

## Lack of Tourism Entrant to Cilengkrang Curug East Bandung, Bandung City

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**Abstract:** *Curug Tourism is a natural tourism nuanced mountains with natural beauty suitable for tourists who want to enjoy nature, Curug tourism also serves facilities such as flying fox, lakes for bathing, toilets, and seats. Curug tourism is currently experiencing a decline due to the lack of interest in natural tourists due to lack of information or lack of adequate facilities, therefore the existence of this article so that there is an increase in tourists or the development of natural tourism of this waterfall . We make scientific articles from a natural tourist attraction waterfall one of its Cilengkrang waterfall tourism. The purpose of making this research article is to analyze why there is a lack of Curug tourism enthusiasts and find solutions so that this waterfall tourism again increases tourist interest in these attractions and the increase in tourist objects in Bandung, one of which is Curug Tourism. The reason for conducting this research aims to increase the interest of natural tourists, one of which is Curug Cilengkrang natural tourism as the object of our research.*

**Keywords:** *Tourism, waterfall , mountains, nature, tourists*

### INTRODUCTION

In a tourist destination area, attraction is one of the important elements in tourism development, according to Pearce (1989) that tourist attraction is divided into 2 (two), namely, site natural or artificial attraction that can attract tourists to come and attend events Attraction is an event that attracts attention to visitors. Cilengkrang Waterfall , located in Cilengkrang Village , Cilengkrang District , Bandung Regency. The location is at the foot of Mount Manglayang. To be able to reach the location of this tourist attraction actually only takes approximately 20 minutes from Ujungberung Market , Bandung City . The reason why there is a waterfall tourist destination is because of the interest in the waterfall mountains and the beautiful mountain views and enjoying the setting sun in the afternoon in the mountains. In general, tourists have various types of interest, such as enjoying the beauty of the mountains, enjoying soaking in the mountains, and there are also those who enjoy the atmosphere with relatives or family.

In introducing a tourist attraction, there are several types of tourist attraction and you have to know what interests there are in the tourist attraction and there are so many types of tourist attraction that aim to satisfy tourists and tourism actors compete in promoting tourist attractions to tourists. with various kinds of marketing strategies to tourists in their own unique ways and with the uniqueness of their own historical culture. Factors of cultural and historical

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uniqueness are included in the history of the emergence of that culture from their respective ancestors. Each culture appears, and there are various kinds of culture with the aim of attracting the attention of visiting tourists by creating unforgettable memories or experiences from the tourist attraction itself.

One of the best natural mountain tourist attractions in Bandung is the Cilengkrang Waterfall tourist attraction which is located in Cilengkrang, Manglayang, which offers waterfall tourism, bathing pools, views of pine trees, as well as providing 5 mountains in 1 waterfall tourist attraction. The Cilengkrang Waterfall tourist attraction emerged because it was built by local residents as a source of income for the tourism industry and as an additional economy for the village itself, with adequate public facilities with relatively cheap ticket prices including parking fees and is suitable for climbers who want to climb the mountains.

However, over time the number of visitors is slowly decreasing due to the lack of interest and lack of promotion and the facilities/ pre-facilities have not improved so that tourists rarely visit the Cilengkrang Waterfall tourist attraction. This is aimed at analyzing why interest in Cilengkrang Waterfall tourism is decreasing and to increasing tourist interest in Cilengkrang Waterfall again.

## **THEORETICAL STUDY**

In exploring existence Waterfall Cilengkrang as destination tourism and conservation areas nature, study theoretical become base important in understand context and relevance study This. Draft ecotourism and sustainability become footing main in formulate the right approach For utilise potency natural Waterfall Cilengkrang in a way responsible answer. Theories This underline importance integrate need tourist with preservation nature, along with increasing awareness will necessity conserve environment life For generation upcoming.

Additionally, research relevant past give valuable views to characteristics natural Waterfall Cilengkrang and possible challenges faced in its management. Studies the provides empirical data and findings available field help identify needs and opportunities For development sustainable tourism. With take into account framework theoretical and results study previous, research This can fill in gap existing and imparting knowledge contribution significant in understanding to potential and challenges faced Waterfall Cilengkrang.

More further , research this is also exploring draft development sustainability and continuity ecological as framework relevant work in management Waterfall Cilengkrang . With understand dynamics connection between activity humans and ecosystems natural , expected can formulate the right strategy For promote sustainable tourism while protect diversity unique life from Waterfall Cilengkrang . With Thus , study theoretical This No only become base conceptual for study this , but also an step beginning important in formulate framework comprehensive work For management and preservation Waterfall Cilengkrang in the future .

According to Nyoman in Farhan, everything that is interesting and has value to be visited and seen as an attraction is called a tourist attraction. A tourist attraction has the meaning of something that is the center of attraction for tourists and can provide satisfaction to tourists ( Wardiyanta in Dewi, 2017). Tourist attraction. According to Fandell in Wahyuningsih (2018), it is a manifestation of human creation, way of life, art, culture, history of the nation and places or natural conditions that have an attraction for tourists to visit. According to SK. MENPARPOSTEL, in Oktaviani (2020) Tourist objects are defined as all places or natural conditions that have tourist resources that are built and developed so that they have an attraction and are cultivated as places visited by tourists.

Appropriate tourism is a concept applied to tourism development in areas that have just developed their tourism potential. Tourism according to its attractiveness can be divided into 2 (two) parts, namely:

1. Natural attractions Natural attraction tourism is tourism carried out by visiting tourist destinations that have unique natural attractions, such as the sea, coastlines, mountains, valleys, waterfalls, forests and natural tourist attractions.
2. Cultural attraction. Cultural attraction tourism is tourism carried out by visiting places that have unique or cultural characteristics, such as Naga Village, Toraja Land, Banten Traditional Village , and other cultural tourist attractions.

According to Terry in Bagiastra et al (2021), the strategy for developing the Nambung Beach waterfall tourist attraction can be carried out through management strategies. This management strategy includes planning, organizing , actuating and controlling . Brandon (1993) in the results of the World Congress of National Parks in Venezuela in 1992, stated that the participation approach that can be taken is education, a profit sharing approach, as well as participation in decision making and compatible development schemes around ecotourism areas.

## RESEARCH METHODS

Study This use approach mixture (mixed methods) that combine survey field , observation direct , and geospatial data analysis For investigate potency tourism and conservation natural Waterfall Cilengkrang . Research design This consists of two stages main . First , survey field done For collect primary data about condition nature , biodiversity , and use surrounding land Waterfall Cilengkrang . Population study This covers all related areas Waterfall Cilengkrang and the community surroundings . Samples are selected in a way random stratified from various group people living nearby Waterfall Cilengkrang For represent diverse perspective and experience . Survey data collection techniques involve use questionnaire structured and interviews direct with respondents .

Next , geospatial data obtained through mapping field and analysis image satellite For get more picture detailed about topography , vegetation , and patterns use surrounding land Waterfall Cilengkrang . Data analysis tools used including device GIS software ( System Information Geographic ) for visualize and analyze spatial data , as well analysis statistics descriptive For processing survey data field . Research Model This integrate results survey field with geospatial data For compile holistic understanding about potency tourism and conservation natural Waterfall Cilengkrang . Validity of survey data field tested through pretest and interpretation tests the result indicated level adequate reliability . Likewise , geospatial data validated with compare results mapping field with image satellite latest For ensure accuracy and reliability results analysis . With Thus , approach mixture This expected can give more understanding comprehensive about potential and challenges faced by Curug Cilengkrang , as well serve framework solid work For management and preservation in the future .

In this research the author used qualitative research methods. Qualitative research aims to reveal qualitative information so that it places more emphasis on process issues and meaning by describing a problem. The research carried out is descriptive in nature, namely to find out or describe the reality of the events being studied or research carried out on independent or single variables, that is, without making comparisons or connecting with other variables (Sugiyono 2009:11). This makes it easier for the author to obtain objective data in order to know and understand the management strategy for developing the Curug Cilengkrang tourist attraction , East Bandung.

The research was conducted at the Cilengkrang Waterfall tourist attraction, Cilengkrang district . This was done to directly examine the ongoing problem points and was given the authority to manage the Curug Cilengkrang Bandung tourist attraction. The type of research used by the author in this research is descriptive, limited to efforts to reveal a problem or situation or event as it really is so that it is merely to reveal facts and provide an objective picture of the actual situation.

The unit of analysis in this research is Personal. The determination of the unit of analysis is based on objective considerations, to describe research regarding the strategy for developing the Curug Ciengkrang tourist attraction , East Bandung.

## **RESULTS AND DISCUSSION**

### **Results**

Study done in range time six month , begins from January to June , around the Curug area Cilengkrang , West Java. The data collection process involves team researchers consisting of from expert environmental , biological , and geographic . Survey field held For measure various physical parameters like waterfall height , temperature air , and density vegetation . Apart from that , the team also did observation to the presence and behavior of endemic fauna around the research area . Geospatial data obtained through mapping field use GPS devices and analysis image satellite .

The results of data analysis show that Waterfall Cilengkrang own riches very amazing nature . High and fast waterfall give stunning views for visitors who come . Additionally , survey field reveal existence various species plants and animals endemic , which becomes indicator the height biodiversity around the area . Geospatial data also shows this pattern use diverse land , with part large area still awake as area conservation nature .

Diversity nature found in Curug Cilengkrang become proof will importance guard sustainability environment . With know potency owned nature , can taken steps more protection effective . Through results This is expected will appear more awareness big will importance conservation nature , as well effort concrete in guard sustainability ecosystem Waterfall Cilengkrang and its environment .

## Discussion

Research result This in a way consistent support draft continuity ecology and ecotourism in management Waterfall Cilengkrang . Riches revealed nature through survey field and geospatial data analysis confirm potency tour great nature from Waterfall Cilengkrang , who got it become Power pull for traveler local nor abroad . However So , it's important For consider protection environment in development tourism in the area , use ensure that growth tour No damage fragile ecosystem .

Implications theoretical from results This highlighting importance integrate draft continuity in management tour nature , as well necessity cooperation between government , society local , and party private in guard sustainability natural Waterfall Cilengkrang . By practical , results this also delivers guide for taker policy in formulate sustainable management strategies For utilise potency tourism and conservation natural Waterfall Cilengkrang optimally .

## CONCLUSION

The conclusion of this research confirms that Curug Cilengkrang has great potential as an attractive natural tourist destination and an important conservation area. Through a combination of field survey approaches and geospatial data analysis , this research succeeded in revealing the extraordinary natural riches and high biodiversity around Curug Cilengkrang . These findings provide strong support for the concept of ecological sustainability and ecotourism in the management of Cilengkrang Waterfall , emphasizing the need to maintain a balance between tourism development and environmental conservation.

However, it should be remembered that the results of this study have limitations, especially in terms of the coverage of the research area and the limited data collection period. Therefore, more in-depth and extensive further research is needed to deepen understanding of the potential and challenges faced by Cilengkrang Waterfall . It is recommended that further research involve more aspects, such as studying the socio-economic impact of tourism on local communities, as well as evaluating the effectiveness of management strategies that have been implemented.

From a practical perspective, the recommendation for managers and stakeholders is to develop an action plan based on sustainability principles, involving active participation from local communities in the decision-making process. Apart from that, further efforts need to be made in promoting and marketing Cilengkrang Waterfall as an environmentally friendly tourist

destination, both locally and internationally, in order to increase tourist visits and local economic income.

Overall, this research makes an important contribution to the understanding of the tourism potential and nature conservation of Curug Cilengkrang . With a holistic and sustainable approach, it is hoped that an optimal balance can be achieved between tourism development and nature conservation, so that Cilengkrang Waterfall can continue to be a beautiful natural heritage for future generations.

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