

## **Analysis of Potential Mountaineering Tourism in Mount Gede Pangrango National Park in West Java**

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### **Abstract**

This study aims to determine the dominant factors in potential mountaineering tourism and analyze potential strategies in terms of SWOT. This research was using a combination of qualitative and quantitative methods. The strategy was analyzed using Strengths, Weaknesses, Opportunities, and Threats (SWOT) methods on indicators of natural tourist attraction in the form of land, accessibility, management and service, climate, facilities / infrastructure, availability of clean water, security, and marketing. Quantitative data was collected using a questionnaire with a Likert scale, while qualitative data was collected through observation, interviews, and documentation. Respondents for quantitative data were 100 tourists, and those for qualitative data were 21 informants consisting of technical field managers, communities, community climbers, and traveler. The results of the study showed an analysis of the potential of mountain climbing tourism in Mount Gede Pangrango National Park is quite potential and development strategy is needed. The findings in this study show SWOT matrix analysis of policy strategies for potential mountain climbing tourism in Mount Gede Pangrango National Park has the power and opportunity to develop more Progressive Strategy by making Mount Gede Pangrango National Park excellent mountain climbing tourism with its natural beauty and uniqueness.

**Keywords:** Potential, Mountaineering, Tourism, SWOT

## A. Introduction

The beauty of nature in Indonesia is one of the factors driving domestic tourists to enjoy its beauty. One way for tourists to enjoy the natural beauty is by visiting natural destinations such as forest tourism, lake tourism, sea tourism and mountain tourism. One of the natural park attractions that is quite potential is mountain nature tourism. Most tourists who choose mountain nature park tours aim to mountaineering.

National Parks that have mountaineering tourism, one of which is Mount Gede Pangrango National Park located in Cianjur, West Java. Mount Gede Pangrango National Park is one of the forest areas that has natural resource potential that has been used and visited by many domestic tourists because it has its own advantages compared to other tourist destinations.

The advantages of Mountain Gede Pangrango National Park are not only located on mountaineering tourism, but tourists can also enjoy its natural beauty such as Curug Cibeureum waterfall, Cibodas Botanical Garden and Mandalawangi campground on the Cianjur route. Mountain Gede Pangrango National Park is often visited by experienced climbers and beginner mountaineers because it has an easy path to travel. Not only that, Gede Pangrango National Park is only 100 Km from the capital city of Jakarta, and so many transportation facilities that can access tourist sites around the Gede Pangrango National Park is an attraction for domestic and international tourists to visit.

But in the management of mountaineering tourism, Gede Pangrango National Park also faces problems. One of them is that there is still a lack of mountaineers' detention about safety and personal security when doing mountaineering activities. Mountaineering tourism is an activity that has a high risk, therefore every mountaineers must understand the safety and security of self while mountaineering. The number of supervisory officers in the field is not comparable to the extent of the area and tourists.

Therefore, an analysis is needed to deal with the potential of mountaineering tourism in Gede Pangrango National Park in order to maximize the positive impact of mountaineering tourism potential and prevent the negative impacts of mountaineering tourism. The purpose of this study was to analyze the strategy of development of mountaineering tourism potential based on the strengths, weaknesses, opportunities and threats owned Mount Gede Pangrango National Park.

## B. Literature Review

"The Attraction of Nature Tourism is a Tourist Attraction in the form of diversity and uniqueness of the natural environment" (RIPPARNAS, 2011). "The attraction that has not been developed is a potential resource, it cannot be called a tourist attraction until there are certain types of development. Objects

and attractiveness are the basis for tourism "(Hadiwijoyo, 2012).

Indicator of objects of natural tourist attraction according to the Ministry of Environment and Forestry (2003):

1. Objects of Natural Tourism in the form of Land

All places or natural conditions that have tourism resources that are built and developed so that they have attraction and are endeavored as places visited by tourists

2. Accessibility

A measure of comfort or convenience of the location of land use interact with each other, and the location is easy or difficult it is achieved through transportation (Black in Nurpika, 2012).

3. Tourist Management and Services

The whole process of cooperative activities carried out by a group or more of the people together and simultaneously to achieve the stated goals (Soepardi, 1988).

4. Climate

A synthesis of a weather event over a long period of time, which is statistically sufficient to be used as showing a different statistical value with a state at each time (World Climate Conference, 1979)

5. Facilities and infrastructure

All components that directly affect the enjoyment of travel (Nurbaeti, 2016)

6. Availability of Clean Water

Readiness of a facility (power, goods, capital, budget) to be used or operated within the time specified or available (Indonesia Dictionary, 2002)

7. Security

A condition that is expected to be stable, giving rise to a calm feeling without being accompanied by worries from people who are traveling to a destination and staying for some time (Mahagangga, 2013)

8. Marketing

A total system of business activities designed to plan, determine prices, promote and distribute goods that can satisfy desires and reach the market goals and objectives of the company (Saladin, 2007)

### **C. Research Methodology**

This research is a quantitative study with a SWOT analysis approach to find the management strategy of potential mountaineering tourism of Mountain Gede Pangrango National Park which is carried out by structured questionnaires, interviews, and documentation. Rangkuti in Simasima & Ingkadijaya, 2018 explains that the SWOT Analysis is a systematic identification of various factors to formulate the company's strategy. This research will also use qualitative data to describe the situation in the field. Informants for

qualitative data are 21 people consisting of managers of Mount Gede Pangrango National Park, Communities, mountain climbing communities, and tourists. for quantitative data are 100 respondents consisting of tourists using the Slovin formula.

Because this research method is quantitative and qualitative mix methods, the instruments in this study are researchers (human instruments) and questionnaires. Qualitative data will be calculated on the results of value, rating and score. Qualitative data in the form of observations, interviews and documentation will support qualitative data using SWOT analysis.

## **D. Result**

### **1. Internal Factor Analysis Summary (IFAS)**

Based on qualitative data, the values of value, rating and score were obtained the findings of this study are about strengths and weaknesses. From quantitative data on indicators of land-shaped natural tourist attraction about the natural beauty of the Mount Gede Pangrango area, it is still beautiful to get a high enough value of 0.049. For the statement of the uniqueness of nature possessed by Mount Gede Pangrango is different from other mountain tourism, it gets quite high value which is 0.047. And a statement on the activities of Mount Gede Pangrango nature that is already in accordance with the concept of nature conservation gain value is high at 0.043. While the highest value was obtained for the weaknesses in the statement. Along the mountaineering route of Mount Gede Pangrango found inorganic waste (which is not easily broken down in nature) of 0.048. Based on qualitative data, the attraction of natural tourism in the form of land, has advantages in its natural beauty. Natural conditions that are still natural and beautiful, and different natural conditions are the main attraction for tourists. However, trash was still found around the area which became an obstacle. The management routinely conduct clean-up activities at the current mountaineering tour in the lid.

In the management and service indicators, the highest value obtained from the data stating that when rainfall is high, the manager's policy to close the climbing path is right with a value of 0.050. Based on quantitative data, it was concluded that the management and tourism services of Mount Gede Pangrango is quite good. All policies regarding closure of climbing routes are taken based on natural conditions. As well as the direction given by the officers before the climbing begins, it is more concerned with the safety of climbers, education about adhering to the rules of climbing, and things that need to be considered when there is an emergency situation.

Based on quantitative data on climate indicators, the data showed that the air in Mount Gede Pangrango is cool with a fairly high value of 0.054. Based on qualitative data it was concluded that the climate of Mount Gede Pangrango air still felt cool and cold. Even in rainy conditions, mountaineering can continue. Officials always provide guidance to pay attention to safety when the

weather is rainy.

Based on quantitative data on indicators of facilities and infrastructure obtained the highest value of data that states that the manager has provided a landfill after the climb is completed with a value of 0.048. While the values for the high enough category are obtained from the statement about the condition of the resting post with a value of 0.043. The condition of camping ground with a value of 0.044. Directions with a value of 0.047. The climbing lane conditions is 0.047. There is a guard post with a value of 0.038. Based on qualitative data, it was concluded that the landfill was provided by the manager, located at each basecamp of the climbing route. The facilities themselves are also quite complete with an information center, a resting post, a prayer room, public toilets, camping ground directions, as well as climbing routes that have been made of stone arranged neatly like stairs. This has become a strength for Mount Gede Pangrango in increasing the potential of mountain climbing tourism in terms of supporting facilities.

Based on quantitative data on the indicator of the availability of clean water, the highest value of the data stated that the source of mountain water is easily found with a value of 0.054. In the security indicator, the highest value is obtained from the data stating that the guard is always ready for evacuation if an accident occurs with a value of 0.046. In the marketing indicator, there is a high enough value from the data which states that the entrance fee is cheap with a value of 0.038

## **2. Eksternal Factor Analysis Summary (EFAS)**

From the quantitative data on indicators of land-shaped natural tourist attraction which states that along the climbing route, no activity of natural destruction (e.g: illegal logging and hunting of animals) was found which gained a high enough value of 0.053.

In the accessibility indicator, the highest value is obtained from the data which states that the condition of the road to Mount Gede Pangrango is good and the location is quite close to the city of Jakarta with values of 0.066 and 0.065, respectively. Based on qualitative data, it was concluded that accessibility to Mount Gede Pangrango National Park is quite good. Good road conditions and the close distance from the city of Jakarta is one of the considerations of tourists, but with quite heavy traffic conditions on weekends and long holidays it becomes a difficulty for mountaineers.

In the climate indicator we get the value of the data which states that the air is not contaminated with pollution such as vehicle smoke or factory smoke with a high enough value of 0.068. It was pointed out that as long as the respondents made mountain climbing tours, the air was not not contaminated with vehicle or factory smoke pollution. Meanwhile, the lowest values found in the statement that many Souvenir stores were found in the area of Mount Gede Pangrango and the facilities available along the climbing route contained

no vandalism / destruction by human (e.g: scribble) with values of 0.027 and 0.029 respectively.

In the security indicator, the highest value is obtained from the data stating that no illegal fees are found around the area and inspection of climbers' luggage as a safe step to prevent damage to non-burdensome areas with values of 0.063 and 0.060, respectively. From the quantitative and qualitative data, it can be concluded that the marketing of climbing tourism in Mount Gede Pangrango National Park is not too often seen, because managers focus more on nature conservation. Promotion is carried out if there is a mountain cleaning activity. Promotions are usually carried out by mountain climbers, travel agents, and the Great Hall of Mount Gede Pangrango National Park as managers if there are special activities around the area.

### 3. Potential Mountaineering Tourism in Mount Gede Pangrango National Park

The potential of a mountaineering tourism of Mountain Gede Pangrango National Park can be seen based on strengths and opportunities that have been analyzed based on the SWOT matrix. Based on the results of the weighting, rating, and scores of each indicator, it can be seen the potential of mountaineering tourism in the Mountain Gede Pangrango National Park which is the most important in the following Table 1:

**Table 1.** Quantitative Data of Mountaineering Tourism Potential

<b>Main Strength</b>	<b>Score</b>
Nature Attractions	
• Beauty of Nature	0,221
• Unique of Nature	0,200
Management and Services of Mountaineering	
• Officer directions are easy to understand	0,191
• Line closure policy when rainfall is high	0,228
Climate	
• The air is still cool	0,264
Facilities and Infrastructure	
• Directions	0,201
• The hiking trail is clear	0,198
• Availableity of bins	0,205
Clean water availability	
• Water sources are easy to find	0,263
• Sufficient water source	0,241
<b>Strength Total Score</b>	<b>3,69</b>

<b>Main Opportunity</b>	<b>Score</b>
Accessibility	
• Good road conditions	0,311
• Close distance to Jakarta City	0,300
Climate	
• There are no sources of air pollution	0,334
Security	
• Inspection of goods is not burdensome	0,256
• There are no illegal fees	0,284
Marketing	
• Information on hiking trails is easily found through the website	0,280
<b>Opportunity Total Score</b>	<b>2,93</b>

*Source: IFAS and EFAS Analysis (2018)*

#### 4. Potential Mountaineering Tourism Policy Strategy in the SWOT Matrix Analysis

**SO strategy** to develop (growth) using Progressive Strategy for expansion (enlarging growth) by making the Mountain Gede Pangrango National Park a superior mountain mountaineering tour with the attraction of beauty and unique nature that is close to the city of Jakarta and the city of Bandung. The process of registering mountaineering tours, pictures of available facilities, availability of clean water, and also providing tourist complaint services can be additional features on the official website. Increase the number and quality of human resources to anticipate the security of mountaineering tours.

**ST strategy** with the development of the strategy of using the power that is owned by all the files for registration must be completed at least 1 day before the climb so that the estimated time of the visitor to climb is not hampered by traffic. Before carrying out climbing tours, officers provided directions and education regarding the prohibition of damaging nature and facilities, scribbling, disturbing animals, and other rules. The manager tries to collaborate with the Event Organizer, a community of mountain climbers, travel agents to produce activities that are based on nature conservation and utilize technology to market it.

**The WO strategy** is to take advantage of the opportunities that exist by overcoming the weaknesses that are owned by increasing the concern of tourists about waste through official website articles. Require every tourist to carry a garbage bag by checking first at the guard post by the officer. Officers enforce rules for checking items that have the potential to produce waste, and when mountaineers come down the officers re-check the remaining items and garbage collected by the group of mountaineers.

**The WT strategy** carries out defensive activities aimed at minimizing

existing weaknesses and avoiding threats by adding trash facilities in the basecamp and warning boards to bring down the mountaineers' waste. Always campaigning for garbage-free mountains on the internet media.

### **E. Discussion**

Based on the discussion of the results of the researchers were given recommendations to the parties concerned to be able to develop a policy of potential mountaineering tourism policy in Mount Gede Pangrango National Park through a growth strategy with a Progressive Strategy approach through expansion (enlarging growth) mountain climbing tourism so as to increase tourist visits in Mount Gede Pangrango National Park and can be a superior mountain climbing tourist destination on the island of Java.

First advice for the management of Mountain Gede Pangrango National Park:

1. Maintaining the natural beauty and uniqueness of Mount Gede Pangrango National Park while still imposing a maximum number of 600 climbers visiting each day.
2. Improving coordination with relevant parties in creating a smooth flow of traffic to Mountain Gede Pangrango National Park.
3. Increasing the awareness of mountaineers to avoid vandalism towards the facilities provided by providing education before the mountaineering begins.
4. Schedule routine activities of mountain cleaning and activities that are nature conservation themed by involving the community, community climbers, other government agencies for the creation of garbage-free mountaineering tourism.
5. Promote every mountain cleaning and nature conservation activity by involving sponsors, event organizers, the official website of Mount Gede Pangrango National Park, and Social Media

### **F. Conclusion**

From the results of the Cartesian diagram analysis shows that the potential for mountain climbing tourism in Mount Gede Pangrango National Park has been in quadrant I (positive, positive), this shows that mountain climbing tours are on the right track to carry out a growth strategy, so that it can be used as a superior mountain climbing tour. The results of data analysis also show the right strategy model for mountain climbing tourism management is growth that can reduce existing threats with a Progressive strategy, meaning that it is possible to continue to expand, increase growth and achieve maximum progress to become one of the flagship mountain climbing tours on the island of Java.



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