

RESEARCH ARTICLE

TOURISM AS A MOTIVE FORCE IN PRESERVING TRADITIONAL CULTURE (CASE OF CIREUNDEU VILLAGE)

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ABSTRACT

The village community of Cireundeudeu has carried out its ancestral customary traditions, among others the main thing is not to eat staple food other than cassava. This unique custom has become a strong cultural attraction for different groups of people both nationally and internationally. This makes Cireundeudeu Village one of the cultural tourism destinations often visited by different groups of tourists. Traditional elders argued that although there was no growth of tourism there, they should continue to carry out their cultural traditions handed down from generation to generation. In the meantime, several generations in Kampung Cireundeudeu do not necessarily wish to continue the tradition of their ancestors. However, with the increasing growth of tourism, the Cireundeudeu people started to feel some benefits from tourism development. They therefore started to strive to engage in the preservation of their ancestral culture's traditions and customs. The purpose of this study is to see onto which extent tourism can motivate the next generation of Cireundeudeu Village community to preserve the cultural traditions. This study uses quantitative methods to confirm a premise from previous studies. This research found that tourism has a positive and significant influence on the motivation of the people of Kampung Cireundeudeu in preserving their ancestral culture. This research took 100 respondents chosen specifically on adult indigenous villagers. The questionnaire uses ordinal scale asking the respondents on how strong they agree on the given statements. The statements are representing the dimensions on each variable tested in this research. This study only covers the Cireundeudeu village community. The aspect under study is limited to economic, social and cultural benefits of tourism. This study uses a multiple linear regression analytical method that measures how much is the influence of tourism simultaneously on the motivation of the people of Kampung Cireundeudeu in preserving their ancestral culture.

KEYWORDS

Tourism Impact, Tourism Benefit, Cultural Tourism, Traditional Culture, Cireundeudeu Village.

1. INTRODUCTION

It was found in previous research in Cireundeudeu Village, Cimahi City, West Java Province, Indonesia (Agoes, Kemala, Hidayat, & Nanetzi, 2016) that the indigenous people there, were determined to continue to practice the traditions inherited from the ancestors. In addition to the Suraan tradition (Sundanese New Year) and Sundanese art, the tradition of not eating staple foods other than cassava is also the most distinctive. People there have never bought their staple food, but they always cultivate it on their own. Behind their complex of settlements is a traditional garden planted with cassava. They are very proud of their traditions because they have received positive recognition from different groups. The residents of Cireundeudeu Village also speak about the resilience of the food crisis and the importance of food security for the citizens of Indonesia in general. Their tradition is believed to be capable of overcoming hardship in terms of food crisis.

The study also revealed that, due to the practice of preserving their ancestral heritage, the Cireundeudeu community often received visits from various parties interested in the use of cassava. Generally speaking, visitors who come are not ordinary tourists. They are visitors who have an interest in widening their cultural horizons. It is not unusual to have tourist who is interested in having a discussion about the Sundanese custom in Kampung Cireundeudeu. The growth of the amount of visits from

year to year, in turn, is improving the development of tourism in Kampung Cireundeudeu. Villagers are also often actively involved in tourism events. In particular, they are residents who have switched tasks to become tour guides, Sundanese artists, as well as sellers. Younger people in the village are often involved in tourism activities as well. With the development of tourism, it turns out that the residents of Cireundeudeu began to feel the benefits. The study identified three main aspects of tourism that provide the most substantial benefits for the people of Cireundeudeu. These aspects include social, economic and cultural aspects.



Image Source: Google Maps

Figure 1: Location of Cireundeudeu Village in Cimahi City, West Java Province, Indonesia

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Although it is recognised as a strong community with ancestral heritage, the process of disseminating cultural heritage is not carried out systematically. Indigenous people usually express ancestral teachings to their children in an informal way. There has never been any compulsion for the next generation to try to uphold their ancestral customs. Therefore, it is believed that some of the next generation are not very concerned about the continuity of their ancestral practices. Thus, of course, there will be a chance (or rather a threat) that the tradition will no longer continue. But the indigenous peoples vehemently objected. They assume that if no one continues, whatever it is, it will be.

But there was another trend. As tourism develops, many citizens of different generations are involved in the handling of tourists. It brings to the community's awareness that tourism has resulted in a number of benefits that are considered to be genuine. Among other things, residents outside of Cireundeu began to respect them because it turned out that the outside community paid positive attention to Cireundeu Village. In fact, some almost lost cultural heritage continues to be resurrected. The residents also thought that there was a chance to make extra income from the economic aspect. Indigenous people undeniably conclude that tourism is a source of additional motivation to continue maintaining their ancient traditions for various generations in Kampung Cireundeu. The research now undertaken aims to prove the premise that tourism influences Cireundeu residents' motivation to preserve their ancestral heritage traditions.



Image Source: Google Maps

Figure 2: Cireundeu Village Plan in Cimahi City, West Java Province, Indonesia

2. LITERATURE REVIEW

Several studies have shown that the development of tourism affects host communities. Whether it's social, economic, or cultural impacts (Archer, Cooper, & Ruhanen, 2005; Martina, 2014; Robinson, Lück, & Smith, 2017; Utama, 2011). While tourism is feared to adversely affect socio-cultural life (Martina, 2014), in fact, tourism could also benefit the community at a destination (Archer et al., 2005). Furthermore, with the development of tourism, people involved in tourism activities can benefit from such benefits as an increased economy, a more harmonious community, a better maintained environment, and increasing community insights (Munawaroh, 2017). This does not mean however that tourism will have a role to play in managing cultural practices in a destination. Cultural development will still be left to the cultural actors themselves (Archer et al., 2005). On the cultural front too, people in a tourist destination (especially a cultural tourism destination) feel how important it is for them to always pass on their cultural heritage to their children. This is done by providing understanding but without coercion (Agoes et al., 2016). Thus, through good management, tourism will be able to provide a means for the preservation of ancestral culture (Archer et al., 2005).

The fact that tourism is an agent of cultural connections is undeniable. Here we need to be careful whether local culture is influenced by tourists or the other way around (Ann, Marti, & Reinfeld, 2003). In some cases, tourism also forms a new culture in a destination. Instead, culture that is popular among tourists becomes an authentic culture (Eeman, 1984). Residents of a particular cultural destination feel that the preservation of nature and culture is very important. Some even feel willing to accept tourism as long as tourism is considered capable of bringing benefits to nature and cultural preservation (Jennings & Nickerson, 2005).

In addition, it must also be aware that the development of tourism may also lead to economic development. However, a number of examples show that economic development can lead to the neglect of cultural values at a destination (Ann et al., 2003). In the village of Cireundeu, it has been found that there are three aspects of tourism that are of primary concern to citizens (Agoes et al., 2016). The three aspects of tourism are considered to have the greatest role in the lives of the people of the village of Cireundeu. It has been identified that there are three roles of tourism that are felt there, namely: 1.) Social aspects: increasing the social reputation and the recognition of other citizens; 2.) Economic aspects: obtaining additional income, although not considered to be the main source of life; 3.) Cultural aspects: giving enthusiasm to be more passionate about the pursuit of ancestral traditions. Therefore, by experiencing the benefits of tourism, the village community of Cireundeu will have more motivation to want to preserve the traditional culture of its ancestral heritage (Archer et al., 2005; Jennings & Nickerson, 2005).

The traditional leaders in the village of Cireundeu did not have the vision to pass down the culture of the ancestors they lived in, so there was a possibility that the next generation could leave their traditions. However they always hold informal meetings with their children. Usually when there are traditional events that take place, they invite the children to get involved. That's the moment where tradition and culture are transmitted. So there has never been a specific plan or strategy to preserve their culture. Though experts argue that to preserve culture, it needs a supportive vision from its leaders. It also must understand the importance of cultural preservation for the community (Lagarense, Kartika, Narottama, Riana, & Setyawati, 2019). Some study also shows that when cultural tourism is improved and encouraged, it has the potential to influence people's livelihoods through the income generated by tourism and job activities (Ahebwa, Aporu, & Nyakaana, 2016). Several research have also shown that there are several destinations with quite successful experience in using Cultural Tourism to encourage cultural heritage preservation in the region. It's also revealed that Cultural heritage tourism further helps to protect the cultural heritage and enhance locals and tourists' quality of life. The local economy should benefit from the connection between tourism and heritage and culture. Under cultural heritage tourism, the destination can preserve its culture, share it with tourists, and gain economic benefits (Lussetyowati, 2015).

Furthermore, motivation defines the impulses or needs that drive behavior toward a target. In addition, motivations to preserve the culture may be intrinsic (because of internal factors) or extrinsic (because of outside factors). Intrinsic motivation can include autonomy, mastery and purpose within oneself. While Extrinsic motivation can include compensation or reward (Spielman, 2017). In terms of cultural preservation in Kampung Cireundeu, it could be considered that Tourism from social, economy and cultural aspects, is one of the extrinsic factors in cultural preservation motivation. Its benefits are equal to rewards and compensation for the villagers of Cireundeu, in return of preserving their traditional culture.

3. METHODOLOGY

The research employed a quantitative approach with statistical analysis that confirms the premise of earlier studies. The hypothesis in this research is that social tourism, economic tourism, and cultural tourism have a strong and significant influence on indigenous peoples' desire to preserve traditional heritage practices, simultaneously. The independent variable in this study is tourism which includes social, economic, and cultural aspects. While the dependent variable is a motivation for preserving cultural tradition. The participants in this research were Kampung Cireundeu indigenous people who have often been involved in tourism activities. Although the population of Kampung Cireundeu indigenous people is said to be around 300 (according to leaders of Kampung Cireundeu indigenous people), the sample in this study is residents who are deemed to have reached adulthood, that is to say 17 years and above. The survey used therefore was 100 respondents. The selected respondents are mature adult citizens. Data is collected through the distribution of questionnaires to indigenous populations. For some elderly indigenous people, questions are answered by filling in the questionnaire, and the questions are read out. As the statements are written in Indonesian language (Bahasa Indonesia), we therefore used a translator to explain the statements on Sundanese language (Basa Sunda). Elderly respondents are also explained about how they supposed to rate the statements accordingly. The dimensions on tourism in this regards, are measured from the social aspect, economical aspect, and cultural aspect. On social aspect, respondents were asked whether they agree that tourism has brought their social life into a better condition. Such as the social respect from neighbouring village, their social level on other villagers view has raised, and the attention from outside society both nationally and

internationally has arisen as well. On the economical aspect, respondents were asked if they agree that tourism has brought them sufficient additional income; considering tourism as their main activities; getting better income from tourism compared to their daily work as farmers; and whether tourism can bring them welfare to the society. The third dimension on tourism is the cultural aspect of tourism. Respondents were asked whether they agree that their tourism can bring their culture to life; tourism can explore and re-enliven the forgotten culture; that many tourists come interested in their cassava consumption tradition; and tourism involve the villagers in activities that are full of togetherness.

Afterwards the results obtained from the questionnaire were analyzed using methods of statistical analysis. First, a descriptive statistical analysis technique was used to find out how residents view the development of tourism in Kampung Cireunde, as well as how residents view the motivation for the preservation of traditional heritage. Thereafter statistical analysis verification procedure is conducted using multiple linear regression techniques. This is intended to prove the hypothesis of tourism having a positive and significant effect on the cultural preservation motivation in Cireunde Village. Then for the dimensions of the motivation variable for cultural preservation, respondents' perceptions are measured from these aspects: motivation to strongly hold on to traditional culture regardless of the presence of tourism; eagerness to continue cassava consumption tradition; motivation to further study on Sundanese art and culture.

The sample selection in this study was quite challenging. This study requires respondents with certain criteria, namely adults (17 years and over), who still carry out local traditions. In order to find the right sample, a liaison from the Cireunde community leaders has been appointed to search for people who fit the criteria. Of course there are some elderly villagers who find it difficult to answer questions so that they are not selected as respondents. With the Indonesian language questionnaire, the possibility of bias is quite high. Given that the local community is more fluent in Sundanese. Although in general they are able to speak good Indonesian language and have received sufficient education as well. However, in order to guard against minimizing the possibility of bias, certain respondents were given special treatment. The researcher, assisted by a liaison, guides the respondents to explain the statements in the questionnaire and asks their assessment of the extent to which they agree (by choosing a scale of 1 to 5). This process was conducted until it reached 100 valid responses.

The evaluation method conducted in the questionnaire is to provide statements related to the variables studied. Using an ordinal scale assessment, the respondent will give his views from each statement. Whether the respondent agrees with the argument, or not. The results obtained will then be determined by statistical analysis using the multiple linear regression method correlation test. The findings of the statistical analysis demonstrate whether the initial hypothesis, namely tourism, has an effect on the motive of cultural preservation from the social economic and cultural aspects. It will also be known whether the effects occur in partial or simultaneously. A significance level of 0.05 was used in this analysis. That is, the decision of the researcher to deny or accept the null hypothesis has a 5 per cent chance of error. If the obtained significance is less than 0.05 then it is decided to accept the hypothesis. Furthermore, the following ranges will be used to determine the degree of the correlation:

Table 1: Degree of Correlation	
0:	There is no correlation between the two variables
> 0-0.25:	Correlation is very weak
> 0.25-0.5:	Correlation is sufficient
> 0.5-0.75:	Strong correlation
> 0.75-0.99:	Correlation is very strong
1:	Perfect correlation.

In the first stage that uses a Likert Scale that applies the ordinal scale to search for values with a Descriptive Statistics approach. After that, the second stage, Verification Statistical Analysis, will take place. Before processing using this approach, the results of the calculation of the questionnaire in the form of an ordinal scale are converted to an interval scale. The process of converting ordinal to interval scale is by using the Method of Internal Success (MSI) formula introduced by Hays (1976). This Descriptive Statistical Analysis uses a Likert Scale approach which is an ordinal scale. In this study the lowest value is 100 (value 1 with 100 respondents) and the highest value is 500 (value 5 with 100 respondents). Then the interval from the Likert scale becomes as follows (Figure 3):

Strongly Disagree (1)	Disagree (2)	Not Really Agree (3)	Agree (4)	Strongly Agree (5)	
100	180	260	340	420	500

Figure 3: Value Range of Likert Scale for Descriptive Analysis

4. RESULT AND DISCUSSION

4.1 Result

The results of this study will include a Descriptive Analysis of each variable studied, and also later will show the results of the Verification Analysis of the independent variables (Social Aspects of Tourism, Economic Aspects of Tourism, Culture Aspects of Tourism) on the dependent variable (Cultural Conservation Motivation).

4.1.1 Descriptive Analysis

From the results obtained, it appears that there are some things that stand out from the variables studied. Namely the first is about the Social Aspects of Tourism, then the Economic Aspects of Tourism, the Cultural Aspects of Tourism, and also the Aspects of Cultural Conservation Motivation itself. Thus, the results of the calculation of the questionnaire descriptively will be assessed with the scale mentioned above. The results of the research is as follows:

4.1.2 Social Aspects of Tourism

The assessment results of the Social Aspects of Tourism obtained a value of 392. So that on the scale above it can be considered that in general indigenous people in Cireunde Village Agree that the Social Aspects of Tourism bring benefits to residents in the village. From the indicators used, it can be concluded that Cireunde residents agree that tourism can raise the social status of Cireunde residents and tourism does not disrupt the social life of Cireunde residents. They also agreed that tourism made local residents increase their respect for them, and tourism also brought Cireunde residents closer to the outside society, both nationally and internationally. In the end, in general, Cireunde residents also agreed that tourism brought happiness to them.

4.1.3 Economic Aspects of Tourism

For the next variable which is the economic aspect of tourism, it falls to the value of 297. Referring to the above scale, it can be assumed that in general Cireunde residents do not really agree that the economic aspects of tourism have brought benefits to them. From the indicators it can be seen that in terms of tourist visits, Cireunde residents strongly agree that tourist visits to Cireunde Village are quite a lot. But from the aspect of income they do not agree that income from tourism is greater than daily income. Especially in terms of sources of income, Cireunde residents generally do not agree to consider tourism as the main source of income. Residents also do not really agree that tourism is a good source of additional income. Likewise, they do not agree that tourism can bring prosperity to citizens neither can provide employment opportunities for residents.

4.1.4 Cultural Aspects of Tourism

For the cultural aspects of tourism, Cireunde residents generally agree that tourism brings benefits to their culture. This can be seen from the value obtained is 402. They strongly agree that tourists who come primarily are because they are attracted by the culture in Kampung Cireunde. In addition, residents strongly agree that tourism is able to bring culture to life in their village. Regarding their main tradition of eating cassava, the people of Cireunde strongly agree that this is the main attraction of their village. They also strongly agree that tourists who come to the Cireunde village are attracted by Sundanese arts in their village.

4.1.5 Motivation of Cultural Preservation

In terms of motivation for cultural preservation by residents of Kampung Cireunde, the results show the value of 437 which is categorized in the category of strongly agree. This means that the people of Cireunde in general strongly agree that they have a high motivation to preserve their own culture. In all respects they generally answered strongly agree. Just as they feel proud to preserve their traditional culture, they also feel passionate about learning about ancestral traditions. They also strongly agree to continue the tradition of only eating cassava as a staple food and will not be affected by the culture brought by tourists. In the end they

answered that they strongly agreed that even though no tourism developed in their village, they would still preserve traditional Sundanese culture.

4.1.6 Verification Analysis

In order to prove the impact of the three variables, namely the social, economic and cultural aspects of tourism, on the motivation of cultural preservation by the citizens of Cireunde, the verification of statistical analysis will be carried out using multiple linear regression methods. Until evaluating the correlation coefficient, a series of tests were conducted to meet the requirements. These include the validity test, the reliability test and the normality test. Those tests have been proven to be valid, reliable and have a normal distribution.

Furthermore, a correlation coefficient study is carried out to see how much impact the social, economic and cultural aspects of tourism have on the motivation of the people of Cireunde to preserve their culture. Here are the findings of this analysis:

Table 2: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.622 ^a	.387	.368	4.007

a. Predictors: (Constant), Social Aspect of Tourism, Economic Aspect of Tourism, Cultural Aspect of Tourism

Based on the Model Summary (Table 2), it is understood that the intensity of the relationship between the Social, Economic, and Cultural Aspects of Tourism simultaneously to Cultural Conservation Motivation is 0.622, indicating a strong influence (see Table 1). The simultaneous contribution of the variable Social Aspects of Tourism, Economic Aspects of Tourism, and Aspects of Tourism Culture towards Cultural Conservation Motivation is 38.7%, while 61.3% is determined by other variables not examined in this study.

As for the hypotheses proposed in this discussion are:

1. H₀: The Social, Economic, and Cultural Aspects of Tourism do not have a simultaneous and significant influence on Cultural Conservation Motivation.
2. H_a: The Social, Economic, and Cultural Aspects of Tourism have a simultaneous and significant influence on Cultural Conservation Motivation.

Table 3: ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	974.592	3	324.864	20.236	.000 ^b
	Residual	1541.168	96	16.054		
	Total	2515.760	99			

a. Dependent Variable: Cultural Preservation Motivation

b. Predictors: (Constant), Social Aspects of Tourism, Economic Aspects of Tourism, Cultural Aspects of Tourism

Referring to the ANOVA (Table 3), the probability value (sig.F change) = 0,000. Because the value of sig. F change is 0,000 < 0.050, the decision is that H₀ is rejected and H_a is accepted. This means that the Social, Economic, and Cultural Aspects of Tourism have a simultaneous and significant influence on the Motivation of Cultural Preservation in Cireunde Village in 2020.

4.2 Discussion

As the elders in Cireunde Village stated, they said the people in Cireunde Village had always carried on the tradition they had inherited from their ancestors. Through faith the Cireunde indigenous adheres to the Sunda Wiwitan belief. Not all residents were confirmed to be Sunda Wiwitan at this time and some of them had embraced Islam. Even so, Cireunde people generally still bear their ancestors' cultural practices. Some Sundanese culture is still well established, and they live in their everyday lives. For examples, ancestral wisdom in agriculture is still used by those who still live in farming. Their belief in cassava food as their basic food, is one of the customs that is very prominent and common. They do not eat rice that is normally produced from rice plants. Their descendants have recommended not consuming paddy rice (*Oryza sativa*) and it is better to

eat only cassava rice. Not all community members are currently carrying out this practice too. Some of them eat rice now. The local elders did not force the people to continue this practice. Just as they also carry out this tradition with hereditary to see their parents live it and then they follow it of their own volition. There is no coercion for them if they do not want to do so. In general, Cireunde local people continue to carry out their traditions.

How they focused on in progression, namely the preservation of their ancestors' culture, turned out to attract the attention of many parties. Beginning from cultural analysts, scholars, to students and universities. Many parties are interested in visiting the Village of Cireunde because they want to learn more about the culture they preserve. At first, the visit was done naturally. Yet eventually, despite getting visitors quite often, inhabitants of Cireunde began to learn how to develop more suitable visiting programmes. Therefore, the local residents will also be interested when there is a visitor visit. Some take the role of local tour guides, some cook tourist cuisine, and some host Sundanese arts activities. In addition, recently a program of children's visits in the form of traditional children's games is also growing.

As such tourism grew, the people of Cireunde began to feel some benefits from it. Three aspects had been identified in a previous study that they consider were the benefits of tourism. The benefits are social, economic and cultural aspects of tourism. Because of these advantages, many people have started to raise their desire to continue to maintain the traditional culture that they inherited from their ancestors. Most visitors are now paying attention to the culture that has become their daily life. Cireunde citizens who previously weren't too excited about maintaining traditional culture are now beginning to raise their enthusiasm for this cause.

Such advances can be seen as expressed in the research results described above. From the results of this research, we acknowledge that from the social aspect it turns out that community feel the benefits. They thought that tourism will, among other things, raise their social standing and increase the respect of the people around Cireunde Village. The leader of the local elders there stated this, that the citizens beyond Cireunde had a negative stigma regarding their practice cassava feeding. But with tourist visits increasing, the negative stigma is starting to fade. At present, they feel more respected by other residents outside Kampung Cireunde.

They also believe, with tourism, that there is a lot of interaction between communities, particularly while tourist visits are taking place. Although not all people feel involved in tourism events, community interaction has generally started to be experienced. They also feel, from the cultural aspect, that tourism has a part to play in reviving their ancestors' culture. For instance, a number of ancient dances have not been performed in a long time, are now starting to be explored again.



Image Source: [instagram.com/masmusdjepat](https://www.instagram.com/masmusdjepat)

Figure 4: Cireunde Community Playing Traditional Child Game

Nonetheless, it turns out that tourism is not thought to have more desirable benefits from an economic aspect. This could be seen from fact that residents are not interested in making tourism a source of income for them. It also seems that not all residents can benefit from the economic development of tourism.

Results from the Cultural Preservation Motivation dimension reveal that citizens of Cireunde are highly motivated to keep sustaining their cultural heritage, that is Sundanese Culture. It is said that although there is no growth of tourism they will persist to preserve their culture. Their traditional leading figures have confirmed that. Even though no tourists are interested in their culture, they will keep preserving it, as it had been

done so long ago. Somehow, it turned out for some generations that tourism gives motivation to preserve the culture.

Apparently that Tourism's social aspects, economic aspects, and cultural aspects have a significant influence on Cireundeu villager's Motivation for Cultural Preservation. Tourism's influence contributed 38.7%, while other factors influencing their desire to maintain their indigenous cultural heritage were 61.3%. In this instance, it can be determined that there are other factors influencing Cireundeu residents' desire to preserve their cultural heritage. Yet tourism turned out to have a considerable influence that could raise Cireundeu residents' motivation to preserve their culture. Also, the influence turns out to be strong as well. Provided with these facts, it is possible to happen when there is a decrease in tourism activities, then the motivation in preserving traditional culture can also decline. But from the positive side, the Cireundeu people can take advantage of the development of tourism to increase the motivation of generations in the Cireundeu village to preserve the Sundanese culture they inherited from their ancestors.

5. CONCLUSION

This research concludes that tourism, in general, does influence the motivation of the Cireundeu people in preserving their culture. Although there are other factors that affect their motivation, tourism has a proven role that cannot be underestimated. Statistically, it is seen that the influence of tourism (social, economic and cultural aspects) has a strong simultaneous correlation to the motivation of cultural preservation that is equal to 0.622. While its contribution is of 38.7% compared to other factors that might influence community motivation in cultural preservation. The results of this study can be used as a reference for the community in the village of Cireundeu, as well as for the government of the City of Cimahi, in utilizing tourism to encourage people to continue to preserve their cultural heritage. The research is limited to social aspects, economic aspects and cultural aspects of tourism. The scope of the study was also limited to indigenous peoples in Kampung Cireundeu. This research was also limited to study extrinsic motivation factors (i.e. tourism) and did not examine the intrinsic motivation factors in preserving traditional culture. For further research, it is suggested to study to which extent will the attraction of cultural tourism in Kampung Cireundeu can be interesting for tourists who come there. Thus it can be used as a reference for the development of cultural tourism attractions in Cireundeu Village to make it even more interesting. Similar research is also recommended to be carried out in other cultural villages.

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