



(MUDIMA)



SWOT Analysis of the Development Strategy for the Limpakuwus Pine Forest Tourist Attraction

Diana Indra Dewi^{1*}, Sri Rum Giyarsih², Djaka Marwasta³

Department of Geography, Universitas Gadjah Mada

Corresponding Author: Diana Indra Dewi dianaid896@gmail.com

ARTICLE INFO

Keywords: SWOT Analysis, Development Strategy, Tourism Management

Received : 4 December

Revised : 18 December

Accepted : 21 January

©2023 Dewi, Giyarsih, Marwasta: This is an open-access article distributed under the terms of the [Creative Commons Atribusi 4.0 Internasional](https://creativecommons.org/licenses/by/4.0/).



ABSTRACT

Every year, a large number of tourists visit the Limpakuwus Pine Forest tourist attraction. Overcrowding in tourist attraction areas is caused by the high number of visitors, which can harm environmental conditions and tourist comfort. The aim of this research is to investigate the use of SWOT analysis in the tourism management of the Limpakuwus Pine Forest tourist attraction. This research method uses a survey method by taking a sample of a number of tourists, and managers of Limpakuwus Pine Forest tourist attractions. The type of data collected consists of primary data and secondary data obtained through observation and interviews with respondents, as well as literature, selects through related agencies. Based on the results, the Limpakuwus Pine Forest tourism industry is currently in a consolidation phase, during which its growth is accelerating. From the time it first opened until now, this phase has been marked by an increase in visitors, who are now at their peak. Because of the excessive density of tourist attractions, managers are expected to be able to implement environmental limits in order to maintain environmental conditions and visitor fulfillment

INTRODUCTION

Since more people realize the significance of environmental conservation, tourism activities in protected areas are growing (Pickering and Hill, 2007). Although these tourist activities are beneficial to humans, they can have a negative impact on forest ecosystems. Because forest ecosystems are more vulnerable in protected areas, it is critical to reduce environmental pressure while also focusing on travel quality. The basic concept of sustainable development is the preservation of resources and culture (Damanik & Weber, 2006). The concept of sustainable tourism, which is the development of tourism products aimed at providing optimal benefits for stakeholders and the value of tourist satisfaction in the long term, is derived from the sustainability of these resources and cultures. People will travel to places with potential tourist attractions, so the presence of things is critical to tourism (Devy, 2017).

The Limpakuwus Pine Forest tourist attraction is still relatively new, but it attracts many tourists because the tourist location is still natural and has many quite complete tourist support facilities in it. Limpakuwus Pine Forest tourist attraction, which is popular for natural forest attractions offering a variety of amenities makes the preference an attraction for tourists. The attraction has led to an increase in the number of tourists. In addition, the level of tourist comfort is also reduced in the event of high density (Gunn, 1994). The density of tourists in the Limpakuwus Pine Forest tourist attraction can cause a number of problems, including environmental problems ranging from garbage and natural disasters to changes in culture and people's lifestyles. This problem makes the management of the Limpakuwus Pine Forest tourist attraction face a dilemma. On the one hand, high visitation rates spur positive economic growth, but in terms of the carrying capacity of the region, ecosystem, and

environment, this will be a problem. Therefore, based on the problem this study is expected to provide strategies and proposed recommendations on how stakeholders of the Limpakuwus Pine Forest tourist attraction should manage tourist visits in order to avoid disrupting environmental sustainability and reducing visitor comfort.

METHODS

This research method uses a survey method by taking a sample of a number of tourists, and management of Limpakuwus Pine Forest tourist attractions. The type of data collected consists of primary data and secondary data obtained through observation and interviews with respondents, as well as literature, selects through related agencies. The SWOT analysis used is a qualitative SWOT analysis, which is a descriptive description of the analysis in terms of a picture of the situation and conditions in the field (Noor, 2018). The findings of the aspects of tourism development and in-depth interviews with related parties, observation, and study literature are used to determine the best strategy for the development of Limpakuwus Pine Forest tourist attractions.

RESULTS AND DISCUSSION

Mendlik (1980) in Utama (2015) describes at least four aspects (4A) that must be considered in tourism offerings, namely tourist attractions (*attraction*), transportation (*accessible*), facilities (*amenities*), institutional (*ancillary*), and tourist information (Gunn and Var , 2002). As a result, the aspects of tourism development in this study are as follows:

Attractions

Oka (1996) states that a tourist attraction must provide information on what to see, what to do, what to buy, what to arrived, and where to stay. What to

see includes a panoramic view of the mountains, a cool atmosphere, and a typical mountainous area with a stretch of pine plants. What to do at the Limpakuwus Forest tourist attraction can do: picnic, relax, and take advantage of the rides provided by the attraction manager, such as Outbound, camping, ATV, Flying Fox, etc. One of the most important factors influencing the number of traders selling in the Limpakuwus Pine Forest tourist attraction area is *what to buy: souvenirs, etc. What to arrived* is easy access to the Limpakuwus Pine Forest tourist attraction, which can be reached by a variety of vehicles, including private cars, public transportation, and settles provided by the management. *Where to stay* refers to the availability of lodging, homestays, or hotels near the Limpakuwus Pine Forest tourist attraction

Accessibility

According to Sunaryo (2013), tourism accessibility is intended as "all facilities that provide convenience to tourists to reach a destination and related tourist destination". The accessibility conditions of the Limpakuwus Pine Forest tourist attraction support further development. The availability of the road to the object of the Limpakuwus Pine Forest is quite adequate but rather difficult to reach using several types of vehicles, given the small road conditions and fairly winding terrain. In addition to using private vehicles, visitors can also take advantage of public transportation in the form of trans-Banyumas buses with the route to stop at the Baturraden terminal. After that, visitors can use public transportation, or a shuttle provided by the management to get to the location of the tourist attraction.

Amenities

As shown by Sugiama (2011), an amenity is "a series of facilities to meet the needs of accommodation (lodging), provision of food and

beverages, entertainment venues (entertainment), shopping places (retailing), and other services." According to Syamsuridjal (1997), amenities in relation to the availability of facilities and infrastructure in the Limpakuwus Pine Forest tourist attraction support the needs of visiting tourists. Supplementing and Supporting Tourism Superstructure is the availability of stalls or stalls that sell tourists' needs while at the location of the Limpakuwus Pine Forest tourist attraction. There is also social infrastructure in the Limpakuwus Pine Forest tourist attraction, which includes security centers located in the tourist attraction area, prayer rooms, public toilets, ticket counters, and a parking area, which is quite spacious and divided into two blocks to add to the comfort of tourists when visiting.

Promotion

According to Krippendorf (1982), tourism promotion is a system and coordination that must be carried out as a policy for tourism industry group companies, both private and government in the local, regional, and international scope to achieve tourist satisfaction by obtaining reasonable profits. The promotion of tourism is an important thing to do. Promotional activities that have been carried out include cooperating with local media such as newspapers, and radio, or publishing through electronic media. Promoting through social media, both Instagram related to the Limpakuwus Pine Forest tourist attraction to attract tourists to visit.

Information

Tourists can be attracted by providing them with access to information about tourist attractions. An information center is located near the entrance to the Limpakuwus Pine Forest tourist attraction. While in the Limpakuwus Pine Forest tourist attraction area, tourists can use the information center to learn more about the Limpakuwus Pine Forest tourist attraction. In addition to the information center in the

tourist attraction area, the management uses social media to communicate information about the Limpakuwus Pine Forest tourist attraction, which is accessible via Instagram.

SWOT Analysis of Limpakuwus Pine Forest Tourist Attraction

Based on the tourism lifecycle proposed by Butler (1980) in Maryani (2019), the development of the Limpakuwus Pine Forest tourist attraction is at a consolidation stage, with a continuous increase in the number of tourists since its opening as a tourist attraction. The consolidation stage involves evaluating, strengthening management, developing new strategies, anticipating threats from various angles, and preventing tourist dissatisfaction with services due to unbalanced carrying capacity. The Limpakuwus Pine Forest tourist attraction has gone through stages of exploration, development, and consolidation, in line with the tourism lifecycle timeline proposed by Butler (1980) in Maryani (2019). The exploration stage is the stage in which access to the Limpakuwus Pine Forest tourist attraction is discovered and opened. Limpakuwus Village residents began to open the tourist attraction on their own. The Pine Forest tourist attraction is located in the Limpakuwus Pine Forest. Limpakuwus Village residents began to open the tourist attraction on their own. Despite the lack of tourist attractions and facilities, the switching community began to visit the Limpakuwus Pine Forest. The development stage follows, with an increase in tourist visits not only from the Banyumas Regency and its surrounding areas but also from various regions outside the Banyumas Regency. Since its inception, the manager has recognized the Limpakuwus Pine Forest tourist attraction's great potential, and they have attempted to collaborate on the development of tourist facilities. Tourist attractions and other supporting facilities began to be built to meet the

needs of visitors and to create jobs in the surrounding community. Moreover, managers and various related parties carry out intensive promotional activities by carrying out cooperation activities with various parties to support tourist visits to the Limpakuwus Pine Forest tourist attractions. The next stage is the consolidation stage, which is characterized by the continued increase in tourists that have occurred since the opening of tourist attractions until now. Promotional success has a positive impact on tourist visits. The completeness of facilities and infrastructure is also a factor in the increasing number of visitors from various regions who wish to visit the Limpakuwus Pine Forest tourist attraction.

In this study, the development strategy was determined using a SWOT analysis by optimizing the attraction's internal factors (*strengths & weaknesses*) and reducing external factors (*opportunities & threats*) based on the aspects of tourism development, and in-depth interviews with related parties covering tourist attraction management were used to determine the best strategy.

1) Strengths

- a. Has a natural attraction typical of mountainous areas in the form of pine forests, cool air, and interesting natural scenery.
- b. A high number of tourists visit every year.
- c. Complete and adequate facilities and infrastructure

2) Weaknesses

- a. Have high tourism carrying capacity value
- b. The location of the attraction is quite far from the city center.
- c. Accessibility is quite difficult with narrow road conditions and winding terrain, so it cannot be passed by large vehicles.

3) Opportunities

- a. New tourist attractions that are on the rise with natural tourism trends in the form of tourist forests
- b. Development of information technology
- c. There are quite a lot of investors who are interested in cooperating in the development of tourist attractions.

4) *Threats*

- a. The emergence of new tourist destinations around the Limpakuwus Pine Forest
- b. There are obstacles related to accessibility and transportation to tourist attractions that are difficult to reach by large vehicles.
- c. Potential disasters and weather conditions with high rainfall

According to Pearce, D. G. (1989) in Maryani (2019), who states that the availability of tourism objects, facilities, and services is an important foundation for tourism development. Meanwhile, Gunn and Var (2002) emphasize the importance of tourism supply and demand in the development of tourism. As a result, the government, the private sector, and the surrounding community must all play a role in the development of the tourism industry. The high number of tourist visits from the beginning of the tourist attraction opening to the present causes excessive overcrowding in the tourist attraction area, which can interfere with environmental conditions and the comfort of visiting tourists, requiring the Limpakuwus Pine Forest tourist attraction to undergo an evaluation and new strategies to improve quality in various aspects to avoid overcapacity, including deterioration in quality, service, and environment. In this study, a SWOT analysis is explained below:

1. S-O Strategy (*Strength-Opportunities*)

- a. Following the current tourism trend that is in demand by tourists, namely natural forest tourism

- b. Optimizing and developing tourist attractions
- c. Utilizing the development of technology and information to carry out tourism missions

2. W-O Strategy (*Weaknesses- Opportunities*)

- a. Limiting or controlling visitor quotas so that there is no overcrowding in tourist areas
- b. Conducting an online ticketing system or online booking
- c. Optimize the area of land allocated for attractions.

3. S-T Strategy (*Strength-Threat*)

- a. Optimizing the natural potential and uniqueness of tourist attractions by maintaining them on an ongoing basis to face tourist competition
- b. Development and construction of environmentally friendly tourist attractions by exercising strict control over the implementation of elements by tourist actors that are not in accordance with their attitudes and actions and can threaten damage to tourist attractions.
- c. Adding facilities and rides to tourist attractions to make the atmosphere more varied and capable of attracting tourists to visit and travel in tourist attractions.

4. W-T Strategy (*Weaknesses-Threat*)

- a. Conduct socialization related to disaster mitigation with managers, communities, and tourists and provide appeals through evacuation route information boards.
- b. Supervision and maintenance of existing facilities
- c. Improving the quality of labor in the management and maintenance of tourist attractions on an ongoing basis

The results of the Limpakuwus Pine Forest tourist attraction SWOT analysis conducted in this study are to optimize the potential of the

Limpakuwus Pine Forest tourist attraction, including natural and economic potential, and to make restrictions on the number of tourist visits in anticipation of excessive density in the tourist attraction area. Even so, cooperation between Limpakuwus Pine Forest tourist attraction parties is required to ensure that no parties feel aggrieved or benefited.

CONCLUSION

The Limpakuwus Pine Forest tourist attraction's SWOT analysis results were optimized by optimizing the potential possessed and optimizing tourism management. Due to the rapid development and high increase in the number of tourists, harvest attractions have become overburdened in their attempts to accommodate tourist conditions that exceed capacity. This necessitates new evaluations and strategies to improve quality in various aspects in order to avoid overcapacity, which includes a decrease in quality, service, and tourist quantity. Management is expected to be able to implement limits on the environment to ensure that environmental conditions and visitor comfort are maintained because this results in tourist attractions experiencing an excessive density of visitors. As shown by Maryani (2019), there are three related elements in the tourism industry: the government as a stakeholder, the private sector as an investor or business actor, and the community as a workforce that directly manages tourist destinations.

REFERENCES

Damanik, J., dan Weber, H. (2006). *Perencanaan Ekowisata dari Teori ke Aplikasi*. Yogyakarta: PUSPAR UGM dan Andi.

Devy, H. A. (2017). Pengembangan Obyek dan Daya Tarik Wisata Alam Sebagai Daerah Tujuan Wisata di Kabupaten Karanganyar (Studi Kasus

Obyek Wisata Air Terjun Jumog di Kawasan Wisata Desa Berjo, Kecamatan Ngargoyoso, Kabupaten Karanganyar). *Jurnal Sosiologi DILEMA*, Vol 32, No.1 Tahun 2017: 34-44. ISSN: 0215/9635

Gunn, C. A., & Var, T. (2002). *Tourism planning: Basics, concepts, cases*. Psychology Press

Krippendorff, J. (1982). *Towards News Tourism Policies. The Importance of Environmental and Socio-Cultural Factors. Tourism Management*. Volume 3. No.3

Maryani, E. (2019). *Geografi Pariwisata*. Yogyakarta: Penerbit Ombak

Noor, Azzat Nailie. (2018). *Analisis Perencanaan Pengembangan Kawasan Pariwisata Karimun Jawa Yang Berkelanjutan (Sustainability Tourism)*. 1-131

Oka, A. Y. (1996). *Pengantar ilmu pariwisata*. Bandung: Angkasa.

Pickering, CM., & Hill, W. (2007). *Impacts of Recreation and Tourism on Plant Biodiversity and Vegetation In Protected Areas Australias*. *Journal of Environmental Management*, Vol 85: 791-800.
<https://doi.org/10.1016/j.jenvman.2006.11.021>

Soemarwoto, O. (2004). *Ekologi, Lingkungan Hidup dan Pembangunan*. Jakarta: Djambatan, 74.

Samsuridjal, D dan Kaelany HD., (1997). *Peluang di Bidang Pariwisata. Cetakan Kedua*. Jakarta: Penerbit PT Mutiara Sumber Widya

Sugiana, A. G. (2011). *Ecotourism: Pengembangan Pariwisata berbasis konservasi alam*. Bandung: Guardaya Intimarta.

Sunaryo, Bambang. (2013). *Kebijakan Pembangunan Destinasi Pariwisata Konsep dan Aplikasinya di Inonesia*, Yogyakarta: Gava Media.

Utama, I. G. B. R., & SE, M. A. (2015). *Pengantar Industri Pariwisata*. Deepublish.