



# Development Concept of Bamboo Forest Tourism Area in Bekasi City

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**Abstract.** Tourism is one of the largest foreign exchange earners that has a major impact on a country's economy. Indonesia has abundant natural resources that have great potential for development. The development process needs to be supported by various parties such as the government, managers and the community in order to create a tourist attraction desired by the community. This final project will investigate aspects of the development of the bamboo forest area. The purpose of this research is to find out what aspects influence the development process of the Bamboo Forest Area. This research uses descriptive qualitative research methods with data collection techniques namely observation, interviews and literature review. The data source of this research is data from interviews with the manager of the Bamboo Forest Area, tourism staff from the Bekasi City Tourism and Culture Office, and 2 visitors to the Bamboo Forest Area. The results of this study indicate that the aspects that influence the development of a tourist attraction are facilities, accessibility, tourist attractions and organizations that exist in the tourist attraction. It is hoped that the results of this study can provide useful information and insight to the readers.

**Keywords:** Tourism, Tourism Development Concept, Bamboo Forest Tourism Area.

## 1 Introduction

As a country with abundant natural resources, Indonesia has a wealth of natural resources that can become tourism potential (kompas.com, 2023). Indonesia's tourism potential is part of an industrial sector that has great prospects and potential to be developed. The potential is supported by geographical conditions (sea and land around the equator), fertile and panoramic soil layers (due to ecological geography) and diversity of flora and fauna that enrich the content, customs, activities of land and sea communities and so on. The potential and existing natural resources can be developed into attractive tourist attractions. Most of these natural resources have been utilized and developed into several tourist attractions. Given the main attraction of tourists visiting Indonesia is because of its natural beauty and rich cultural arts, it is not surprising that this potential is interesting to develop (Nyoman.S. Pendit, 2002). Tourism development

must be adapted to the environmental and community conditions of the tourist destination. In the stages of development, the parties must pay attention and involve the local community so that the benefits can be felt directly by the local community.

Bekasi City Bamboo Forest Tourism is one of the tourist attractions in Bekasi City in the form of a large park area containing bamboo plants which makes it have fresh air and a beautiful atmosphere. There are various facilities owned by the Bekasi City Bamboo Forest Tour, including gazebos, boats, food and beverage shops, prayer rooms, entertainment stages and toilets. This tourist area was originally a stopover for the 'Orange Frog' troops or city cleaners who were tasked with cleaning the Bekasi river and then the area was better organized by them. The arrangement was welcomed by the residents and the Bekasi City Environmental Agency so that an official letter was issued from the local government to the Bekasi river lovers community forum to manage the area as a tourist area. Along with the better arrangement of the bamboo forest tourism area, many tourists began to come to enjoy the tourist area. Along the way, the development of the bamboo forest tourism area received financial support from the Bekasi City Tourism and Culture Office.



**Fig. 1.** Number of Visitors to the Bamboo Forest Tourism Area Bekasi City in 2022

The data above is data on the number of visitors to the Bekasi City bamboo forest tourism area in 2022. Based on this data, the number of visitors to the Bekasi City bamboo forest tourist area who come every month is not stable. In March there was a surge in tourist visits to the Bekasi City bamboo forest area, but in the following month, namely April, there was a very drastic decline where in April only 255 visitors came. In other months the number of tourist visits tends to fluctuate, meaning that there is instability in the number of visitors who come to the Bekasi City bamboo forest tourism area.

According to (Sulaiman et al., 2022), the development and development of tourism in the country requires the support of all parties ranging from the government to the community. Tourism development is not only the responsibility of the government alone, but also the support and synergy of various parties, namely the government, entrepreneurs, tourist attraction managers, the community, the media and educational institutions. The government as a stakeholder plays a role in making policies and regulations related to national tourism development and providing funding streams in the process

of developing tourist areas. On the other hand, tourism entrepreneurs are interested in investing in the tourism industry, while the tourist area manager is responsible for running the operation of the tourist attraction, including how to make the tourist area has its own charm for tourists. Another party that must also be involved in the development of tourist areas is the community. The community also has a strategic role because the community also acts as tourists who directly enjoy the tourist area. With the synergy of all parties, it is expected that the development and development of tourism in the country will continue to increase according to the expected target.

The Bekasi City bamboo forest tourist area still has many limitations, ranging from accessibility, facilities to information about the attractiveness of the tourist area itself. Therefore, continuous development is needed so that this bamboo forest tourist area can become a tourist area that has its own charm for tourists, not only domestic tourists but also foreign tourists. The development of the tourist area is also intended so that tourists feel comfortable when visiting the Bekasi City bamboo forest tourist area.

## 2 Literature Review

Tourism is an activity that aims to organize tourism services, provide or cultivate objects and tourist attractions (Utama, 2014). According to (The Minister of Law and Human Rights, 2009) Number 10 of 2009 concerning Tourism article 1 paragraph 3, Tourism is a variety of tourist activities supported by various facilities and services provided by the community, entrepreneurs, Central Government and Regional Government. (Anggarini, 2021) argues that the tourism industry is one of the industries that has links with other sectors, because tourism is said to be a combination of phenomena and reciprocal relationships, namely interactions with tourists, business suppliers, governments and tourist destinations as well as tourist communities.

Tourist objects are manifestations of human creation, living systems, cultural arts, and national history, and places or natural conditions that have an attraction for tourists to visit (Asriandi, 2016). A tourist object or tourist spot is a place of recreation or a place to travel. Tourist objects can be natural attractions such as mountains, lakes, rivers, beaches, seas, or in the form of building attractions such as museums, forts, historical sites, and others (Nyoman, 2016). Development is an effort to advance an object to be better and have results for the common good (Wibowo, 2010). An effort to develop or advance a tourist attraction to make it better and more attractive in terms of places and everything in it to be able to attract tourists to visit it is also known as tourism development (Anindita, 2015). (Sinaga, 2010) argues that a tourist attraction can be developed if it has the following elements:

1. Attraction or Tourist Attraction, which is everything that is characteristic or unique and attracts tourists to come to visit tourist attractions.
2. Accessibility or Accessibility, namely the ease of reaching the tourist attractions.
3. Amenity or Supporting Facilities, namely facilities available in tourist attraction areas such as lodging accommodations and restaurants.
4. Institution, which is an institution or organization that manages the tourist attraction.

### 3 Conclusion

Research on the bamboo forest tourism area was carried out by collecting various data, both primary and secondary data, by conducting interviews, observations and literature studies. Direct interviews were conducted with the manager of the bamboo forest area and Adytama Tourism and Creative Economy Junior Expert at the Bekasi City Tourism and Culture Office. Observations were made to obtain direct responses from tourists who were visiting and literature studies were used as a basis for research while fulfilling the data needed.

The Bamboo Forest Tourism Area tourist attraction has its own charm that can attract tourists to visit because around the bamboo forest area there are many bamboo trees that make the air fresh and beautiful atmosphere. There are also several public facilities such as gazebos, water boat rides, and several food centers that can be used by tourists while in the tourist area. Even so, there are several shortcomings that are still owned by the Bamboo Forest Tourism Area such as accessibility to the Bamboo Forest Tourism Area that is not yet feasible, damaged road conditions and parking lots that are far from the main tourist attraction. Based on this, the government in collaboration with the manager of the Bekasi City bamboo forest tourism area made efforts by creating a tourism area development program. It is hoped that with the development program of the Bekasi City bamboo forest tourism area, tourist visits can increase and the area can become the main tourist destination in the Bekasi City area.

In order to carry out the development program of the Bekasi City bamboo forest tourism area, the manager made a strategic plan by focusing on improving accessibility, adding tourist attractions and updating facilities and infrastructure. There are several main aspects that are the focus of the development program for the Bekasi City bamboo forest tourism area, namely:

#### 3.1 Facilities

Facilities are an important aspect in the management of a tourist attraction. facilities can be in the form of facilities and infrastructure prepared by the manager of the tourist attraction as part of the service to tourists. Facilities can be in the form of information centres, prayer rooms, toilets, rest areas, vehicle parking areas, ATM machines, food courts or restaurants and so on. Facilities available at the Bekasi City Bamboo Forest Tour include gazebos, toilets, prayer rooms and food courts. Parking lots are available in the Bekasi City bamboo forest tourism area, even so the available land is not large and is far from the entrance to the tourist area so that the manager collaborates with local residents to provide space for parking vehicles for tourists who come. The following are some of the existing facilities and those included in the development program.

**Table 1.** Facility Aspects of the Development Concept.

Facilities	Existing	Development program
Signage	X	V
Gazebo	V	V
Prayer Room / Musholah	X	V
Parking Area	V	-
Toilet	V	-
Food Court	V	V
Event Stage	X	V
Benches	V	-

The facilities prepared by the manager of the Bekasi City bamboo forest tourism area are signboards, gazebos, prayer rooms, parking areas, toilets, food courts, event stages and benches for tourists to rest. Based on the data above, it can be seen that currently part of the development program from the facilities aspect is the making of signage or information boards, adding gazebos, making prayer rooms, improving services in the food court. Signage, prayer rooms and event stages are facilities that did not exist before. These facilities are then included in the development program for the Bekasi City bamboo forest tourism area on the basis of suggestions given by tourists so that tourists become more comfortable travelling.

### 3.2 Accessibility

Another important aspect that also needs to be properly considered is accessibility. Accessibility is related to the ease of tourists to reach the tourist attractions. Currently, the accessibility of the Bekasi City bamboo forest tourism area still needs a lot of improvement. Road conditions that are still damaged and quite narrow are an obstacle for managers in developing the tourist area. The following is a table of the accessibility development program for the Bekasi City bamboo forest tourism area.

**Table 2.** Accessibility Aspects of the Development Concept

Accessibility	Existing	Development program
Road Condition	V	V
Road Area	V	X
Transportation	X	X

To date, the most difficult aspect of developing the Bekasi City bamboo forest tourism area is related to accessibility. The development program that is currently being carried out from the accessibility aspect is to improve the condition of the roads in the area. Previously, the roads available in the tourist area were dirt roads, then the government through the manager of the tourist area began to install concrete blocks so that they

were not waterlogged and slippery when it rained. The manager of the Bekasi City bamboo forest tourism area has plans to widen the road to the tourist area, but the development requires its own focus and a very large cost so it has not been carried out in the current development program planning. Transport is also a challenge for managers to make it easier for tourists to come to tourist sites. Currently, only public transport is available that can be used to get to and from the tourist area. The manager has plans to provide shuttle buses and also tourist cars in the tourist area, not only to make it easier for tourists but also as a special attraction for tourists when travelling in the Bekasi City bamboo forest tourist area.

### 3.3 Attractions

Attractions are everything that is characteristic or unique and attracts tourists to come to visit tourist attractions. Attractions that are already available in the Bekasi City Bamboo Forest Area include dragon boats and photo spots on the bridge of love. Some of these attractions are not enough for visitors because small children are not allowed to ride the dragon boat. Therefore, development is needed in providing tourist attractions in the Bekasi City Bamboo Forest Tourism Area. The manager in his development program plans to add a playground for children. Here are some of the attractions that the author describes through the table.

**Table 3.** Attractions Aspects of the Development Concept

Attractions	Existing	Development program
Boats / Perahu Naga	x	v
Photo spots on 'Jembatan Cinta'	v	v
Playground	x	v
Special event	x	x
Community gatherings	x	x

Based on the table above, it can be seen that the attraction aspect in the Bekasi City bamboo forest tourism area is still limited. Before the development program was carried out, the only attractions in the tourist area were photo spots on the "Bridge of Love". In the tourism development program carried out, the procurement of tourist boats and playgrounds for children is a priority in adding tourist attractions in the tourist area. The manager also has plans to hold various events and invite various communities to hold activities in the area to increase the attractiveness of the Bekasi City bamboo forest tourism area for tourists who will visit.

### 3.4 Institution

Institutions or institutions referred to here are institutions or organizations that manage the tourist attraction, including various authorities and related parties. Institutions have a role in supporting the development and development of a tourist area so that it has a special attraction and becomes the main destination for tourists to visit. The parties involved in this institution include the local government, tourism area managers who

can come from local tourism awareness groups (Pokdarwis) to tourism associations and investors.

In the Bekasi City bamboo forest tourism area, there are two main parties responsible for the Bekasi City bamboo forest tourism area, namely the local government through the Bekasi City Tourism and Culture Office and the bamboo forest tourism area manager. The Bekasi City tourism and culture office plays a role in providing management permits and providing support in the form of funding for development programs for the tourist area, besides that they are responsible for overseeing the development program implemented by the Bekasi City bamboo forest tourism area manager.

Another party responsible for the Bekasi City bamboo forest tourism area is the area manager. The manager of the bamboo forest tourism area comes from a tourism awareness group in the area. The Tourism Awareness Group (Pokdarwis), is an institution at the community level whose members consist of tourism actors who have concerns and responsibilities and play a role as a driving force in supporting the creation of a conducive climate for the growth and development of tourism and the realisation of *Sapta Pesona* in increasing regional development through tourism and its benefits for the welfare of the surrounding community (Pokdarwis Guidebook, 2012: 16). Pokdarwis is one of the elements of stakeholders from the community that certainly has a strategic role in developing and managing the potential of natural and cultural wealth owned by an area to become a tourist destination. Pokdarwis aims to manage and develop a tourist attraction around the region. Pokdarwis is assisted by the government and the private sector to help spend the budget so that the development and development process runs as expected.

Although the government and tourism area managers are the main elements in the institutional aspect, the tourism development program also requires other institutional elements to support the development plan of the tourism area. The following are the institutional elements that are part of the Bekasi City bamboo forest tourism area development program.

**Table 4.** Institutions Aspects of the Development Concept

Institutions	Existing	Development program
DisParBud & Tourist Area Management	v	v
Tourist Area Management & Investors	x	x
Tourist Area Management & Community	x	x

Until now, the institutional coordination that has been carried out is only from the Bekasi City Tourism and Culture Office with the manager of the Bekasi City bamboo forest tourism area. It is recommended that in the future the two parties can open more communication with investors to be able to provide support in the context of developing

the tourist area. In addition, the manager should also collaborate with various communities to create interesting events at the Bekasi City bamboo forest tourism area in order to attract tourists to come visit.

In running the development program for the Bekasi City bamboo forest tourism area, there are major obstacles in running it, namely in terms of funding. The source of funding in the development of the Bekasi City bamboo forest tourism area currently still focuses on funds issued by the Former City Tourism and Culture Office so that it often has to wait a long time and the amount of funding is limited. One alternative that can be done by the manager is to collaborate with investors to be able to help achieve the target of the Bekasi City bamboo forest tourism area development program. Collaboration with various communities can also assist managers in achieving the development program by bringing community members and the public to come to the Bekasi City bamboo forest tourism area so as to increase the income of the tourist area which can later be reused to meet the planned development program.

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