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The attractiveness of rural tourism as special interest tourism: Case study on natural attractions in Bogor District

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Abstract

Tourism has become an activity of the needs of society in general, Tourism has become the main necessity of human life so that many tourists want to take a vacation to tourist attractions that they are interested in. There is a gap/problem that can be seen from this phenomenon, namely along with the development of tourism there is a problem called mass-tourism. Mass tourism occurs due to activities focused only on the most popular tourist attractions. This research was conducted to determine the potential for special interest tourism activities in Bogor Regency to minimize potential of mass tourism. The research method used qualitative methods with a case study approach. Data collection carried out is literature review, in-depth interviews, survey, and documentation. The interview data collected was analysed using triangulation techniques. Bogor Regency has a geographical type that falls into the category of rural tourism, which is dominated by highlands and many natural attractions have 20 attractions in the particular interest tourism category. Unique interest tourism attractions such as nature trekking, camping, mountain hiking, forest exploration, tourist / traditional villages, and agro-tourism. Tourists are interested in visiting special interest tourism objects with the highest percentage of 85.7%. The uniqueness and Novelty of this research is done to find out special interest tourism attractions in Bogor regency. The topic of previous research that is used as a reference in this research is tourism potential and tourism development strategies in Bogor regency.

Keywords: Rural Tourism; Tourism; Special Interest; Rural Tourism

1. Introduction

The growth and progress of the tourism industry is exciting, but at the same time sensitive to changes, both internal and external, that affect tourist arrivals at a local, regional, or national level. Industry has a direct impact on the economic, social and cultural spheres (Pradana & Purba, 2023). It is part of the non-oil and gas industry as the main sector in generating foreign exchange in several countries such as America, Australia, Thailand, Singapore, Malaysia, and Indonesia. Tourism could accelerate economic growth, create jobs, increase income and living standards, and stimulate other productive sectors such as handicrafts, souvenirs, accommodation, and transportation (Subadra, 2006).

According to Pradana & Purba (2023), Tourism has now become a necessity of human life; tourist activities are needed to unwind from daily routines and the need to gain new experiences. The need for tourism activities will certainly encourage high tourism activities in tourist attractions both in urban and rural areas. The higher intensity of tourist visits to tourist destinations will certainly bring good and bad impacts. The good impact that can be obtained from tourism activities is the economic growth of the community around the tourist attraction, the creation of tourism service business activities to the receipt of foreign exchange. On the other hand, tourism activities will also have a negative impact, namely too many tourist visitors in a tourist destination, which is feared to degrade culture, social norms, the environment, and the surrounding nature to local beliefs or wisdom. The adverse impacts that will be caused are sourced from Mass Tourism.

The problem identification in this research is the phenomenon of mass tourism. Mass tourism occurs due to activities focused only on the most popular tourist attractions. Therefore, it is necessary to have an in-depth study of special interest tourism objects to overcome the occurrence of mass-tourism, so that tourists have alternative choices for a vacation. Special interest tourism is needed to parse tourist activities on mainstream objects so that the distribution of tourists is expected to become more evenly distributed.

Mass tourism is a tourism activity that involves the arrival of many tourists simultaneously or in groups at the same time. From its nature, it can be concluded that mass tourism's market share involves various socio-economic classes, mostly from small and medium industrial workers who have the opportunity to vacation and travel together in a limited time (Subadra, 2006).

Therefore, to avoid the negative impact of mass tourism activities, there is a need for alternative tourism so that tourism activities are not focused only on mass tourism destinations but can also visit special interest tourist attractions. Rural destinations can be a choice of special interest tourism. Rural Tourism is a type of tourism that takes place in rural areas, including all activities carried out in these areas. The most important characteristic of this type of tourism is the serene environment. Lack of noise, well-preserved landscapes, communication with the host, home-cooked meals, and involvement in farming operation activities (Khaeril et al., 2021).

Special interest tourism is an alternative to mass tourism. It refers to the customized use of leisure time with recreational experiences based on the specific interests of an individual or group. Special interest tourists are active in activities that appeal to their personal interests. As such, special interest tourism allows tourists to design a vacation around their personal needs and interests, replacing the concept of mass tourism (Pongsammin et al., 2021).

Bogor Regency is ranked third among all regencies and cities in Indonesia in terms of tourism potential. The regency is a prime tourist destination due to its diverse tourism potential, including natural beauty, cultural heritage and more. Known as a highland tourist area, Bogor offers a variety of stunning waterfalls and natural scenery that is very attractive (Rosiyanti & Susilowati, 2017).

Bogor Regency has many tourist attractions to choose from with the concept of rural tourism. The natural scenery is still beautiful, the atmosphere is quiet away from the hustle and bustle of the city, and various natural tourism activities such as waterfalls, camping grounds, pine forests, and mountain climbing activities. The potential for special interest tourism includes Trekking on Mount Pancar Sentul, Trekking to Kawah Ratu, Camping in Cidahu, visiting Tepus Valley Waterfall, etc. This Rural Tourism is a tourism potential owned by Bogor Regency and City.

Previous research conducted by Rosiyanti & Susilowati (2017) stated that Bogor Regency was ranked the tenth highest in the Indonesian Tourism Index by the Indonesian Ministry of Tourism in 2016. Bogor Regency has a lot of tourism potential (natural, cultural, and artificial) so that the number of tourist destinations is increasing. The results showed that the development of tourist attractions in Bogor Regency increases every period in line with the average population growth per period and is dominated by natural attractions. Most tourist attraction development occurs in the Central Bogor Zone with an altitude of 100-500 meters above sea level, 0-8% slope, located on local roads, can be reached by four-wheeled vehicles, and is close to the center of Bogor City. This Previous research shows that the district has tourism potential that attracts tourists with its various tourist attractions. This research was conducted to determine the potential for special interest tourism activities in Bogor Regency.

In this case Rural Tourism is included in the category of special interest tourism, the purpose of this rural tourism is to direct tourists with special interests not to visit mass tourism objects and attract other types of tourists to visit rural tourism so that in this case the adverse effects of tourism activities in mass destinations can be minimized. Therefore, this research takes the title: The Attractiveness of Rural Tourism as Special Interest Tourism (Case Study on Nature Tourism Objects in Bogor Regency).

One of the tourist attractions that prioritizes visiting and doing activities in nature with natural and beautiful nuances is better known as Rural Tourism. Rural tourism can be defined as follows to (Ayazlar & Ayazlar, 2015) Rural Tourism attracts people who love nature holidays, and also includes specialized services such as accommodation, events, celebrations, gastronomy, outdoor recreation, handicraft production and sales. According to People are more concerned with health and well-being, they want to escape the daily routine, prefer more personal and authentic experiences to the standard vacations provided by mass tourism, and are aware of its influence which puts pressure on tour companies. There is a gap/problem that can be seen from this phenomenon, namely along with the development of tourism there is a problem called mass-tourism. Mass tourism occurs due to activities focused only on the most popular tourist attractions. This research was conducted to determine the potential for special interest tourism activities in Bogor Regency to minimize potential of mass tourism.

2. Method

Research Design

This research applies a qualitative case study approach to explore the elements that exist in the natural environment and attempt to interpret the events. Qualitative research is a series of planned activities that involve some interpretive practices, allowing participants and informants to engage clearly in their context (Irianto & Subandi, 2015). There are five methodological approaches in qualitative research, including biography, phenomenology, grounded theory, case study, and ethnography (Irianto & Subandi, 2015). This approach is by the title taken to examine Rural Tourism as a special interest tourism attraction. Creswell in a book entitled "Qualitative Inquiry and Research Design" says there are 5 points of research character, namely: biography, phenomenology, grounded theory study, case study and ethnography (Assyakurrohim et al., 2022). Case studies involve an in-depth examination of "bounded systems" or "special cases" that develop over time through in-depth data collection and multiple sources of information in a specific context. These bounded systems are bounded by time and location, while cases may consist of programs, events, activities, or individuals. In other words, a case study is an inquiry in which the researcher dives into a specific phenomenon (case) within a specific period and context (program, event, process, institution, or social group), collecting detailed and in-depth information through various data collection methods within a defined period (Yohanda, 2020).

Research participants

The research involved active participation from people who had visited tourist attractions in Bogor district, tour guides who worked in Tour & Travel, academics in the field of travel, and Officer of Perum Perhutani. Researchers observed natural attractions in Bogor district to see the actual conditions there. Researchers also conducted interviews with 15 visitors who were at the tourist attraction to find out the experience they got. To support the observation data, researchers interviewed practitioners in the field of tourism who came from Obaja tour & travel and tourism lecturers to strengthen the findings data. After observations and external interviews, researchers conducted internal interviews with officers of natural attractions where Perum Perhutani carried out this management.

Data Collection

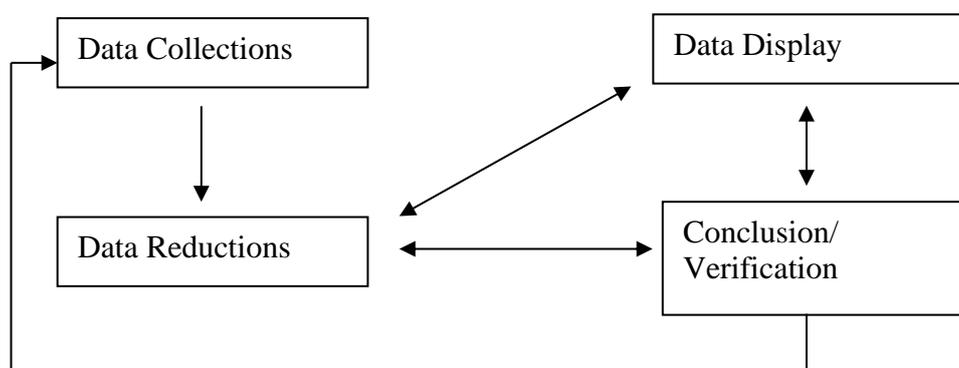
Observation technique in qualitative research involves systematic observation and recording of behavior, interactions, and phenomena observed in a natural environment or specific situation. The primary purpose is to understand the context, dynamics, and meaning of what is observed. In collecting observation data, researchers use non-participant observation techniques. This Research uses unstructured interview techniques. The interview is a data collection process involving direct interaction between researchers and respondents, where researchers ask questions and respondents verbally answer. The main objective is to gain an in-depth understanding of individuals' or groups' views, experiences, attitudes, and perspectives related to the research topic. Conducting a literature review is done by using the publish and perish application and VOSviewer to search for journal references.

Data analysis

Data analysis techniques were carried out in this study using the Miles & Huberman model. The data obtained is then subjected to data reduction. The data reduction stage is the stage of reducing or simplifying the data so that it can be by the needs and, of course, it is easy to obtain information. After completing the reduction stage, enter the data presentation stage or data display. As the name implies, at this stage researchers can present data that has been reduced or simplified in the previous stage. The data obtained is then presented in tabular form. According to Miles and Huberman, the next stage in qualitative data analysis is conclusion drawing. So that data that has been organized and grouped and then presented with a technique or pattern can be concluded.

Figure 2

Data analysis flowchart (Miles & Huberman)



3. Results and Discussion

According to Pemerintah Kabupaten Bogor (2019) Bogor Regency has an area of approximately 2,664 square kilometers. Geographically, it is located between 6'18'0"-6'47'10" South latitude and 106'23'45" - 107'13'30" East longitude. Bogor Regency has a varied morphological type of area, ranging from lowland areas in the north to highlands in the south. Lowland areas are around 29.28% and are at an altitude of approximately 15 - 100 meters above sea level. In addition, most of the morphology of Bogor Regency consists of plateaus, hills, and mountains formed by mountain eruptions.

Bogor Regency has a varied morphological type of area, ranging from low-lying areas in the north to highlands in the south, lowland areas are around 29.28% and are at an altitude of approximately 15 - 100 masl. In addition, most of the morphology of Bogor Regency consists of plateaus, hills and mountains formed by mountain eruptions. The northern boundary of Bogor Regency is bordered by Tangerang Regency, South Tangerang City, Depok City, Bekasi Regency, the western boundary is bordered by Lebak Regency, the eastern boundary is

Tourist Attraction

Bogor Regency has 1385 tourist attraction locations spread over more than 30 sub-districts; this figure shows that Bogor Regency has many tourist destinations with a wide selection of tourist attractions, including natural tourism, cultural tourism, and artificial tourism. With so many tourist destination choices, the author focuses on destinations with natural attractions in the Bogor Regency area to match the research background.

Table 1

List of Nature Attractions at Bogor Regency

No	Destinations	District
1	Curug Putri Kencana	Karang Tengah
2	Goa Garunggang	Karang Tengah
3	Gunung Bunder	Pamijahan
4	Hikking Trekking Sentul Kids	Karang Tengah
5	Taman Wisata Gunung Pancar	Karang Tengah
6	Puncak Halimun Camp	Caringin
7	Curug Cikaracak	Cinagara
8	Curug Green Canyon	Cariu
9	Curug Lembah Pelangi	Cibungbulang
10	Curug Cingkrang	Cigombong
11	Tirta Alam Gunung Leutik	Cigudeg
12	Gunung Kencana	Cisarua
13	Cimandala	Cisarua
14	Gunung Luhur	Cisarua
15	Seureuh Hejo Camp Ground	Leuwisadeng
16	Citra Alam Paseban	Megamendung
17	Rangon Hills	Pamijahan
18	Gunung Dago	Parung Panjang
19	Gunung Munara	Rumpin
20	Bukit Bentang Land	Sukamakmur

Source: Dara Proceed 2023

According to Table 1, 20 samples of natural attractions provide special interest tourism activities. It can be seen that many tourist destinations in Bogor Regency are dominated by nature tourism activities, this is because Bogor Regency has a highland type contour so that it has excellent air, a beautiful environment, beautiful scenery and natural natural resources. Tourism offered in the 20 attractions attracts tourists because it offers tourist activities such as mountain climbing and forest trekking, this special interest activity can be found in the tourist attractions of Gunung Pancar and Gunung Munara tourist parks. In addition to trekking, other activities, such as enjoying waterfalls, can be found in the attractions of Curug Green Canyon, Curug Cingkrang, and Curug Putri Kencana.

Special interest travelers have a strong drive and deep interest in a particular aspect they want to learn about or experience during their trip. Two groups of travelers participate in special interest tourism activities. First, there is the group that wants to try new experiences. For them, the level of engagement is usually light to moderate. They are interested in trying out new activities and the challenges that may arise. Second, there is the group that sees their participation in special interest tourism as an end in itself. They seek thrills and deep satisfaction through this tourist activity. Their involvement tends to be more active and involves a higher level of challenge in an attempt to fulfill their passions and desires.

Primary data shows that tourist attractions in Bogor Regency attract tourists because tourists want to get a different atmosphere from their place of origin, tourists want to get out of their daily routines and tourists want to travel to places not far from Tangerang City and Jakarta.

"I prefer to visit Bogor because it is close to where I live and there are also many tourist options, such as Mount Dago in Parung Panjang, where I can do camping and nature trekking."

Interviewees mentioned that traveling to Bogor Regency is attractive because the location is not far from where they live and offers special interest activities such as trekking and camping.

"The tourist attraction that I often visit in Bogor Regency is Gunung Bunder because it is cool and there are many places to visit, such as thousand waterfalls, queen crater, pine forest. Complete there. But the lack of it is because there is nature tourism so the toilet is also makeshift, the atm is difficult so you have to bring a lot of cash, but I enjoy it because I like nature."

The unspoiled location makes Gunung Bunder Tourism Area a vacation choice because the air is still cool, but from the results of the interview, the interviewees revealed that rural tourism has weaknesses in the amenity sector such as inadequate toilet facilities and Automatic teller machine that are not yet available.

From this data it can be concluded that Bogor Regency has characteristics that fall into the Rural Tourism category with various special interest tourism objects offered. Characteristics of tourism objects are tourism with natural resources that are still beautiful and unusual activity choices such as mountain climbing, trekking, and camping. This tourism activity is called special interest or alternative tourism activities. However, tourist objects related to nature have weaknesses in the comfort factor of tourists, such as the lack of comfort of inadequate toilet facilities and the absence of ATMs in natural attractions. This will be examined in depth in the discussion of the Amenities aspect, which can be seen from the primary and secondary data obtained so that it can answer the problems conveyed by the sources.

Special Interest Travelers

To measure the special interest of tourists in Rural Tourism attractions in Bogor Regency, researchers surveyed 30 Respondents using Google Form which then the results are presented in the form of Table 2 below.

Table 2

Analysis of Tourism Attraction at Tourism Objects in Bogor Regency

Tourist Destinations	Tourist Attractions	Tourist Category	Tourist Interest
Curug Putri Kencana	Waterfall, wild animals, Green Lake	Special Interest	85,7 %
Goa Garunggang	Stone Caves, River	Special Interest	55,2 %
Gunung Bunder	Waterfall, Camping, Pine Forest, Trekking Mountain	Special Interest	78,6 %
Hikking Trekking Sentul Kids	Trekking Nature	Special Interest	55,2%
Taman Wisata Gunung Pancar	Trekking, Camping	Special Interest	82,8%
Puncak Halimun Camp	Trekking, Camping	Special Interest	69%
Curug Cikaracak	Waterfall, Camping	Special Interest	58,6%
Tirta Alam Gunung Leutik	Trekking, camping	Special Interest	78,6%
Gunung Kencana Cimandala	Trekking, hiking, camping	Special Interest	37,9%
Gunung Luhur	Trekking, Hiking, Camping	Special Interest	37,9%
Seureuh Hejo Camp Ground	Nature Pool, Camping, agro Tourism	Special Interest	57,1%
Gunung Dago	indigenous village, Nature Pool, Camping, agro tourism	Special Interest	75%

According to Table 2, tourist attractions in Bogor Regency have a special interest in the tourism category. This is because highlands dominate the geographical aspects of Bogor Regency, and many natural resources are good for tourist attractions. Activities that tourists can get when visiting tourist attractions include trekking, hiking, camping, waterfall tourism, cave tourism, cultural customs tourism, and agro-tourism. These tourism activities have been included in special interests in line with the literature review referred to in this study. The survey results show that tourists are interested in visiting tourist attractions with a special winat category with the highest value of 82.8%, this shows that special interest tourism has an attraction for tourists to visit. This research found that visitors have a high interest in natural attractions with special interests. These results answer the problem identification the phenomenon of mass tourism. Mass tourism occurs due to activities focused only on the most popular tourist attractions.

The lowest value of 37.9% is at the Mount Kencana Cimandala and Mount Luhur tourist attractions, this occurs because existing tourism activities focus on trekking and hiking activities and have a heavier road contour to traverse.

4. Conclusion

Tourism is one of the needs of human life, which is an activity to unwind, get out of the place of origin, and have new experiences at the destination. One of the tourist destinations is Bogor Regency, which has a total of 28 million visitors in 2021. This study aims to look at the attractiveness of rural tourism as a special interest tourist activity in reducing the impact of mass tourism. Bogor Regency has a special interest tourism category, this is because the geographical aspects of Bogor Regency are dominated by highlands and many natural resources are good for tourist attractions or what can be known as Rural Tourism with tourism activities such as trekking, hiking, camping, waterfall tourism, cave tourism, cultural tourism and agro-tourism. There are 20 tourist attractions spread across several sub-districts in Bogor regency, which have tourism activities with special interest categories. In line with the background of the problems that occur, namely the existence of mass tourism or mass tourism in general tourism objects, alternative tourism is needed to overcome the occurrence of mass tourism / Mass Tourism. With the research results obtained, tourists are interested in visiting special interest tourist attractions with a percentage interest rate of 82.8%. This is expected to be a solution to overcome mainstream tourism activities /mass tourism so that in the future, rural tourism attractions can develop and special interest tourism trends become more attractive to tourists.

This research is expected to be a reference in developing special interest tourism objects in Bogor Regency, so that tourists will visit more special interest tourism objects and can reduce the occurrence of mass tourism problems. It is hoped that this research can be a reference for the development of further research. In this case, policymakers can focus more on promoting special interest tourism objects so that they are better known and attracted by tourists.

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