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### ASSISTANCE TO TOURISM AWARENESS COMMUNITIES IN MAKING HERITAGE TOUR PACKAGES IN BRAGA AREA OF BANDUNG CITY

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#### ABSTRACT

The Braga area has a variety of heritage attractions that have historical and cultural value. However, in reality, heritage tourism is not too much in demand for various reasons, both less attractive than natural tourism, boring, and less published so that minimal attention. History says that a great nation is a nation that recognizes its history. Making heritage tour packages is considered important to be able to package and make heritage tourism more attractive. This can be utilized for people who live around Braga because this can be one of the income for them to increase the economic value of the surrounding community if they participate in becoming a tourism-aware community. One of them is Braga Tourism Village. Kampung Wisata Braga is the community of a whole sub district of Braga who were given the mandate by the local government to play an active role in tourism in the Braga area by creating Pokdarwis. However, because it is still new and the majority of members do not come from a tourism background, they have a lack of knowledge about what work programs should be made. With this provision, it is hoped that an effort will be made in the form of this community service with the aim of providing assistance in teaching in making tour packages. The benefits of holding this program are to be able to provide knowledge and learning to tourism-aware communities in maximizing the potential that exists in their villages. The method of activity is in the form of exposure to tourism material. In this program, it is expected that there will be three results, namely knowing the potential of heritage that can be made into tour packages, making tour packages, and knowing the characteristics of tourists who will be targeted as potential consumers.

#### Keywords:

Community-based tourism; Heritage; Tour package

#### 1. Introduction

Tourism in the city of Bandung is proving to be growing rapidly, this is evidenced by the increasing number of tourism destinations that are growing and developing in the city of Bandung, as well as the visit of domestic tourists every week which makes the city of Bandung always jammed, the distance that is only traveled 3 hours from Jakarta makes the city of Bandung the choice of citizens of the capital for a vacation and spend time on weekends, one of the icons or places that will become a tourist destination is the Braga area (Antara, 2023).

According to Asy'ari et al. (2022) The Braga area has considerable tourism potential and can be developed, namely heritage tourism. Heritage tourism is part of special tourism that refers to tourism activities based on the characteristics of its attraction aimed at the special interests of tourists from certain regions (Adikampana, 2017). Heritage itself is divided into 4 (three) groups, namely history, buildings, ancestral food, art and culture in an environmental area that has historical, architectural, archaeological, artistic, social and technological attractions (Indra, 2009).

According to Swastha (2016) Heritage tourism is not too much in demand for various reasons, either by losing interest to natural tourism, no one follows because it is boring, or even not published so that it becomes less attention, whereas heritage tourism is actually a tour where we are reminded of some important places in the past. Heritage tourism can also be an introduction to the younger generation about its history (Timothy, 2018). Bung Karno, the first president of Indonesia once said "A great nation is a nation that knows its history". Therefore, heritage tourism can be a bridge so that the history of the Indonesian nation will not be lost by the times.

According to Nurlena et al. (2018) In developing a travel package, it is also necessary to stage or process the identification of market segments, so that the product development carried out can run according to specific market characteristics and preferences. This is important, because according to Santoso, S., & Kartika, L. N. (2018) The needs and desires of tourists very varied and subject to change because there are factors that influence tourists in making purchases. Therefore, it is necessary understand consumer behavior marketing activities carried out can be run effectively and

efficiently.

The most basic thing to know about market segmentation is to divide the market into certain market segments that are used as sales targets to be achieved through a specific marketing mix (Sonitehe, 2022).

Based on the foregoing, researchers group consumers based on similar characteristics, so that by implementing the right strategy in marketing, product offerings can be carried out.

According to Nuariata (2014) Tour package packaging becomes successful when four important elements are well integrated. First, attention to tourists is key, as their experience should be the main focus. Second, interesting and unique tourist attractions are the main attraction that attracts travelers. Third, tourist facilities, including accommodation, transportation, and other services, must provide comfort and satisfaction for tourists. Lastly, choosing the right timing in putting together a tour package also plays an important role, along with seasons and special events that may attract the attention of travelers. By paying attention to these four elements, tour package packaging can create an unforgettable experience for travelers.

Based on the explanation above, the author thinks how to make people want to know their history but in a fun and organized package, finally the author thinks what if the historical places are all packaged into a tour package which can later be sold and enjoyed as a heritage tourism attraction that is fun to carry but still the introduction of heritage tourism to history is also conveyed (Swastha, 2016). This activity also accelerates the empowerment of village management communities tourism, namely by developing strength, power, potential, human resources to be able develop the management of the village into a tourist village (Astiana, *et al.*, 2022).

To be able to achieve this, in carrying out quality tourism practice activities, quality human resources are needed. The community around the tourist attraction will be better if it can then have this quality because it can maximize the potential of tourist attractions around their place of residence so that it can create a symbiotic mutualism between the manager of the tourist attraction and the surrounding community. Therefore, community assistance around tourist attractions is certainly needed because it can increase knowledge about the tourist attractions around their place of residence and increase tourism awareness in the community so that if these two things are combined, the community will have a clear direction in packaging tour packages based on the potentials in the Braga area so that they can maximize the potential of the attractions around their place of residence while increasing their economy.

In 2019, the Governor inaugurated Braga area into a Braga tourism village by the Dinas Kebudayaan dan Pariwisata (Tourism and culture government agency for Bandung city) along with other tourism villages. Initially, the creative village was only specific area, then over time the creative tourism village widened its scope to become the Braga village, which contained in whole of Braga subdistrict. Then the government provides regulations in the form of "Top-Down" which means that everything is handed over from the government to the community to manage the area that has been determined by the government, unfortunately this policy tends not to last long because it is only affected "momentarily", as a result the people there are confused about what to do because there is no continuation from the government and the people who are still "premature" are not ready for what will happen due to lack of knowledge and training so that the program created becomes unclear. As a result, many tourists who come to Braga Tourism Village are disappointed because the name has already been "booming" but not accompanied by trained human resources.

Then a Pokdarwis (Tourism Awareness Group) was formed, which was generally filled by youth organizations formed by village officials in the area, but due to lack of understanding and lack of knowledge and unclear tasks, this group could not function optimally. Not to mention that there are finally many who utilize the Braga area by selling their own tour packages which are not part of the Braga tourism village community, so that finally the Braga tourism village community is not part of the potential of their area which should be one of the income for them.

The community's awareness of tourism and the significance of actively engaging in Braga's potential have been acknowledged. However, many are unaware of how to fully utilize the resources in Braga Tourism Village. In response, the team leader is dedicated to offering guidance and education to facilitate the creation of heritage tourism packages unique to Braga.

According to Djuwendah *et al.* (2023) low public awareness regarding potential management and lack of capital for developing its potential has an impact on low number of tourist visits. In line with Djuwendah, according to Pramesti (2022), good management and helping to develop facilities and infrastructure, helping to improve human resource capabilities so they can become tourism actors in Braga, able to package and market Braga tourist village tourism, so that it is better known and able to attract tourists and become an alternative livelihood new to the people of Braga. Conclusion of the statement is assistance to the community must be carried out immediately.

## 2. Method

There are several activity methods used to achieve the desired goals in this community service program, including the presentation of the materials,

First presentation of material regarding the potential of heritage tourism attractions in the Braga area and then making a tour package by packaging the existing potentials into one unit so that it becomes a heritage-based city tour package in the Braga area. Based on Law Number 11 of 2010, cultural heritage is a cultural heritage that has material properties. Cultural heritage can be in the form of objects, buildings, structures, sites, and areas on land and / or in water and needs to be preserved because it has important value for history, science, education, religion, and / or culture through the determination process. A cultural heritage site is a location on land and/or in water that contains cultural heritage objects, cultural heritage buildings, and/or cultural heritage structures as a result of human activities or evidence of past events. Meanwhile, a cultural heritage area is a unit of geographical space that has two or more cultural heritage sites that are located close together and/or show distinctive spatial characteristics. The existence of cultural heritage preservation has the aim to: preserve the nation's cultural heritage and the heritage of mankind, improve the dignity of the nation through cultural heritage, strengthening the nation's personality, and improving the welfare of the people

Braga Tourism Village is a village that stands in the Braga area, and is under the auspices of Braga Village. Braga Tourism Village was established by the Tourism and Culture Government Agency of Bandung City which was authorized by Governor Ridwan Kamil so that the management of Braga Tourism Village became the responsibility of the community, so that Pokdarwis was formed with the aim of increasing awareness of the tourism potential in the Braga area. So with this basic goal, it is hoped that an understanding of tourism will be fulfilled as well as the welfare of the community there and be able to promote Braga Tourism Village to the wider community to come and visit this tourist village.

Presentation of material regarding providing assistance in making Heritage tour packages to be sold to tourists. There are several considerations that must be determined in making a tour package plan, among others: selection of tourist destinations, facilities in the tourist destination, advantages of tourist destinations, access to tourist destinations, seasonality in tourist destinations, political and security situation in the tourist destination, customs and immigration system in the destination, price policy in tourist destinations, and travel distance to tourist destinations.

Tourism planning requires stages. All of these stages are closely related to aspects of planning. These stages also require instruments for observation. Good planning must be based on rational considerations and accurate data. According to Suyitno (2001), describes the stages in planning tourism activities. The following is a picture of the stages of tourism planning: market Diagnosis, researching the market by looking at the symptoms that appear is done at the stage of tourism planning, which aims to determine the conditions and needs of the market. So that the manufacture of tourism products can be in accordance with the required market. Objective Formulation, the objectives are formulated based on the 5W1H formula, namely about what tour packages will be arranged, why the tour package is arranged, who will be involved in making the tour package, where and how the tour package is marketed. Observation, the things that are observed are all problems that are questioned in the formulation of objectives. In this project, observations will be made in the Braga area of Bandung City as research for the creation of tour packages based on market segments. Plan Setting, the results of the analysis are used as the basis for revising the goal formulation. It is these scientific improvements and preparations that ultimately result in the plan to be implemented. Plan Implementation, plan implementation is the final stage in tourism planning. Plan implementation is a real activity in initiating and monitoring the achievement of predetermined goals (Suyitno, 2001).

Therefore, the explanation of the stages of packaging a tour package is very necessary and has a long stage because the area has a lot of potential tourist attractions so that with this potential it will have high quality in paying attention to every aspect so that qualified human resources are also needed with the aim of becoming a tour guide who not only accompanies but is also expected to provide knowledge and bring tourists to enjoy the history of the Braga region.

Presentation of material about the community getting assistance regarding the understanding of programs or activities that are in accordance with the characteristics of the market's desire for heritage tourism. Swastha and Handoko (2016) define market segmentation as the activity of dividing heterogeneous markets into homogeneous market units. That market segmentation is a process of dividing the market into segments of potential customers with similar characteristics that indicate the similarity of buying behavior.

In conducting a community service program, there are steps or stages that need to be passed from before implementation to the end of implementation. The stages of implementing community service activities are as follows: First Stage, determining the formulation of problems faced at the location of the activity based on the information received. Second Stage, determine concepts or theories that are appropriate to the target and determine appropriate methods. Third Stage, implementation of community service activities in accordance with the activity methods that have been listed,

namely in the form of presentation of materials and practical assistance in making tour packages. After that, it is hoped that further community service can take the form of training to make Pokdarwis members into tour guides who can later be certified as tour guides so that will be a professional tour guide.

### 3. Result and Discussion

Implementation of service to the Braga tourist village community was carried out by initial activities in the form of presentation of material carried out regularly, the presenter gave the material first while the participants listened and took notes, then at the end of the session participants were given the opportunity to ask questions and discuss problems existing in the Braga tourist village. At the end of the session participants were given practice papers to be able to record the various potentials that exist in the Braga environment, because for the presenters the participants had many ideas about tourist attractions but did not yet know how to develop them to make them into tourist packages.



**Figure 1.** The activity of assistance program

Based on Figure 1, the presenter is carrying out community service activities using the activity methods listed, namely in the form of presenting materials and practical assistance in making tour packages. There were 20 participants who took part in today's mentoring activities, and based on the results of the training provided, there were still very few people who understood how to make tour packages. However, they recommend many places that have tourism potential in the Braga area.

After implementing the Community Service (PKM) program, namely training for Pokdarwis of Braga tourism village in the form of assistance in making tour packages, the results obtained by the participants gained understanding and direct practice in understanding and making tour packages, as for the potentials in the Braga area there are those who provide ideas, culinary tours, historical places, cultural places, and souvenir places that they recommend. The following is a documentation of the presentation of material made to the training participants.



**Figure 2.** Ending of community assistance program

Based on Figure 2, at the end of the event, a certificate of appreciation was handed over from the Tourism Study Program of 'Aisyiyah University Bandung to the Chair of Pokdarwis Braga as the training ended. This certificate was given

as an appreciation for Pokdarwis Braga's participation in becoming a partner in the Community Service (PKM) program and as an initial step that can be used as a provision so that Pokdarwis Braga can become a partner of 'Aisyiyah University Bandung in the future. It is hoped that the Braga tourist village and Braga Pokdarwis will become better and become icons of Heritage Tourism in the Braga environment and its surroundings.

The training activity, whose target was Pokdarwis Braga, went less smoothly, this was because there were several obstacles so that the delivery of the material was less than optimal. The following are the obstacles faced when implementing this training program: (1) Late arrival of participants, During the event, many participants arrived late because the majority took a break and returned late, according to what had been announced before the break. So participants came when the event had already started halfway. (2) Participants are starting to get bored, Due to the conditions in the afternoon after lunch, and maybe they were already tired, many participants were starting to lose focus and looked bored and wanted to end the activity. (3) Participants who do not do practical work, When the practical session was held, it could be concluded that only 50% of the participants completed the practical activity, the rest wanted to leave the activity. (4) Participants who still have very little knowledge, Due to lack of knowledge, the template that the presenters had prepared was not used and participants just wrote according to their wishes. (5) Participants who are apathetic towards external parties, It was known from the chairman of Pokdarwis that the participants were apathetic and did not care if external parties came with the intention of "DEVELOPMENT", because the majority would only make false promises but had no follow-up plans, so that during the discussion session the presenters were "attacked" or less cooperative attitude.

#### 4. Conclusion

The Community Service Program (PKM) at POKDARWIS Braga Tourism Village, is the first time carried out by Universitas 'Aisyiyah Bandung. This program is in the form of training assistance both in providing material, and training in making tour packages, which has the aim that they can sell the tour packages to consumers and later consumers can follow the tour packages of Braga tourism village, which will be an income for Braga tourism village.

The atmosphere in this mentoring activity is very much noted, especially in expressing opinions that seem a little loud and tense. Some participants have apathetic thinking, but the speaker understands and must understand the conditions there. In the future, hopefully the input and assistance provided can be well received and in the future POKDARWIS Braga tourism village still has hope in developing tourism in Braga tourism village, because it has a lot of potential and it is a shame if it is not developed and used to bring consumers and profits to the community in the Braga tourism village area.

There are several things that need to be done to improve and plan for the future, including: Brochure Making, in accordance with the ultimate goal of this community service, the speaker will make a brochure based on the results of the potentials that have been put forward by POKDARWIS. Then the brochure will be the beginning in introducing Braga Tourism Village to potential customers, namely pedestrians around Braga Street, Alun-alun so that they see a picture of Braga Tourism Village from the brochure, and later will stimulate potential customers to get to know Braga Tourism Village more closely. Further assistance, if POKDARWIS wants to get further assistance, the speaker is ready to assist in further management. Of course, communication will continue to provide more optimal results. Need for training, in the future, when POKDARWIS is ready, there must continue to be training in terms of improving services for consumers.

#### 5. Acknowledgement

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