



VISITOR MANAGEMENT IN THE SITUGEDE ECO-TOURISM AREA

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Visitor Management In
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ABSTRACT

SituGede is a valuable environmental asset for soil and water ecosystems in Bogor and its surroundings. The productive use of this area can be done through eco-tourism. The concept of back to nature is an increasingly popular contemporary lifestyle, especially after the covid 19 pandemic. For eco-tourism to be carried out sustainably, collaboration between concepts and stakeholders is a priority. Visitor management is one way that can be taken to make SituGede a sustainable eco-tourism destination. Visitor Management at Location I, and Location II for the SituGede area with different management patterns can adopt a visitor management pattern of a combination of complex measure/complicated approach and soft measure/soft approach.

Keywords: visitor management, eco-tourism, collaboration

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INTRODUCTION

Visitor Management is an effort to regulate visitors by setting routes, providing facilities, presenting attractions, and grouping visitor interests through various rides provided in a tourist area. This management step is essential considering that visitors have different backgrounds with relatively other interests when visiting a tourist destination, including eco-tourism destinations.

Eco-tourism is known as responsible travel to pristine areas while preserving the environment, supporting the welfare of local communities, involving interpretation and environmental education (The International Ecotourism Society, 2015). The concept of eco-tourism combines three critical components: nature conservation, empowerment of local communities, and increasing awareness of the environment. The idea is intended for visitors as well as for local communities around eco-tourism destinations

Situ Gede is a tourist area integrated with the surrounding area, developed into an eco-tourism destination for Bogor. Situ Gede means Setu or lake and big or big, located in Situgede Village, West Bogor, Bogor City. This six-hectare lake is situated on the edge of the Dramaga Forest, a research forest area belonging to the Forestry Research and Development Agency, Ministry of Forestry and Environment.

The Situ Gede area is included in the strategic program of the Bogor city government, which will synergize the surrounding villages or potential tourism areas, namely Bubulak, Blumbangjaya, and Margajaya. As quoted from Fatubun (2020), in Bubulak Village, Kampung Lauk will be built, and in B Lubangjaya and Margajaya will be focused on the development of Sunda Village and Pagentongan Area, Loji Village will be organized into Santri Village. With the emergence of the Bogor city government policy, supporting visitor management soft skills in tourist destinations is one way to keep its sustainability efforts.

To draw relevant information regarding visitor management, some problem statements have been removed, such as:

1. How complete are the visitor facilities in the Situ Gede eco-tourism area, Bogor City?
2. How much visitor activity related to environmental education is found in the Situ Gede eco-tourism area, Bogor City?
3. How significant is the potential impact of a visit in the Situ Gede eco-tourism area, Bogor City?
4. How significant are the opportunities for implementing visitor management in the Situ Gede eco-tourism area, Bogor City?

The concept of eco-tourism can be described as the confluence of conservation concepts, local culture, and the benefits generated. In short, eco-tourism is an idea for conservation activities that can also benefit local communities around conservation areas. Therefore, the implementation of the eco-tourism concept requires careful planning.

The purpose of this study is to examine how much potential the Situ Gede area has to meet the criteria as an eco-tourism destination and how visitor management can be applied

LITERATURE REVIEW

Definition of Ecotourism

The term eco-tourism was known first in the western world around the 1900s. For a long time, the term eco-tourism has continued to be debated among experts because various terms have emerged and have made the meaning of the term eco-tourism different. As an example, responsible tourism visits, alternative tourism activities, sustainable tourism activities, etc. Therefore, understanding the definition related to the term eco-tourism is essential.

According to Honey in Srihadi (2003), eco-tourism has seven characteristics, namely:

- (a) travel to natural destinations,
- (b) minimal impact
- (c) fostering environmental awareness
- (d) provide direct financial benefits for conservation
- (e) provide economic benefits and empower local communities
- (f) respecting local culture
- (g) and support human rights and democratic movements.

Then it was added that eco-tourism is a trip to fragile, natural, and usually protected areas which tend to be low impact and usually carried out on a small scale.

Legal basis

The implementation of Ecotourism in a location has parameters that are legally determined as a legal basis that is local, national to international. It influences the back to nature lifestyle, which is increasingly becoming a trend.

Following the Summit (2002), the clauses concerning eco-tourism are:

- a. Tourism development must be based on sustainable criteria ecologically supported over a long period, economically feasible, ethically fair for the local community.
- b. Tourism must contribute to sustainable development and be integrated with the natural environment, culture, and society
- c. Government, private sector, non-governmental organizations, and local communities should take part in integrated tourism planning, as their contribution to sustainable development

On a national scale, the Minister of Home Affairs Regulation Number 33 of 2009 concerning Guidelines for Regional Ecotourism Development, in article 3 states that the principles of eco-tourism development in regions in Indonesia are as follows:

- a. the suitability between the types and characteristics of eco-tourism;
- b. conservation,
- c. Economical in the sense of sustainable
- d. Education in the purpose of providing knowledge satisfaction
- e. Society participation
- f. Incorporating elements of local wisdom

Furthermore, on a local scale, the Bogor City Regional Regulation Number 8 of 2011 concerning the 2011-2031 Bogor City Spatial Plan states that the tourism area designation plan is determined as follows:

- a. types of tourism activities that are favored to be developed are science and technology tourism and cultural tourism, culinary and shopping tourism, agro-tourism, MICE tourism, and nature recreation;
- b. develop science and technology tourism and cultural tourism;
- c. organize culinary and shopping tours in the city center (old Bogor area) and (Tajur area); and
- d. developing agro-tourism, MICE tourism, and nature recreation in the Situ Gede and South of Bogor areas

Implementation of the Ecotourism Concept

Important things that must be considered in implementing the concept of eco-tourism are the five (5) main principles that are fundamental to eco-tourism as stated by Newsome, Dowling, & Moore (2002), namely:

- a. nature-based,
- b. ecologically sustainable,
- c. Environmentally educative,
- d. Applicable locally,
- e. Generate satisfaction for tourists.

The first three principles are essential for a location to be included in the category of eco-tourism destinations. In comparison, the last two principles are crucial criteria for all forms of tourism destinations. It is further emphasized that the main objective of eco-tourism is to promote sustainable use through resource conservation, cultural revival, and economic development and diversification.

Environmental Education and eco-tourism destination attractions

In the view of Wals et al. (1999), environmental education can be an essential tool for the community to recognize and develop the direction of a sustainable lifestyle. Environmental education mindsets are:

- a. Constructive (learn and have ideas)
- b. Critical (challenged to develop)
- c. Emancipation (uphold equality)
- d. Transformative (implementation of learning outcomes in their lifestyle)

Furthermore, Mc Innis in Srihadi (2003) emphasizes that it is essential to understand the critical components of environmental education, namely:

- a. Perceptual awareness
- b. Conceptual understanding of the Natural environment
- c. Understanding the concept of the Man-made environment
- d. Aesthetic Discrimination
- e. Clarification of grades and grades
- f. Fostering Creative abilities and attitudes
- g. Humanism
- h. Organizing skills and knowledge
- i. Decision-making

Visitor management

Visitor Management is an effort to regulate visitors by setting routes, providing facilities, presenting attractions, and grouping visitor interests through various rides provided in a tourist area. This management step is essential considering that visitors have different backgrounds with relatively other interests when visiting a tourist destination.

According to Grant in Harianto (2018), there are two approaches in managing visitors, namely:

1. Complex measure, namely a process that forces visitors to behave following the wishes of the tourism object manager, namely by:
 - a. Close part or all of the tourist area for repair and maintenance.
 - b. Tighten visiting times at tourist attractions.
 - c. Introducing the concept of pick-up parking (park and ride)
 - d. Tighten parking, vehicular and pedestrian traffic by providing roving vehicles and stop station infrastructure.
 - e. Creating a zoning concept for conservation areas
 - f. Implement ticket payment and ticket price discrimination strategies
2. A soft measure is an approach that motivates visitors to behave following the wishes of tourism object managers and the community, namely by:
 - a. Promotional activities, especially before and after the visit, offer a package of more than one day for specific targets to increase visitor awareness.
 - b. Dissemination of information before and during visits to assist visitors in planning excursions and encouraging visits to less popular areas are essential. So that visits are evenly distributed, providing schedules and tour guides to ease overcrowding of visitors at specific points of interest, and offer suggestions to visits during the low season to get an optimal tourist experience and reduce traffic jams for vehicles and visitors.
 - c. Interpretation encourages appreciation and knowledge about a tourist area to create an understanding of conservation and environmental issues. It can be done through personally attended services, where visitors can interact directly with

the interpreter or through indirect means such as installation of signage, warning signs, markers education, and so on that provide flexibility for visitors to make independent interpretations.

RESEARCH METHOD

This research was conducted in the SituGede eco-tourism area, located in the Situgede Village, West Bogor, Bogor City. The qualitative method was chosen as a suitable method for this research, where the researcher is the key instrument. A sampling of data sources was carried out purposively and snowball, collection techniques were triangulation (combined), data analysis was inductive/qualitative, and qualitative research results emphasized meaning rather than generalization.

The technique is carried out on the SituGede eco-tourism destination, which includes observing the situation and condition of the goal, human activities that occur at the destination. The four aspects studied, the existence of facilities found at the destination and visitor management patterns related to the presence of the SituGede eco-tourism destination.

RESULTS AND DISCUSSION

Location overview

A visit to the Situ Gede eco-tourism destination was carried out in May 2021. During the visit, it was found that the Situ Gede location could be accessed from two sides, namely from behind the Situ Gede village office (Location I) and from the entrance near the deer breeding cage next to the information office. It belongs to Forestry Research and Development, which is relatively greener and forested (Location II). SituGede is a lakeside tourist destination, with the main attractions being panoramic views of the beauty of the forest on the edge of the lake and the cool air of the lake.

At Location I, visitors can enter the tourist area freely, without being charged an entrance ticket. They can choose a sitting location anywhere along the shores of SituGede lake to enjoy the beautiful panorama and fresh air from the lake and enjoy the facilities provided by the manager. In addition to stunning pictures and fresh air, visitors can also do fishing activities, relax in huts and on the edge of the lake and rent a boat to sail SituGede lake. The most important attraction of this Location, according to visitors, is that there is no entry ticket but can enjoy a different and calm atmosphere.

Regional management is under the village youth organization, namely Karang Taruna, which regulates the arrangement of infrastructure facilities for visitors, coordinates market memberships, coordinates cleanliness and regional security, and ensures compliance with health protocols related to the COVID-19 pandemic.

The results of interviews and observations in this area obtained information that most visitors came from Bogor, the community around SituGede, and the people of the Bogor district. They are attracted to come because of the relatively close but beautiful and pocket-friendly Location.

During the COVID-19 pandemic, Location II is closed to the public. However, in normal conditions, visitors who will come to visit are required to report to the Forest Research and Development Center office in Gunung Batu to be accompanied by officers while in this area. According to the PNB rate (non-tax state revenue) of IDR 4000 - (four thousand rupiah), there is an entry ticket charge but does not include accompanying facilities. There is an information board with a map of the location at the entrance to this area.

The attractions in this area are: the extraordinary nature and the beauty of the scenery under the tree canopy, the beautiful panorama of the lake and the cool air, seeing the deer breeding, seeing the conservation of mulberry plants and silkworm spinning mills, visiting the nursery, seeing the forest plant center, walking and hiking. Take pictures under the forest canopy while enjoying the chirping of birds. Visitors come with various purposes; some want to enjoy the atmosphere, and some want to learn or research. According to the officers met, study visits are usually carried out in groups from schools around Bogor, while visits for research are carried out individually or in groups.

The results of interviews with stakeholders found that tourist visits to the SituGede Eco-tourism location provide income for the members of the Shocked Market. However, the arrival of visitors also causes a pile of garbage where visitors generally throw trash out of place, which has the potential for waste to enter the lake if it is late to be collected by the garbage picket officer. The overflow of visitors at Location I increases the potential for transmission of covid 19, even though health protocol equipment and markings have been applied. In addition, the overflow of visitors reduces the potential for security for visitors and increases the potential for physical damage to the occupied eco-tourism destination locations.

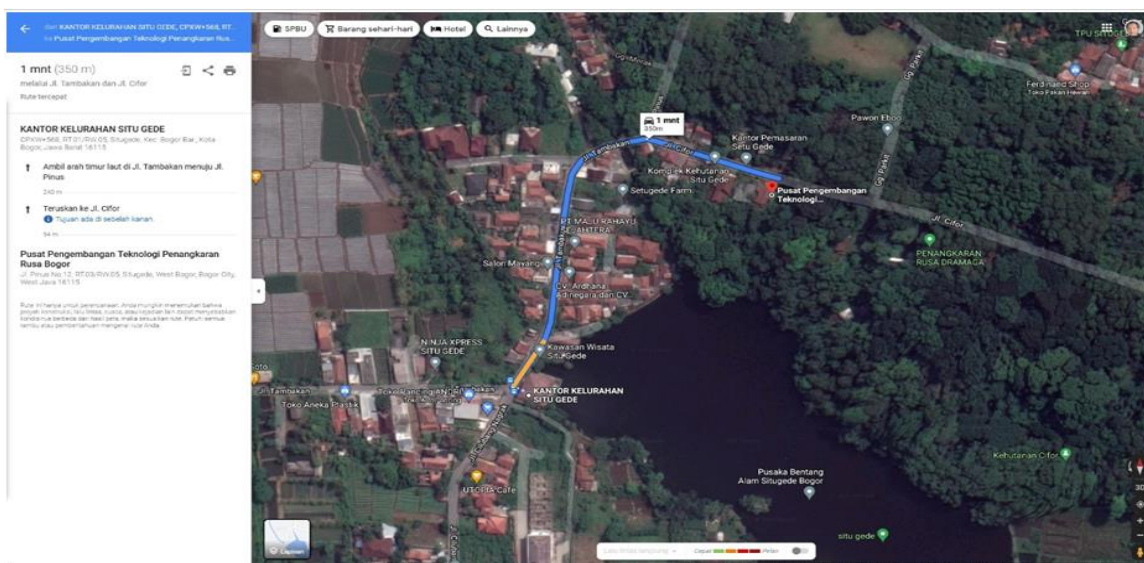


Figure 1. Distance of Location I and Location II

As shown in the blue line in Figure 1 above, it is demonstrated a distance of 311 meters separates Location I and Location II

Visitor Management

According to Hall & McArthur (1998), visitor management is a way that maximizes the quality of the visitor experience while helping to achieve the overall management objectives of the area. It reflects the need to keep the relationship under control. Some of the more sophisticated approaches include:

1. Influencing visitor expectations and behavior through interpretation, educational programs, and facilitation
2. Encourage and assist the availability of alternative visitor experiences, such as volunteers and tourism operators

There are differences in visitor management influencing the quality of facilities and infrastructure in Location I and Location II of the SituGede tourist destination. The environmental solid education content at Location II is applied with adequate facilities and supports environmental education activities. The location I am more concentrated in using elements of community empowerment

It can be seen that the facilities provided at Location II are in relatively better condition and more complete than the facilities at Location I. It could be because visitors at Location I only come looking for fresh air while sitting on the edge of the lake, so the facilities provided at Location I Are considered sufficient to support visitor activities in Location I. Meanwhile, Location II has a more organized and directed mechanism for regulating visitors compared to Location I. Each plot is a vehicle for its attractions, such as the Timor deer breeding, the mulberry plantation, and the developer. A silkworm culture is located on a different side of the road from the deer breeding location. In addition, visitors who want to enjoy the panorama and air of SituGede lake can do it in the lakeside area, which is located relatively slightly to the inside. Visits to tropical forests can also be done in the BoFos plot, a low forest plant conservation plot. The interactive attraction rides are equipped with markers and location maps.

Table 1 Visitor Facilities in SituGede Area

No	Visitor Facilities	Lokasi I	Lokasi II
1	Ticket Counter		++
2	information Center		++
3	Shops/Store Goods/Services	++	++
4	Saung / Rest area	++	
5	Musholla/Mosque	+	++
6	Toilet	+	++
7	Round Trip Bus	++	
8	Parking Area	++	++
9	Interactive rides		++
10	Bookmarks & Location Maps		++
11	Covid 19 Health Protocol	+ -	++

The absence of a ticket sales counter at Location I signals that the Manager at Location I does not consider admission tickets a priority. The most important thing is that visit activities can occur, resulting in economic activity between visitors and traders coordinated by the manager of Location I. While the manager at Location II manages the visitors through a permit and ticket addressed to the Forest Research and Development office in Gunung Batu. The officer at the Information Center office will receive a disposition regarding the visit, which serves as a sign of entry. Disposition can be in the form of granting permits or granting permits along with the assistance of technical personnel during the visit at Location II.

Regarding the Covid 19 pandemic, Location II responded by completely closing the area for visits. In contrast, at Location I, the manager provided health protocol tools such as handwashing stations, the 3 M appeal, and warning posters against the covid 19 outbreak, but the appeal was relatively illegible due to its relatively small size. And the handwashing area is not functioning properly¹. It can be said that the health protocol provided by the manager at Location I is rather less functioning because there are still visitors crowding in the destination area.

Environmental Education and Community Empowerment

The important thing that must be considered in implementing the concept of eco-tourism are the five main principles that are fundamental to eco-tourism as stated by Newsome et al. (2002), where these principles are used as parameters in the discussion, namely:

- a. nature-based,
- b. ecologically sustainable,
- c. Environmentally educative,
- d. Useful locally,
- e. Generate satisfaction for tourists

As described above, the activities carried out at Location I generally only enjoy the panoramic view of the lake, enjoy the lake breeze, and fishing activities carried out along the edge of the lake. There is no separation of locations for various visitor activities. It is relatively different from what happened at Location II, where each attraction has its area, so visitors do not pile up in one place. The organization of visitor activities at SituGede is grouped in Table 2 and discussed according to Newsome et al.'s (2002) theory.

Table 2. Variation of Substantial Activities for Visitors at SituGede

No	Visitors Activities	Lokasi I	Lokasi II
1	Tour Guide		++
2	Environmental Education		++
3	Communication	+	+
4	Community Collaboration	++	
5	Local Wisdom	+ -	- -

Visitor activities at Location I involve many aspects of communication and collaboration and raising aspects of local wisdom. Relevant stakeholders are connected so that tourism economic activities can be carried out in this destination. The communication aspect has proven to be well managed, seen from the many visitors who come to this destination. According to that, many traders are members of the Shocked Market who are active in this Location after the area was vacuumed due to the pandemic. Preparations to ward off the pandemic were carried out by putting up posters related to the Covid 19 pandemic, health protocol markings, and handwashing devices at this Location. Although the progress markings seem less communicative, they are small, relatively few, and less visible and dull. Hence, they are less desirable to read, while handwashing equipment is less able to function correctly. Given the high number of visitors and the high impact of being infected with the COVID-19 virus, communication related to visitor safety when carrying out activities within the destination is less intensive. The aspect of collaboration with the community is an aspect with a solid visible point being implemented in the activities held at Location I. It is shown by the relatively good cooperation of stakeholders such as managers (Karang Taruna Situ Gede), regional stakeholders (Kelurahan Situ Gede), and the community in managing the destination. Including members of Pasar Kaget who are the surrounding community who offer goods/services within the goal. The SituGede Shock Market Membership Card is a form of factual coordination. The existence of an MSME kiosk is also a form of communities inclusion created in the implementation of this destination. Although currently, the performance of MSMEs has to be stopped due to the COVID-19 pandemic.

Prawidilaga in Sufia et al. (2016) describes that local wisdom is a superior activity in specific communities. These advantages are not always tangible and material; they often contain elements of belief or religion, customs, culture, or other valuable values such as health, agriculture, irrigation, etc. The local wisdom applied to the implementation of supporting visitor activities at SituGede is the culture of cooperation through the organization of the Shocked Market, which the Karang Taruna of SituGede Village coordinates. Gotong Royong is one of the local wisdom values that stands out from Indonesian culture and has permeated the behavior patterns of the Indonesian people, including the Sundanese people, as the majority of the people who inhabit the Situ Gede village. However, the wealth of local wisdom that is implemented still needs to be raised and managed better to give an impression to visitors who come.

Location II has a well-managed form of visitor activity. The types of activities of Tour Guide, Environmental Education, and Communication have been manifested in a relatively structured and integrated manner. The Information Headquarters functions as a communication center that connects the R&D office in Gunung Batu (as the manager) with potential visitors to get permission to enter and enjoy the rides inside the destination. With the permit, visitors will be directed by officers at the information office regarding which areas may be entered, according to the information in the license. It is a positive thing in the practice of tour scouting.

The content of Environmental Education is said to be managed and intensive due to the existence of unique locations, special systems, special assistants, special programs for various age targets, and so on. The communication content has a managed point but is less intensive because it can be a hassle for visitors who do not know the tourist scouting mechanism at Location II. The information center at Location II does not have the authority to accept visitors without a permit to enter the rides available at Location II. The strength of the stakeholder for the R&D Forest office who coordinates activities in the Darmaga Education Forest area is seen to be relatively high in Location II even though this area is still included in the SituGede sub-district area.

There is no visual collaboration with the community in organizing eco-tourism activities in Location II because all visitor activities are controlled through a permit issued by the Gunung Batu Forest Research and Development office. It could be because visitor assistance activities in the vehicle require relatively good soft skills prerequisites to provide environmental education services for visitors.

There is no particular guidance to the community in implementing the idea of local wisdom, so it is not surprising that the content of local wisdom seems unmanaged and not intensive.

Impact

As is known, it is not easy to avoid the impact caused by the arrival of visitors in a destination, where the effect can be in the form of positive results and adverse effects. According to McCarty & Winkler (1999), the goal of limiting environmental impact contradicts the purpose of maximizing revenue from tourism. Small-scale eco-tourism may sound good as a theoretical contribution to conservation, but because of its economic impact, the positive contribution is too small to be significant. A balance must be found somehow that allows a substantial income level to be generated while limiting tourism-related disruption to the environment.

Table 4.3. The Impact of Destinations in SituGede

No	Impact on	Lokasi 1	Lokasi 2
1	Environment	++	++
2	Community income	++	
3	Local empowerment	++	
4	Local wisdom	+	--
5	Get knowledge		++

The various visitor rides available at Location II in the SituGede area clearly show the conservation content. The impact of forest management in this area has a very positive effect on the environment in this area. In addition to the shade, the microclimate and the atmosphere that creates a back to nature situation also helps save various types of forest trees in this area.

The environmental education content presented in each attraction vehicle spot given to visitors has its application to specific targets. With this target differentiation, visitors get relatively information/knowledge that is shown relative to their needs. Thus, the impact of the knowledge obtained is visible.

In Location, I, the presence of relatively poorly managed visitors has the potential to have a clear negative impact on the destination area, such as garbage and physical damage to the shores of the lake. With the number of relatively dense visitors for the available space, the impact of the damage caused has the potential to be significant. With no restrictions on the number of visitors who may enter the destination area, the potential damage caused is also relatively uncontrollable. However, the positive impact on the economic aspects of the community and local empowerment can be seen clearly. When the number of visitors is high, the income level of traders is relatively high. However, the impact on the implementation of local wisdom is relatively typical.

CONCLUSION

Communication and collaboration between locations I and II stakeholders are essential to realizing unified visitor management at the SituGede eco-tourism destination.

Visitor Management at Location I and Location II in the SituGede area, which has different management patterns, can adopt a visitor management pattern of a combination between complex measure and soft measure. Namely, by intensifying the use of visitor buses enriched with interpreter services that will give a deep impression for visitors who choose to use the bus when visiting the Situ Gede location. The application of special group tickets that include the services of an interpreter who can popularly narrate for each conservation vehicle plot in SituGede also provides a different visit experience for visitors

Implementing the eco-tourism concept at Location II has met the five main principles criteria: nature-based, ecologically sustainable, environmentally educative, locally beneficial, and generating satisfaction for tourists.

To fulfill the elements of sustainable eco-tourism, it is necessary to carry out intensive guidance to stakeholders, especially at Location I related to conservation and environmental education aspects.

The balance of the eco-tourism concept in the two locations guarantees the sustainability of the SituGede eco-tourism destination.

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