

# TOURISM DEVELOPMENT STRATEGY OF CISAMPING LAKE, PANGANDARAN REGENCY, WEST JAVA, INDONESIA

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## KeyWords

Management strategy, Nature, Inland water

## ABSTRACT

Cisamping Lake is a natural tourism object located in Cijulang, Pangandaran Regency. This tourist area has a beautiful view, but due to the lack of promotion and the Covid-19 pandemic, this tourist area is empty of visitors which causes a bit of neglect due to a lack of budget for maintenance and tourism development. Therefore, management strategies are needed such as regular environmental control, innovating so that this tourist attraction attracts more visitors and pays attention to the impact on each activity. So that in the future it is hoped that the Cisamping Situ tourist area will continue to grow and be able to attract more tourists.

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## INTRODUCTION

The tourism sector in Pangandaran Regency is an important sector that contributes to regional income. In addition to being a source of regional income and expanding employment opportunities, the tourism sector also plays a role in preserving nature. One of the natural attractions in Pangandaran Regency is Situ Cisamping which is located in Cijulang. Situ Cisamping needs to get more in-depth attention, especially things that have the potential to increase tourist attraction. Seeing the condition of Situ Cisides, this tourist attraction has not experienced much development. Judging from the facilities and accessibility that are still inadequate and tourist attractions that do not yet have a characteristic or that can attract tourists who come to visit. The management of the Cisamping Situ tourist attraction that has been carried out at this time is only limited to repairing and adding public facilities that are inadequate and that did not exist before.

Based on the results of observations, it can be seen that in the Cisamping Situ tourist area there are still sever-

al problems as follows: 1) the minimum number of tourists who come to the Cisamping Situ tourist attraction is due to small road access and lack of promotion. Tourists who visit Situ Cisamping are more dominated by the Pangandaran community; 2) the Covid-19 pandemic has left the Situ Cisamping tourist area abandoned because there is no budget for maintenance. So that in an effort to maintain the sustainability of the Cisamping Lake, a good management strategy is needed. So that in the future it can improve or improve facilities, accessibility and attractiveness of Situ Cisamping to a better and more useful direction than before so that it is crowded to be visited by tourists and is able to provide a benefit to the surrounding community and the Regional Government.

## **OVERVIEW OF LOCATION**

"Welcome to Situ Cisamping" there is a sign on the gate. After entering from the signage gate, the location is only 50 m from the main road to Batu Karas Beach. Situ Cisamping is located in Mandala village, Cijulang village, Cijulang district. The area of the lake is 2 hectares and part of it is used as rice fields which are managed by the surrounding community. Situ Cisamping has the characteristics of a natural charm that is so beautiful, lush trees, very clear water sources and a cool natural atmosphere.

## **PROBLEMS AND OBSTACLES**

The Covid-19 outbreak has become a serious problem for the Cisaming Lake. The closed location makes no income for this tourist attraction. As a result, the environmental conditions of Situ Cisamping are quite neglected because there is no budget for maintenance. For now, the manager of Situ Cisamping is working to improve environmental conditions that are less well maintained.

## **MANAGEMENT STRATEGY**

The management strategy must be implemented properly so that environmental changes can be maintained as long as possible and of course this must be done with consistency and discipline and has become a shared responsibility to preserve the surrounding environment. There are several management methods that can be used to achieve a sustainable Cisamping Situ environment, including the following:

1. Routine

Environmental management The planned environmental management must be carried out according to the plan. In addition, this management must also be carried out consistently and not interrupted

in the middle. This must be done by all parties in the Cisamping Situ, the management simply gives an appeal such as "Throw the Garbage in its Place" or "Don't Damage the Environment" so that public awareness increases that this Cisamping Situ must be maintained by all of us.

2. Environmental management by taking into account the impacts that will occur

This is an important step for the progress of the Cisamping Lake. The management must continue to innovate on the development of facilities and infrastructure, this must be completed in order to create a comfortable environment and attract tourists.

3. Environmental management for improvement

This must be done because the negligence and lack of awareness of tourists have made the environment damaged or other things such as natural damage caused by nature and the age of the environment. This needs to be considered further before starting the recovery process.

## Conclusion

Situ Cisamping is one of the natural attractions in Pangandaran Regency, West Java, which is located in Cijulang. The lack of maintenance of this tourist attraction is one of the problems in Situ Cisamping caused by the Covid-19 pandemic. Various management strategies need to be carried out to achieve sustainable environmental conditions such as routine environmental management, environmental management by taking into account the impacts that will occur, as well as environmental management for improvements so that the conditions of Cisamping Lake are maintained and maintained.

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