
Banyumas Regency Tourism Potential

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Abstract

In line with the government's program to develop creative industries in Indonesia until 2025. The tourism industry is expected to be one of the triggering industries for creative economic growth. This journal aims to provide an overview of the tourism industry and economic activities related to this industry in the Banyumas Regency. The data used in the form of hotel occupancy data, length of stay of tourists, and number of tourists taken from the Banyumas Regency BPS. The data is used to find out how big the impact of tourism is on the community. Banyumas Regency's tourism industry still relies on natural tourism. Some of the attractions that are in need of attention of local governments because of conditions that are not maintained, thus reducing the interest of visitors. Various tourism potentials are still being developed such as a culture that blends from Javanese culture and Sundanese culture and also a combination of natural tourism and cultural tourism can develop

Keywords

Creative industries, Nature tourism, BPS, and Industry

INTRODUCTION

The tourism industry has become an important concern since President Joko Widodo took office. This is because tourism potential in Indonesia is still not widely known by the public and foreign tourists even though the tour has its own uniqueness and is also in line with President Joko Widodo's program for the development of creative industries in Indonesia until 2025. The Pariwisata Office also said that tourism development in an area could developing the economy of the community around this can also reduce poverty. Thus there is an expected economic influence as a result of this industrial development.

The existence of the tourism industry should contribute to society because of the relationship between tourism and local communities. As stated by the Sultan (2013) the empowerment of local culture as a force in tourism development is one of the emerging trends in tourism management today. Increasing the number of tourists from domestic and foreign countries can boost the Regional Original Income (PAD). The relationship between the tourism sector and PAD is a functional relationship, because the tourism sector is one of the sectors that gets top priority in order to improve the regional economic structure and can increase independence and competitiveness. Thus it is

expected to make a sizeable contribution to PAD.

The successful development of the tourism sector, means it will increase its role in regional revenue, where tourism is the main component by taking into account also the factors that influence it, such as the number of attractions offered, the number of tourists visiting both domestic and international, hotel occupancy rates, per capita income, the size of the hotel and restaurant tax, and the size of the tourist attraction fees. The tourism industry has good prospects for regional economic development. This journal aims to describe the development of the tourism industry and economic activities related to this industry in the Banyumas Regency.

RESEARCH METHODS

This study uses descriptive research on tourism in the Banyumas Regency and the surrounding economic activities. The data is taken from secondary data from the Central Bureau of Statistics (BPS) of Banyumas Regency. The data used in the form of hotel occupancy rates, length of stay of tourists, and number of tourists. The data is used to find out how big the impact of tourism is on society.

RESULTS AND DISCUSSION

Banyuams Regency has a myriad of tourism that is not yet known by the domestic community and foreign tourists. In Banyumas Regency there is a diversity of tourism from natural tourism, religious tourism, to educational tourism, namely museums. Of course to increase tourists to the Banyumas Regency requires an appropriate marketing strategy and this must be done from the layers of government, related agencies, and the community of Banyumas in particular. There are several marketing strategies that can be carried out such as: (1) Conducting Island promotions to various mass media, namely print media, electronic media and also online media. This is because the mass media has a strong enough influence on the target especially tourists; (2) Making booklets, leaflets and guide books containing tourism information in Banyumas Regency; (3) Promoting and cooperating with airlines and several airports in Indonesia. The Banyumas Regency Culture and Tourism Office conducted promotions to several international airports, namely Yogyakarta, Semarang and Solo; (4) the Culture and Tourism Office of Banyumas Regency conducts outreach and socialization for tourism actors.

The increase in tourism previously in 2009 from 13 tourist sites to 14 tourist sites in 2013. In 2013 the Banyumas district government allowed the construction of Andhang Pangrenan Recreational Park tourism in Purwokerto. The existence of a city park does not seem to have an impact on foreign tourists. This park functions more as a place of recreation for local people. As the data in Table.1 from year to year, Baturaden Lokawisata has always been a tourist center visited by tourists. Tours with beautiful natural scenery and various cultural attractions that are displayed always attract visitors. Not far from the area lies the tourist attraction Pancuran Seven and Pancuran Tiga. Both of these locations offer natural hot spring tourism. To reach this location tourists have to walk along more than 5 km. The scenery along the road leading to the foot of Mount Slamet and the cool air and then there are hot spring baths seems attractive to tourists by remembering the facilities provided on these two objects are very simple. Attractions around the Baturaden area are all managed by the Banyumas Regency Government. The facilities provided by the government are simple and modest.

Banyumas Regency also offers cultural tourism which includes religious tourism, museums and cultural sites. Cultural tourism of the Wayang Sendang Mas Museum features various puppet collections in the area around Banyumas. Included in this tour package is a search for Banyumasan culture. The number of historical museum tourists decreased in 2010. This could happen because of poorly maintained tourist location conditions. This museum is located in the middle of a city forest park and because of the condition of the forests that are currently untreated, rarely knows where it is. Then according to the data in Table.1 the Wayang Sendang Mas Museum has increased in 2011 to 2012 there can also be an improvement in the place of the Wayang Sendang Mas Museum by the Banyumas Regency Government. Religious tourism began to be visited a lot. Saka Tunggal Mosque has been attracting tourists from year to year. Various improvements and tour packages are offered around the location making it interesting. Tourists can enjoy religious tourism as well as traditional cultural offerings in Banyumas Regency.

Kalibacin hot springs do not show a significant upward trend in visitors. From 2009 to 2013 only around 5900 to 6000 visitors each year. This is due to the lack of attention of the Banyumas Regency Government to the Kalibacin hot spring. Visitors are only given a hot spring bathing suit facility without any other facilities being the center of attention to come to the Kalibacin hot spring. Visitors to the Kalibacin hot spring are only visited by the surrounding community. This is due to the lack of attractive marketing strategies carried out so far by the Banyumas Regency Government to attract foreign tourists.

Table 1. Number of Tourism Object Visitors in Banyumas Regency for the Period of 2009-2013

Tourism site	Visitors (People)		
	2009	2010	2011
Curug Cipendok	52349	5101	48446
Telaga Sunyi	3415	3020	3089
Pancuran Tiga	25111	3860	40634
Pancuran Tujuh	21894	2380	17568
Bumi Perkemahan Baturaden	1750	2569	1213
Lokawisata Baturaden	346873	3528	39329
		23	1

Kalibacin	5988	5859	5853
Wanawisata Baturaden	13066	9136	10108
Curug Gede	22605	2071 4	23729
Curug Ceheng	12950	1223 4	11978
Museum Wayang Sendang Mas	1702	1197	1989
THR Pangsar Soedirman	12356	1130 6	8833
The mosque Saka Tunggal	5765	8433	12573
recreational park Andhang Pangrenan	0	0	27307 6
	Visitors (People)		
Tourism site	2012	2013	
Curug Cipendok	50986	48450	
Telaga Sunyi	3670	4496	
Pancuran Tiga	50539	53507	
Pancuran Tujuh Bumi	38208	20714	
Perkemahan Baturaden	1359	1709	
Lokawisata Baturaden	44285	43311	
Kalibacin	5	6	
Wanawisata Baturaden	5868	6002	
Curug Gede	10550	11796	
Curug Ceheng	24234	24803	
Museum Wayang Sendang Mas	10654	8319	
THR Pangsar Soedirman	1983	1124	
The mosque Saka Tunggal	10587	9196	
recreational park Andhang Pangrenan	11072	13388	
	28948	23002	
	6	8	

Source: BPS of Banyumas Regency

Various forms of promotion can be done by local governments to attract tourists. Utilization of local cultural activities such as the upload ceremony before fasting or Jaro Rojap ceremony to capture the interests of foreign tourists and hand in hand introducing the local culture of the community also offers the beauty of existing natural attractions. Local governments can take advantage of activities carried out by the government and the provincial government to promote the tourism it has. The launch of the Visit of Central Java in 2013 did not include the Banyumas district in the tour. Borobudur is an icon of tourism in Central Java which is already very well known in the world followed by cultural tourism in Solo

so that these two regions are included in the travel agenda list. However, the Banyumas Regional Government can send various forms of promotion such as brochures as a way of promoting its tourism industry which is entrusted at tourist sites that are included in the agenda of the Central Java tourist route. The existence of the 2013 Central Java visit program opens Banyumas opportunities to carry out effective promotions.

Nature tourism is a mainstay of Banyumas tourism. Tourism development carried out in 2001 until 2012 relied on the beauty and natural wealth of the surroundings. For example the development of the Dreamland water tourism site. The development of this tour follows the current tourist trend by utilizing the wealth of water and views of the surrounding hills. This development is a continuation of the surrounding natural attractions namely Cipendok waterfall. Tourists can visit both places with the same route. Tourism Development in Banyumas is built in a sustainable manner. It can be seen that cultural tourism can actually be a leading tourist attraction in Banyumas. The condition of Banyumas which is geographically located within the borders of Javanese and Sundanese culture has given rise to its own cultural characteristics which absorb the influence of both cultures. The existence of tourist sites must also be supported by adequate facilities. This facility is like a mosque, a parking lot, a place to eat, a toilet. These facilities become standard facilities at tourist sites. Other facilities which are also important as a tourist attraction, especially from outside the city, are hotel and lodging facilities. In each tourist spot is also given a center of souvenirs so that the community around the tourist attractions get income from selling souvenirs typical of Banyumas.

Table.2. Number of Hotels and Rooms in Banyumas Regency Year 2002-2014

Tahun	Hotel Bintang		Hotel Non Bintang	
	Unit	Kamar	Unit	Kamar
2002	5	353	136	1842
2003	5	262	137	1881
2004	5	359	137	1881
2005	5	470	151	2128
2006	5	470	151	2128
2007	5	368	167	2355

2008	5	369	169	2994	2009	9,707	469,802	479,509
2009	6	369	163	2289	2010	2,230	556,001	558,231
2010	7	444	166	2562	2011	3,605	454,942	458,547
2011	9	637	164	2405	2012	10,014	419,189	429,203
2012	7	411	166	2998	2013	5,474	510,593	516,067
2013	11	857	168	2824	2014	2,720	344,097	346,817
2014	11	862	171	2969				

Source: BPS of Banyumas Regency

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Some conditions can be the cause of many local tourists staying at jasmine hotels. First, there are more jasmine hotels and most of them are scattered in nature tourism locations. Tourist attraction that is visited by many natural attractions, so consumers prefer lodging close to tourist sites. However, jasmine hotels are also available near realistic religious tourism and cultural tourism, although in small amounts. The second reason, because prices are more affordable by tourists. Some budget hotels located in the Baturaden tourist complex offer cheap prices with adequate facilities. The cleanliness and safety of jasmine hotels is guaranteed because the hoteliers are aware of intense competition in the lodging business.

In some periods also seemed to increase. But the existence of star hotels is still focused in urban areas. This hotel function has the main market objective to be a place to stay for people who have affairs in the Regency of Banyumas, especially the Capital District, Purwokerto. The price offered between one hotel to another is also the same and the position of the star hotel is too far to reach tourism around the Banyumas Regency. Of course the local government also has a goal if a five-star hotel is built near tourism, it will shut down the jasmine hotel business that is around the tour.

Table 3. Number of Foreign and Archipelago Travelers Who Stay at Hotels in Banyumas Regency in 2002 – 2014

Year	Traveler Overseas	Traveler Domestic	Amount
2002	7,308	311,292	318,600
2003	4,884	325,834	330,718
2004	5,597	316,260	321,857
2005	6,328	355,193	361,521
2006	6,602	337,676	344,278
2007	8,237	399,494	407,731
2008	10,272	539,401	549,673

From Table 3 it can be seen that the dominant local tourists staying at jasmine and starred hotels. This also proves that local tourists are dominant in every tourist visit in Banyumas Regency. In total only from 300,000 to 450,000 although there have been a number of years of which 500,000 have stayed. The number of foreign and local tourists is also relatively fluctuating, it can also be seen that local tourists are bored to visit tourist attractions that are just like that so that innovation is needed to attract visitors.

The longer the tourists stay the more expenditure will be the consumption of tourists. Their expenditure is not only for consumption of primary needs that will kill the culinary industry, but also the consumption of local handicrafts. Various creative industries were lifted up and sold in the presence of tourism. One of the emerging creative industries is the performing arts. Traditional performing arts such as Calung and Ebeg often appear at Baturaden tours. The traditional arts group that always fills events at this tour consists of groups of children and adult groups. On average, one Calung arts group is 24 people. Ebeg artistry consists of an average of 20 people because it consists of gamelan musicians and Ebeg dancers.

The Banyumas batik industry has also been elevated along with the development of Banyumas tourism. In the Baturaden tourism location there is a batik gallery that displays Banyumasan batik. Banyumasan Batik has at least two of its own styles namely Baturadenan and Sokaraja styles. Each has its own characteristics. Baturadenan batik has a different color from Sokaraja typical Banyumas batik. The style, color and detail of this batik will depend on the area of the craftsmen. Tourists will also look for local specialties for souvenirs. Banyumasan typical foods include mino, chips, jenang jacket and fried getuk. This food is available at every tourist location.

CONCLUSIONS

For the future development of tourism it is better to lead to the use of nature around the Banyumas Regency because its position close to the foot of Mount Slamet will certainly get an innovation-innovation for further tourism development. Then the existing tour must be given adequate facilities to be considered suitable as a tourist spot. Innovation is also needed for existing tours so that the tours built are not in vain. Tourism management must also be both structural and functional in order to have benefits for the government and the community.

Lokal, <http://komunikasi.unsoed.ac.id/sites/default/files/59.sulton%20poenya.pdf>

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