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## Mapping the Tourism Potential of Linggamekar Village, Cilimus District, Kuningan Regency, West Java

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**Abstract.** This study aims to map the tourism potential of Linggamekar Village, located in the Cilimus District of Kuningan Regency, West Java. As a rural area with rich natural and cultural assets, Linggamekar possesses significant opportunities for tourism development, particularly within the context of community-based and sustainable tourism. The research identifies and categorizes the village's tourism potential across several dimensions, including natural attractions, cultural heritage, local traditions, creative industries, and supporting facilities. Using a qualitative descriptive method, data was collected through field observations, interviews with local stakeholders, and a review of village documents. The findings indicate that Linggamekar Village offers diverse tourism resources, such as its scenic agricultural landscapes, community craftsmanship, and cultural performances supported by strong social cohesion. The village also demonstrates readiness for tourism development through active community participation and existing micro-scale tourism initiatives. However, several challenges remain, including limited destination infrastructure, low promotional visibility, and the need for capacity building among local tourism actors. Strengthening collaboration between the local government, educational institutions, and community organizations is essential to transform Linggamekar into a competitive rural tourism destination. This study provides strategic insights to support future tourism planning and sustainable development in the village.

**Keywords.** tourism potential mapping, community-based tourism, rural tourism development, creative economy, sustainable tourism, cultural heritage

### Introduction

Community Based Tourism (CBT) has gained increasing attention as a sustainable development strategy that directly involves local communities in tourism planning, management, and benefit sharing [8]. This approach emphasizes empowering residents as active stakeholders rather than passive participants, ensuring that tourism contributes to social, cultural, and economic development [17]. Theoretical frameworks in CBT highlight the importance of participatory governance, local knowledge integration, and equitable distribution of tourism benefits [8]. Through these mechanisms, CBT not only supports local livelihoods but also preserves indigenous knowledge, traditional arts, culinary practices, and cultural heritage, which are critical to maintaining the authenticity of rural destinations [5]. Moreover, sustainable tourism theory underscores that tourism growth should harmonize with

environmental conservation and social wellbeing, preventing resource depletion or cultural erosion while promoting long-term community resilience [6].

In the context of Indonesia, government initiatives have increasingly focused on developing tourism villages as instruments for rural empowerment [7]. These initiatives recognize that rural areas often possess unique natural and cultural assets that, if properly managed, can attract both domestic and international tourists [3]. The literature on rural tourism development emphasizes that strategic planning, capacity building, and community participation are crucial factors in the success of such programs [4]. Challenges commonly identified include inadequate infrastructure, uneven participation of community members, limited institutional support, and difficulties in integrating tourism development with local socio-cultural practices [2]. Addressing these challenges is essential to ensure that tourism development not only generates economic benefits but also strengthens social cohesion, preserves cultural integrity, and promotes environmental sustainability [1].

Lingamekar Village, located in Cilimus Subdistrict, Kuningan Regency, West Java, represents a case with significant potential for community-based tourism. The village is endowed with diverse natural landscapes, including mountains, rivers, and forested areas, as well as rich cultural resources such as traditional arts, local culinary practices, and indigenous rituals [8]. These features provide a strong foundation for sustainable tourism development [9][6]. However, comprehensive assessment and mapping of these resources are necessary to identify both strengths and limitations [11]. Previous studies on tourism destination management suggest that understanding the local context, resource capacity, and community dynamics is essential for designing effective tourism strategies [13][15]. Weaknesses such as underdeveloped infrastructure, limited human resource skills, and challenges in coordinating community participation must be addressed to ensure that tourism initiatives are inclusive, resilient, and culturally sensitive [14].

To analyze the tourism potential of Lingamekar Village effectively, this study employs a qualitative research design combining descriptive methods and SWOT analysis [18]. Descriptive methods facilitate systematic documentation of existing conditions, including environmental, cultural, and infrastructural factors, while SWOT analysis provides a structured framework to identify internal strengths and weaknesses alongside external opportunities and threats affecting tourism development [12]. Integrating these approaches enables a holistic understanding of the village's current situation and provides evidence-based recommendations [17]. By applying theories of CBT and sustainable tourism, this research aims to propose strategies that maximize local benefits, enhance community engagement, and safeguard cultural and natural assets [16]. Ultimately, this study contributes to the broader literature on rural tourism development and community-based initiatives, offering practical insights that can guide policymakers, practitioners, and local stakeholders in fostering sustainable and inclusive tourism destinations [13].

## **Methods**

This study employed a qualitative research design combining descriptive methods and SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis to explore the potential of natural and cultural tourism in Lingamekar Village, Cilimus Subdistrict, Kuningan Regency, West Java, as well as the challenges and opportunities in developing a community-based tourism destination [18]. Data were collected from both primary and secondary sources, including in-depth interviews with local government officials, community members, and tourism operators, participatory observation of village activities and infrastructure, and

document analysis of official reports, regulations, and previous studies related to rural and community-based tourism development. The research was conducted over three months, allowing for comprehensive observation of seasonal variations, community practices, and local infrastructure. Tourism potential mapping was performed by integrating data from interviews, observations, and documents to systematically identify natural and cultural resources and assess their feasibility for sustainable tourism development. Collected data were then analyzed thematically according to key aspects such as natural resources, cultural heritage, community participation, and infrastructure, and further evaluated using SWOT analysis to examine internal strengths and weaknesses as well as external opportunities and threats that influence tourism development. Finally, the results were interpreted to provide evidence-based recommendations focusing on local wisdom, community empowerment, and sustainable management of tourism resources, aiming to enhance the development of Lingamekar Village as a sustainable, community-based tourism destination.

**Table 1. Characteristics of Informant**

No	Code	Informant	Position/Role	Involvement in Innovation
1	I-1	Mr. Aga	Village Head	Initiates and oversees tourism development programs
2	I-2	Mrs. Yum	Tourism Officer	Implements and manage village tourism activities
3	I-3	Mr. Toto	Community Leader	Facilitates community participation and organizes local events
4	I-4	Mrs. Isah	Tourism Entrepreneur 1	Operates local tourism-related businesses, specializing in semprong production
5	I-5	Mr. Arief	Tourism Entrepreneur 2	Operates local tourism-related businesses, specializing in production
6	I-6	Mrs. Santi	Local Resident	Participates in tourism activities and supports village initiatives

**Source:** Researchers, 2025

Table 1 shows the characteristics of key informants involved in village tourism innovation. The informants include the Village Head, Tourism Officer, Community Leader, two tourism entrepreneurs, and a local resident. The Village Head initiates and oversees tourism programs, while the Tourism Officer manages and implements activities. The Community Leader facilitates local participation and organizes events. The entrepreneurs contribute through local products, such as semprong and other specialty foods, supporting tourism development. The local resident participates in and supports tourism initiatives. This distribution of roles highlights the collaborative effort of government, community, and private actors in promoting sustainable village tourism.

## Results and Discussion

### 3.1 General Overview of Linggamekar Village

Linggamekar Village, located in Cilimus District, Kuningan Regency, West Java, is a rural settlement with a rich combination of natural and cultural resources. The village is characterized by terraced rice fields, gentle hills, rivers, and patches of forest that provide a scenic landscape suitable for rural tourism development. Agriculture remains the main livelihood, yet residents maintain traditional crafts, culinary practices, and local cultural events that could serve as attractive tourism assets. A detailed village map illustrates the spatial distribution of these resources, highlighting key areas such as the central residential zone, agricultural fields, natural water bodies, forested regions, and locations of cultural and craft activities. This visual representation allows for a clear understanding of accessibility, proximity between attractions, and potential tourism routes, which is essential for planning community-based and sustainable tourism initiatives.

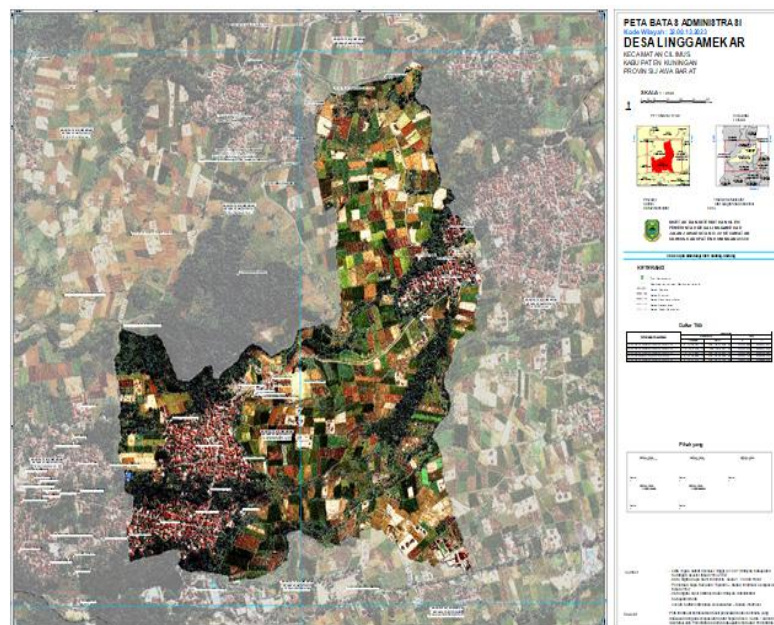


Figure 4.1

Map of Linggamekar Village

Source: Linggamekar Village Government, 2025

In interviews, Mr. Aga, the Village Head, emphasized that tourism development is a strategic priority to enhance the village economy and improve residents' quality of life. He explained that the village administration has undertaken several initiatives to prepare Linggamekar for tourism, including repairing access roads, maintaining communal spaces for cultural events, and encouraging households to engage in craft production and other tourism-related activities. Despite these efforts, he noted that some areas remain difficult to reach, particularly during the rainy season, and that basic infrastructure such as signage, rest areas, and visitor information points is still limited. Mr. Aga stressed the importance of coherent tourism planning that integrates the village's natural and cultural resources with market opportunities to maximize potential benefits.

Mrs. Yum, the Tourism Officer, added that while there is growing interest among residents in participating in tourism, engagement is uneven. Active participation is generally

limited to households already involved in small scale businesses, cultural production, or service provision for visitors. She highlighted the need for more inclusive programs to attract women, youth, and marginalized groups, ensuring that tourism benefits are shared equitably. Capacity building and training in hospitality, marketing, tour guiding, and basic communication skills were identified as critical needs to help residents present their cultural and natural assets professionally. Partnerships with educational institutions, NGOs, and government agencies were suggested as mechanisms to provide structured support and strengthen community capabilities.

Community cohesion emerged as a key enabling factor for tourism development. Informants consistently mentioned that residents have a long-standing culture of collaboration, evident in village events, agricultural activities, and local rituals, which provides a strong foundation for organizing tourism activities and maintaining public spaces. However, both Mr. Aga and Mrs. Yum emphasized that this social cohesion must be coupled with systematic planning, formalized management structures, and external support to translate potential into tangible outcomes. Without coordinated efforts, ad hoc initiatives may fail to attract tourists or dissipate community energy. Strengthening institutional collaboration, promoting the village strategically, and providing technical assistance were highlighted as essential steps for sustainable and inclusive tourism development in Linggamekar Village.

### **3.2 Natural Tourism Potential**

The natural environment of Linggamekar Village offers diverse opportunities for tourism, supported by its terraced rice fields, agricultural landscapes, small hills, rivers, and forest patches that collectively form a picturesque rural setting. These natural assets enable a range of activities such as agrotourism, rice planting and harvesting experiences, trekking, camping, and outdoor recreation. During interviews, Community Leader Mr. Toto emphasized that guided tours along village trails could be developed with youth involvement, allowing residents to serve as local guides who introduce visitors to farming practices, native flora and fauna, and traditional ecological knowledge. Figure 4.2 illustrates the terraced fields and hill trails that serve as the core of the village's natural tourism potential. Informants also noted that rivers and surrounding forest areas could be developed into environmental education sites focused on biodiversity and conservation, while elevated viewpoints present opportunities for photography, meditation, and other wellness-based activities. These varied features position Linggamekar as a promising destination for sustainable, low-impact tourism that integrates natural beauty with community participation and traditional ecological values. Such integrated development not only enhances the visitor experience but also strengthens the community's role in preserving local ecosystems while ensuring that tourism growth remains aligned with environmental sustainability and cultural integrity.



Figure 4.2. The terraced fields and hill trails that form the core of the village's tourism potential.

Source: Researcher documentation, 2025

These images provide a visual overview of the primary tourism assets within Lingamekar Village. The terraced rice fields, hill trails, and river areas not only offer aesthetic value but also create opportunities for hands-on experiences such as agrotourism, trekking, and nature observation. By observing these features, it is evident that the village's natural environment can serve as a foundation for sustainable and community-based tourism initiatives. Moreover, the integration of local participation in guiding and maintaining these sites can enhance visitor engagement while preserving the authenticity of the rural landscape. This approach not only enhances the visitor experience but also creates employment opportunities. Mrs. Santi, a local resident actively participating in village tourism initiatives, expressed enthusiasm about eco-tourism activities but also raised concerns about environmental sustainability. She noted that improper waste management and unregulated visitor activities could harm the natural landscape, particularly along the riverbanks. Residents emphasized that community awareness and environmental education are crucial to maintaining the integrity of these natural assets. Mr. Aga added that while the village has the natural potential for tourism, realizing it requires investment in basic facilities such as rest areas, signage, and safety infrastructure. This suggests that developing natural tourism must be balanced with conservation principles to ensure sustainability while enhancing the visitor experience.

### **3.3 Cultural and Creative Tourism Potential**

Lingamekar Village exhibits rich cultural and creative tourism potential through its local arts, culinary products, and traditional performances. Community members produce bamboo crafts, woven textiles, and traditional snacks, which are integral to the village's identity and can be offered as tourism products. Cultural performances linked to agricultural rituals and village ceremonies provide authentic experiences for visitors. These resources form the foundation for creative and cultural tourism, which can enhance both economic opportunities and cultural preservation within the community.

Mrs. Isah, a tourism entrepreneur specializing in semprong production, described how integrating local crafts and culinary experiences into tourism can generate income for households and preserve cultural knowledge. She shared that tourists often seek hands-on experiences, such as participating in food preparation or learning local craft techniques, which can strengthen cultural transmission within the community. Figure 4.3 illustrates the village's

home industries, highlighting semprong production and bawang (shallot) chips as examples of local culinary entrepreneurship. These images underscore the dual role of these products as both cultural artifacts and economic resources, demonstrating their potential to attract tourists interested in authentic, participatory experiences.



Figure 4.3  
Home Industry Semprong dan Onion Chips  
Source: Researcher documentation, 2025

Mr. Arief, another local entrepreneur, emphasized the need to professionalize product presentation and packaging to enhance marketability. During interviews, he suggested workshops on creative marketing and social media promotion to increase the village's visibility and attract more visitors. Both entrepreneurs highlighted that limited promotional strategies currently restrict the potential reach of Linggamekar's cultural assets. Expanding marketing efforts and linking them to regional tourism networks could significantly enhance the visibility and competitiveness of the village's cultural products. The community also expressed interest in organizing annual cultural festivals to showcase arts, culinary products, and local traditions. Mr. Toto highlighted that such events could serve as anchors for tourism development, attracting visitors during peak seasons while promoting cultural pride. Figure 4.4 captures the Seren Taun Ceremony, a traditional harvest festival in Linggamekar Village that embodies local agricultural rituals and community participation. This event not only strengthens social cohesion but also represents a distinctive tourism attraction, offering visitors an immersive experience of the village's heritage. However, informants noted that adequate planning, coordination, and support from local authorities and external stakeholders are essential to ensure these events are sustainable and beneficial for all residents.

### **3.4 Supporting Infrastructure and Accessibility**

Infrastructure and accessibility are critical factors that influence the potential of Linggamekar Village as a rural tourism destination. During interviews, Mr. Aga, the Village Head, explained that the village administration has made initial efforts to improve access roads, repair bridges, and maintain communal spaces to accommodate visitors. These improvements aim to ensure that tourists can move comfortably throughout the village while highlighting

scenic routes and local attractions. Nevertheless, he noted that several secondary roads and trail pathways remain underdeveloped, which limits access to certain natural and cultural sites. Mrs. Yum, the Tourism Officer, added that public transportation options are limited, and visitors often rely on private vehicles or arrangements with local drivers. Signage for tourism destinations, information boards, and wayfinding markers are still minimal, reducing ease of navigation for first-time visitors. She emphasized the importance of clear signage, accessible parking areas, and rest facilities to create a welcoming experience for tourists and support longer stays.

Community members also discussed the availability of accommodation and support facilities. Mr. Toto highlighted that while some homestays and small guesthouses exist, capacity is currently insufficient to accommodate larger groups of or peak-season visitors. Basic utilities, such as clean water, sanitation, and electricity, are generally available but require upgrading in certain areas to meet the expectations of tourists seeking comfort and convenience. Overall, informants agreed that improving supporting infrastructure and accessibility is essential to unlock the village's tourism potential. Coordinated planning between the village government, tourism entrepreneurs, and community members is necessary to prioritize investments, ensure safety, and provide a seamless experience for visitors. Proper infrastructure development would not only enhance visitor satisfaction but also encourage repeat visits, increase economic benefits, and strengthen Linggamekar's competitiveness as a rural tourism destination.

### **3.5 Challenges and Opportunities**

Tourism development in Linggamekar Village presents both challenges and opportunities that need careful consideration. During interviews, Mr. Aga, the Village Head, emphasized that while the village possesses abundant natural and cultural resources, several constraints limit the full realization of tourism potential. Key challenges include underdeveloped infrastructure, such as access roads and public facilities, limited promotional strategies, and insufficient coordination among community members. He noted that these issues could hinder visitor satisfaction and reduce the village's competitiveness compared to other rural tourism destinations in West Java. Mrs. Yum, the Tourism Officer, highlighted that community engagement is uneven, with participation concentrated among households already involved in small-scale businesses or cultural production. She expressed concern that without broader involvement, particularly from youth and women, the benefits of tourism may not be equitably distributed, potentially causing social tension. Additionally, training and capacity building for local residents, particularly in hospitality, guiding, and creative marketing, are still limited, constraining the professionalization of tourism services.

Despite these challenges, opportunities abound. Mr. Toto, the Community Leader, pointed out that strong social cohesion and local collaboration create a foundation for successful tourism initiatives. Community members are willing to participate in events, guide tourists, and share knowledge about farming practices, cultural rituals, and local traditions. Entrepreneurs such as Mrs. Isah and Mr. Arief see potential in developing creative products, culinary experiences, and annual cultural festivals to attract visitors. These opportunities, if strategically supported by local government, educational institutions, and tourism networks, can enhance the village's visibility and ensure sustainable development. Overall, Linggamekar Village has the potential to develop as a competitive rural tourism destination if its challenges are addressed and opportunities optimized. Addressing infrastructure gaps, expanding community participation, and enhancing promotional efforts will strengthen the village's tourism ecosystem. Moreover, integrating capacity building and cultural preservation into tourism

planning can ensure that growth benefits both the community and visitors while maintaining the village's unique identity and environmental integrity.

### 3.6 SWOT Analysis

The SWOT analysis below summarizes the internal and external factors affecting tourism development in Linggamekar Village, based on field observations, interviews with key informants, and document review.

**Table 2. SWOT Analysis**

SWOT	Details
<b>Strengths (Internal)</b>	<ol style="list-style-type: none"> <li>1. Rich natural landscapes: terraced rice fields, hills, rivers, and forest patches, suitable for agrotourism, trekking, and outdoor activities (Mr. Aga).</li> <li>2. Strong social cohesion and community collaboration, enabling collective participation in tourism initiatives (Mr. Toto).</li> <li>3. Cultural and creative assets: local crafts, culinary products, and traditional performances enhancing the authenticity of tourism (Mrs. Isah &amp; Mr. Arief).</li> </ol>
<b>Weaknesses (Internal)</b>	<ol style="list-style-type: none"> <li>1. Underdeveloped infrastructure: limited access roads, signage, and public facilities.</li> <li>2. Uneven community participation, concentrated among households already engaged in small-scale businesses or cultural production (Mrs. Yum).</li> <li>3. Limited training and capacity building for residents, restricting professionalism in tourism services.</li> <li>4. Insufficient promotion and marketing strategies, limiting visibility of the village as a tourism destination.</li> </ol>
<b>Opportunities (External)</b>	<ol style="list-style-type: none"> <li>1. Support from local government programs, educational institutions, and tourism networks for infrastructure development, training, and promotion.</li> <li>2. Increasing interest in community-based and experiential rural tourism among domestic and international visitors.</li> <li>3. Potential for organizing cultural festivals, workshops, and hands-on craft experiences, which can attract tourists while preserving local heritage.</li> </ol>
<b>Threats (External)</b>	<ol style="list-style-type: none"> <li>1. Environmental risks: land degradation, flooding, or climate-related challenges affecting scenic and recreational attractions.</li> </ol>

SWOT	Details
	2. Competition from other rural tourism destinations in West Java is reducing market share. 3. Potential reduction in government support or policy changes affecting rural tourism programs. 4. Risk of cultural dilution or social tension if tourism growth is unmanaged and benefits are unevenly distributed.

Source: Proceed by Researcher, 2025

The SWOT analysis highlights that Linggamekar Village possesses substantial internal strengths that form a strong foundation for tourism development. The village's natural landscapes, including terraced rice fields, hills, rivers, and forested areas provide diverse potential for agrotourism and outdoor recreation. These environmental assets are complemented by strong social cohesion and longstanding traditions of community collaboration, which enable residents to collectively support tourism initiatives. In addition, the village's cultural and creative products, such as traditional crafts, culinary specialties like semprong and keripik bawang, and local performances, reinforce the authenticity and uniqueness of the destination. However, several internal weaknesses were identified, notably the limited infrastructure, uneven community participation, and insufficient skill development among residents. These limitations, along with inadequate promotion and marketing efforts, restrict the village's capacity to present itself as a competitive tourism destination.

Externally, Linggamekar Village faces both promising opportunities and potential threats. Opportunities arise from increasing government support for rural tourism, collaboration with educational institutions, and the growing market demand for experiential and community-based tourism. These conditions create momentum for developing festivals, workshops, and hands-on cultural activities capable of enhancing visitor engagement and generating additional income for local households. Nevertheless, external threats remain significant, including environmental risks such as land degradation or extreme weather, competition from other well-established rural destinations in West Java, and uncertainties related to policy changes that may affect tourism funding. Additionally, unmanaged tourism growth could lead to uneven benefit distribution or cultural dilution, threatening community harmony and long-term sustainability. Together, these factors underscore the need for strategic planning that maximizes strengths and opportunities while anticipating and mitigating potential weaknesses and threats.

### 3.7 Discussion

The findings of this study indicate that Linggamekar Village holds substantial potential for developing community-based rural tourism, supported by its natural landscape, cultural heritage, and emerging creative industries. Interviews with key informants including village authorities, community leaders, and local entrepreneurs demonstrate a strong collective willingness to participate in tourism activities, although the level of readiness varies among community groups. This aligns with theories of Community-Based Tourism, which emphasize the importance of local participation, empowerment, and equitable benefit distribution as foundations for sustainable rural destinations. The village's scenic agricultural landscapes, terraced rice fields, hills, and river corridors position Linggamekar as an attractive site for nature-based and agrotourism activities, particularly for visitors seeking outdoor recreation and authentic rural experiences.

However, several structural limitations hinder optimal tourism development. Weak infrastructure, such as inadequate access roads, limited signage, and insufficient public facilities, directly affect visitors' comfort and accessibility. This was consistently highlighted by the Village Head, who stated that infrastructure improvements remain a priority yet require substantial external support. Challenges in human resource capacity also emerged, reflecting limited training in hospitality, guiding, product packaging, and digital promotion. Such constraints reduce the professionalism and competitiveness of local tourism services. In addition, uneven participation among residents particularly among youth, women, and households not yet involved in economic activities indicates that community empowerment efforts must be broadened to ensure inclusive development. These weaknesses align with broader issues reported in rural tourism literature, where infrastructural gaps and limited capacity often slow the transition from potential to actual tourism performance.

Despite these challenges, significant opportunities are available to strengthen Linggamekar's tourism sector. Growing interest in experiential and community-based tourism among domestic travelers creates a favorable market for village-based attractions. Government initiatives supporting tourism villages also present opportunities for funding, training, and promotional partnerships. The presence of small-scale cultural and culinary businesses, such as *semprong* and *keripik bawang* home industries, provides a foundation for creative economic development. Local entrepreneurs expressed readiness to enhance their products through improved packaging, digital marketing, and visitor engagement, demonstrating strong potential for value-added tourism experiences. Additionally, cultural events such as the *Seren Taun* traditional ceremony offer distinctive heritage-based attractions that can serve as annual anchor events for tourism promotion. On the other hand, external threats must be considered in planning long-term tourism strategies. Environmental risks, including climate related impacts on farming landscapes and the natural environment may disrupt outdoor attractions and agrotourism activities. Competition from other rural tourism destinations in West Java poses additional challenges, particularly destinations with more advanced infrastructure and stronger branding. Furthermore, rapid growth in tourism without proper management risks cultural commodification, unequal benefit distribution, and social tensions within the community. These potential threats emphasize the need for careful planning, monitoring, and community-led decision-making to safeguard cultural integrity and ensure that tourism development aligns with local values.

Overall, the discussion highlights the importance of adopting an integrated and participatory approach to tourism development in Linggamekar Village. Strengthening collaboration among local government, community groups, and educational institutions is essential to address infrastructural constraints, build community capacity, and enhance promotional visibility. Tourism strategies must focus not only on maximizing the village's natural and cultural strengths but also on mitigating weaknesses and external threats to achieve long-term sustainability. By aligning tourism initiatives with principles of community empowerment and sustainable development, Linggamekar Village can gradually transform its potential into a competitive and resilient rural tourism destination.

## **Conclusion and Suggestion**

### **4.1 Conclusion**

This study concludes that Linggamekar Village possesses significant potential for the development of community-based rural tourism, supported by its rich natural landscapes, cultural heritage, and emerging creative economy. The mapping process reveals that the

village's terraced rice fields, hilly terrains, rivers, and forest patches provide strong foundations for nature-based and agrotourism activities. Cultural assets including traditional crafts, culinary products, and ceremonial events such as *Seren Taun* further enhance the village's attractiveness as an authentic rural destination. Interviews with village authorities, community leaders, and tourism entrepreneurs show strong willingness among residents to engage in tourism initiatives, reflecting the village's social cohesion and collaborative spirit. However, the research also identifies several internal challenges that hinder optimal tourism development. These include inadequate infrastructure, uneven community participation, limited human resource capacity, and weak promotional strategies. External threats such as environmental risks, competition from other destinations, and potential cultural commodification further complicate tourism planning. Nonetheless, opportunities remain substantial, particularly through government support programs, institutional partnerships, and the growing demand for experiential tourism. Overall, Linggamekar Village demonstrates both readiness and need for structured, community-centered tourism development to ensure long-term sustainability and equitable benefit distribution.

#### **4.2 Suggestions**

Based on the findings, several recommendations are proposed to guide future tourism planning and development in Linggamekar Village:

##### **1. Strengthening Infrastructure and Accessibility**

Improving Road access, signage, and public facilities should be prioritized to enhance visitor comfort and safety. Collaboration with local government agencies is essential to secure funding and technical assistance.

##### **2. Enhance Community Capacity Building**

Training programs in hospitality, guiding, product development, digital marketing, and event management should be provided to residents, particularly youth and women, to create equitable participation and improve service quality.

##### **3. Develop Integrated Tourism Products**

The village should package its natural, cultural, and creative assets into thematic tourism experiences such as agrotourism tours, culinary workshops, craft-making sessions, and cultural festival programs to increase marketability and thematic consistency.

##### **4. Strengthening Marketing and Promotion**

A coordinated promotional strategy is needed, including social media campaigns, collaboration with tourism platforms, partnerships with educational institutions, and participation in regional tourism events to increase visibility.

##### **5. Implement Sustainable Tourism Guidelines**

Environmental protection measures, visitor management systems, and cultural preservation policies should be adopted to prevent resource degradation and ensure long-term sustainability.

##### **6. Expand Institutional Collaboration**

Partnerships with universities, tourism organizations, and government bodies should be strengthened to support research, training, product development, and destination promotion.

By implementing these recommendations, Linggamekar Village can gradually transform its mapped tourism potential into a competitive, inclusive, and sustainable rural tourism destination that supports local welfare while preserving cultural and natural heritage.

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