



Bandung as a Creative City in Indonesia: The Role of Community in Developing a Creative Tourism Urban Village Initiative

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Abstract

Bandung City Government, in collaboration with the Bandung City Culture and Tourism Office, has implemented the activation of creative tourism urban villages as a strategic measure to promote regional autonomy through the development of the creative economy. Prior studies have not extensively addressed the concept of creative tourism in urban villages as an alternative form of tourism. Therefore, this research aims to explore the involvement of communities in the management of creative tourism urban villages in Bandung, seeing them as the primary stakeholders. The objective of this study is to chart the potential and obstacles facing creative tourism urban villages in Bandung City from the perspective of tourism awareness groups as managers of creative tourism urban villages. The study employed qualitative methodologies with a phenomenological approach, specifically in-depth interviews with managers of creative tourism urban villages, as well as field observations of 8 activated creative tourism urban villages in Bandung city. The activation of creative tourism urban villages in the city of Bandung to promote the sustainable development goal is characterized by three primary themes: community dynamics, infrastructure readiness and external support. Community dynamics refers to the interactions that take place among community members as they collaborate to establish creative tourism urban villages in different regions through stories, conflicts and the active involvement of community members. The availability of infrastructure is contingent upon the presence of tangible assets that facilitate the execution of creative tourism urban village business operations, encompassing aspects such as road accessibility, parking availability, and building structures. Assistance from external entities refers to the support provided by external parties to foster the growth of creative tourism in urban villages, including mentoring, training, sponsorship, and collaboration networks. The activation of creative tourism urban villages needs to be accompanied by community independence and involvement in a bottom-up development process, not just a top-down one, so as to maintain the sustainability of creative tourism urban villages after the government no longer supports activities carried out by tourism awareness groups.

Keywords *Bandung City; Creative Tourism Urban Village; Development; Initiative; Sustainability*

INTRODUCTION

Bandung is a renowned creative hub in the Asia-Pacific region in Indonesia (Zultaqawa et al., 2019). Bandung City, which became a member of the UNESCO Creative City Network (UCCN) as a design city in 2015, is home to several creative communities. Bandung's abundance of creative communities, whether established institutionally or emerging organically (underground), contributes to the city's wealth of creative offerings, encompassing many forms of art, culture, culinary arts, and tourist attractions (Alexandri & Raharja, 2020). Bandung City Government was inspired by its identity as a creative city to establish the Bandung Creative Belt, which was subsequently transformed into a creative tourism urban village (Bandung City Culture and Tourism Office, 2022).

According to the Regulation of the Mayor of Bandung (2018) Number 1454, a tourism urban village can be defined as an area in an urban area with a specific size and has the potential for unique and distinctive tourist attractions with its community that is able to create a combination of various tourist attractions and supporting facilities to attract tourists. The development of this tourism urban village consists of four fundamental principles: sustainable tourism, community-based tourism, creative tourism, and globally oriented and locally identified tourism. As a promise made by the Mayor of Bandung, the development of urban tourism villages is also documented in Regional

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[Regulation No. 3 \(2018\)](#) of Bandung City on the Regional Medium-Term Development Plan (RPJMD) for the years 2018-2023.

During 2019-2023, Bandung City Government, through the Department of Culture and Tourism, has activated 8 tourism urban villages. These include Braga Creative Tourism Urban Village (2019) with its distinctive cultural and historical heritage, Cigadung Creative Tourism Urban Village (2020) known for its batik crafts, Binong Jati Creative Tourism Urban Village (2021) specializing in knitting products, Cinambo Creative Tourism Urban Village (2021) with a focus on literacy, Cigondewah Creative Tourism Urban Village (2022) serving as a center for textiles, Pasir Kunci Creative Tourism Urban Village (2022) offering traditional children's games, Cibaduyut Creative Tourism Urban Village (2023) known for its shoe industry, and Gedebage Creative Tourism Urban Village (2023) featuring Blekok Village, Gelora Bandung Lautan Api (GBLA) Sports Complex, Al-Jabbar Grand Mosque, and Retention Lake. Creative elements serve as the approach employed by the Bandung City Government to showcase the distinctiveness and unique selling features (USP) of Bandung, which lacks natural tourism destinations ([Mugni, 2022](#)).



Figure 1. Road Map for Activating Bandung Creative Tourism in Urban Villages

Source: [Bandung City Culture and Tourism Office \(2022\)](#)

The local government of Bandung City anticipates that the establishment of creative tourism urban villages will enhance the economic, tourism, and cultural aspects of the city by leveraging the unique talents of each location ([Bandung City Government Public Relations, 2022](#)). Creative tourism urban village program enables each region to conduct a comprehensive assessment of its prospective tourism attractions, particularly at the sub-district and sub-district levels. This includes evaluating culinary offerings, cultural arts, souvenirs, and other tourism potentials. Creative tourism urban villages are overseen by a tourism awareness group, known as Pokdarwis, which was established in accordance with the criteria outlined in [West Java Governor Regulation Number 90 \(2020\)](#) on the formation of tourism awareness groups. Membership in Pokdarwis is voluntary and requires strong dedication and commitment to tourism development. Members reside near tourism attractions and possess a genuine interest in tourism. They are also engaged in livelihoods or occupations that involve providing goods or services to tourists, either directly or indirectly. Each Pokdarwis must have a minimum of 15 members.

Pokdarwis, as a representation of the local community, has the responsibility of enhancing community desire to promote tourism development and the capabilities and expertise of its

members in their particular areas. The presence of Pokdarwis is expected to serve as a catalyst for fostering a tourism consciousness movement rooted in the principles of *Sapta Pesona*¹, which encompass safety, organization, cleanliness, pleasant climate, aesthetic appeal, friendliness, and the creation of lasting memories. Pokdarwis aims to revitalize entertainment activities in the creative tourism urban village region by fostering partnerships with tourism businesses, sponsors, and the community. These collaborations should be lawful, voluntary, and comply with relevant rules. In addition, Pokdarwis can also enable the distribution of profits from managing attractions, selling catering services, crafts/souvenirs, and other items and services established by Pokdarwis. This is typically done by offering comprehensive package packages (Ministry of Tourism and Creative Economy, 2012).

Communities are crucial to tourism. Park et al. (2024) noted that tourism development could empower and disempower all four expressions of power through "power over" (access and control over resources), "power within" (individual autonomy and belief), "power with" (collective action opportunities), and "power to" (individual action capability). Azwar et al. (2023) also linked CBT, the Penta-Helix development paradigm, and local community wisdom empowerment. Reindrawati (2023) investigated operational, structural, and cultural groups.

A general phenomenon observed after the activation of the creative tourism urban village in Bandung City was the lack of organic movement carried out by Pokdarwis in developing the region's potential. As a result, the expression *tucking* emerged in Sundanese (an abbreviation for *dibentuk cicing*), meaning that after an organization or institution is formed, then do nothing. This makes the creative tourism urban village unable to carry out its role optimally after activation, as well as causing confusion for the people living in the area and visitors about the potential of the area without the tourism awareness movement carried out continuously by Pokdarwis.

Previous research has not thoroughly examined the idea of creative tourism urban villages as a different type of tourism. This phenomenon is evident in earlier studies that mostly examined tourism villages situated in sub-district regions, as opposed to diverse and multifaceted urban areas (Hermawan & Suryono, 2023; Istriyani, 2024; Prayitno et al., 2023). In addition, past study has not extensively examined the contribution of communities in fostering creative tourism in urban villages. Hence, the objective of this study is to investigate the participation of communities in the governance of creative tourism urban villages in Bandung, seeing them as the main stakeholders.

Hence, it is crucial to thoroughly examine and assess the opportunities and challenges associated with creative tourism urban villages in Bandung City. This comprehensive analysis is necessary to ensure that the presence of these creative urban villages contributes to the sustainable development goals set forth by the Bandung City Government, spearheaded by the Bandung City Culture and Tourism Office. In addition, creative tourism urban villages should serve as a source of local community pride due to the collective identity they have acquired through the implementation process conducted by the Bandung City Government.

LITERATURE REVIEW

Creative tourism in urban villages is a tangible representation of community-driven tourism. The 5 principles of community-based tourism encompass various aspects, such as (1) economic, which involves generating cash through local production, promoting local economic diversity, and fostering independence; (2) social, which encompasses the promotion of people-centered development, social justice, the attainment of a sufficient quality of life, and the establishment of active community groups; (3) political, which involves community engagement, development that aligns with community demands, and the process of democratization; (4) cultural, including both

¹ *Sapta Pesona* is a pillar in the development and management of tourism in Indonesia. *Sapta* means seven (7), while *pesona* means charm and beauty in Bahasa Indonesia.

formal and informal education, the transmission of local culture to future generations, and the preservation of cultural heritage; (5) environment, encompassing rights related to the management of natural resources, the responsibility to protect the environment, and the protection of natural resources (Polnyotee & Thadaniti, 2015).

The community should actively preserve and uphold tourism potential and attractions, both tangible and intangible, as sustainable assets through commercially valuable tourism activities. Furthermore, community-based tourism encompasses both internal stakeholders (community and inter-community) and external stakeholders (tourists and companies). On the other hand, community-based marketing focuses on the integration and interactions. Integration refers to the presence of a community in practicing their beliefs and doing business activities. Relationships, on the other hand, refer to the presence of a community in its interactions with other communities and visitors who study and engage with different communities (Nugraheni & Nurhaeni, 2018).

Community-based tourism is a method of empowerment that engages and positions the community as a significant participant in the framework of a novel development model, specifically sustainable development, at both the local and global scales (Sedarmayanti, 2022). Community engagement in creative tourism in urban villages is a crucial aspect of sustainable tourism development. It allows communities to express their social desires and aspirations. Therefore, tourism activities should be designed collaboratively with the community rather than being designed solely for or by the community. Community-based tourism involves social dynamics, openness, respect, and cultural exchange. It provides individuals with an opportunity to interact with diverse groups of people who have varied perspectives and cultural backgrounds (Walkowski et al., 2019).

Creative tourism urban villages are associated with the concepts of commoditization and authenticity and are separate from society (Pitana & Gayatri, 2005). The genuineness of products in tourism towns holds great significance because it serves as a key element in the advertising and branding of these destinations. Tourism urban villages must identify genuine opportunities to establish unique tourism attractions that can be further developed, distinct from those already in existence (Hermawan, 2022). The assignment of names that prioritize local customs and practices also impacts the advancement of tourism settlements. In addition to their authenticity, the products of tourism urban villages encompass local customs that have been passed down for centuries within a certain region. Due to intergenerational transmission, this indigenous custom is seen as deeply ingrained in society and can be deemed distinct from varied local knowledge in Indonesia (Hermawan et al., 2022). The distinctiveness of local expertise and community customs in tourism urban village products can serve as an appealing selling element for both domestic and international tourists (Parilla, 2023). This includes captivating performances that hold commercial value (Tambunan, 2019).

Community involvement in the tourism business process helps identify consumer traits, the travel selection process, and whether the attributes given meet visitors' needs to be satisfied (Ardiansyah et al., 2023). Additionally, communication is crucial to sustainable partnerships, especially in tourism with many stakeholders (Shofiyyah & Novani, 2023). Tourism will assist SMEs and have a substantial impact on the Indonesian economy as the number of SMEs increases each year, with a variety of tourism-derived enterprises that can be established by local communities (Permatasari & Gunawan, 2023).

For the successful establishment of a creative tourism-urban village, it is imperative that the community is prepared to adapt to forthcoming transformations. A multitude of tourists will arrive to visit, each bringing their own distinct cultures and customs (Sin & Minca, 2014). Preparations must be made to filter both local and foreign tourists upon arrival to safeguard attitudes and values, especially local wisdom values, in tourism communities. Thus, by maintaining the attitudes and

values, the authenticity of the tourism urban village can also be preserved (Jamal & Dredge, 2014).



Three essential elements contribute to social change in the formation of a prosperous society. The initial component pertains to satisfying fundamental societal requirements, which encompass social, economic, security, education, and health services. The second component pertains to collaboration or affiliation with others, encompassing the recognition and admiration of diverse cultures and the act of caring and sharing among individuals. The third aspect pertains to involvement in the exercise of authority in community government (Knight & Tandon, 2012). This theory serves as a foundation for understanding the role of communities in the growth of creative tourism urban villages. The research aims to explore this concept, highlighting the significance of meeting basic needs, fostering social connections, and encouraging active participation. These levels are interconnected and cannot be separated from one another.

The anticipated changes encompass an increase in the population of tourism urban villages as a result of the emergence of employment prospects. Consequently, a considerable influx of individuals from outside the tourism urban village is expected to seek employment opportunities. Nonetheless, it is imperative to consider the elements of tourism urban village products that promote conservation values and adhere to carrying capacity (Okaka & Nagasha, 2016). In order to ensure future-oriented growth of tourism destinations, it is crucial to incorporate the conservation of tourism urban village products and enhance the capacity to sustain existing tourism potential. Tourism destinations will merely experience a transient fad, ultimately losing visitors due to the absence of effective management to sustain and enhance their potential (Sulistyaningsih et al., 2021).

RESEARCH METHOD

The study employed qualitative methodologies, specifically in-depth interviews with managers of creative tourism urban villages, namely, the tourism awareness group (Pokdarwis), and field observations of 8 activated creative tourism urban villages in Bandung City during July-August 2023, as indicated in Table 1. Eight creative tourism urban villages were investigated based on the number of villages activated during the Mayor of Bandung 2018-2023 term. In addition, this research’s interviewees were chosen purposefully because they had been involved in activating tourism in their creative tourism urban villages and recognized community dynamics. The phenomenological approach is employed to gain insight into and elucidate the significance of an event encountered by an individual or collective (Creswell & Poth, 2018). It is also utilized to uncover the meaning behind an event or personal experience, particularly in relation to the activation of creative tourism in urban villages. Triangulation was done using observations, document studies, and informant interviews in each creative tourism urban village.

Table 1. Activation of Bandung’s Creative Tourism Urban Village

No.	Creative Tourism Urban Village	Regional Scope	Activation Date	Legal Basis	Characteristic	Logo
1.	Braga Creative Tourism Urban Village	Braga Urban Village, Sumur Bandung District	November 2019	Bandung Mayor’s Decree Number (148/Kep.1458-DisBudPar/2018)	Cultural and Historical Heritage	
2.	Cigadung Creative Tourism Urban Village	Cigadung Urban Village, Cibeunying Kaler District	October 2020	Bandung Mayor’s Decree Number 556/Kep.953-DISBUDPAR/2020	Batik	

No.	Creative Tourism Urban Village	Regional Scope	Activation Date	Legal Basis	Characteristic	Logo
3.	Binong Jati Creative Tourism Urban Village	Binong Urban Village, Batununggal District	September 2021	Bandung Mayor Decree Number 556/Kep.835-Disbudpar/2021	Knitting Process	
4.	Cinambo Creative Tourism Urban Village	Sukamulya Urban Village, Cinambo District	November 2021	Bandung Mayor's Decree Number 556/Kep.988-Disbudpar, 2021	Literacy Corner	
5.	Cigondewah Creative Tourism Urban Village	Cigondewah Rahayu Urban Village, Bandung Kulon District	June 2022	Bandung Mayor's Decree Number 556/Kep.341-Disbudpar/2022	Fabric Center	
6.	Pasir Kunci Creative Tourism Urban Village	Pasir Jati Urban Village, Ujungberung District	October 2022	Bandung Mayor's Decree Number 556/Kep.2071-Disbudpar/2022	Traditional Children's Games	
7.	Cibaduyut Creative Tourism Urban Village	Cibaduyut Urban Village, Bojongloa Kidul infrastructural	March 2023	Bandung Mayor Decree Number 556/Kep.495-Disbudpar, 2023	Shoe Center	
8.	Gedebage Integrated Creative Tourism Urban Village	Gedebage District - Cisaranten Kidul Urban Village - Rancanumpang Urban Village - Cimincrang Urban Village - Rancabolang Urban Village	July 2023	Bandung Mayor Decree Number 556/Kep.910-Disbudpar, 2023	Blekok Village, Gelora Bandung Lautan Api (GBLA) Sports Area, Al-Jabbar Grand Mosque, Retention Lake	

Source: Processed from the Archives of Bandung's Creative Tourism Urban Villages

The conducted research adhered to research ethical standards, ensuring that the participants were well-informed about the investigation's general description, objectives, timeline, potential hazards, benefits, and data confidentiality. The informants' identities were anonymized; however, their broad demographic characteristics, such as gender and age, were disclosed to enhance the discussion of their experiences.

FINDINGS AND DISCUSSION

Activation of Bandung's creative tourism urban villages is categorized into three primary themes: community dynamics, infrastructure preparedness, and external party support. This study focuses on the actions and behaviors of the community, specifically the tourism awareness group (Pokdarwis), in response to the establishment of creative tourism-tourism urban villages in Bandung. The analysis considers both institutional and community involvement in the process. Infrastructure preparedness assesses the presence of physical structures and their accompanying

components that enable the public and tourists to easily access creative urban tourism settlements. External party support refers to the assistance provided by several entities, including both governmental and non-governmental organizations, to facilitate the establishment and growth of innovative tourism urban villages in Bandung.

Table 2 shows the profiles of informants who contributed data and information on creative tourism urban villages activation dynamics from various tourism awareness group roles. Tourism awareness group membership varies by field, age, and principal duties. Overall, the gender distribution in the tourism awareness group was fairly balanced, with a roughly equal number of men and women. The majority of members of the tourism awareness group are individuals aged 40 years and older. The reason for this is that a significant number of young individuals in the local vicinity display a diminished inclination toward joining tourism awareness organizations. Consequently, the membership of such group predominantly comprises of senior citizens who have previously engaged in other memberships at the sub-district level, such as the Empowerment of Family Welfare Members, among others.

Table 2. Informants's Profile

Informant	Gender	Age	Role in Pokdarwis
Informant 1	Male	24	Tourism Awareness Group Leader
Informant 2	Female	48	Empowerment of Family Welfare Member
Informant 3	Female	59	Empowerment of Family Welfare Member
Informant 4	Male	41	Urban Village Head
Informant 5	Male	55	Fabric Center Coordinator
Informant 6	Female	58	Tourism Awareness Group Leader
Informant 7	Female	47	Tourism Awareness Group Member
Informant 8	Male	47	Tourism Awareness Group Member

1. Dynamics of Community

Community dynamics refers to the interactions that take place among community members as they collaborate to establish creative tourism urban villages in different regions. These interactions manifest in the form of stories, conflicts, and the active involvement of community members in the development of their region as a tourism destination. The activation of creative tourism urban villages in the city of Bandung follows a top-down approach, beginning with the introduction of regional officials responsible for government matters in the tourism sector, specifically the Bandung City Culture and Tourism Office. The Bandung City Culture and Tourism Office's strategic strategy offers various advantages, such as the ability to promptly design and integrate programs with other initiatives. Conversely, the brief operation of tourism urban villages has drawbacks in relation to their impact on the local community (Maulanda et al., 2023). These include the absence of any alteration in the attitudes of the target community due to their lack of active participation, failure to align development outcomes with the actual needs of the community, absence of assurance regarding the utilization and sustainability of program results, and the tendency for society to become indifferent and reliant (Parwoto, 2016).

This was evident from the informant's state of perplexity upon being appointed as the chairman of the Pokdarwis in one of the creative tourism urban villages:

"Well, I am genuinely perplexed what was the objective behind the establishment of this tourism urban village and what were the factors that contributed to its formation?" During my tenure as chairman, Disbudpar provided guidance over a period of approximately three months, if my memory serves me correctly. I find it perplexing that this guidance lasted for three months." (Informant 1)

The youthfulness of the informant and the interplay of community dynamics inside the creative tourism urban villages where the informant resides provide problems in the development of the Pokdarwis program.

The limited social cohesion within the community surrounding the creative tourism urban villages, given the diverse makeup of urban society, poses a significant obstacle to the development of these villages (Gascón, 2012). Additionally, the community exhibits a notable reluctance to participate in Pokdarwis mentoring activities, as indicated by the accounts of informants describing the community's response:

"If there were several people invited, only a few more came; 20 were invited; only two came; yesterday only 15 MSMEs were invited." (Informant 2)

However, optimism is also emerging among Pokdarwis members regarding the community dynamics they are experiencing, which is reflected in the informants' views:

"As volunteers, we don't think about getting paid, unlike young people. If it is called an organization, do not look for money but for knowledge. God willing, the fortune will follow us. I only support from behind, the key people who organize things that must be able to move forward. I enjoy the process." (Informant 3)

The relatively mature age of the Pokdarwis members also shows a different regional development orientation, where the informant shows a voluntary attitude in supporting the creative tourism urban village program according to its portion. Apart from that, internal collaboration between members of tourism awareness groups needs to be strengthened to build better creative tourism urban villages (Tasci et al., 2014).

2. The Preparedness of Infrastructure

The availability of infrastructure is contingent upon the presence of tangible assets that facilitate the execution of creative tourism urban village business operations, encompassing aspects such as road accessibility, parking availability, and building structures. Tourism development in urban settings is significantly influenced by the presence of adequate infrastructure. According to Afriza et al. (2022), the eight components of tourism urban villages/villages, namely accessibility, attractions, activities, amenities, accommodation, management, empowerment, and promotion, demonstrate that infrastructure plays a significant role in intersecting with nearly all aspects of tourism attractions within a destination. The restricted availability of urban land and public spaces in Bandung City is a barrier to the creative tourism urban villages in terms of facilitating social activities.

This is reflected in the informants' views regarding the availability of road access to and from the creative tourism urban village areas, which are relatively difficult to reach from one location to another. This is reflected in the informant's opinion:

"The problem with infrastructure facilities is that actually the road to get there is only a road that is said to be a companion road to the Cinambo River, only about 3 meters, so it's narrow, right?" The trend is that there is a concept that we will make a plan so that how tourism is related to each other is like that. Oh, this Gedebage tour is not just Al-Jabbar, and from there, you can go everywhere. But the problem is what is the road, one road, so the traffic is engineered." (Informant 4)

Infrastructure plays a crucial role in shaping the overall tourism experience when visiting creative tourism urban villages (Kachniewska, 2015). It encompasses several interconnected elements that contribute to the attractiveness of these destinations. The tourism awareness group members have expressed their dissatisfaction with the small parking space available in one of the creative tourism urban villages, as it exceeded their capacity. The source conveyed this statement:

"There's parking for tourists, but where isn't there?" "There's no parking here. It's difficult. There will be traffic jams soon. These days, there will be traffic jams until the evening. Well, that's not it, in my opinion." (Informant 5)

However, there is optimism from one member of the tourism awareness group that infrastructure only plays a supporting role, so the capacity and quality of Human Resources (HR) are the main factors that must be developed to create sustainability in creative tourism urban villages. In line with Nugroho et al. (2018), community empowerment is an element that needs to be followed up by creative tourism urban villages after activation, in addition to infrastructure development. This was conveyed by the informant:

"Don't have a literacy park first, but no one reads it, so we want human resources first, don't do that (buildings) first, if we introduce it first, we won't be smart people, just keep building buildings." (Informant 6)

The experiences of Pokdarwis members who are relatively elderly, underscore infrastructure issues from different perspectives according to the situations and conditions that occur in the field in the process of activating creative tourism urban villages. The different characteristics of creative tourism urban villages also reflect differences in thought patterns and approaches used in the process of developing creative tourism urban villages.

3. Assistance from External Entities

Assistance from external entities refers to the support provided by external parties to foster the growth of creative tourism in urban villages. Support includes mentoring, training, sponsorship, and collaboration networks. Bandung's city has significantly benefitted from the involvement of external entities, including both governmental and non-governmental organizations, in the establishment of creative tourism urban villages. Informants have indicated that the government has implemented an activation preparation procedure for creative tourism urban villages' communities, which involves providing intense help and training.

"Everyone, it's like training in a hotel for a week. What should there be in a tourism urban village? There are home stays, culinary delights, souvenirs, and how to serve guests. Everything is taught. During the comparative study, immediately see how they welcome us. "Oh, a place like this, how to manage it like this, who is involved, how to sell tourism attractions, but this hasn't been sold yet, people have already come." (Informant 7)

Orchestrating the potential of creative tourism urban villages assisted by external parties will help tourism awareness groups examine the local capabilities of the region more broadly (Granger, 2020). Informants also observed that the presence of external parties had an impact on strengthening the capacity of Human Resources (HR), especially support in the form of corporate social responsibility (CSR). Various non-governmental organizations are considered to support the sustainability of the management of creative tourism urban villages which still have pioneering

status. The informant stated

"In collaboration with S***** (a company engaged in paint manufacturing), environmental planning, the houses are painted themselves. Collaboration with textile companies for sewing training and support from CSR for convection machine equipment. Collaboration exists because of the existence of creative tourism, urban villages, and co-working spaces." (Informant 8)

In line with [Dewi and Ginting \(2022\)](#), where support from external parties can increase the spirit of leadership and entrepreneurship for tourism urban village managers.

Support in the form of creating an integrated tourism ecosystem and infrastructure is also supported by external parties, especially the business sector located around the tourism urban village area. This was stated by the informant:

"In terms of external parties, we actually worked with P***** (one of the state-owned companies operating in the oil and gas sector) so that was the one who built the pavilion. P***** who helped build the pavilion, P***** continues with S***** (one of the property development companies) who is also there with the construction of lakes in around here which helps in providing food for the birds, I see. Also, yes, there is a housing cluster close to that area. In that area, S***** is working together so that they protect the environment by prohibiting lighting firecrackers during the New Year or holidays because it will be a nuisance. so. "So, there is collaboration, right, so that S***** and Blekok Village understand that this is indeed a protected habitat, right?" (Informant 4)

The importance of collaboration and communication is considered an important element in the process of activating creative tourism urban villages in Bandung City so that the needs of tourism awareness groups (Pokdarwis) can be accommodated by various parties. Support from external parties needs to be considered as an integrated tourism ecosystem, so cooperation between parties related to the development of creative tourism urban villages is necessary ([Xu et al., 2018](#)). Considering that the status of creative tourism urban villages in Bandung is in a pioneering phase, informants feel that increasing networking and cooperation is key to the sustainability of the development agenda in each creative tourism urban village.

Table 3. Opportunities and Challenges Mapping

No.	Themes	Opportunities	Challenges
1	Dynamics of Community	integrated programs with other initiatives; regional development orientations from senior members	top-down approach; lack of active participation; limited social cohesion
2	The Preparedness of Infrastructure	infrastructure as supporting roles	availability of road access; little parking space
3	Assistance from External Entities	spirit of leadership and entrepreneurship; intense help and training	collaboration and communication

Source: Processed by the author

CONCLUSIONS

Bandung City Government, through the Bandung City Culture and Tourism Office, has initiated the activation of creative tourism urban villages to foster community-based tourism in places with tourism attractions and potential. It is crucial for members of the tourism awareness

group (Pokdarwis) to actively and proactively implement top-down government policies to effectively manage the local capabilities of the area. To maintain the viability of the creative tourism urban village, it is crucial to foster teamwork and enhance internal communication as key qualities.

In theory, this research enhances the field of community studies by examining the correlation between the age of members of the tourism awareness group and their level of commitment to regional development. Practically speaking, the development of creative tourism urban villages is closely tied to the support provided by various stakeholders, including both governmental and non-governmental entities. These stakeholders play a crucial role in ensuring the success of the development of such communities.

The activation of creative tourism urban villages in Bandung City, as perceived by creative tourism urban village members, revolves around three key themes: community dynamics, infrastructure readiness, and external help. Each theme can be seen from the perspective of opportunities and challenges based on the characteristics and readiness of the community in facing the existing dynamics related to urban creative tourism. The government considers the activation of creative tourism urban villages as a formal event aimed at meeting specific targets outlined in the strategic plan. Nevertheless, it is crucial to effectively manage the sustainable development agenda within the framework of creative tourism urban villages. The activation of creative tourism urban villages needs to be accompanied by community independence and involvement in a bottom-up development process, not just a top-down one, so as to maintain the sustainability of creative tourism urban villages after the government no longer supports activities carried out by tourism awareness groups. This will ensure that the economic benefits resulting from the activation of creative tourism in urban villages are experienced by local and neighboring communities.

LIMITATION & FURTHER RESEARCH

This study focuses on the community dynamics within tourism awareness groups (Pokdarwis) in 8 creative tourism urban villages in Bandung, Indonesia. Further analysis can be conducted from the government's viewpoint, specifically the sub-districts of Bandung City Culture and Tourism Service and Bandung City Trade and Industry Service, to examine the process of generating ideas for developing creative tourism urban villages that are integrated with creative industry hubs. This will provide policymakers with a more comprehensive understanding of future research. This study does not discuss external parties' views on creative tourism urban villages' activation so future research can examine their responses to tourism development in Bandung, Indonesia.

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