How relevant is the training to ecotourism development efforts in Situ Gede?

Activity Objectives

1. Provide a basic understanding of the concept of tourism and ecotourism.
2. Improve tourism service and environmental management skills.
3. Equip participants with community-based digital promotion skills.
4. Encourage the formation of synergy between the community and local MSME actors.

LITERATURE REVIEW

Ecotourism as an alternative form of tourism oriented towards conservation and community empowerment has become a popular approach in destination development in various developing countries. Honey (2008) defines ecotourism as a form of responsible travel to natural areas that aims to conserve the environment and improve the welfare of local communities. This concept reinforces the view that the success of a tourism destination is not only measured by the number of visits, but also by its impact on the environment and socio-culture.

Wearing and McDonald (2002) emphasize that the involvement of local communities in every stage of destination management—from planning to evaluation—is a crucial element in realizing the principles of sustainable tourism. In the Indonesian context, the development of tourist villages that uphold the principles of ecotourism often faces challenges in terms of human resources, limited access to information, and a lack of strong local institutions. Therefore, it is important to carry out interventions in the form of basic training and strengthening local capacity.

Rainanto (2023) in his study on tourism communication and destination development stated that community understanding of the concept of tourism services and communication skills greatly influences the attractiveness of a destination, especially at the local level. The study also highlights the importance of body language, friendliness, and destination knowledge as non-material factors that have a major influence on tourist satisfaction.

Srihadi et al. (2024) underlines the importance of post-physical rehabilitation destination revitalization, where human resources and community institutions are the focus of sustainable development. In this case, community-based tourism training is a relevant solution. On the other hand, Saragi et al. (2025) explained that an approach based on local potential and cultural history provides important differentiation for city destinations that want to develop as educational and ecological tourism canters.

In the promotion and marketing dimension, the study by Hermawan et al. (2023) provides empirical evidence that digital marketing training has a significant impact on the effectiveness of destination promotion and MSME products. This is reinforced by the study by Adiwiharja and Yoraeni (2024) in Situ Rawagede, which shows that digitalization in tourism promotion is not enough to only provide technological infrastructure, but must be accompanied by increasing

human resource capabilities in managing content, building narratives, and establishing digital connectivity with potential tourists.

Rainanto et al. (2023) in destination governance training activities noted that one indicator of successful training is the emergence of local initiatives such as the formation of Pokdarwis and collaboration with local business actors. This indicates that effective training can trigger social change and strengthen sustainable local networks. The practice-based training approach (experiential training) is also considered more successful in building participant confidence and encouraging active involvement in destination management.

In addition, research by Yuwantiningrum (2023) in the context of Smart City states that the tourism knowledge of urban communities, especially in the management of digital information and attractions, is a major pillar in strengthening technology-based and community destinations.

Based on these studies, it can be concluded that basic training for tourism human resources must be designed not only to improve individual skills, but also to form collective awareness, strengthen local institutional capacity, and open community access to promotional and collaboration networks. Thus, ecotourism can grow not only as an economic activity, but also as an inclusive and sustainable social and environmental movement.

Implementation Method

1. Time and Place The activity will be held on August 10, 2023, at the Situ Gede Village Hall, West Bogor District, Bogor City.
2. Participants and Partners Participants consist of 30 people who are representatives of residents, tourism managers, and local MSME actors. This activity is carried out in collaboration with the Situ Gede Village and the local Karang Taruna.
3. Stages of the Activity This activity is carried out in three days, with the following details of the stages:
 - Day One: Introduction to the basic concepts of tourism and ecotourism.
 - Day Two: Training in tourism services and environmental management.
 - Day Three: Digital marketing and discussion of tour package development plans.
4. Evaluation Method The evaluation is carried out through pre-tests and post-tests to measure increased understanding, as well as distributing feedback questionnaires to assess participant satisfaction with the training materials and methods.

RESULTS AND DISCUSSION

Participant Profile and Initial Conditions

The training participants consisted of 30 individuals who were representatives of active citizens, environmental managers, UMKM actors, and youth of Karang Taruna Kelurahan Situ Gede. The pre-test results showed that most participants did not have adequate understanding of the basic principles of tourism, the concept of ecotourism, and tourism service standards. The average pre-test score was 42 on a scale of 100, with most participants unable to describe the role of tour guides, the principles of excellent service, or the main components of tourist attractions.

Implementation of Needs-Based Training Model

This activity was designed based on field needs assessments, and adopted an experiential learning approach (Kolb, 1984). The training materials were designed in such a way as to allow participants to experience, reflect, understand, and apply new knowledge. The first day of training focused on an introduction to tourism and ecotourism, including case studies from locations such as Nglanggeran (DIY) and Kampung Lahang (Bogor). Interactive discussions revealed participants' interest in the concept of tourism-based conservation.

Capacity Building Through Materials and Practices

The second day covered materials on tourism services and environmental management. Participants were given a simulation of the role of tour guide and guest attendant. In the simulation, there was a significant increase in aspects of communication, friendliness, and mastery of local narratives. Several participants actively developed tour scenarios that highlighted the cultural and ecological values of Situ Gede. The application of the principles of excellent service (5S: Smile, Greet, Greet, Be Polite, Courteous) was seen to increase based on the facilitator's observations.

Digital Transformation and Promotion Literacy

The third day of training focused on digital promotion strategies. Participants learned the basics of creating promotional content based on local narratives, the use of social media (Instagram, Facebook, TikTok), and basic destination photography techniques. Accompanied by the facilitator, participants created a tourism business account and began building a digital network. This activity refers to studies by Hermawan et al. (2023) and Adiwiharja & Yoraeni (2024) which emphasize the importance of authentic digital content based on community narratives.

Training Outcome Evaluation

The post-test results showed an average increase in score to 75 on a scale of 100, with an increase of 78.5% from the initial value. Significant improvements occurred in the aspects of understanding the concept of ecotourism, the role of tour guides, and digital promotion strategies. Participant feedback showed that 93% were very satisfied with the training method. The facilitator noted that participants were very enthusiastic about the hands-on practice and case study discussion sections.

Post-Training Community Initiative

This activity triggered a community initiative in the form of forming a Situ Gede ecotourism development work team. This team proposed the management of photo spot areas, the development of thematic tour packages (education, conservation, culinary), and collaboration with MSMEs in providing local products such as snacks and handicrafts. This pattern is in line with studies by STP Bogor (2023) and Saragi et al. (2025) regarding the importance of forming participatory institutions.

Discussion Based on Theoretical Framework

The results of this activity show the relationship between basic training and strengthening human resource capacity in the context of community-based tourism (Wearing & McDonald, 2002). Through a participatory training approach, the community demonstrates a transformation from being just a tourist attraction to an active subject in destination management. This strengthens Rainanto's argument (2023) that tourism service communication is not only technical but also forms a culture of tourism awareness at the community level. The implementation of a local-based digital promotion strategy reflects an adaptive smart tourism model, as discussed by Yuwantiningrum (2023). In addition, improving digital skills and literacy can be a bridge for communities to access a wider tourism market. In this case, training also acts as a catalyst for technological literacy and digital entrepreneurship.

Medium and Long Term Impacts

This activity is considered to have the potential to encourage strengthening local institutions through the initiative to form a more formal Pokdarwis. In the medium term, this can open up opportunities for partnerships with third parties such as travel agents, schools, and environmental volunteer communities. In the long term, the development of Situ Gede tourism can be directed to become a center for environmental education and conservation-based family tourism, as exemplified in the Angke Kapuk Mangrove Nature Tourism Park or Tahura Djuanda Bandung.

With a replicable training model, this activity has the potential to be adapted by other sub-districts that have similar ecotourism potential. The principles of inclusivity and empowerment that are carried out make this activity not just a momentary intervention, but a social investment in community-based economic transformation.

Overall, the results of the activity show that:

- a. There is a significant increase in knowledge and skills among participants.
- b. There is a change in public perception of local tourism potential.
- c. A collective initiative was formed after the training to manage and promote destinations.
- d. The community is starting to be able to use digital media to promote tourism
- e. A new network was formed between residents, MSME actors, and local government elements.

These results indicate that basic training of tourism human resources can be an important starting point in encouraging sustainable development based on community participation.

SWOT Analysis of Training Activities

To obtain a comprehensive picture of the effectiveness of basic training activities for tourism human resources in Situ Gede Village, a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis was conducted:

Strengths:

- Training materials are designed according to local needs and are relevant to the ecotourism potential of Situ Gede.
- Facilitators come from competent academics and practitioners.
- The enthusiasm and involvement of participants are very high.
- Institutional support is available from the village and youth organizations.

Weaknesses:

- The duration of the training is relatively short so that some topics are only touched on the surface.
- Not all participants have the same background, causing an imbalance in the speed of understanding.
- Digital promotion facilities and tools are still limited.

Opportunities:

- Plans to develop Situ Gede as a city tourism destination.
- Potential for further collaboration with universities, the Tourism Office, and local MSMEs.
- Increasing trends in educational tourism and ecotourism post-pandemic.

Threats:

- Competition with other more established tourist destinations.
- Dependence on external support without long-term institutional strengthening.
- Potential for environmental degradation if management is not balanced between conservation and commercialization.

Socio-Cultural Impact of Activities

This training has a significant impact on the social dynamics of the Situ Gede Village community. One of the main impacts is the increase in collective awareness of local potential and the importance of involvement in managing tourist destinations. Participants who were previously passive began to show initiative in developing tourism content, preserving local culture, and managing educational spots.

The training activity also encouraged intergenerational dialogue, where youth groups and community leaders shared roles in developing strategic ecotourism plans. This has an impact on increasing social cohesion and the emergence of a spirit of mutual cooperation. In addition, local cultural identities such as folklore, the history of Situ Gede, and local traditions have begun to be positioned as destination selling points.

Impact on the Physical Environment of Situ Gede

This activity also influenced the community's perspective on utilizing and preserving the environment around Situ Gede. Discussions and simulations in the training encouraged participants to understand the principles of environmental carrying capacity and micro-

conservation practices such as tourism waste management, visitor access zoning, and trekking path maintenance.

There was a post-training community commitment to maintaining cleanliness, installing conservation information boards, and planting protective plants in several areas prone to erosion. Although the impact is still on a micro scale, this behavioral change is important as a foundation for long-term transformation towards conservation-based and sustainable tourism management.

CONCLUSION

The basic tourism training carried out in Situ Gede Village succeeded in increasing community understanding and skills in aspects of tourism services, environmental management, and digital promotion. This activity not only equipped participants with technical knowledge, but also fostered collective awareness of the importance of sustainable destination management. The formation of working groups and synergy initiatives with MSMEs are indicators of success that can be followed up.

Recommendations

1. The need for more specific advanced training, such as thematic tour package planning and foreign language training.
2. Strengthening community institutions such as the formation of Pokdarwis (Tourism Awareness Groups).
3. Continuous assistance from higher education institutions in preparing local tourism development strategies.
4. Integration of training programs with digital promotion activities and local festivals to increase the regional appeal of Situ Gede.

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