

Visitor Management Strategies In Nature-Based Destination: A Case Study In Djuanda Forest Park, Bandung, Indonesia

¹Ersy Erwina,² Vany Octaviany,³ Shandra Rama Panji Wulung

^{1,2}.Study Programme of Hospitality, School of Applied Science, Telkom University, Bandung, Indonesia.

³.Study Programme of Tourism Education, Faculty of Social Science Education, Universitas Pendidikan Indonesia, Bandung, Indonesia

ersy@tass.telkomuniversity.ac.id¹, vany@tass.telkomuniversity.ac.id², wulung@upi.edu³

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Abstract

The North Bandung area is a protected and cultivated area that has very high tourism potential, especially in the Djuanda Forest Park area, which is located in most of Bandung Regency and Bandung City. Abiotic, biotic, and cultural resources possessed by Djuanda Forest Park are attractive factors for tourists to visit, this is a reference for the manager in conducting a visitor management program for the sake of creating tourism supported. This study was designed to discuss the application of visitor management strategies that can be formulated in the right program for managing visitors in Djuanda Forest Park. This study uses qualitative analysis with unit analysis of variables and indicators of management of tourist destination visitors. The method of collecting primary data is through observation and interviews, while secondary data collection is done by means of a desk study. Data analysis used the method of content analysis and descriptive qualitative analysis. The number of tourists, the intensity of use, the density of use, and carrying capacity, can help in increasing the effectiveness of the programs carried out by increasing anything that must be improved. The agreed results contributed to the management of Djuanda Forest Park in creating sustainable tourism

Keywords; North Bandung Area, Sustainable Tourism, Visitor Management Strategies

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I. INTRODUCTION

North Bandung Region (KBU) is a protected area and cultivation area that has an important function and role in ensuring the sustainability of life development in the Bandung Basin Area, on the other, hand the area has high potential to be developed as a tourism area. The use of space in the North Bandung Region is directed to the development of tourism in ecotourism, agrotourism, educational tourism and sports tourism activities. One area that uses space for tourism is Djuanda Forest Park, which is located in parts of Bandung Regency, West Bandung Regency, and Bandung City. Besides having abiotic value attractions such as Batu Batik, Lalay Waterfall, Curug Kidang, to

Curug Dago along Ci Kapundung, a tourist attraction in the Taman Hutan Raya Djuanda (THRD) also has biotic and cultural values. Biotic values can be seen from the existence of deer breeding and various collections of plants, while cultural values include the King Siam V and VII Inscriptions, Goa Belanda, Goa Jepang, and the legend of the Dayang Sumbi Shawl in the form of the Pahoehe Stone.

Tourism attractions in Djuanda Forest Park in a room are grouped into three areas, namely the Pakar Area, Maribaya, and Curug Dago [1], each area has a diversity and uniqueness of abiotic, biotic, and cultural so that it becomes a driving factor for tourists to visit Djuanda Forest Park [2]. In an effort to manage the flow of tourist visits and minimize the

negative impacts of tourism activities, a strategy is needed in realizing sustainable tourism. Considering the Djuanda Forest Park area has a function as an area to protect life support systems, preserve the diversity of plant and animal species, as well as the sustainable use of biological natural resources and their ecosystems. One of the efforts to realize sustainable tourism is through managing tourist visits through visitor management strategies [3,4]. Managing visitors is one of the important ways to manage the impact of tourism, especially the relation between tourism activities in the natural, socio-cultural and economic environment [5]. This study aims to identify the effectiveness of the implementation of visitor management strategies carried out by area managers in the Djuanda Forest Park area

II. LITERATURE REVIEW

Tourism development should be principled on environmental, economic, and socio-cultural aspects and can be applied to all forms of tourism destinations themselves including mass tourism and various niche tourism segments. In order to realize sustainable tourism, of course, it requires the synergy of all stakeholders both government, private, academic and the wider community. To achieve sustainable tourism, it is necessary to monitor the impacts that may occur, prevention efforts or remedial efforts whenever needed at a particular destination. In addition, what is equally important is how to maintain tourist satisfaction to continue to increase and they can gain meaningful experience. We can also involve tourists in building awareness of the environment and introducing sustainable tourism [6].

Sustainable tourism identification is based on a set of variables and indicators that are relevant to environmental, social and economic elements in providing information regarding the status of a phenomenon [3] so that tourism and related sectors can be managed appropriately. The UNWTO

proposes 12 fundamental issues in managing tourism destinations along with indicators that can help in measuring these issues [7]. There are three main strategies in overcoming tourist activities in a destination known as visitor management strategies. The three strategies include: 1) limiting the number of visits through the implementation of quota programs, entry costs and restrictions on infrastructure and services in tourism destinations; 2) redistribution, channelling or diverting tourists so that congestion and overcapacity issues can be avoided through programs to spread and centralize tourist activities, and 3) education, tourist behaviour can be directed positively through effective education that includes programs of persuasion and interpretation. [4]

In the perspective of impact management from visitors, it can be very significant because it can directly describe the success in meeting the 2 major mandates, namely in protecting the resources for implementing recreational provisions [8]. In terms of respecting visitors, it is necessary to manage with the following considerations: 1) visitors can influence vegetation, land, water and animal life as well as the quality of the visitor's own experience; 2) the noise or noise that arises from visitors can cause conflict and reduce the quality of their experience; and 3) environmental attributes such as biotic, abiotic, and impact due to visitor activities. Some visitor strategy strategies can be implemented by managers on natural resource management [9], including 1) zoning system, 2) visit policy, 3) entry fee, 4) provision of facilities and interpretation programs, 5) policies will visitor behaviour, and 6) concentrate on allowing managers to bring visitors to tourist attractions.

Visitor management strategies in tourist destinations can be derived in variables and indicators as a reference in this study covering 1) the number of tourists, 2) intensity of destination use, 3) density of destination use in Djuanda Forest Park, and 4) carrying capacity in Djuanda Forest Park [10].

III. METHODOLOGY

The approach used in this study is qualitative research with unit analysis, namely variables and indicators of the management of visitors to tourism destinations. The primary data collection method is done through field observations in providing destination assessments and semi-structured interviews with related actors including government institutions in charge of tourism, community-related tourism institutions, and managers of Djuanda Forest Park. Meanwhile, secondary data collection in the form of information is done by means of a desk study and aims to obtain data and information from various policy documents, libraries, and previous research regarding Djuanda Forest Park.

Data analysis used the method of content analysis and descriptive qualitative analysis. This analysis is used as a method in research because it considers the form of data and information collected in the form of interviews, surveys and official documents that require techniques to understand and interpret data. The descriptive method used today is a description of the analysis. Description of analysis is a description that is carried out by linking the data that has been obtained by category to the existing theory so as to produce a new description.

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IV. RESULTS

The types of tourism activities in the Djuanda Forest Park area are spread across 18 tourist attractions, these activities enjoy the natural beauty on foot

/trekking considering each tourist attraction spread from the Dago Curug Area, Expert Area, and Maribaya Area. The physical condition of the environment around each tourist attraction is quite good, but accessibility for tourists needs to be done maintenance and improvement. Furthermore, the manager of Djuanda Forest Park designed a special route for disability, in addition to expanding the tourist market segment as well as improving the quality of services

Based on the results of interviews with the management of Djuanda Forest Park, there have been several changes that have been made before in supporting the ongoing tourism, including:

- Reconstruction of kiosks /stalls in stages in the Expert Area (especially in the parking area and in front of the entrance area of the Djuanda Forest Park area). The arrangement of kiosks/ stalls is an effort to realize tourist satisfaction and is planned to be relocated to the food court area to be built in the future.
- Improvement and improvement of tourism facilities, including toilet facilities, prayer rooms, entrances in Expert Areas. Improvement of these facilities was gradually carried out by the manager of Djuanda Forest Park, the next stage of repairs was carried out in the Maribaya Area and the Dago Curug Area



Fig.1 Information Board

Regarding the implementation of visitor/tourist management in Djuanda Forest Park, the

management has set rules or policies in managing tourism activities (Fig. 1). The policy is:

- Visitors are only allowed to be on the track/pedestrian provided
- Do not carry, move objects that are in the Djuanda Forest Park area
- Does not damage all ecosystems in the forest
- Prohibited from carrying chemicals that can harm tourists or the ecosystem
- Not allowed to carry paint
- Prohibited from carrying weapons/fire, drugs, and committing criminal acts.

The Djuanda Forest Park area as one of the protected areas in North Bandung has a role in protecting the ecosystem in supporting the survival of the community in the city of Bandung and its surroundings. On the other hand, the existence of tourism activities in the Djuanda Forest Park area contributes positively in the form of education for tourists who visit and enter the area managers in carrying out conservation activities. While the negative impacts generated by tourism activities, directly and indirectly, will contribute to the sustainability of the ecosystem in Djuanda Forest Park. There are four aspects to assessing the readiness of Djuanda Forest Park managers regarding the implementation of visitor management, including tourist aspects, The intensity of regional use, the density of tourist facilities, and design of capacity /carrying capacity. Furthermore, the explanation and analysis of the four aspects are described at the points below

A.Numbers of tourists in Djuanda Forest Park

This section explains the development of tourists in the Djuanda Forest Park area, besides that, also explained the policies and rules imposed by the management in managing tourist activities. The comparison of the number of tourists visiting

Djuanda Forest Park every certain period is different. In the period of weekdays (weekdays) the number of tourists visiting ranges from 500 - 750 people/day, while at the weekend (weekend) the number of tourist visits reaches approximately 1,000 / day. Long holiday periods (long weekends) such as Eid holidays, school holidays, until Christmas and New Year holidays, the total number of tourists visiting reaches 1,000 - 1,500 / day.

The number of tourist visits to Djuanda Forest Park can indicate the preparedness of the management, especially ahead of the long holiday. To overcome the high level of visits, the manager has prepared additional special employees for long periods of weekends and holidays. In addition to domestic tourists (wisatawan nusantara), there are foreign tourists (tourists) who visit Djuanda Forest Park. The difference between the price of admission tickets for tourists and foreign tourists is IDR 40,000 / person. Local Tourist was charged an entrance fee of Rp.10,000 / person (Figure 5.6), while foreign tourists were Rp.50,000 / person. The entrance fee includes access to 18 tourist attractions in the Djuanda Forest Park area, but does not include insurance costs and souvenirs in the form of bracelets of Rp.2,000 / person and Rp.3,000 / person, this indicates that the manager is very concerned about the level of safety and appreciation for tourist visits. Regarding the difference between the price of admission between local tourist and foreign tourists, the manager of Djuanda Forest Park explained that the difference in the entrance ticket charged to foreign tourists was allocated for the income of the state treasury



Fig.2 Entrance Ticket Djuanda Forest Park

Tourists before and during their visit to the Djuanda Forest Park area needed information regarding the activity, the manager of Djuanda Forest Park explained that tourists can access information online through the official Djuanda Forest Park website that hosts the West Java Provincial Government website ([http : //tahuradjuanda.jabarprov.go.id](http://tahuradjuanda.jabarprov.go.id)) and its official Instagram account (<https://www.instagram.com/tahuradjuanda.official/>). In addition to the official information held by the Djuanda Forest Park manager, there is also information about Djuanda Forest Park, which is sourced from the results of uploading videos, photos and writings from tourists who have visited Djuanda Forest Park.

While for information on tourist attractions, managers provide brochures that contain information about the history, conditions, tourist attractions, accessibility, facilities, order, and tourist routes within the Djuanda Forest Park area. The brochure is equipped with photos, maps and two languages, namely Indonesian and English.

In addition, there is information in the Djuanda Forest Park area in the form of information boards spread throughout the region. The information has various objectives, including:

- Contains information about tourist

attractions. Every tourist attraction has an information board that is useful for tourists, the information is in the form of the name of tourist attraction and its interpretation. This greatly contributes to the insight of tourists.

- Contains directions information. Tourists can easily find out the direction of each tourist attraction and facilities through the direction signs provided by the manager. In addition, the manager also provided an evacuation directions information board spread in the Djuanda Forest Park area.

- Contains regulatory information. Policies and regulations that are in the Djuanda Forest Park area aim to make tourists who visit know what activities are permitted and prohibited. In addition, the information aims to maintain the sustainability of the ecosystem in the Djuanda Forest Park area.

B.The Intensity of destination use of Djuanda Forest Park

Tourists can carry out their tour activities until 17.00 WIB according to the operational hours, starting from 07.30 - 17.00 WIB. The manager does not set quota restrictions for the number of visits to each tourist attraction in the Djuanda Forest Park area, this is due to the absence of regular monitoring on guard from each of the tourist attractions. This indicates the manager's ignorance regarding how many tourists visit each tourist attraction. The calculation of the number of tourists is only done based on the number of incoming tickets sold at the entrance to the Djuanda Forest Park area. The absence of a system of limiting the number of visitors in each tourist attraction provided by the Manager can also be seen with the absence of information (offline and online) related to restrictions on the number of visits in the Djuanda Forest Park area.

On the other hand, there is a tour guide who is on guard and serving tourists visiting several tourist attractions, namely Goa Belanda and Goa Jepang. The tour guide is a local native who has done his job for generations. The choice of the local community

as a tour guide was an effort by the Djuanda Forest Park manager to involve the local community in managing the Djuanda Forest Park area. In addition, there are guides who come from management. Tourists can choose guides, both those provided by the manager and from the local community. The cost of the tour guide by the local community and the manager is Rp.35,000 / tour guide and Rp. 75,000 / tour guide. In general, the use of tour guides is usually for group travellers. There is no ratio between one guide and the number of tourists visiting, this indicates a high degree of flexibility in guiding services.

C.The Density of destination use in Djuanda Forest Park

The level of tourist visits to Djuanda Forest Park during a long holiday requires managers to remain alert during operational hours. In contrast to the level of tourist visits in the period of workdays and weekends which are relatively low. The tourist density in Djuanda Forest Park greatly influences the use of tourist facilities in the entire Djuanda Forest Park area. Based on observations, the conditions of tourist facilities in Djuanda Forest Park are quite varied, ranging from good conditions (parking area, art shop, tourist information center, and multi-purpose building), conditions are quite good (toilets, prayer rooms, and trash cans), and conditions less well-maintained (open stage, Tahura plaza, and direction signs, gazebo, campground). There are a prayer room and toilet in the direction to the Maribaya area where conditions are poorly maintained and not suitable for use, besides, the distribution of trash cans is needed along the route between the Expert Area and the Maribaya Area.

Djuanda Forest Park has become one of the protected areas in North Bandung, the need for trash along the route is very necessary. This is a form of anticipation of high tourist arrivals during the long holiday period. The waste produced by tourists can affect the sustainability of the ecosystem in Djuanda Forest Park. In addition to providing trash bins,

managers make persuasive efforts by socializing them through information boards that contain policies related to solicitation to keep the environment clean and comfortable

D.Carrying capacity in Djuanda Forest Park

There are three special areas for concentration of tourist activities in Djuanda Forest Park, including 1) open stage area, used for various events that can accommodate 400 people, 2) food court area, as a food and beverage centre for tourists, 3) management office, has a function mainly as an office with additional functions as a tourist information centre and museum, 4) Post II Area Expert, which is a tourist evacuation gathering point, and 5) tennis court, which is used for tennis competitions and archery sports.

Djuanda Forest Park does not have special disaster evacuation routes for tourists visiting. This has become one of the policy directions that must be reviewed and further developed, considering that the area is one of the open natural areas. The manager of the Djuanda Forest Park area has planned an evacuation route as a form of service for tourists but still not implemented properly.

V. CONCLUSION

The Djuanda Forest Park area besides being protected area in the North Bandung area has other functions that are designated as Nature Tourism Parks (TWA) or nature-based tourism destinations. This is an effort in carrying out environmental conservation by involving visitors or tourists through the entry fee. Under the management of the West Java Province Forestry Service through the Djuanda Forest Park Management Center, the Djuanda Forest Park area is divided into three main areas based on physical conditions and proximity factors, namely Dago Curug Area, Expert Area, and Maribaya Area. Management of the Djuanda Forest Park area as a tourism destination, in general, has gone well with various policies and directives that are in line with conservation efforts in protected

areas. Maintaining the beauty and beauty makes Djuanda Forest Park one of the favourite destinations in North Bandung. In addition, Djuanda Forest Park has a positive contribution to the survival of the surrounding community and residents of Bandung City. with good management, Djuanda Forest Park can provide state cash income by implementing sustainable tourism

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