

Identifying Opportunities and Threats of Tourism Destinations in Pancuran 13 and Curug Serwiti, Guci Tegal, Central Java

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ABSTRACT

This community service activity aims to identify opportunities and challenges for the Curug Serwiti tourist park in Guci Tegal, Central Java. As tourist destinations, Pancuran 13 and Curug Serwiti are managed by Berkah Tirta Guci, a village-owned enterprise. The focus of activities is directed at identifying opportunities and threats in developing these two destinations. This community service activity have been carried out well, which are indicated by: (1) the number of participants and SMEs involved was 100%, (2) increased knowledge and insight related to village-owned enterprise management, especially in managing tourist destinations, (3) gained knowledge related to motivation endeavor, (4) publication in scientific journals to identify opportunities and threats as well as provide policy recommendations.

INTRODUCTION

Guci Village is famous for having a lot of abundant natural resource potential. This can certainly be used to increase community empowerment and explore hidden local tourism potential. Likewise, it can also optimize tourist destinations that already exist so that they can be more developed and advanced. One of the famous natural resources in Guci Village is the hot springs from Mount Slamet. This spring can be used as a tourist commodity, where its presence can also be a trigger to increase other tourism potential. Some of the potential developed by the Guci Village government through the Berkah Tirta Guci, which is a village-owned enterprises (VOEs) is the Natural Tourism Park of Pancuran 13 and Serwiti Waterfall Tour, which is also known as Secret Paradise. Pancuran 13 is one of the many hot springs around Guci, Tegal. The history of Pancuran 13 in Guci begins with a cave that has 13 hot springs. Under the cave, locals made a shower with the same number of hot springs, thus it is called Pancuran 13, with the word *pancuran* means shower.

This place is believed to be able to cure skin diseases, scientifically speaking. This could happen because the hot water contains sulphur (<https://www.nativeindonesia.com/pancuran-13-guci/>, accessed 28 December 2023). Meanwhile, Curug Serwiti, which previously has not been managed optimally, is now starting to improve for the better. This new tourist attraction is also managed by the Berkah Tirta Guci as the VOEs in Guci Village, Bumijawa District, Tegal Regency. Chairman of Berkah Tirta Guci and manager of Curug Serwiti, Budi Kuswanto, stated that the name *Serwiti* was taken from the name of a bird. This is because there were many Serwiti birds in the past, thus the name given to the destination is Curug Serwiti, or Serwiti Waterfall. The location of Curug Serwiti is exactly above the Pancuran 13 site. Currently, the beauty of Curug Serwiti is also slowly becoming famous in Guci, which is already known nationally (<https://kumparan.com/panturapost/curug-serwiti-wisata-baru-di-desa-guci-kabupaten-tegal-1vnNIjUoW3i/full>, accessed 14 December 2023). To improve the economy through the potential that exists in the Guci Village, Bumijawa District, the local government needs to develop the potential that exists in tourism destinations, mainly in Pancuran 13 and Curug Serwiti, including managing other businesses that can be explored and developed in the future. The purpose of this community service activity is to conduct: (1) training in SME business management and BUMDES Governance, (2) discussing SME problems and BUMDES governance, (3) interviews with tourism actors and SMEs about the management and development of Curug Serwiti and Shower 13 tourist destinations, (4) surveys by identifying and mapping tourism potential in Guci and Rembul and (5) identifying opportunities and threats of Curug "Serwiti" Natural Tourism Park and Shower 13 Tegal Central Java.

A Glance at Berkah Tirta Guci Village-Owned Enterprise

Law Number 6 of 2014 about Villages also regulates the presence of village-owned enterprises (VOEs). This is a business entity whose capital is wholly or largely owned by the village through direct participation originating from village assets which are separated to manage assets, services, and other businesses for the greatest welfare of the village community. Through the presence of VOEs, it is hoped that a village can increase the income of the community and the village government. Likewise, Regulation Number 4 of 2015 also explains the establishment, administration management, and dissolution of VOEs. Berkah Tirta Guci VOEs in Guci Village was formed based on Guci Village Regulation Number 6 of 2021 concerning VOEs. In the administration and management of VOEs, several elements must be fulfilled, including advisors held by the local village head, management body, supervisory body, and implementing body. The management of the VOEs was determined and confirmed by the Guci Village Government on December 1, 2021. Furthermore, all elements will carry out their duties and functions starting from January 1, 2022.

Vision and Mission of Berkah Tirta Guci VOEs

Vision:

Realizing the welfare of the Guci Village Community through the development of economic businesses and social services with the motto of mutual cooperation.

Mission:

1. Improving the village economy
2. Increasing community efforts in managing village economic potential
3. Increasing the village's original income
4. Improving the community's economy
5. Creating a creative economy to eradicate poverty

Management of Berkah Tirta Guci:

The organizational structure of the Berkah Tirta Guci VOEs is:

Village Head as advisor: H SOLEH

1. Director of VOEs: Imamudin
2. Secretary of VOEs: Amin Maijun
3. Treasurer of VOEs: Akhmad Syauqi
4. Tourism Division: Ali Burhan

One of the activities that has been implemented is the management of Pancuran 13 and Curug Serwiti tourist destination. Apart from that, in the future, there is also an intention to manage homestays, produce processed local food from local communities, and increase craft or other businesses that are still being identified and developed to increase the income of local communities. The presence of Berkah Tirta Guci VOEs is expected to support the income of Guci Village. When VOEs can manage various businesses, it can have an impact on the activities and performance of village communities. It is hoped that villages can become independent and resilient in facing future challenges. When

empowerment through the creative industry impacts a tourism destination, in general, the minimum needs of the community have been met, thus it is hoped that the community will be healthier, happier, and can increase their work enthusiasm. The aim is to create an independent and competitive village (Damiasih, 2021; Pangestu, 2008; Witariadi et al., 2023; Sardinia & Purnawan, 2015).

Problems

The Pancuran 13 and Curug Serwiti tourist destinations are developed by Berkah Tirta Guci VOEs located in the Guci area in Tegal, Central Java. These destinations provide very interesting natural views, besides the air there is very cool to enjoy. Pancuran 13 is also known to be able to treat skin diseases. Meanwhile, Curug Serwiti is known as "Secret Paradise" because it is very beautiful. Photo spot locations for selfies and family photos are provided in a very attractive way, with waterfalls, rivers, and beautiful natural beauty with clean air. However, the problems faced are the proliferation of new tourist destinations managed by private parties which tend to be managed professionally and located nearby, in addition to other areas outside Guci which offer the same advantages. Their existence becomes an alternative for local and foreign tourists to visit and enjoy because they tend to be offered more attractive tour packages.

IMPLEMENTATION AND METHODS

This community service was carried out using several methods. The first method used was training held at the Guci Kencana Jaya hotel located in Guci Tegal, Central Java. The activity was attended by several SMEs consisting of processed food SMEs, delivery of mental and circumcision services, craft SMEs and representatives of the Berkah Tirta Guci management. This activity also included the involvement of students from the Management Science Study Program, Doctoral Program, and Digital Business Study Program at the Faculty of Business and Economics, Universitas Islam Indonesia. Apart from that, it also involved students and lecturers from Széchenyi István University of Győr, Hungary. This is one of the results of collaboration between Universitas Islam Indonesia and ERASMUS ODDEA involving universities from Central Europe.

Apart from business management training, the team also held interactive discussions and interviews with tourism actors and several representatives from Berkah Tirta Guci VOEs. The team places greater emphasis and focus on developing Pancuran 13 and Curug Serwiti as tourist destinations while also diversify other businesses that can support each other. Therefore, the output that will result from this activity is the identification of opportunities and challenges for the Pancuran 13 and Curug Serwiti tourist destinations, while also provide recommendations for future policies that can be implemented by tourism actors and interested stakeholders to achieve the vision and mission of Berkah Tirta Guci.

Implementation of Service

The implementation of community service is:

1. Conduct training related to SMEs business management and VOEs governance for Berkah Tirta Guci. The training participants are SMEs and several representatives of Berkah Tirta Guci managers. Likewise, it also involves students from the Management Science Study Program, Doctoral Program, and Digital Business Study Program from Faculty of Business and Economics, Universitas Islam Indonesia. Apart from that, it also involved experts from the University of Montenegro. This is one of the results of collaboration between Universitas Islam Indonesia and ERASMUS ODDEA involving universities from Europe.



Figure 1. Training activities for SMEs and Representatives of Berkah Tirta Guci

2. Conduct discussions with local SMEs and several representatives from Berkah Tirta Guci. The team held discussions about managing SME businesses so that they can be successful, starting from identifying the problems faced, providing business development consultations, and providing solutions that can be followed up in the short and long term.
3. Conduct interviews with several representatives from Berkah Tirta Guci to understand the management and development of the Pancuran 13 and Curug Serwiti tourist destinations.
4. Conduct interviews with other tourism actors.
5. Conduct an identification and mapping survey of tourism potential in Guci and its surroundings
6. Identify opportunities and threats to tourist destinations managed by Berkah Tirta Guci.

RESULTS AND DISCUSSION

After carrying out the activities, the team identified and mapped opportunities and threats to the Pancuran 13 and Curug Serwiti tourist destinations. The results are as follows:

Opportunities

1. Attraction of Tourist Attractions: A natural tourist attraction that offers genuine hot springs with pristine natural views and attractive waterfalls.
2. Accessibility: Tourist destination locations have easy access and are not too difficult to reach.
3. Local wisdom: Offering local wisdom while maintaining the traditions and habits of local communities by selling original fruit and vegetables directly picked from trees and plants at very affordable prices
4. Ticket Prices: Cheap and affordable ticket prices for local and foreign tourists
5. Carrying Capacity: Relatively well-provided facilities and infrastructure, although they still need to be improved
6. Accommodation: Affordable accommodation in the form of hotels, homestays, and similar motels.

Threats

1. Similar tourist destinations: Similar tourism that offers natural tourist attractions and views from other areas creates a threat for local and foreign tourists to switch and are no longer interested in visiting again.
2. Optimal service from similar destinations outside Guci: Excellent and optimal service from similar tourism actors.
3. Strong competitor social networks: Strong and compact competitor for tourism social networks make coordination with tourism actors better.
4. Expertise of competing tourism actors: Increasing the expertise and education of competing tourism actors must be followed up in a balanced manner.

5. Incessant promotion of competitors' social media: Promotion of competitors' social media has become a strategic issue to be paid attention to by tourism actors in Guci and its surroundings.
6. Governance of established competitors: Berkah Tirta Guci must continue to improve to be better.

CONCLUSIONS AND RECOMMENDATIONS

The service was carried out smoothly and well. Sustainability and intensity in the future can be continued with other activities used to support the success of tourism development managed by Berkah Tirta Guci. There is a need for strategies and policies that are related to each other and can be carried out in a holistic and integrated manner involving the role of government, universities, community leaders, NGOs, SMEs, and other tourism actors. The strategies and policies offered can be in terms of marketing strategy, operations/production, human resources, finance, and organizational governance.

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