Development Strategy Analysis Of Baturraden Natural Tourism Destination In Banyumas Regency

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Abstract. This study aimed to analyze the strategy for developing Baturraden natural tourism destinations in Banyumas Regency. The analytical tools used to analyze the strategy accuracy were SWOT and spatial matrix analysis. Based on the results of the analysis, it was concluded that the strategy for developing natural tourism destinations in Baturraden was an aggressive strategy, such as by collaborating with the management of star hotels in arranging events for tourists, developing Banyumas specialty merchandise, organizing routine big-scale events to attract tourists, conducting massive promotions using digital media, and always maintaining the beauty and coolness of the air at the tourist sites.

Keywords: strategy, Baturraden natural tourism destination

1. Introduction

The tourism industry plays a very important role for the Indonesian economy [1] This can be seen from the contribution of the tourism sector to Gross Domestic Product (GDP) which reached 5.25%, with employment reaching 12.7 million people or about ten percent of the total Indonesia working population [2] . The contribution of the tourism sector will continue to increase because of increasingly affordable traveling costs with the support of low cost flights, the number of events in the form of cultural and arts festivals, the quality of improving infrastructure and transportation, and the growth of tourism supporting sectors, such as hotels or accomodations and restaurants. By the development of tourism, hopefully it will be able to create a multilplier effect for the economy, especially in sectors that are directly related to tourism, such as hotel services, restaurants, travel agency services, and other creative businesses.

Banyumas is one of the regencies in Central Java Province which has many tourism destinations, both natural and artificial tourism destinations. One of the well-known natural attractions in Banyumas Regency is Baturraden. Baturraden tourism destination is a natural tourism destination on the southern slopes of Mount Slamet which offers natural beauty and cool air. The coolness of the air is one of the important factors that tourists consider in choosing natural tourism [3]. Competition for tourism destinations is getting tighter due to the high number of new tourism destinations, both natural and artificial tourism destinations that offer various tourist attractions.

In the beginning of 2020, the Corona virus (Covid-19) pandemic occurred in almost all over the world, including in Indonesia. It causes the paralysis of various economic sectors, including the tourism sector, so that the rapidly growing tourism industry was affected. The Corona virus pandemic (Covid-19) has reduced people's interest in traveling [4]. In fact, the tourism sector is one of the economic sectors that has a high multiplier effect on the Indonesian economy. Based on this background, it is necessary to conduct research to formulate a development strategy for Baturraden natural tourism destinations.

2. Research Method

The first step to formulate a strategy was doing analysis of the external environment (opportunities and threats) and analysis of the internal environment (strengths and weaknesses) using a SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats) [5], while to determine the quality size of each on the external and internal factors, the External and Internal Factor Evaluation matrix were used [6]. A space matrix analysis was used to clearly show the vector direction of the development strategy for Baturraden natural tourism destinations [7].

3. Results And Discussion

3.1. Baturraden Natural Tourism Destination Development Strategy

Based on the results of the SWOT analysis and space analysis matrix, the SWOT-Internal and External analysis tables can be obtained as Table 1.

Table 1. SWOT Analysis – Internal

Strength	Score	Weakness	Score
▪ Baturraden has natural source potentials such as beauty and cool air	5	▪ Promotion through social media is not yet maximal	-2
▪ Baturraden has various market segments	4	▪ Service in each market segment has not had differentiation	-2
▪ Baturraden is an accessible tourism destination	4	▪ Tourism Destinations Manager's Agressiveness in atracting the tourists is not yet maximal	-3
▪ There are many star and non star hotels around the tourism destination	4	▪ There is long bureaucracy in the decision making for tourism destination development	-4
▪ The good tourism awareness level of the surounded society	3	▪ There is high operational costs in land management	-4
▪ Baturraden has already had strong Branding	3	▪ There is not many various tourism spots yet	-3
▪ There are partnerships with various stakeholders to attract the tourists or visitors	2	▪ Culinary Service has not yet arranged attractively	-3
▪ The maintenance of tourism destination has run well	3	▪ There is no available tourist routes that connect each tourism destination	-2
▪ Baturraden tourism destination ticket is still affordable	3		
Average	**3.444**		**-2.875**

Based on the identification of external factors, an evaluation matrix of external factors of Baturraden local tourism destination can be arranged as Table 2.

Table 2. SWOT Analysis – External

Opportunity	Score	Threat	Score
▪ The increase of people's needs to visit tourism destinations.	4	▪ There is increased competition among tourism destinations in attracting tourists.	-4
▪ There is not yet maximum optimization of natural tourism and culture potential.	5	▪ There is limited APBD (Local Government Budget) in tourism destination development.	-3
▪ The advance of information and communication technology.	4	▪ There is a threat of Mount Slamet erruption.	-1
▪ The available opportunities of cooperation with various stakeholders.	3	▪ There is corona virus (Covid-19) pandemic.	-5
▪ The Panglima Besar Jenderal Soedirman Airport in Purbalingga will be operationalized soon.	4		
▪ There will be Tegal-Cilacap Highway Construction so that tourists have easier access.	4		
▪ There will be both direct and indirect employments.	2		
Average	**3.714**		**-3.25**

Based on the results of the analysis of internal and external factors, the vector direction of the Baturraden natural tourism destination strategy can be described as follows,
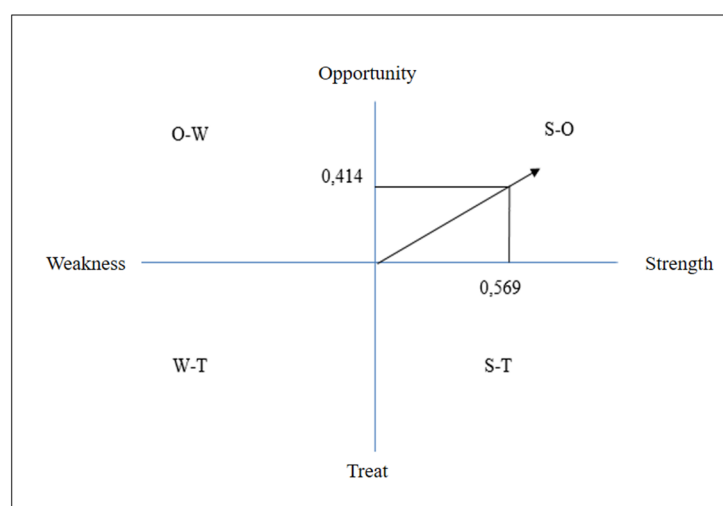

Figure 1. Graph of SWOT Analysis on Baturraden Natural Tourism Destination

Based on the space matrix analysis above, the results of the calculation of the internal factor score are as follows: The average strength score was 3.44 and the average weakness score was -2.875, so the final score of the internal factors was 0.569. While the average opportunity score was 3,714 and

the average threat score was -3.25, so the final score for external factors was 0.414. An overview of the results of the internal and external environment analysis on the Baturraden natural tourism destination is summarized in the following Table 3.

Table 3. SWOT Analysis of Baturraden Natural Tourism Destination

Internal Factor Analysis	**Strength**	**Weakness**
IFAS *Eksternal Factor Analysis* **EFAS**	1. Baturraden has natural source potentials such as beauty and cool air 2. Baturraden has various market segments 3. Baturraden is an accessible tourism destination 4. There are many star and non star hotels around the tourism destination 5. There is good torism awareness level of the surounded society 6. Baturraden has already had strong Branding 7. There are partnerships with various stakeholders to attract the tourists or visitors 8. The maintenance of tourism destination has run well 9. Baturraden tourism destination ticket is still affordable	1. Promotion using social media is not yet maximal 2. Service in each market segment has not had differentiation 3. Tourism Destinations Manager's Agressiveness in atracting the tourists is not yet maximal 4. There is long bureaucracy in the decision making for tourism destination development 5. There is high operational costs in land management 6. There is not many various tourism spots yet 7. Culinary Service has not yet arranged attractively 8. There is no available tourist routes that connect each tourism destination
Opportunity 1. The increase of people's needs to visit tourism destinations. 2. There is not yet maximum optimization of natural tourism and culture potential. 3. The advance of information and communication technology. 4. The available opportunities of cooperation with various stakeholders. 5. The Panglima Besar Jenderal Soedirman Airport in Purbalingga will be operationalized soon. 6. There will be Tegal-	**SO Strategy** 1. Cooperating with star hotel management in arranging events to attract tourists. 2. Developing Banyumas specialty merchandise. 3. Organizing regular big-scale events to attract tourists. 4. Maintaining the beauty and coolness of the air at the tourist sites.	**WO Strategy** 1. Increasing promotion through social media and electronic media. 2. Completeing the tourism destinations with attractive tourism sites 3. Adding more tourist attraction especially at the weekend and on holidays 4. Arranging tourism package which connects each torism destination 5. Cooperating with Perhutani (Indonesia State Forestry Company) to improve tourists routes to Pratin natural torism destinations in Purbalingga 6. Improving human resource quality through various trainings.

Cilacap Highway Construuction so that tourists have easier access. 7. There will be Tegal-Cilacap Highway Construction so that tourists have easier access. 8. There will be both direct and indirect employments		
Threat 1. The increase of cometitiveness among tourism destinations in attracting tourists 2. Limited APBD. 3. (Local Government Budget) in developing tourism destinations. 4. The threat of Mount Slamet eruption. 5. There is Corona virus (Covid-19) pandemic.	**ST Strategy** 1. Collaborating with other tourism destinations to build connected tourist routes. 2. Collaborating with travel agencies. 3. Doing routine evaluation on tourism destination management.	**WT Strategy** 1. Increasing awareness of both the bussines actors and tourists to protect the environment. 2. Increasing the promotion effectivity by changing it into online and social media promotion.

4. Conclusion And Recommendation

Based on the results of the SWOT analysis and space matrix, it can be concluded that the right strategy for the development of Baturraden natural tourism destinations is an aggressive strategy. Aggressive staregy in the development of Baturraden's natural attractions can be done by collaborating with star hotel management in arranging events to attract tourists, developing Banyumas specialty merchandise, organizing routine big-scale events to attract tourists, conducting massive promotions using digital media and always maintaining the beauty and coolness of the air at tourist sites.

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173