



From Nature to Tourism: Exploring Geographical Potential to Enhance the Attraction of Nature Tourism

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ABSTRACT

Purpose of the study: The purpose of this study is to identify the development potential of the Cipondoh Lake area by studying a number of factors, namely physical characteristics, socio-cultural, accessibility, facilities, and ecological conditions in the Situ Cipondoh area.

Methodology: The research method used is a descriptive method with a qualitative approach. The sampling technique used is the accidental technique, then the data that has been analyzed is presented in a descriptive analysis using a single frequency table. The data presented is then interpreted based on existing theories and measured with appropriate presentation. Data collection in this study was carried out using questionnaires, interviews, observations, and documentation.

Main Findings: The results found in this study indicate that the physical condition of Situ Cipondoh's potential has a score of 11, which means it is not yet sufficiently supportive. Furthermore, the socio-cultural potential gets a score of 40, which means it is supportive. The accessibility potential gets a score of 13, which means it is very supportive, and the existing facility score is 10, which means it is supportive. The total overall score is 74, which indicates that Situ Cipondoh is supportive and worthy of being a tourist area.

Novelty/Originality of this study: This research provides novelty by exploring geographical potential as a major factor in increasing the attractiveness of natural tourism, which previously received less attention in the development of natural resource-based tourist destinations.

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1. INTRODUCTION

Humans as caliphs on earth should be able to use reason to explore knowledge so that they can take advantage of it for the welfare of the world and the hereafter [1]. Allah SWT sends down rain as a gift for the lives of all creatures, including humans [2]. With rain, various types of plants grow that support human life. The rain then seeps into the lowlands, forming lakes, and some flow into rivers that irrigate rice fields and fields and finally flow into the ocean. The presence of rain or water is very important for survival, both for plants, animals, and humans themselves [3]. Therefore, humans try to build irrigation, dams, and artificial lakes to support survival.

The tourism sector in Indonesia is an important economic sector [4], [5]. Natural and cultural wealth are the main components of tourism in Indonesia [6]. Indonesia has natural wealth that includes a tropical climate, 17,508 islands (6,000 of which are uninhabited), and the third longest coastline in the world after Canada and the

European Union [7]-[9]. Indonesia is also the largest and most populous archipelagic country in the world [10], [11]. Tourism has become a strategic sector that contributes greatly to the country's foreign exchange and regional income [12]-[14]. Tourism activities can drive the economic sector in a region, because tourism develops industries that create jobs and support the development of facilities such as accommodation, transportation, and other services [15]-[17].

Tourism is a journey from one place to another carried out by individuals or groups with the aim of seeking happiness and getting to know the environment, both in social, cultural, natural, and scientific dimensions [18]. For this reason, tourism needs to be supported by adequate facilities, services, and infrastructure from the government, entrepreneurs, or the community [19], [20]. Tourism development involves selling the attractions of an area, in the form of natural beauty and culture. Indonesia has abundant natural potential that can be developed into tourist attractions [21], [22]. Currently, many regions in Indonesia are actively developing tourism potential by utilizing natural resources.

However, to become a tourist destination, an area must meet at least five conditions: culture, nature, culinary, society, and access to transportation and infrastructure facilities such as hotels, restaurants, and shopping centers. Situ, in Sundanese, refers to a natural or artificial lake that is relatively small compared to a large lake. Situ is a water reservoir that is formed naturally or artificially, which comes from surface water flow as part of the hydrological cycle and functions as a nature protection area.

Situ Cipondoh, located in Tangerang City, is a lake that has great potential to be used as a water tourism object. With an area of 50 hectares, Situ Cipondoh is already known as a local tourist attraction, especially for children and adults, especially in the afternoon. Its easy accessibility from various directions makes this lake have great potential to become an attractive tourist destination. However, the condition of the facilities and infrastructure around Situ Cipondoh is still not optimal. The lack of supporting facilities such as boats, water bikes, toilets, clean water, parking lots, as well as less than optimal promotion and management make Situ Cipondoh not yet fully an attractive tourist attraction. Therefore, the development of Situ Cipondoh as a water tourism object must be carried out with systematic management and supporting programs, so that this area can develop into a mainstay tourist destination in Tangerang City.

Gap analysis between previous studies conducted by Acharya et al [23] and the current study reveals differences in focus and methodological approaches. The previous study focused more on the application of spatial analysis methods such as AHP and GIS to assess the suitability of geo-ecotourism sites for sustainable and resilient tourism planning objectives in a specific region, namely West Bengal. While this approach provides in-depth insights into the potential of the site, it is limited in terms of expanding the geographical scope and broader cultural context. On the other hand, the current study attempts to explore the geographical potential in a more holistic manner by considering broader and dynamic eco-tourism attractions and how geographical factors can enhance eco-tourism attractions more globally. This gap opens up opportunities for the development of a more comprehensive model that integrates spatial analysis with broader cultural and socio-economic aspects to optimize eco-tourism potential sustainably.

This research has significant novelty, as it focuses on a broader geographical approach to identify and optimize nature tourism potential in various regions, without being limited to one specific location. Unlike previous studies that often focus on technical spatial analysis such as AHP and GIS to assess site suitability, this research seeks to explore how geographical factors-including topography, climate, biodiversity, and accessibility-can be combined with the needs of sustainable future tourism. The urgency of this research is also very high, considering the increasing demand for environmentally friendly nature tourism amidst the challenges of climate change and global environmental degradation. By identifying and utilizing geographical potential more carefully, this research is expected to provide practical guidance for the development of tourist destinations that are not only attractive, but also sustainable and resistant to the impacts of environmental change, so that they can contribute to local economic recovery and nature conservation.

Based on the description above, the author is interested in examining the condition of tourist attractions from a geographical perspective, with the aim of determining the characteristics of tourism potential in Situ Cipondoh and analyzing the existing geographical potential to develop this area as a tourist attraction.

2. RESEARCH METHOD

2.1. Research Method

The research method used in this study is a qualitative descriptive method. Qualitative descriptive methods are related to data collection to provide an overview or confirmation of a phenomenon or symptom, as well as answer questions related to the object of research [24]. The implementation of qualitative descriptive methods is not only limited to data collection, description, and organization, but also includes data analysis and interpretation.

2.2. Population and Sample

Before the research was conducted, the author first determined the population to be studied. Population is a generalization area consisting of objects/subjects that have certain qualities and characteristics determined by the researcher to be studied and then conclusions drawn [25]-[27]. The population in this study includes human and regional populations. The human population consists of the community, visitors, or tourists, and managers. As for the regional population, the object of research is the Situ Cipondoh area, Cipondoh District.

A sample is part of the number and characteristics possessed by a population [28], [29]. The sampling technique for tourists was carried out using the accidental technique, namely 40 people, where the determination of the sample was based on a meeting that happened to occur with the researcher. The population sample taken was 10 people who live around Situ Cipondoh using a stratified random sampling technique. Meanwhile, for the tourist sample, 27 people were selected based on the distance from their residence to Situ Cipondoh. The 3 respondents who were selected purposively were managers who were considered to understand the conditions of the research object.

2.3. Data Collection Techniques

Data collection techniques in this study were carried out using several methods to obtain relevant and in-depth information regarding the condition of the Situ Cipondoh tourist attraction. First, the observation method was used to directly observe the phenomena that occurred in the field, especially in the Situ Cipondoh area. This observation involved observing three main components, namely the place, actors (visitors), and activities carried out by visitors at the location. This observation was carried out without using any other tools other than direct observation, with the aim of obtaining valid data regarding the existing situation [30].

Second, interviews were conducted to explore more specific information related to the research object [31]. This interview used a semi-structured guide containing previously prepared questions, but also provided an opportunity for respondents to provide additional information relevant to the study. This interview was conducted with visitors, the surrounding community, and Situ Cipondoh managers to obtain a more comprehensive perspective on the condition of the tourist attraction. Third, the questionnaire technique was used to collect quantitative data from tourists visiting Situ Cipondoh. This questionnaire consists of a series of questions intended to measure visitors' perceptions and experiences regarding the tourist attraction. The questionnaire was distributed directly to visitors until the desired number of respondents was achieved.

Fourth, the documentation technique was used to collect secondary data related to the profile of the Situ Cipondoh area, such as pictures, quotes, and other documents that support the research. This documentation aims to complement the data obtained from observations, interviews, and questionnaires, so as to provide a more complete picture of the tourist attraction being studied. By using a combination of these techniques, this study aims to obtain comprehensive and valid data on the potential of Situ Cipondoh as a tourist attraction and the factors that influence tourism development in the area.

2.4. Data Analysis Techniques

The data analysis technique in this study was carried out with two main approaches to process and interpret the data that had been collected. First, the scoring analysis method was used to evaluate the potential of Situ Cipondoh as a tourist attraction. In this method, each variable related to the tourist attraction, such as physical conditions, accessibility, facilities, and socio-cultural attractions, is given a value or score based on the results of observations and interviews. This assessment was carried out to classify the potential of Situ Cipondoh, with the aim of knowing the extent to which the area meets the criteria as a tourist attraction that is worthy of being developed.

Second, the qualitative descriptive analysis method was used to organize and interpret data obtained from interviews, observations, and questionnaires. The data that had been collected was then presented in the form of a single frequency table to describe the distribution of existing responses. Each result obtained will be interpreted based on relevant theories and analyzed descriptively to provide a deeper understanding of the tourism potential in Situ Cipondoh. Through this analysis, it is hoped that findings can be found that support the development of the area as an attractive and sustainable tourist destination. By using these two analysis methods, this study aims to produce useful recommendations for the development of tourism potential in Situ Cipondoh, as well as provide a clear picture of the factors that influence the attractiveness and sustainability of the tourist attraction.

2.5. Research Procedures

The research procedure begins with the preparation stage, namely determining the research location and selecting a population consisting of the surrounding community, visitors, and managers of Situ Cipondoh. After that, the researcher collected data using four main techniques: direct observation to record the physical conditions and activities taking place in the Situ Cipondoh area, interviews with selected respondents using a semi-structured interview guide, distributing questionnaires to visitors to obtain quantitative data on their perceptions and experiences, and documentation to collect additional information related to the profile of the area and existing

activities. Furthermore, the data obtained were analyzed using qualitative descriptive methods and scoring analysis to evaluate the potential of Situ Cipondoh as a tourist attraction. The results of this analysis were then interpreted by referring to relevant theories to provide recommendations regarding the development and management of the area. Finally, the research results were compiled in the form of a report that describes the main findings related to the potential and conditions of Situ Cipondoh as a tourist destination.

3. RESULTS AND DISCUSSION

3.1. Social and Cultural Aspects

The term resident refers to all individuals who have lived in a geographical area within the Republic of Indonesia for six months or more, or those who have been residing for less than six months but intend to settle. Based on the results of observations and interviews, it was concluded that in the Cipondoh area, cultural events are very limited. The only cultural event identified is a Pencak Silat performance organized by the Betawi community, which takes place every Saturday and Sunday morning in the Situ Cipondoh area.

3.2. Aspect Accessibility

The Cipondoh Lake area is strategically located, situated right next to KH Asyim Ashyari Street in Tangerang City. This area serves as a main access point for travelers coming from South Jakarta to Tangerang City, and vice versa. The Cipondoh Lake area can be easily accessed from several directions, including:

1. From the Pineapple Garden Toll, Cikokol, Usada Hospital, and continuing to Cipondoh Lake.
2. From the Puri Kembangan Toll, Duri Kosambi, Gondrong, and then to Situ Cipondoh.
3. From the Green Lake City Toll, Gondrong, and then to Situ Cipondoh, or from Kali Deres Terminal, Ampera, Poris, continuing to Situ Cipondoh.
4. From Blok M Terminal, Ciledug, and then to Cipondoh Lake.

For tourists using public transportation, there are several options available, including the urban transport (angkot) B.02 route from Cikokol to Cipondoh and the R.10 public transportation route to Cipondoh. The frequency of public transportation services to Cipondoh is relatively high and well-spread out. Additionally, not far from the Cipondoh Lake area, right across from it, is the Cipondoh District Office, adding to the area's accessibility.

3.3. Aspect Facility

The facilities available at Situ Cipondoh are quite diverse, catering to both recreational and practical needs of visitors. Among the key amenities are a recreational park complete with huts, offering a relaxing space for families and groups to enjoy. The area is also marked by a prominent gateway, which serves as the main entry point to Situ Cipondoh. For convenience, there is a spacious parking area, ensuring that visitors can easily find a place to park their vehicles. In addition, the location offers an outbound area for outdoor activities, making it a popular spot for adventure enthusiasts. Public conveniences are well provided for with clean restrooms and bathrooms. For those looking to enjoy local cuisine, there are various culinary spots, including both restaurants and roadside food stalls, allowing visitors to savor a range of tasty meals during their visit. These facilities contribute to making Situ Cipondoh an accessible and enjoyable destination for a wide variety of tourists.

3.4. Analysis Ecology To Potential Cipondoh Lake Tourism

Ecology is the study of the relationships between living organisms and their environment [32]-[34]. The term "ecology" (from Greek "oikos" meaning house and "logos" meaning study) refers to the interaction between living creatures and their surroundings, including both biotic and abiotic components [35]. In this context, humans are considered one of the living organisms whose activities impact the environment. Human influence on the environment is evident in various forms, such as land erosion, pollution, and other environmental disruptions caused by human actions.

In relation to the potential of Situ Cipondoh as a tourism destination, the relationship between humans (tourists) and nature (the lake) reveals a lack of proper interaction. This is evident from the careless disposal of waste by some visitors. While the lack of trash bins in the area is a contributing factor, it should not excuse such behavior. Every visitor must adopt the mindset of preserving and maintaining the tourism site. Improper waste disposal not only causes unpleasant odors but also detracts from the beauty of the surrounding area, making it less appealing for other visitors.

Additionally, the management of Situ Cipondoh has not yet reached its full potential. The absence of basic facilities, such as trash bins and access to clean water in public restrooms, exacerbates the problem. These are essential components of any tourism site. Moreover, residents living around Situ Cipondoh should also take responsibility for maintaining the area. It is alarming to note that the water quality of the lake has been categorized as heavily polluted, with a pollution rate of 13.68% as of November 2015 in the Southwest/Perum PDK area. This

pollution, largely caused by waste dumping from nearby abandoned housing, severely affects the ecosystem in Situ Cipondoh.

Water quality in Situ Cipondoh requires urgent attention from the relevant authorities and management parties. If left unaddressed, the ongoing pollution will disrupt the local ecosystem and pose health risks, such as the spread of diseases like dengue fever, dysentery, and conjunctivitis. Therefore, revitalization efforts are needed, not only in terms of infrastructure but also in addressing environmental concerns to ensure the long-term sustainability of the area.

Table 1. Number of Award Results

No	Parameter	Scoring Results	Category
1	Condition physique	11	Not Supported
2	Social and cultural conditions	40	Support
3	Accessibility	13	Very Supportive
4	Facility	10	Support
	Amount	74	Support

Based on the overall scoring results, Situ Cipondoh has been classified into Class II, which means it has a supportive potential for tourism development. This classification is based on various factors such as physical, social, cultural, accessibility, and facilities available in the area.

On the social and cultural aspect, the area scored 40, indicating strong support for tourism development. According to an interview with the head of Cipondoh Lake Management, martial arts training from the Betawi Cipondoh community is held every Saturday and Sunday morning. This shows a connection between the local community and Situ Cipondoh through cultural activities. However, the writer believes this is not enough and that more cultural activities should be added to enhance the uniqueness of Situ Cipondoh as a tourism destination and to attract more visitors.

The accessibility aspect scored 13, reflecting a very supportive factor. The strategic location of Cipondoh Lake, situated along KH Hasyim Asyari Street, a major road in Tangerang City that connects Tangerang and Jakarta, makes it easily accessible. However, the proximity to the road leads to unavoidable air and noise pollution, which disturbs the ecological condition around Situ Cipondoh.

In terms of facilities, the area scored 10, suggesting moderate support for tourism development. Based on observations, available facilities include parks, parking areas, an outbound area, toilets, and culinary stalls. Additionally, there is a government office and the Cipondoh sub-district office nearby. While the facilities at Situ Cipondoh are fairly adequate, there are areas for improvement. The toilets are poorly maintained, with dirty water, which could discourage visitors from using the facilities. Similarly, the outbound area is not well-maintained, which could reduce visitors' interest and negatively impact revenue from this facility. Moreover, the lack of typical souvenirs from the area limits its potential. Therefore, collaboration between the government and management is crucial to further develop Cipondoh Lake's tourism.

In the effort to develop Cipondoh Lake as a tourist destination, ecological aspects must be taken into account, and tourism infrastructure should be built outside the natural boundaries to avoid damaging vegetation like trees. The concept of ecotourism, which emphasizes responsible tourism, conservation, and cultural preservation, should be applied [36]-[38]. This approach ensures the sustainability of the area while benefiting the local economy and community. Active participation from both the community and the government is essential in planning and supervising efforts to preserve the natural integrity of the area [39], [40].

Despite the limitations mentioned, there are signs of positive management, with the majority of Cipondoh Lake being managed by the local community of RW 02 Cipondoh Subdistrict, led by Mr. Jack Sani. The lack of government assistance has not dampened the community's spirit to develop tourism in the area. The interaction between the residents of RW 02 and Situ Cipondoh demonstrates a strong ecological relationship.

In conclusion, while there are many aspects that still need improvement, such as water quality, waste management, facilities, and infrastructure, Situ Cipondoh has great tourism potential due to its strategic location and natural beauty. To address the existing shortcomings, the government, managers, and local residents must work together and actively participate in the preservation, maintenance, and optimization of the area. This collaboration will ensure that Situ Cipondoh becomes a favored tourist destination in Tangerang City and Banten Province.

The impact of this research can make a significant contribution to the development of more sustainable and inclusive tourism, especially in raising awareness of the importance of nature conservation in the tourism industry. By mapping the geographical potential and natural diversity in more depth, this research can help design more attractive tourism destinations, improve local economies, and strengthen environmental resilience to climate change. However, this research also has several limitations. One is the difficulty in integrating spatial and socio-economic data that vary greatly between regions, which can affect the accuracy and sustainability of the

recommendations produced. In addition, the reliance on technologies such as GIS and spatial analysis can limit a more holistic understanding of socio-cultural dynamics on the ground. This research must also consider the practical challenges in implementing the proposed policies, given the complexity of natural resource management and community participation that is not necessarily well coordinated at the local level.

4. CONCLUSION

The characteristics of the tourism potential of Cipondoh Lake can be categorized into four main aspects: physical, social and cultural, accessibility, and facilities. Based on the study results, the physical condition of Cipondoh Lake scored 11, indicating insufficient support. The social and cultural potential scored 40, which suggests that it is supportive for tourism development. Accessibility scored 13, reflecting strong support, while facilities scored 10, indicating moderate support. Overall, the total score is 74, which shows that Cipondoh Lake has the potential to become a viable tourism area. Despite these positive indicators, several aspects of Cipondoh Lake still need improvement. For instance, the water quality around the lake is categorized as polluted, waste management issues persist, and infrastructure facilities are suboptimal. These challenges, along with the limitations in management, prevent Cipondoh Lake from being fully developed as a premier tourism destination. However, its strategic location and status as the largest lake in Tangerang City make it a promising tourism asset. To overcome these shortcomings, cooperation among the government, management teams, and the surrounding community is essential. Active participation from all stakeholders is necessary to maintain, care for, preserve, and optimize the ecological conditions of Cipondoh Lake. By doing so, the area can transform into a favored tourist destination, benefiting not only Tangerang City but also the broader Banten province. For further research, it is recommended to integrate spatial analysis with a participatory approach involving local communities, to ensure the sustainability and relevance of recommendations in developing nature tourism that is sensitive to the local social and cultural context. For further research, it is recommended to integrate spatial analysis with a participatory approach involving local communities, to ensure the sustainability and relevance of recommendations in developing nature tourism that is sensitive to the local social and cultural context.

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