



## Analysis of the Leading Tourism Development Program in Lebong District (Case Study of Leading River Rafting Tourism Objects in the Ketahun River and the Air Putih River in Lebong Regency)

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### A B S T R A C T

This study aims to analyze and determine the River Rafting Tourism Development Program on the Ketahun River and the Air Putih River in Lebong Regency. This research uses qualitative methods and informants are carried out by determining or directing (purposive sampling). Data analysis refers to data collection, data reduction, data presentation as well as drawing conclusions and verification. The results of the research on the leading rafting development program on the Ketahun River and Air Putih River in Lebong Regency are still not optimal because attractions have not been maximally promoted and cultural and artistic activities have not been provided to attract tourists, accessibility has not been supported by infrastructure, no hotel facilities are provided in the area around the location and there are no travel agents from both the government and the private sector and no local guides who can accompany tourists around the location. Suggestions that researchers can convey are that management is good enough but promotions must be further improved by collaborating with travel agents so that foreign tourists are better known, improvement of road infrastructure around tourist sites, and waiting facilities need to be built and updated such as gazebo facilities for visitors.



## Preliminary

The creation of GDP in the tourism sector occurs through domestic tourist expenditures, government tourism budgets, foreign tourist expenditures, and investment in tourism businesses, which include: (1) tourist attraction businesses; (2) tourism area business; (3) Tourism transportation services; (4) Tour travel services; (5) Food and beverage services; (6) accommodation providers; (7) Organizing entertainment and recreational activities; (8) Organizing meetings, incentive trips, conferences and exhibitions; (9) Tourism information services; (10) Tourism consulting services; (11) Tour guide services; (12) Tirta tourism; and (13) SPA (Planning and Finance Bureau Secretariat of the Ministry of Tourism of the Republic of Indonesia, 2016).

Bengkulu tourism potential is quite diverse, both natural, cultural and historical, natural attractions include: Kaba Hill in Curup, Semaleko Sulfur Hill in South Lebong, Raflesia Arnoldi Flower in Taba Pananjung; beach recreation includes: Panjang Nala beach in Gading Cempaka, white sand beach of Baai Island in Selebar, lake in Selebar, Tes lake in South Lebong, Pagar Gunung nature reserve in Kepahyang, Lubuk Tapi nature reserve in Pino, and so on; and cultural tourism: Tabot art, Enggano folk dances, and Besurek cloth crafts, as well as historical tours including Bung Karno's heritage house, Malborough Fort, and the Thomas Par monument in Segara Bay (Bengkulu Provincial Government, 2015).

The results of the researcher's observations show that the main tourist attraction of the Ketahun River and Air Putih River Rafting, Rejang Lebong Regency has not been processed

maximally, this is because it has not been supported by adequate infrastructure, has not supported regional cultural activities in tourist attractions, and there is no agent trips that can guide visitors to explore existing tourism, there is no ticket sales counter, and inadequate parking facilities. Therefore, when compared to the Jumog Waterfall Tourism Object in the Berjo Village Tourism Area, Ngargoyoso District, Karanganyar Regency, the Leading attractions of Ketahun River Rafting and the White Water River in Lebong Regency are still not as expected.

Based on this phenomenon, the authors are interested in conducting research on the Analysis of Leading Tourism Development Programs in Lebong Regency (Case Study of Leading Tourism Objects for Ketahun River Rafting and Air Putih River, Lebong Regency).

## Evaluation

Evaluation is an attempt to measure and source value objectively from the achievement of previously planned results, where the results of the evaluation are intended to be feedback for planning to be carried out in the future (Yusuf, 2000: 3). Furthermore, Jones (2007: 355) argues that evaluation is a word that includes all kinds of considerations, the use of the word in the general sense is a term to weigh benefits. A person researches or observes a phenomenon based on explicit measures and 24 criteria. Evaluation is carried out in order to ascertain the achievement of results, progress and obstacles encountered in implementing the strategic plan which can be assessed and studied to become a reference for future improvements.

## Development Program

The program is a statement that contains the conclusions of several hopes or goals that are interdependent and interrelated, to achieve the same goal and usually a program includes all activities that are under the same administrative unit, or goals that are interdependent and complementary. , all of which must be carried out simultaneously or sequentially (Suti'ah and Prabowo, 2009: 43). Development means a process, means, actions to develop (Ministry of National Education, 2002: 538).

### **Tourism**

Tourism is a variety of tourist activities and is supported by various facilities and services provided by the community, businessmen, government and local governments (Law Number 10 of 2009). Tourism is a number of phenomena and relationships that occur due to the travel of people to their place of residence, as long as they do not stay and do not work for the purpose of earning an income or a living (Krap in Soin, 2012: 27).

### **Types of research**

This study uses a qualitative method so that it can analyze and find out the Leading Tourism Development Program for Rafting the Ketahun River and the Air Putih River in Lebong Regency. This research is a qualitative method according to

### **Data analysis**

Data analysis in this model consists of four interacting components, namely data collection, data reduction, data presentation and drawing conclusions and verification.

## **RESULTS AND DISCUSSION**

The results showed that the development program for the Leading Rafting Tourism of the Ketahun River and Sungai Air Putih Lebong Regency was still not optimal. This is due to the lack of promotion in attractions (attractions) and

the absence of cultural and artistic activities as a leading tourist attraction in Lebong Regency. In addition, the accessibility (accessibilities) are not yet supported by adequate supporting infrastructure and facilities around tourism objects. In the amenities or facilities, there is no accommodation or hotel provided around tourist objects and there is no travel agent, either government or private, to serve tourists. Meanwhile, in ancillary services, whether or not a local guide can accompany tourists around the location.

Cooper (2005) explains that there are 4 (four) components that must be owned by a tourist attraction, namely: attractions, such as attractive nature, charming local culture and performing arts, accessibility (accessibilities), such as local transportation and the existence of terminals, amenities or facilities, such as the availability of accommodation, restaurants, and travel agents, and Ancillary services, namely tourism organizations needed for tourist services such as tourism marketing management organizations.

Basically, tourism resources in Bengkulu have enough potential to be developed so that they are highly competitive compared to the surrounding provinces. Especially when viewed from the geography of Bengkulu Province which consists of land areas, coastal areas and oceans, as well as several small islands such as Pulau Tikus, Enggano Island and Mega Island which of course have potential marine tourism resources. As stated in the Regional Tourism Development Master Plan (RIPPDA) Bengkulu Province, it is known that of the many potentials and attractions that are owned, there are still many that have not been processed and utilized as tourism potential and some of the potential that has been utilized tends to not be managed properly.

Yoeti (1990: 285) states that "one of the factors that can determine the success of tourism development as an industry is the

availability of tourist objects and attractions, namely everything that becomes an attraction for people to visit a tourist destination". If a tourist attraction has beautiful attractions, there is a tendency for tourists to be motivated to visit these attractions. The second factor after the extraction that determines the success of tourism development as an industry is the presence of accessibility facilities, namely infrastructure and means of transportation with all its facilities. The higher the accessibility value, the higher the level of tourist visits to these attractions, because an object that is easily accessible by any type of transportation means the number of tourists visiting will be more than the tourist attraction which, although it has beautiful attractions, if it is difficult to access. it will affect the number of tourists visiting.

Handoko's research, (2004) shows that the factor of the availability of means of transportation has a real influence on the development of coastal tourism objects in Kebumen Regency. The research conducted by Andi Handoko examines coastal tourism objects, while the current research examines the tourism attractiveness of the Ketahun River and Air Putih River Rafting Leading Tourism Objects in Lebong Regency.

Devy's research results (2017) found the potential of Jumog Waterfall Tourism Object in Berjo Village including very heavy water discharge with high cliffs and supported by a green and clean tourism environment so that it looks very natural. Facilities and infrastructure that support tourism activities at the Jumog Waterfall Tourism Object include a swimming pool, meeting place, river that can be used as a tracking path, food stalls, lodging, and has two main routes to tourist objects which are equipped with counters for sales. tickets and parking facilities for tourists.

Meanwhile, Widyarini's research (2018) found 1) Angseri Hot Spring Nature

Tourism itself has facilities and facilities that are quite good thanks to the development that has been carried out by the management, the development of tourism facilities was carried out in December 2016 in the form of adding a number of facilities such as rooms. private, a place to change clothes, toilets, a place to rinse, a restaurant, as well as repairs to the parking lot for two-wheeled vehicles, and 2) The level of visitors at Angseri Hot Spring has increased every month, this is evident from the amount of revenue from selling entrance tickets for tours this realm that continues to increase.

## CONCLUSION

Research shows that the Leading Tourism Development Program for the Ketahun River and Air Putih River Rafting, Lebong Regency is still not optimal.

1. Attractions have not been maximally promoted and cultural and artistic activities have not been provided for the main tourist attraction in Lebong Regency.
2. Accessibilities are not yet supported by supporting infrastructure and facilities around tourist objects.
3. There are no travel agents, either government or private, to serve tourists and the unavailability of local culinary sales around tourism sites.
4. Additional services (ancillary services) Whether there is a local guide for Sungai Air Putih, Lebong Regency who can accompany tourists around the site, but in the Ketahun River Rafting Leading Tour, it is already guiding tourists and security has involved a group aware of tours around the site.

## SUGGESTION

The suggestions that researchers can convey are as follows:

1. In promoting, the management is good enough, but the promotion must be further improved by collaborating with travel



agents so that Angseri Hot Water Tourism is better known by foreign tourists.

2. Improvements and additions to infrastructure, both infrastructure to get to and around tourist sites, should be prioritized to support tourist attractions.
3. Additional waiting facilities should be built and refurbished, such as gazebo facilities for visitors.

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