



## REVIEW ARTICLE

## STRATEGY FOR DEVELOPING TOURISM POTENTIAL IN WATERFALLS BERAWAN BENGKAYANG REGENCY, WEST KALIMANTAN, INDONESIA

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## ARTICLE DETAILS

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## ABSTRACT

The development of the tourism sector in a region has positive impacts on the community economically, socially, and culturally. Bengkayang Regency, which boasts various tourist attractions including Berawan Waterfall, requires effective strategies to enhance tourist interest. This study is a qualitative descriptive research evaluating the development strategies of Air Waterfall Berawan tourism potential in Kabupaten Bengkayang based on internal and external factor analyses. The study population comprises visitors to Berawan Waterfall, analyzed using the SWOT analysis method. Findings reveal that both internal and external factors influence tourist visitation rates to Waterfall Berawan. SWOT analysis serves as a strategic tool in planning and developing Berawan Waterfall tourism.

## KEYWORDS

Tourism, Development Strategy, Local Government

## 1. INTRODUCTION

Tourism as one of the economic sectors that has an important role in the world, continues to grow rapidly over time, changing not only the economic conditions of a country, but also affecting culture, the environment, and society at large. Indonesia, with its special natural and cultural diversity, has long been recognized as one of the best tourism destinations in the world. Based on quotes from Yoeti, it seems that the tourism sector has great potential in improving community welfare and advancing national development (Yoeti, 2008). Indonesia's tourism potential is very broad, covering from Sabang to Merauke with various types of tourism objects. According to statistics from the Central Statistics Agency (BPS) in 2017, Indonesia has a land area of 1,913,578.68 square kilometers which is rich in culture, community art, and natural beauty which is its unique attraction. This uniqueness makes it one of the leading tourist destinations in the world. Indonesia has incredible natural wealth for visitors to enjoy. However, tourism is not just about attracting foreign tourists. Significant economic impacts were also generated. With economic growth that continues to grow, tourism can be one of the sectors that make an important contribution in job creation, infrastructure development, and increasing people's income.

The development of tourism in a region is often considered an important milestone in economic growth, improving community welfare, and promoting local culture. A region that successfully develops its tourism sector well will enjoy various benefits. However, it is important to remember that the success of tourism depends not only on the growth of the number of tourists, but also on its good management. If not handled carefully, this can threaten the sustainability of the environment and natural beauty of a region, even damaging the attractiveness of tourism which is a major asset. In the context of tourism, local governments have a very important role in optimizing the tourism potential owned by the region. In this case, the government's strategic role as a regulator is crucial in facilitating community empowerment through optimizing local resources.

Bengkayang Regency, as one of the regions in Indonesia with diverse

tourism potential, must also pay attention to the role of the government in developing the tourism sector. With the right strategy and full support from the local government, tourism potential in Bengkayang Regency can be optimized to provide economic and social benefits for the local community and increase attractiveness as a tourist destination. The geographical characteristics of Bengkayang Regency are filled with mountains, lush forests, rivers, and stunning waterfalls, making it an attractive destination for tourists. The leading sector of tourism in Bengkayang Regency is waterfall tourism, one of which is Berawan Waterfall. Berawan Waterfall is the highest waterfall in Bengkayang Regency with a height of 75 meters. In addition to having a striking height, this waterfall also displays stunning and unspoiled natural beauty, the right strategy is needed to develop these potentials, so that they are not wasted. Collaboration between the Bengkayang Regency Government and the community is the key to accelerating tourism development, especially in Berawan Waterfall, thus attracting more tourists to enjoy its natural beauty. The government has an important role as a regulator in efforts to empower communities through optimal use of local resources (Boedirachminarni, 2013). Each region in Bengkayang Regency seeks to develop tourism programs that can attract tourist visits, extend the duration of visits, and increase tourist spending. Tourists will prefer tourist destinations that provide good service and comfort.

Development in the tourism sector is an effort to develop and optimize tourist destinations and natural and cultural attractions of a region through a structured and rational planning process to achieve predetermined goals with optimal utilization of existing resources. The vast tourism potential in Bengkayang Regency can act as an impetus for local development and reflect the distinctive identity of the local community. However, it is still a question whether the local government, especially the Bengkayang Regency Culture and Tourism Office, has succeeded in managing and developing this tourism sector effectively, thus, this study aims to determine the strategy that has been adopted by the Bengkayang Regency Tourism and Culture Office to develop tourism, as well as to assess the extent of the progress of the strategy, as well as identify the factors that affect the development of tourism in Berawan Falls.

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## 2. LITERATURE REVIEW

### 2.1 Tourism Definition

Speaking of tourism, the topic is inevitable from various types of tourism and various kinds of attractions. Based on the Law of the Republic of Indonesia Number 10 of 2009 concerning Tourism, tourism refers to a series of activities that include multi-dimensional and multi-disciplinary aspects, which arise in response to individual and state needs, as well as interactions between tourists, lokal communities, fellow tourists, government, local governments, and entrepreneurs.

According to Suartini and Utama, Tourism economics is an activity related to the phenomenon of tourism with the aim of optimizing the utilization of resources such as modes, labor, and environment, in the hope of achieving maximum success in the form of tourism goods and services (Suartini and Utama, 2023). Tourism refers to all activities related to visits, accommodation, and mobility of foreign residents in a country, city, or region, both within and outside the region (Muljadi and Nurhayati, 2002).

### 2.2 Tourism Development Strategy

According to Dayansyah in his research on Tourism Potential Development Strategy in Tangerang Regency, the district government has implemented several strategies to maximize the development and management of its tourism potential (Dayansyah, 2014). These strategies include developing existing tourism, developing natural tourism, actively involving the community, and promoting tourism.

### 2.3 Local Government

The role of government is crucial, especially in protecting tourists and improving the quality of their travel experience. It is important to apply all regulations and laws that are strictly applied by the government (Simamora and Rudi, 2016). Local governments have a good opportunity to adapt the development of an area according to its potential and distinctive characteristics. This provides a significant opportunity for local governments to demonstrate their ability to exercise authority which is a regional right (Rani, 2014).

## 3. RESEARCH METHODS

This study uses a descriptive method with a qualitative approach, the main focus of this study is on the Strategy for Tourism Potential Development in Riam Berawan Waterfall. Researchers choose the SWOT Analysis approach to achieve research objectives because this method allows evaluation of internal (strengths and knowledge) and external (strengths and threats) aspects in a business context. The goal of this analysis is to maximize the utilization of strengths while reducing weaknesses and threats by using appropriate analytical logic.

The strategic decision-making process related to the development, mission, goals, strategies, and policies of the company can be assisted with a SWOT Analysis. It helps strategic planners in analyzing crucial factors of the company, such as strengths, weaknesses, opportunities, and threats, taking into account current conditions. SWOT analysis consists of two main stages, namely the analysis of internal and external strategic factors, as well as the preparation of a summary of the results of this analysis in the form of external Strategic Factors Analysis Summary (IFAS) and External Strategic Factors Analysis Summary (EFAS).

## 4. RESEARCH RESULTS

Bengkayang Regency offers a variety of interesting attractions, such as Samudera Indah Beach, Mushroom Hill, Merasap Waterfall, Lemukutan Island, and Riam Berawan Waterfall. Bengkayang has tourist destinations that are rich in charm and interesting to visit, one of which is the Berawan Waterfall or better known as Riam Berawan. One of the characteristics of Riam Berawan Waterfall is as the highest waterfall in Bengkayang Regency. To advance tourism potential in Berawan Waterfall of Bengkayang Regency, the first step is to analyze internal and external factors in a table format. After that, the next step is to evaluate in the form of a SWOT matrix to formulate strategies that can be used in the development of tourism potential in the Berawan Waterfall of Bengkayang Regency.

Table 1: SWOT analysis matrix		
<div> <div>IFAS</div> <div>EFAS</div> </div>	Strengths (S) Determine the Factor Internal Strength	Weakness (W) Determine Internal Weakness factors
Oppurtunities S(O)Determine External opportunity factors	S-O Strategy Create strategies that use power to seize opportunities	W-O Strategy Create strategies that minimize weaknesses by taking advantage of opportunities
Threats (T) Determine the threat factor	S-T Strategy Create strategies that use power to address threats	W-T Strategy Create strategies to minimize weaknesses and avoid threats

Source: (Rangkuti, 2008)

From the results of observations and interactions with various related parties such as the Tourism Office, BAPEDA, youth, the community, and visitors, as well as SWOT evaluation, the right development strategy for Berawan Waterfall is:

Improving infrastructure and accessibility to the location of Berawan Waterfall can increase visitor numbers, either through the construction of better roads or more accessible means of transportation.

Develop Opportunities to expand online and offline promotions, including the use of social media and promotional campaigns, to reach more potential travelers.

Coordinating to establish partnerships with private parties, travel agents, or tour operators to develop attractive tour packages and generate mutually beneficial collaborations.

Improve and improve tourist facilities such as parking lots, rest areas, and other supporting facilities to improve the visitor experience and make Berawan Waterfall a more attractive destination.

Develop a variety of adventure or recreational tourism activities around Berawan Falls, such as hiking, camping, or water sports, to attract more

visitors looking for new experiences.

All action plans submitted to support the strategy must be executed earnestly and aggressively. This is due to tourist visits that have already begun at the waterfall, although the tourism infrastructure is still not fully ready. Concerns about the negative impact on tourist satisfaction and their interest in revisiting are important reasons to implement serious and aggressive strategies in the potential development of BerawanWaterfall. The success of this strategy is very important considering the potential of the waterfall is currently still in the early stages of development. The government needs to cooperate with existing tourists to introduce the tourism potential of Berawan waterfalls, so that the involvement of relevant agencies will strengthen supervision of the preservation of natural forests around the Berawan Waterfall tourist attraction.

## 5. CONCLUSION

This research highlights how important the tourism sector is in generating positive impacts for the economy, culture, and environment of a region. Indonesia has enormous natural and cultural wealth, creating tremendous opportunities to develop tourism as one of the main motors in national development. However, to achieve this, tourism development must be carried out in a sustainable manner to ensure the preservation of the environment and the welfare of local communities. Bengkayang Regency,

with diverse tourism potential, especially Berawan Waterfall, has a great opportunity to utilize the tourism sector as a source of economic growth and introduction to local culture. However, this success requires close collaboration between the local government, the lokal community, and other stakeholders.

Practical recommendations include infrastructure improvements to improve accessibility, better promotion to reach more tourists, partnerships with the private sector to create attractive tour packages, improvement of tourism facilities, development of various adventure activities, and serious and aggressive implementation of actions. By involving all relevant parties and implementing appropriate and sustainable strategies, Bengkayang Regency has great potential to maximize the tourism sector in Berawan Waterfall, which will generate significant economic and social benefits, while preserving its environment and natural beauty.

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