

## ALTERNATIVE TOURISM DEVELOPMENT AT CURUG CIHERANG

Anisa Pratiwi

*Program Studi Pariwisata, Program Pendidikan Vokasi Universitas Indonesia, michamong@gmail.com*

Kuncoro Haryo Pribadi

*Program Studi Administrasi Asuransi dan Aktuaria, Program Pendidikan Vokasi Universitas Indonesia, michamong@gmail.com*

Follow this and additional works at: <https://scholarhub.ui.ac.id/jsht>

---

### Recommended Citation

Pratiwi, Anisa and Pribadi, Kuncoro Haryo (2019) "ALTERNATIVE TOURISM DEVELOPMENT AT CURUG CIHERANG," *Jurnal Sosial Humaniora Terapan*: Vol. 1: Iss. 2, Article 3.

Available at: <https://scholarhub.ui.ac.id/jsht/vol1/iss2/3>

This Article is brought to you for free and open access by the Vocational Education Program at UI Scholars Hub. It has been accepted for inclusion in Jurnal Sosial Humaniora Terapan by an authorized editor of UI Scholars Hub.

---

**ALTERNATIVE TOURISM DEVELOPMENT AT CURUG CIHERANG****Anisa Pratiwi<sup>1</sup>, Kuncoro Haryo Pribadi<sup>2</sup>**<sup>1</sup>Program Studi Pariwisata, Program Pendidikan Vokasi Universitas Indonesia<sup>2</sup>Program Studi Administrasi Asuransi dan Aktuaria, Program Pendidikan Vokasi Universitas IndonesiaCorresponding Author: [michamong@gmail.com](mailto:michamong@gmail.com)**ABSTRACT**

This research aims to describe a form an alternative tourism based on the planning of tourist attraction and facilities, the local people's involvement in tourism activities, the object development strategy and supporting facilities and the role of stakeholders in developing tourism potential in Curug Ciherang. The findings were analyzed using qualitative descriptive analysis method, which is then presented as a narrative. This research was conducted in the scope of tourist attraction's manager and local people. The research objects are limited to the tourism activities of the local people, facilities, and the development strategy of tourist attraction. These sample are taken by interviewing five respondents. The results show that the Curug Ciherang tourist attraction have the potential to be developed into the main tourist destination for it has a unique alternative tourism. However, there is still a need to be added to improve the competition with other tourist objects. Based on this research the author conclude is optimizing the potential that exist in Curug Ciherang as alternative tourism destination, the tourist attraction provides economic benefits to local people and building facilities to support the tourism activities in Curug Ciherang.

**Keywords:** alternative tourism, Curug Ciherang, destination development, local community**ABSTRAK**

*Penelitian ini bertujuan untuk mendeskripsikan bentuk alternatif pariwisata berdasarkan perencanaan objek wisata dan fasilitas, keterlibatan masyarakat setempat dalam kegiatan pariwisata, strategi pengembangan objek dan fasilitas pendukung serta peran pemangku kepentingan dalam mengembangkan potensi wisata di Curug Ciherang. Temuan dianalisis menggunakan metode analisis deskriptif kualitatif, yang kemudian disajikan sebagai narasi. Penelitian ini dilakukan dalam ruang lingkup manajer objek wisata dan masyarakat setempat. Objek penelitian terbatas pada kegiatan pariwisata masyarakat setempat, fasilitas, dan strategi pengembangan objek wisata. Sampel ini diambil dengan mewawancarai lima responden. Hasil penelitian menunjukkan bahwa objek wisata Curug Ciherang memiliki potensi untuk dikembangkan menjadi tujuan wisata utama karena memiliki alternatif wisata yang unik. Namun, masih perlu ditambahkan untuk meningkatkan persaingan dengan objek wisata lainnya. Berdasarkan penelitian ini penulis berkesimpulan sedang mengoptimalkan potensi yang ada di Curug Ciherang sebagai tujuan wisata alternatif, objek wisata ini memberikan manfaat ekonomi bagi masyarakat setempat dan membangun fasilitas untuk mendukung kegiatan pariwisata di Curug Ciherang.*

**Kata kunci:** pariwisata alternatif, Curug Ciherang, pengembangan destinasi, masyarakat lokal**INTRODUCTION**

Tourism can be defined as a journey from somewhere to another place which is temporary, usually done by people who want to refresh their mind after work and take time off by spending time with family for recreation.

The diversity of tourist attraction from nature tourism to cultural tourism in Indonesia makes the interest of tourists who visit increases every year, but it gives bad impact to the environment around the tourist attraction. The environmental damage around the tourist attraction is one of the negative impacts of mass tourism. Increased tourism activities of this nature, something to do with changes in people's

lifestyles, rising standards of living, also rising facilities and infrastructure in tourist attraction.

The development of alternative tourism need a management functions of creative and innovative based on good planning, a consistent implementation, and a measurable evaluation. The alternative tourism is tourism activities that are served to tourists that all the activity involves the local people. The alternative tourism is one form of tourism that arises as a reaction to negative impacts from development of mass tourism. Therefore, it is necessary to develop strategy from mass tourism to alternative tourism which is one of the wisest ways in the implementation of sustainable tourism.

Responsible Tourism, Community Based Tourism, and Ecotourism as part of an alternative tourism option are well suited to apply. In addition, the development of alternative tourism is useful to increase sensitivity to nature, support environmental sustainability, provide economic benefits to local people and can be used as one of the economic support of the country also can absorb a lot of manpower. So that human and natural resources can be utilized optimally.

Bogor is one of the cities in Indonesia that has the potential of an alternative tourism. This is because Bogor has a geographical appearance of a stretch of nature which is still natural. Proven by the many natural attractions such as mountains and waterfalls located in Bogor, West Java. One example of an alternative tourist attraction in the city of Bogor is Curug Ciherang.

Curug Ciherang is a waterfall located in Warga Jaya Village, Suka Makmur District, Bogor Regency. This tourist attraction is unique because it is a waterfall made of nature and there is a tree house that became an icon to attract tourists to visit Curug Ciherang. This tourist attraction is new but because of its beauty and uniqueness this place gets a positive response by tourists. Like other tourist destinations in Bogor this place also makes the atmosphere cool and beautiful as its appeal.

This tourist attraction became alternative tourism it is because to minimize negative impact from mass tourism that happened to date. Negative impact from mass tourism or large scale tourism threats against cultural sustainability and destruction of natural resource. The existence of alternative tourism is tending to have more positive impact to local people both in terms of culture and economy. The alternative tourism also provides an educational value for tourist who come to tourist attraction.

## **LITERATURE REVIEW**

In this chapter, we will discuss the main concepts of this study. The literature review consists of three sections. In the first section, we will take a closer look at the alternative tourism. In Section 2.2 we will discuss about the differences between mass tourism and alternative tourism. In section 2.3 we will see the advantage of alternative tourism to minimize the negative effect of mass tourism.

### **2.1 Alternative Tourism**

Alternative tourism is a process which promotes a just form of travel between members

of different communities. It seeks to achieve mutual understanding, solidarity, and equality amongst participants. (Holden, 1984, p.15: cited in Smith & Eadington, 1992. P.18). Alternative tourism can be referred to many other names, for example. Soft Tourism, Sustainable Tourism, Green Tourism, and so on.

A general definition of soft tourism is found in 1984 Chur Declaration of the Commission Internationale pour la Protection des Region Alpines (CIPRA): By soft tourism, CIPRA denotes a form of tourism which leads to mutual understanding between the local population and their guests, which does not endanger the cultural identity of the host region and which endeavors to take care of the environment as best as possible. Soft tourist give priority to using infrastructures destined for the local population and do not accept substantial tourist facilities harmful to the environment (Smith & Eadington, 1992).

As for the concepts of Sustainable Tourism, Bramwell et al (1996, p. 10-11) state many examples of definitions as follows: Sustainable tourism is tourism which develops as quickly as possible, taking account of current accommodation capacity, the local population and the environment. They also state that sustainable tourism is responsible tourism. Moreover, is respects the environment and as a consequence does not aid its own disappearance. This is especially important in saturated tourist areas. McIntyre (1993, p.11) defines sustainable tourism as a model form of economic development that is designed to improve the quality of life of the host community, and provide a high quality of experience for the visitor. Moreover, to maintain the quality of the environment on which both the host community and the visitor depend.

Krippendorf (1987, p.37) says that alternative tourism is not a well-defined notion, but the term is coming to be used increasingly for various modes of travel: educational trips, adventure holidays, hiking holidays, or the solitary journeys undertaken by globe trotters, and so on. The guiding principle of alternative tourist is to put as much distance as possible between themselves and mass tourism. They try to avoid the beaten track, they want to go to places where nobody has set foot before them; they want to do things which will bring them a sense of adventure and help them to forget civilization for a while. Alternative tourist try to

establish more contact with the local population, they try to do without the tourist infrastructure and they use the same accommodation and transport facilities as the natives. They also want to get more information before and during their holiday. They travel alone in a small group.

### *2.2 The Difference between Mass Tourism and Alternative Tourism*

The definition of tourism itself in the new Tourism Law. 10 Year 2009 Article 1 paragraph 1 mentioned is a travel activity undertaken by a person or group of persons by visiting a certain place for recreational purposes, personal development, or studying the uniqueness of tourist attraction visited in the temporal period.

Tourism in general can be categorized into two categories. The first category is mass tourism that has been seen and growing. Tourists imported as much as possible into an area. All natural and cultural resources are promoted heavily without regard to its sustainability. The value of education is not considered good for tourists as guest or provider as host. Mass tourism is then proven to bring many negative impacts than positive impacts for both local communities, nature conservation and culture, to the local economy. The second category is that the last few years has just developed quite rapidly, alternative tourism. Alternative tourism is a form of tourism activity that does not damage the environment, sides with the ecological and avoids the negative impacts of large-scale tourism development undertaken in an area that is not very fast development. (Koslowskidan Travis: 1985).

Alternative tourism encompasses adventure tours, eco-tours, thematic tours, and other smaller scale tourism ventures. It offers a substitute for unsustainable mass-tourism, however due to economies of scale, the efforts made may not have such an impact. Mass tourism must address topics that don't necessarily affect alternative tourism such as travel agencies, food services, entertainment, etc. More large-scale considerations go into the planning and management behind mass tourism operations.

The real different is the effect on the surrounding environment. With mass tourism, you get mass amount of people, and with mass amounts of people, you get mass amounts of trash and destruction. There is however the potential to better manage the negative effects. Typically, there is more money in mass tourism

destinations, which means there is more potential to either initiate destination clean ups or to hire full time sustainability management teams whose purpose is to mitigate environmental degradation.

### *2.3. The Advantage of Alternative Tourism to Minimize the Negative Effect of Mass Tourism*

Referring from the understanding according to the expert, then the alternative tourism is the tourism that appears to minimize the negative impact of mass tourism development that happened to this day. The negative impact of mass tourism or large-scale tourism is a threat to cultural sustainability where culture is more commercialized than its genuineness and sustainability. In addition, the negative impact that can be harmful is the destruction of natural resources where natural resources are being exploited heavily. Alternative tourism is a tourism activity that has an idea that implies as a small-scale development or as well as a tourism activity that is served to tourists, where all its activities involve the community. (Saglio: 1979 and Gonsalves: 1984).

The development of this alternative tourism is a reaction to the emergence of negative impacts of mass tourism. So that the existence of this alternative tourism tends to have more positive impact for local society both from cultural, economic, and educational aspect, to minimize negative impact of tourism development. In addition, alternative tourism also provides an educational value for tourists who come to the tourist destination.

## **MATERIAL AND METHODS**

The research was conducted in Curug Ciherang, Sukamakmur Village, Bogor, West Java on April 7, 2017. The data collected were obtained from interviews with the officer of Curug Ciherang, the food stall keeper, and the visitors. The officer named Pak Mulyadi gave many information about the history of Curug Ciherang, how the local communities take part of activities that occurred in Curug Ciherang, the facilities that can be found, and the development of this tourist attraction. The food stall keeper which is part of the local community and the tourist were interviewed. So, many information from some perspective were gathered. Beside an interview, direct observation about the condition in Curug Ciherang is conducted.

---

A qualitative content analysis was chosen to analyse many words of texts, which are transcribed from interview and observation. Content analysis is a technique for compressing large amounts of data from the interviews, field notes, and various types of sources into systematic and fewer categories of text which is based on specific rules of coding (Steve, 2001). Many previous studies have shown that content analysis can be a useful method for allowing researcher to discover and describe the focus of individual, group, institutional, or social attention (Weber, 1990). In this study, the crucial process in content analysis is categorizing some key words from the given texts into certain themes.

## RESULT AND DISCUSSION

Curug Ciherang is a waterfall located in Warga Jaya Village, Sukamakmur District, Bogor Regency. This tourist attraction was first opened to the public in 2013. At first, the tourism management in Curug Ciherang was very bad, such as there were illegal levies, inadequate facilities, and poor access roads. For about two years, Curug Ciherang management made improvements in human resources and facilities sector. By the year of 2015, the management in Curug Ciherang is getting better as it cooperates with state-owned company Perum Perhutani (State Forest Company of Indonesia) and PT Bangun Persada. Besides cooperating with two big companies, Ciherang Curug also cooperates with LMDH (Forest Village Community Institutions), Karang Taruna, Warga Jaya headman, and local community.

Starting in 2016, since the construction of a tree house in Curug Ciherang tourist location, the tourists are growing rapidly and even reach 2,000 people per day, especially during the national holiday week. Beside the waterfall and the tree house, Curug Ciherang also offers a panoramic view of the green hills of Bogor City from the heights and the fresh air. What differentiate Curug Ciherang with other waterfall in Bogor is the large debit of water and the water is flow through the steps of rocks. Curug Ciherang flows throughout the year, unlike other waterfalls that will dry up if the dry season comes.

With the existence of Curug Ciherang, the local community's economy increases. This is because the small stalls that located along the roadside to Curug Ciherang become crowded with buyers, especially on Saturday and Sunday

and during national holidays. In addition, the existence of this tourist attraction also opens new jobs especially for local communities. Workers in Curug Ciherang is 98% are local communities. As explained by Mr. Mulyadi, as the officer at Curug Ciherang, the manager of Curug Ciherang is indeed prioritizing the benefits for the local communities. In the recruitment of workers in Curug Ciherang, the manager pays attention to the educational background. If the candidate has a minimum education background of high school will be placed in the office, whereas if they do not have sufficient educational background, the manager places him as ticket officer, parking officer and food stall keeper. In addition, managers also pay attention to the ability and capability of the candidate. In the implementation, the manager provides training and supervision of workers in Curug Ciherang because the level of human resources in this village is considered very low.

The facilities that can be found in Curug Ciherang are quite adequate, for example the toilets, mushalla, parking lots and food stalls. But in the maintenance of these facilities are very low. Facilities such as toilets are still dirty and the condition of the building is outdated. Curug Ciherang is also equipped with supporting facilities, such as cottages, villas, organic gardens, outbound, camping ground and soccer field. All supporting facilities are managed by PT Bangun Persada, while for waterfall and tree house are managed by Perhutani.

The organic gardens that located in this tourist attraction is a supporting facility for education needs. Tourists can learn about how to plant strawberries and how to maintain them. For future planning, the manager will create vegetable gardens that are managed by the local community. In the future, this tourist attraction will build restaurants, boat houses, and renovate the parking lot. The boat houses will be a spot for tourist to take a picture and it's a strategy to bring more tourists. The renovation of parking lot is needed because the existing parking lot cannot accommodate a large number of vehicles, especially on the national holiday week.

To bring in tourists, the manager conduct promotions through brochures, websites, and social media. Social media is the most effective media in promoting a tourist attraction because nowadays almost everyone use social media, especially young people. Besides effective, social media is also very efficient because it does

not require energy and more costs. The number of tourists on weekdays are 100-200 people per day, on holidays amounted to 1,000 people, and in the national holiday week can reach into 2000-3000 people per day.

From the perspective of tourists, they are very satisfied with the view offered at Curug Ciherang. From the sight of the natural waterfall, the view of Bogor City from height, and the air is still fresh and unspoiled. Most tourists know Curug Ciherang through relatives and social media like Instagram. This is can related to most visitors at Curug Ciherang is the young. In terms of facilities, according to tourists who was interviewed on Friday, April 7, 2017, said that facilities such as toilets and food stalls are still minimal. Toilets in this tourist attraction still looks dirty and the condition of the building is outdated. Around the waterfall there are still a lot of scattered waste. In terms of access, Curug Ciherang can only be reached using a private vehicle and at some point, there is a rocky road that prone to slip, especially when it rains. In terms of supporting facilities, tourists said that Curug Ciherang is waterfall tourist attraction with the most complete supporting facilities because there are lodges, outbound area, soccer field, etc.

## CONCLUSION

Alternative tourism is a tourism activity that has an idea that implies as a small-scale

development or as well as a tourism activity that is served to tourists, where all its activities involve the community. (Saglio: 1979 and Gonsalves: 1984). Alternative tourism could be strategy to increase local community's economy in a certain district. The existence of an alternative tourist attraction such as Curug Ciherang, also opens new jobs especially for local communities. Curug Ciherang still needs a lot of improvement especially on the main facilities such as the toilets, food stall, and parking lot. There are also a lot of scattered waste near the waterfall eventhough the trash bin is enough provided. Otherwise, Curug Ciherang have the most complete supporting facilities from any other waterfall tourism object in Bogor, such as lodges, villas, outbound area, organic garden, soccer field, etc. With the continuous training for the officers at Curug Ciherang and good development plan, Curug Ciherang could give the best experience for the visitor and also good impact for the local community.

## REFERENCES

- Katie, Neff, 2014., Sustainable Tourism at USF; Alternative vs. Mass Tourism. <http://www.bluecommunity.info/view/blog/54242e3b0cf2dbdc69ec6d8a/>. Accessed 15 May 2017.
- Naureporn, Lertcharoenchoke., Alternative Tourism. <http://www.library.au.edu/ABAC-Journal/v19-n2-3.pdf>. Accessed 15 May 2017.