

## Facilities And Sustainability of Tourism Destination Cempaka Park, Cilangkap Cipayung

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### Abstract

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*This study describes research on the effect of facility quality on visitor satisfaction and attractiveness in Taman Cempaka Cilangkap Cipayung, East Jakarta. This study adopts qualitative descriptive methods to examine various factors that affect the sustainability of this tourist destination. Through survey, direct observation, and SWOT analysis approaches, the study evaluated visitors' perceptions of the quality of facilities, such as play areas, sports fields, and picnic spots, as well as their relationship to their satisfaction levels. The results showed that the quality of facilities in Taman Cempaka had a positive impact on visitor satisfaction. Factors such as completeness, cleanliness, and condition of the facility received a positive assessment. However, there are some disadvantages to note, such as promotional limitations and lack of innovation in facilities. The recommended development strategy includes increased promotion through digital platforms, collaboration with related parties, and environmental education programs to strengthen the attractiveness of destinations. This research concludes that the management of Taman Cempaka needs to encourage innovation in facility development, as well as improve promotion and marketing strategies to increase the attractiveness and sustainability of the destination. This approach is expected to increase visitor satisfaction and support the long-term sustainability of this tourist destination.*

**Keywords:** *Tourism, Facilities, Destinatination, Sustainable, SWOT Analysis*

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## INTRODUCTION

Tourism as a global phenomenon has become a basic need of hundreds of millions of people. As a basic necessity, travel should be part of human rights that must be respected and protected. This has led to several international organizations such as the United Nations, the World Bank, and the World Tourism Organization (WTO) recognizing that tourism is an integral part of people's lives, especially in terms of social and economic activities. The notion or definition of "tourism" develops with various similarities and differences. The similarity lies in people's desire to travel from one place of residence to another, driven by curiosity to experience or experience for themselves the beauty of a tourist destination. The difference, however, is the priority of certain parts of the definition based on their perspective or importance (Pradini et.al., 2023). According to the Law No. 10 of 2009, tourism can be defined as a variety of tourism activities supported by various facilities, as well as services provided by the community, companies, government,

and local governments (Pradini et. al., 2022). The study of tourism participation has been widely applied in the tourism sector. This tourism participation connects all sectors (Pradini et. al. 2023). Tourism at this time is a necessity for humans, both those who travel and the community around the tourist destination area. Tourists need to be satisfied through their expectations, while the community around the location hopes that it will have positive implications in the form of increased income and welfare. At this time, the position of the tourism sector is one of the mainstay sectors that can increase the country's foreign exchange as a support for oil and gas and non-oil and gas export commodities. The development of the tourism sector is carried out because it is able to make a considerable contribution to the country's foreign exchange receipts and in addition, tourism activities are closely related to the unique resources of a tourist destination, namely in the form of natural attractions and cultural attractions (Nugroho, and Pradini, 2022).

Tourism is a service sector that will become an important economic activity of the world of the 21st century. For Indonesia, tourism is expected to restore economic growth quickly and evenly, especially the economy of local communities. Tourism is also an industry that has an impact on the economy, providing stimulus for increasing economic growth through various related sectors (Arghutashvili, 2018). So as to create sustainable tourism, in addition to service quality, facilities are also one of the factors that influence consumers in obtaining satisfaction (Astuti & Salisah, 2016). Facilities have an inseparable relationship with the sustainability of a tourist destination, with the increasing quality of public facilities, public infrastructure, and tourism facilities, the satisfaction of tourists visiting a tourist destination will also increase (Linata & Ginting, 2022).

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Taman Cempaka Cilangkap Cipayung is a tourist destination located in Cipayung, East Jakarta. Precisely on Jalan Rawa Lindung RT. 01/04 Cipayung District, East Jakarta, DKI Jakarta. This park has an area of about 6 hectares. This park is managed by the East Jakarta city government through related agencies. As a means of green open space, this park is very useful for residents of the surrounding community. Because it is an alternative to free vacations close to where they live (Semesta, 2023). To maintain and improve the quality of a tourist attraction, the manager needs to pay attention to things that attract visitors. one of them is to pay attention to the facilities and quality of those needed to meet the needs of tourists who are enjoying tourist trips in accordance with existing developments (Sarim & Wiyana, 2017). This ability to survive, rise, and adapt is called resilience (Paulina et al., 2023). This ability must be applied to the tourism sector, especially in Taman Cempaka Cilangkap Cipayung so that it can continue to be in demand by visitors. Based on this, this study aims to determine the influence of the quality of existing facilities in Taman Cempaka Cilangkap on visitor satisfaction and attraction.

## **METHOD**

This research adopts qualitative descriptive method to explore the tourism destination facilities of Taman Cempaka Cilangkap Cipayung. The choice of qualitative approach is considered given the complexity of factors that can affect sustainability, which cannot always be measured numerically. The main objective of this study is to provide in-depth insight into the interaction of facilities, such as transportation, accommodation, and supporting facilities, with the sustainability of the tourism destination. Through survey approaches, direct observation, questionnaire filling, and document study analysis, this research aims to uncover perceptions, experiences, and views that cannot always be measured quantitatively. Data collection focused on evaluating visitors' perceptions of the quality of facilities and their level of satisfaction during a visit to Taman Cempaka Cilangkap Cipayung.

The research location is located on Jl. Setu Cipayung, Taman Cempaka, Cipayung District, East Jakarta City. The study was conducted on Thursday, November 2, 2023, with a time range of 16.02 to 17.45 WIB. The selection of location and time of this study can be considered strategic to describe the condition and experience of visitors more comprehensively, which is in line with the main objectives of this study in exploring the qualitative aspects of sustainability of the tourist attractions studied and analyzing using SWOT analysis.

## **RESULTS AND DISCUSSION**

A SWOT review is an evaluation of a situation, project, or business concept based on internal and external factors. These factors are separated into strengths, weaknesses, opportunities, and threats. Here is a SWOT Review of this writing:

**Strengths:**

- 1) Strategic location in Cilangkap Cipayung.
- 2) Interesting plant diversity.
- 3) Good infrastructure for the convenience of visitors.

**Weaknesses:**

- 1) Limitations of destination promotion and marketing.
- 2) Lack of innovation in the facilities offered.
- 3) Potential damage to nature due to high number of visitors.

**Opportunities:**

- 1) Opportunities to increase promotion through digital platforms.
- 2) Collaboration with related parties for facility development.
- 3) Environmental education programs to raise visitor awareness.

**Threats:**

- 1) Competition with other tourism destinations around the region.
- 2) Climate change and natural factors that can affect the beauty of the garden.
- 3) Strict environmental regulations that may limit the development of facilities.

Observations at Taman Cempaka Cilangkap in Cipayung is a park surrounded by trees that provide a calm and green atmosphere that is perfect for relaxing. Visitors can freely stroll on the jogging track, enjoy sitting relaxed on the available park benches, and sit by the lake. When I was there, I realized that there are various facilities that enrich the visiting experience, such as play areas for children, sports fields, and can also be used as a place for picnics. Taman Cempaka Cilangkap can be an ideal place to gather with family or friends. Comfortable walking paths also support to surround the beauty of this park more deeply. Taman Cempaka Cilangkap is not just a place of recreation. Often, the park hosts a variety of community events and arts activities. Local events and community gatherings are often held here, adding to the diversity of the atmosphere. With its location in the middle of a community settlement, this park is not only a place of recreation but also a public space that truly enriches the social life of the local community.

Based on the results of the study, it can be concluded that the quality of facilities at Taman Cempaka Cilangkap Cipayung has a positive influence on visitor satisfaction. The results of the questionnaire showed that most respondents gave a positive assessment of the completeness, cleanliness, tidiness, and condition of park facilities. The diversity of facilities, such as children's play areas, sports fields, and picnic spots, also supports a positive visitor experience. The management of tourism facilities in Taman Cempaka also plays an important role in influencing the attractiveness of the destination. Strategic location in Cilangkap Cipayung, plant diversity, and good infrastructure are the main strengths. However, there are disadvantages such as limited promotions and lack of innovation in facilities that need further attention.

## **CONCLUSION**

The availability of facilities also affects the level of sustainability of Taman Cempaka in the context of tourism. Complete and diverse facilities can enhance the park's attractiveness as a tourist destination, support local community participation, and contribute to long-term sustainability. Good accessibility to the

park is also an important factor in attracting visitors. In facing challenges and opportunities, development strategies can focus on the use of sustainable facilities as the main attraction, increasing promotion through digital platforms, collaboration with related parties, and environmental education programs. The implementation of this strategy can strengthen the Park's competitive advantage

Cempaka, increase visitor satisfaction, and support the long-term sustainability of this tourism destination.

The management of Taman Cempaka needs to continue to encourage innovation in the development of facilities in order to enrich the visitor experience. Providing new facilities, such as food courts or canteens, can be a strategic step to increase the attractiveness of destinations. In addition, an understanding of the latest trends in the tourism industry needs to be considered so that managers can identify innovations that suit the interests of tourists. Promotion and marketing strategies need to be improved by utilizing digital platforms such as social media, websites, and travel applications. Collaboration with related parties, such as the Tourism Agency, can help expand the reach of promotions. Regular feedback collection and continuous evaluation are also important steps in improving the quality of facilities and services. Training to managers and education to visitors about sustainability and the benefits of sustainable visitors can strengthen Taman Cempaka's position as an attractive and sustainable destination.

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