

Agriculturally based Tourism Model in a Former Erupted Mountain in Tasikmalaya, Indonesia

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Abstract. This study discusses how the development of tourism in rural Tasikmalaya, especially Sukaratu Village Sukaratu District, has resulted in switching the function of agricultural land to non-agriculture, namely the rural tourism sector. Besides, this article also discusses the continuing fate of farmers affected by land-use change due to the development of tourism. By using qualitative methods, this study found that with the development of tourism in the Village where this case study was located, there was already a productive agricultural land community that changed ownership by buying and selling. Transfer of ownership is based on being tempted by the price offered by the buyer, which is higher than the prevailing market price. However, some farmers still maintain their agricultural land for various reasons despite the high price offered by these investors. The influence that is seen from the rapid development of tourism in addition to the rampant potential for land-use change is the occurrence of socio-cultural changes that occur in traditional societies, namely changes from closed societies to more open societies, from homogeneous values towards pluralism of values and shifts in social norms is one of the perceived impacts. Specifically, the village community has not been able to balance natural resources with the wealth of its human resources, to be able to deal wisely with the problem of land management.

Keywords: change management, rural tourism, post-eruption tourism, West Java

1. Introduction

In Indonesia, development is almost a keyword for everything, for it is a developing country. One of the developments is tourism. Tourism development is an activity that explores all the potential that comes from natural resources, human resources, and human-made resources, which all require comprehensive handling. Indonesia is one of the world's countries that hold a lot of tourism potential, both natural and unique interest tourism. The potential development of natural resources and their ecosystems can be developed and utilized as nature preservation as well as nature tourism and special interest tourism, such as mountains, sea, rivers, beaches, flora including forests, fauna, waterfalls, lakes and natural scenery (Fennell, D.A., 2020).

Tasikmalaya Regency, which is known as Mount Galunggung, because of its 9-month eruption in 1982-1983, is one of the regencies in West Java Province that is geographically mountainous. After the City of Tasikmalaya was separated, the rest of Tasikmalaya District consisted of an area of 2,552.19 km² (West Java Government, 2017a). It is bordered by Garut Regency in the east, marked by the Galunggung plateau, from the southwest to the northwest. Far to the north, the Regency is bordered by Majalengka Regency and continues to the east with Ciamis Regency and Tasikmalaya City, the latter being surrounded on three sides. Finally, to the south, the Regency of Tasikmalaya is bordered by the Indian Ocean. The immense distance of Tasikmalaya Regency from north to south is around 75 km, and around 56.25 km from east to west (West Java Government, 2017b).

Tasikmalaya Regency is now developing special interest tourism, an agricultural area that is used as a natural landscape tour. Tasikmalaya Regency can develop agriculture-based natural scenery tourism or better known as agro-tourism (Tasikmalaya Regency Government, 2017a). The tourist attractions are accessible, though most of them are located far away in rural areas. In the southern region, where the Indian Ocean borders the Regency, tourist destinations are mainly coastlines, which feature caves and some beaches. Inland, where the land is mainly hilly and marked by tropical rain forests, waterfalls, natural hot springs, and archeological sites, is the most visited tourist attractions.

Among the tourist destinations of Tasikmalaya Regency is *Kampung Naga* (Dragon Village). It features an exotic and beautiful traditional village where its inhabitants live in a strong ancient Sundanese tradition. Meanwhile, the volcano crater of Mount Galunggung offers beautiful views, including the appearance of a lake surrounded by rainforest. Some natural hot springs are released near the mountain and are part of the Regency's tourist destination (Tasikmalaya Regency Government. 2017b).

However, it should be noted that the development of tourism has its consequences. The consequence is the emergence of socio-cultural impacts that harm the preservation of the concerned culture (Walsh, C., 2020). The role of tourism in developing the country is basically about three aspects: economic, social, and cultural (Fang, W.T., 2020).

The rapid development of agriculture-based tourism in rural areas is directly proportional to the high demand for land as a means of supporting the development of tourism potential that will lead to the potential for land conversion or conversion of agricultural land into non-agricultural land such as tourism. The land is a strategic natural resource for development. Almost all physical development sectors require lands, such as agriculture, forestry, housing, industry, mining, and transportation. From an economic standpoint, the land is the permanent primary input of commodity production activities. The amount of land used for production activities is generally a derivative demand from the demand for commodities produced. Therefore, the development of land requirements for each production activity will be influenced by the development of demand for each commodity (Giroud, A. and Huaman, J.S., 2019).

As development activities and population growth increase, the need for land is also increasing rapidly. Meanwhile, the availability and size of land are unchanged. Although the quality of land resources can be improved, the quantity in each region is relatively fixed. Under these conditions, an increase in land requirements for a production activity will reduce the availability of land for other production activities (Colnago, P. and Dogliotti, S., 2020). It causes frequent conflicts of interest and land-use change.

The rapid development of the manufacturing industry sector will undoubtedly attract the attention of investors who will invest capital, especially those in Java, because the adequate infrastructure in Tasikmalaya Regency is increasingly tempting the investors to invest in Tasikmalaya. They will tend to choose to invest in the industrial sector rather than in the agricultural sector. The Tasikmalaya district government naturally responds positively to these investors because if their region has many processing industries, revenue for the region will also increase. Although the criteria for land required for the processing industry and agriculture are different, in reality, there is still a conflict of interest, and there is a conversion of land from agriculture to become a processing industry (Kiesecker, J. et al., 2020).

This land-use change will have an impact on food production and the welfare of the farming community whose lives depend on agricultural land owned (Michalscheck, M., 2020). The economic situation of the community began to change after the farmers lost their agricultural land because their agricultural land was sold to the industry, the villagers began to adapt themselves, and they began to look for alternatives to meeting their needs other than depending on agriculture.

When tourism becomes the hope and the belle of almost all countries in the world, not only are economic problems expected to increase, but it also affects such issues as social, political, religious, cultural, and environmental. From the very beginning, the investigation of the economic impact has taken center stage in the history of research on tourism and its consequences. Concern for social and cultural impacts come later (Czernek-Marszałek, K., 2020). Economic research initially emphasized solely on the benefits that can be obtained from tourism (Dwyer, L., Forsyth, P. and Dwyer, W., 2020). Only then will a more balanced approach, take into account both losses and advantages of other sectors.

In entering the 21st century, the implementation of the development of Indonesian tourism is required to be able to adapt themselves to environmental developments, both on a national, regional and international scale, namely in the political, economic and socio-cultural, defense and security fields as well as science and technology. Therefore, this research will discuss how the development of tourism in rural Tasikmalaya, especially Sukaratu Village, Sukaratu District, which will potentially shift the function of agricultural land to non-agriculture, considering the agriculture and plantation-based tourism sector in Sukaratu Village is one of the tempting barns for investors to invest in that

field. It will also discuss the continuation of the fate of farmers who can potentially be affected by land-use change due to the development of agriculture-based tourism in the Sukaratu Village.

2. Research Objectives

Based on the background above, the research objectives are as follows: (1) To determine the development of tourism in Sukaratu Village of Sukaratu District of Tasikmalaya Regency of West Java. (2) To find out the process of conversion of agricultural land in Sukaratu Village. (3) To determine the impact of the conversion of agricultural land to the people of Sukaratu Village.

3. Outline Post

The discussion of this study begins with a discussion of the current model of governance in Indonesia. Each region has its regional autonomy in government. It is especially in utilizing and managing the potentials of its region both in Natural Resources and Human Power as carried out by the Tasikmalaya Regency government. The government saw the natural wealth owned by the area in the Galunggung Mountain area, especially Sukaratu Village, which has the potential to become a regional tourism industry and following the detailed spatial plan of Tasikmalaya Regency that plans tourism development and supporting facilities such as resort development, exclusive hotels, and settlements in the area around Mount Galunggung. It certainly makes capital owners from both inside and outside the Tasikmalaya area competing to invest their capital in areas around tourism locations such as in Sukaratu Village. Open government policies with the entry of investors in the Tasikmalaya area also make it easier for investors to invest their capital in tourism areas, including rural areas.

The discussion then raises problems faced by the community. Among these is that the location of Sukaratu Village at the foot of Mount Galunggung makes Sukaratu Village challenging to reach because access roads and public transportation to Sukaratu Village are still lacking. Land conversion potentials threaten the community who work as vegetable farmers who usually grow and care for vegetable crops by both the government and the private sector. Meanwhile, the level of economic prosperity and education of the people of Sukaratu Village is still low. Therefore, there must be unpreparedness of citizens in accepting government policies to become Agro Tourism Village residents. People must know *SaptaPesonaWisata* (Seven Tourism Attractions; an Indonesian Program for tourism). To this, the people of Sukaratu Village as the host can create a conducive environment and atmosphere such as a sense of security, orderliness, clean, fresh, beautiful, friendly and friendly giving memories, however, that the process of changing the function of agricultural land into non-agricultural land in the process of tourism development in Sukaratu Village has already taken place and will continue to develop. Finally, there is the community's unpreparedness to accept social impacts, both positive and negative, as a result of land conversion.

4. Materials and Methods

The method used in this study is qualitative, where the object in this study is a natural object as in normal situations, does not manipulate natural conditions, so this method is also called the naturalistic research method (Bernard, HR, Wutich, A., & Ryan, GW, 2016). Also, this research is qualitative in the sense that it depends on human observations in their territory and relates to these people in their language, their lives, and their interactions with their world around them (Kirk, J., Miller, ML, & Miller, ML, 1986; Corbin, J., & Strauss, A., 2014). Besides, this study also cultivates forms of critical multilogicality and approaches the study of tourism by broader, soft, social sciences (Czernek-Marszałek, K., 2020).

5. Results and Discussion

Rural Tourism Development

In 1982 there was a natural disaster with the eruption of Mount Galunggung, which devastated almost the entire area of Sukaratu District, including Sukaratu Village, but with the disaster, the Village of Sukaratu, in particular, made the land fertile more fertile. In the era of the leadership of the Village Head, Mr. AR (1982-1990), Sukaratu Village began to improve to advance the region so that various efforts were made together with the community and assisted by the Regency, Province and central government and continued to the village head who after then.

Meanwhile, Indonesian Law No. 10/2009 on Tourism mandates that one of the objectives of tourism activities is to preserve nature, the environment, and resources based on the principles of preserving nature and the environment, empowering local communities and ensuring integration among sectors, between regions, between the center and regions which constitutes a systemic unit in the framework of regional autonomy and integration among stakeholders.

Tourism development is a series of efforts to realize integration in the use of various tourism resources, integrating all forms of aspects outside tourism that are directly or indirectly related to the continuity of tourism development (Du Cros, H., and McKercher, B., 2020). There are several types of development, namely:

- 1) Overall, with a new purpose, building attractions on the site that were not used as attractions.
- 2) A new destination, building attractions on sites that have previously been used as attractions.
- 3) Overall new development in the presence of attractions built to attract more visitors and to make these attractions reach a broader market by gaining new market share.
- 4) New developments in the presence of attractions that aim to improve visitor facilities or anticipate increased secondary spending by visitors.
- 5) Creation of new activities or stages of activities that move from one place to another where these activities require modification of buildings and structures (Fennell, D.A., 2020).

Based on the types of development above, the development of tourism in Sukaratu Village is included in the development of points (1) and (2), that is, overall with new goals, building attractions on sites that were not used as attractions, and; new destination, building attractions on sites that have previously been used as attractions. It was also expressed by the Village Head Mr. DH that the development of tourism carried out in Sukaratu Village is the development of pre-existing tourism objects to refresh the atmosphere so that visitors are increasingly interested in visiting again and again to Sukaratu Village. In addition to developing existing objects, the government of Sukaratu Village also created a new tourist attraction in the form of a waterfall that is located not far from the existing tourist attractions, but updated with a touch of new techniques, namely LED lights and view decks (An interview with Mr. DH, Head of Sukaratu Village, 06/10/2019).

Some tourism potentials developed in Sukaratu Village include: Galunggung hot spring water, Galunggung mountain crater, Galunggung great waterfalls, and Galunggung coffee agro-tourism.

1. Galunggung Hot Spring Water

Cipanas Galunggung hot spring water located in Sukaratu Village of Sukaratu District. The distance that must be traveled to get to this tourist attraction is 27 km from the center of the city of Tasikmalaya. The total area of this tourist attraction is 107 hectares, while Sukaratu Situ is 19.7 hectares. This attraction is managed by the manager of Cipanas Galunggung Tourism Object.

Cipanas Galunggung tourism object is a hot spring bathing place that is a favorite of visitors. Here are available several swimming pools that can be used for bathing. In addition to bathing, visitors can walk around using footpaths to see hundreds of year's old trees and wildlife such as monkeys and monkeys.

Access to these attractions is quite good, the road to attractions from Indihiang is good enough with asphalt construction, the conditions are full enough for two-way cars and so on smooth road conditions to the location, but the problem is the absence of public transportation leading to the location, but only pickup trucks that occasionally pass and motorcycle taxis. Local tourists usually do the tour by a group.

2. Galunggung Mountain Crater

Mount Galunggung crater is a significant destination in the area of Mount Galunggung. The crater of this mountain is located directly adjacent to the protected forest in the Galunggung Mountain forest area. From the top of the mountain, this crater looks beautiful, with an island in the middle of the crater and rivers flowing around it. An altitude of 2249 meters above sea level, making the Kawah Gunung area have fresh air, tends to be cold. The cool air, fertile soil, and seeing the activities of the farmers grow crops is a thing that reassures the heart and mind after engaging in urban activities that can be enjoyed by tourists on the Peak of Galunggung Mountain.

Galunggung crater has impressive natural charm, presenting panoramic views of the hills, terraces of vegetable gardens, forests, and coffee plantations. To reach the top of the crater, visitors must pass 620 steps. Although tiring, but when he arrived at the peak of the Galunggung crater, there will be an incredible view of the crater landscape. On the crater rim, they are usually used as a camping ground by climbers.

3. Great Waterfalls

Sukaratu Village of the Sukaratu District also has a captivating natural panorama, namely Curug Agung (Great Waterfall) of Galunggung, or more popularly known as Curug Agung. Curug Agung is one of the excellent tourist attractions in the Galunggung Mountain region. The potential of Curug Agung has been optimized by installing LED lights. So, it looks, especially at night, so much more beautiful. Curug with a height of about 80 meters is also beautiful witnessed during the day. To witness the beauty of Curug Agung at night, the Gunung Agung area tour manager provides a view deck. Besides, it can also be used to enjoy the Mount Galunggung landscape from a more comfortable side. Hang out with friends while enjoying the unique views of the mountains, so relax soothing.

The height of the series of waterfalls in this flow varies. The height of the Great Waterfall is the highest waterfall in the river flow of about 80 meters. The height of the other waterfalls is 20 meters, 30 meters, with the waterfall wall's character and the different falling flow.

4. Coffee Agro Tourism

It is undeniable that the tourism industry has become one of the potential opportunities for increasing the country's foreign exchange. Increasing the number of tourism visits can increase economic growth in tourist destinations with direct and indirect activities. Agro-tourism is part of a tourist attraction that utilizes agricultural business as a tourist attraction with a variety of destinations. It includes expanding tourist knowledge, gaining other recreational experiences such as experience in special interest tourism, and being in direct contact with businesses in agriculture.

Through the development of agro-tourism that emphasizes local culture and wisdom in utilizing agricultural land or plantations, farmers' income can increase with added value and simultaneously go hand in hand with efforts to preserve nature.

As is known, Tasikmalaya Regency has succeeded in first developing organic rice which has been exported to several countries in Europe, as well as the development of organic coffee also has the same opportunity to be a superior product where organic sovereign fertilizer farmers become one of the indicators of farmers' welfare, besides that also environmentally friendly. "The progress of science and technology is a possible distribution of organic fertilizer for coffee plants directly to its roots. For example, with a simple application system and can be understood by farmers," said one coffee activist who declined to be named.

Tasikmalaya Regency, which has a natural panorama, traditional wisdom, and a variety of cultural potentials, is an attractive attraction that can be raised as an effort to improve the welfare of the community. The forest village community, which is joined in two LMDH (Forest Village Community Institution) in Sukaratu District is currently working on Perhutani's land in the Galunggung Mountain Area covering an area of approximately sixty hectares by developing coffee commodities that also have potential that is no less good than other regions. The activities and culture of coffee farming communities on the slopes of Mount Galunggung can develop thematic tourism destinations based on coffee farming.

The Process of Changing the Function of Agricultural Land

The concept of tourism development in Indonesia is right to improve the welfare of the surrounding community, including the development of tourism in villages; one of them is Sukaratu Village. However, along with the continuous development of tourism in the Village of Sukaratu raises concerns about the process of converting agricultural land into a service provider supporting tourism.

With the development of tourism in Sukaratu Village, many agricultural lands have been targeted by investors both from the Tasikmalaya area and investors from outside the Tasikmalaya area. It is reinforced by the statement of Mr. AS that "there is agricultural land that I sell to Mr. AA from Cisayong District, the land that I sell is located in the vicinity of tourist attractions, precisely in the Great Waterfall area. The land is indeed productive, but I rarely work on the land because it is constrained by a considerable distance to travel. It so happens that Mr. AA is bidding on my land, and the price given is quite high for me, who rarely cultivates the land, so I end up selling it instead of being unemployed" (An interview with Mr. AS, a farmer of Sukaratu Village, 06/14/2019).

From the interview results, it is clear that some people sell productive land agriculture because the price offered by the buyer is higher than the prevailing market price. Besides Mr. US, several other farmers claim that their land was negotiable by investors, but they still maintain the farm for various reasons. Among them was the recognition of Mr. IR, who said that there had been an offer to sell agricultural land on the roadside at an exorbitant price, but he did not sell it. He decided to continue to defend his land because the land was inherited from his parents, who would later be bequeathed to his children as well. Nevertheless, he had heard that there is also other residents' agricultural land which is likely to change functions because the ownership has been changed, meaning has been sold to outsiders to be used as a means of supporting tourism (An interview with IR, an apparatus of the Village, 06/10/2019).

The reason given by Mr. IR for refusing to sell his agricultural land is because Mr. IR feels he has more responsibility for the land, which is inherited from his parents. He also hopes that in the future, his children and grandchildren will still be able to benefit from the agricultural land. Therefore he is determined to defend his agricultural land to others.

In addition to Mr. IR, other people feel that investors offer the same thing, namely the agricultural land at very high prices but still maintain it. Following this was Mr. OR's confession in his interview, saying that when he was in the garden, someone approached him, introduced himself, and immediately asked him about the price of the land he was working on. He immediately said that he would not sell it, but the person persuaded him by offering the unexpected prices; according to him, if Mr. OR were willing to sell his land, he would get several times more land than what now worked on, but he still refused. Unmitigated, the person was still curious and desperate to find the address of Mr. OR's house, came to Mr. OR at home with the initial purpose of wanting to buy land, but his efforts were in vain, Mr. OR would not sell his land because he was worried if he sold productive land which the location is very strategic on this side of the road, he will not get a suitable replacement. Especially if he remembers the time working on the land has been decades (An interview with OR, a farmer, 06/13/2019).

The development intensity in various fields will, of course, lead to the increasing demand for the land where productive agricultural land will be utilized for the development of housing, supporting tourism facilities such as hotels, villas, *homestays*, and other things. It is what then drives the conversion of agricultural land to non-agricultural or industrial land, even more so with the existence of a tourism development program in Sukaratu Village.

Transfer of land functions is essentially a natural thing to happen in the modern era as it is now, but a land-use change brings many problems because it occurs on productive agricultural land. Agricultural land can provide many benefits such as economic, social, and environmental aspects. However, if the conversion of productive agricultural land is left alone and not controlled, it will undoubtedly harm the community itself, given the importance and benefits of agricultural land for the community itself.

Impacts of Changing Use of Agricultural Land

The change use of agricultural land generally has a tremendous impact on the social and economic fields. One of them is the change in land use. Increasingly narrow agricultural land will cause many problems in the short and long term. The implication of the conversion of agricultural land to the socio-economic life of the community is very complex, starting from the increasingly high price of food, the loss of employment for farmers to high rates of urbanization. Besides the impact caused by the reduced interest of the younger generation to work in agriculture and damage to irrigation channels due to the construction of buildings on land that was initially agricultural land.

As Mr. AN stated:

The process of land conversion that occurred due to the development of tourism cannot be ignored; we must act immediately. Don't just offer a high price. The people of Sukaratu immediately agreed to be fooled by the city capitalists in the ease of sale of land. Even though he has warned from the time the issue of tourism development has just emerged that we must pay attention to the impact that will be felt in the future. Do not fall asleep with the situation for a moment. Now we may be proud to have a village that is a favorite tourist destination in Tasikmalaya, but look at the next few years, not necessarily we can still live this comfortable

in Sukaratu. Can they still eat with the results of their gardening; can they still make money from the results of their gardening, can they still turn on the economic wheel with their gardening? In the future let alone just eat their farms, to see agriculture as it is now it might not necessarily be able to if the conversion of this land is not immediately dealt with firmly by both the government and the people themselves (An interview with AN, a farmer, 06/12/2019).

The entry of the capital in the development of tourism in the Village to build an area of economic competition was obvious. The competition was not only in the struggle for employment but also in terms of capital. Local capitalist groups competed with influential investors from outside the Village and even from outside Tasikmalaya. If this condition is left unchecked, it will cause economic injustice between local people and migrants. Injustice has the potential for conflict. Therefore, providing space for the growth of a people's economy is needed. If not, the comfort of tourism in Sukaratu will be at stake. Tourism can destroy the joints of village life.

It must be prepared early on, especially in preparation for the procurement of qualified human resources to be able to jump in and compete in the economic competition. Human resources are a formidable challenge for tourism development because human resources determine everything related to tourism. Tourism places great importance on professionalism in both investment management and in the fields of hospitality, transportation, communication, and information. Although tourism has opened up market opportunities for other sectors, as a result of the low human resources, these opportunities cannot be utilized optimally. Low human resources can cause the quality of handicraft items to decline, marketing techniques to be inappropriate, to read market trends, and other possible things. The community leader also recognized this in Sukaratu Village, Mr. AN, that viewed from the quality of its human resources; he feels that the people of Sukaratu Village have not been able to deal with the social changes that will be caused by the development of tourism in the future. "The low level of public education and the lack of knowledge about social impacts due to the development of tourism which has an impact on the conversion of this land will only increasingly become a means of ignorance for the people of Sukaratu", said Mr. AN (An interview with AN, a farmer, 06/12/2019).

As a result of the low human resources and lack of domestic capital will open the possibility that tourism will be controlled by external parties who have better human resources and better prepared in terms of capital. For this reason, special efforts needed to avoid this. These efforts must synergize the strength between the government and the community that is sustainable. In addition to preparing qualified human resources, the community must also be alert to the threat of the possibility that tourism can damage cultures, such as shifting the value of traditional ceremonies that can lead to commercialization, the emergence of the sex industry, and other harmful effects. The wholeness and cultural values have to be kept in mind.

Management of Social Change

The influence seen from the rapid development of tourism in addition to the rampant potential for land-use change is the occurrence of socio-cultural changes that occur in traditional societies, namely the change from closed societies to more open societies, from homogeneous values towards pluralism of values and shifting social norms is one of the perceived impacts. The socio-cultural change covers various fields of life and is a problem for all social institutions such as industry, economic religion, government, family, associations, and education (Edwards, A.D. and Jones, D.G., 2019).

The main points that occurred in social and cultural changes are the results of changes developing rapidly now apart from the effects of development (Kickul, J. and Lyons, T.S., 2020), also because of the penetration of culture from outside which enters quickly due to the development process itself. Among them is the process and development of tourism in an area that is visited by many tourists.

Tourism development is a development that is being intensively carried out by the government, seeing adequate opportunities available and promising revenues from this field. Indonesia's tourism potential is diverse, ranging from natural wealth to cultural richness, which is its charm. However, behind the massive development related to the development of tourism, there are impacts on the economic, social, and cultural life of local people, one of which is the rampant potential of the conversion of agricultural land to non-agricultural land (Cheng, L. et al., 2020).

Changes in agricultural land function occur due to competition in land use between the agricultural and non-agricultural sectors that arise due to the existence of three economic and social phenomena, namely, limited natural resources, population growth, and economic growth. The area of land will never increase, but demand for land continues to increase for the non-agricultural sector (Singh, B.R. et al., 2020). The process of changing land usage is increasing. It will have an impact on the amount of land for agriculture and changes in the livelihoods of the residents who usually farm and are the result of industrialization, including tourism industrialization.

Tourism can cause the local culture to become a commodity that can be traded when ritual ceremonies and traditional ceremonies are held to the demands, expectations, and satisfaction of tourists will cause cultural reconstruction (Åhsberg, J., 2020). When a region is declared a tourist destination, the demand for souvenirs, art objects and the like is a mere commodity which will ultimately affect the shifting of the cultural values of the people in the place, because the holy and sacred places are no longer respected and respected, except only as commodities which are suitable for sale and commercialization. It has also happened in Sukaratu; with the existence of tourism activities increasingly increasing the number of tourists, the demand for souvenirs, art objects, and the like which are used as commodities has become a familiar thing to the community.

It has been realized that tourism practices, which see culture (and nature), especially as commodities, have a positive effect (Paiano, A., Crovella, T. and Lagioia, G., 2020). The positive impact that is usually immediate can be felt in terms of economic benefits, as outlined in the Law on Tourism. No.9 of 1990, namely one of the objectives of the implementation of tourism, is to increase regional income in order to improve the welfare and prosperity of the people, also expand and equalize business and employment opportunities and encourage regional development. For this reason, tourism should be used as an alternative driver of the economy to be a source of income for each region that can run it, to obtain or increase regional income. However, these benefits are only short-term benefits, which are later felt later is the lousy impact, namely, the expression and existence of the culture that is the source of the commodity.

Recently there has been growing concern about the fate of traditional culture as a result of the development of tourism as an industry (Fang, W.T., 2020; Du Cros, H. and McKercher, B., 2020). These adverse influences include the erosion and desecration of traditional culture in the form of traditional arts, local wisdom, and religious activities. More dangerous when viewed from the current culture is the commercialization of cultural arts in tourism. It is undeniable that tourism can raise the level of people's economy. On the other hand, the commercialization of this cultural art will also harm society and culture itself, as is the case with tourism development activities in Sukaratu Village.

Culture and tourism can indeed generate profits but must stick to the meaning and sacredness. This tradition continues because of residents with their local wisdom who believe in the meaning of that tradition. Public welfare and local wisdom should be the primary consideration of all parties when determining tourism policies. Culture exists because of the community, originating from the community, and empowered for the community (Akkuş, B. et al., 2020). When culture as a resource is positioned lower than the interests of tourists, cultural heritage (both physical and non-physical) and local people become exploited resources (exploitative relations), so there is a gap which then causes conflict and threatens the culture itself. The commodification of culture cannot be separated from the issue of tourism. With this commodification of culture, a nation has a kind of product to display and has a selling value to outside buyers (Husa, L.C., 2020). This commodification must benefit the cultural community. Commodification must be able to revive a native culture that is almost extinct in order to stay awake.

Transfer of land functions that occurred in Sukaratu as a result of tourism development can be categorized as one of the ways to infuse the power of new capitalism in Sukaratu conducted by investors outside the Tasikmalaya area. Tourism that emphasizes the economic approach tends to give a leading role to the government or capital owners, and the objectives are also determined and especially for their interests. The community's role is so low that they tend to appear obedient and have no initiative because they are more placed as objects than as subjects. As a result, customs, values, and norms have become increasingly eroded. Sacred rituals become shallower than before and art shows less soulful than the initial one. The community became apathetic, and their welfare did not improve.

The influence of tourism on the local culture, it must be realized that culture is something that is internally differentiated, active, and always changing. Therefore, a more realistic approach would be to assume that tourism is an outside influence which is then integrated with the community, where the community experiences the process of making tourism a part of its culture, or what is referred to as the process of tourism (*touristification*) (Andrade, M.J. and Costa, J.P., 2020). Besides that, it is also worth remembering that the consequences brought by tourism are not only limited to the *host-guest* direct relationship. The influence outside this direct interaction is even more critical because it can cause restructuring in the community's various forms of relationships.

It seems, to reduce and overcome so as not to change the function of agricultural land is to conduct various kinds of socialization to the community about the importance of agricultural land concerning the sustainability of the population's food needs and reassuring the public and farmers that becoming a farmer is a respectable and noble job because it feeds people the other. Also, the guarantee or protection of land from the government is the best solution for the sustainability of agricultural land (Asimeh, M., et al., 2020).

It is where the quality of local community resources, namely the Sukaratu community, must be improved so that the community is also able to be alert to the threat of the possibility of tourism that can damage cultures, such as shifting the value of traditional ceremonies and other local tradition (Singh, R.P. and Kumar, S., 2020).

The commodification of culture cannot be separated from the issue of tourism. With this commodification of culture, a nation has a kind of product to display and has a selling value to outside buyers. This commodification must benefit the cultural community. Commodification must be able to revive a native culture that is almost extinct to stay awakened (Maher, S.N., 2020).

However, in addition to promoting local culture, Galunggung Mountain community also follows global culture, also in the context of tourism. It can be seen, for example, from the construction of FIFA-standard football fields. Of course, it is a significant work of the district government, the government of West Java, and the central government of Indonesia, but that its location on Mount Galunggung can be a blessing in itself for tourism in the local community, especially football is a popular sport in the country. Maybe that is a new attraction, as Fennell (2020) suggested, for a new development of tourism.

6. Conclusion

With the development of tourism in Sukaratu Village, many agricultural lands have been targeted by investors both from the Tasikmalaya area and investors from outside the Tasikmalaya area. Some of the productive agricultural lands of the community have changed ownership by buying and selling. Some people who sell productive agricultural land are tempted by the price offered by buyers, which is higher than the prevailing market price. However, some farmers still maintain their agricultural land for various reasons despite the high price offered by these investors.

The apparent influence of the rapid development of tourism, in addition to the rampant potential for land-use change is the occurrence of socio-cultural changes that occur in traditional communities. That is, there is a change from a closed society to a more open society, from homogeneous values to pluralism of values. Here, shifting social norms is one of the perceived impacts. Moreover, the availability of abundant natural resources in the Village of Sukaratu has not been balanced with the wealth of human resources that are adequate for dealing with the problem of potential land-use change wisely.

The entry of investors in the development of tourism in the Village has built an area of economic competition. Competition is not only in the struggle for employment but also in terms of capital. Local investor groups compete with influential investors from outside the Village and even from outside Tasikmalaya. The next impact of the development of tourism in Sukaratu Village is that culture is used as a commodity. Culture is a thing that gives universal appeal in every aspect of life. However, when culture meets tourism that makes culture a product, it cannot be denied that there will be a commodification that will turn culture into a commodity.

Although the tourism industry has a positive impact on its development, tourism has the opposite effect, such as a decline in the quality of nature and the economic disparity between communities and investors. Nevertheless, if it is managed accurately and fairly and is integrated with

aspects of culture and tradition, natural conditions, and other potentials, the tourism industry can encourage a sustainable increase in rural communities.

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