

Inovasi Pengembangan Desa Wisata untuk Pelestarian Budaya dan Pariwisata Berkelanjutan (Lokasi: Desa Pasir Eurih, Kecamatan Tamansari, Kabupaten Bogor)

Tourism Village Development Innovation for Cultural Preservation and Sustainable Tourism (Location: Pasir Eurih Village, Tamansari Sub-District, Bogor District)

Alfadhiyya Cheryl Nazhira Putri Yuzzar^{*}, Jenita Tiodora Carolina Simbolon, Alvin Wildan Sahli, Kalisha Nayli Gumilar, Aurelia Nathania Anindhita, Azzah Dinah Dzakiroh, Abdu Raihan, Aprita Diva Zahrah, Asep Saepul Hidayat, Afdrelia Utari Azizah, Billie Hadriano, Muhammad Jason

IPB University, Bogor, Jawa Barat, Indonesia 16680

^{*}Penulis Korespondensi: alfadhiyyacheryl@apps.ipb.ac.id

ABSTRAK

Desa Wisata Pasir Eurih di Kecamatan Tamansari, Kabupaten Bogor, memiliki potensi besar dalam pariwisata budaya dan alam. Namun, pengembangannya masih menghadapi tantangan berupa keterbatasan fasilitas, rendahnya kesadaran lingkungan, serta minimnya informasi wisata bagi pengunjung. Untuk mengatasi permasalahan ini, diterapkan program inovasi yang mencakup Teach-Goi, Fest-Goi, Clean-Goi, dan Info-Goi. Teach-Goi bertujuan memperkenalkan berbagai profesi kepada anak-anak sekolah dasar guna memperluas wawasan mereka mengenai pilihan peran di masyarakat. Fest-Goi melestarikan budaya lokal melalui pertunjukan seni yang melibatkan partisipasi masyarakat. Clean-Goi berfokus pada peningkatan kesadaran lingkungan melalui kegiatan bersih desa. Sementara itu, Info-Goi menyediakan informasi wisata dengan pemasangan banner di lokasi strategis untuk meningkatkan aksesibilitas informasi bagi wisatawan. Hasil program menunjukkan peningkatan 2 pemahaman anak-anak tentang profesi, apresiasi masyarakat terhadap budaya lokal, serta kepedulian terhadap kebersihan lingkungan. Selain itu, pemasangan informasi wisata berhasil meningkatkan daya tarik desa sebagai destinasi wisata yang lebih informatif bagi wisatawan. Program ini memberikan kontribusi nyata dalam pembangunan pariwisata berkelanjutan serta pemberdayaan masyarakat lokal, sehingga diharapkan dapat menjadi model inovasi bagi pengembangan desa wisata lainnya.

Kata kunci: desa wisata, kebersihan lingkungan, pelestarian budaya, pemberdayaan masyarakat.

ABSTRACT

Pasir Eurih Tourism Village, located in Tamansari District, Bogor Regency, has great potential in cultural and natural tourism. However, its development faces challenges such as limited facilities, low environmental awareness, and a lack of tourism information for visitors. To address these issues, an innovative program was implemented, consisting of Teach-Goi, Fest-Goi, Clean-Goi, and Info-Goi. Teach-Goi aims to introduce various professions to elementary school children, broadening their knowledge of different roles in society. Fest-Goi preserves local culture through art performances that actively involve the community. Clean-Goi focuses on raising environmental awareness through village clean-up activities. Meanwhile, Info-Goi provides tourism information by installing banners in strategic locations to enhance accessibility for visitors. The results of the program show an increase in children's understanding of different professions, greater community appreciation for local culture, and improved environmental awareness. Additionally, the installation of tourism information has successfully enhanced the village's appeal as a more informative tourist destination. This program makes a significant contribution to sustainable tourism development and community empowerment, serving as a potential model for other tourism villages.

Keywords: cultural preservation, community empowerment, environmental cleanliness, tourism village