

Climate Change on the Tourism Industry in Batulayang Tourism Village Destinations Using Swot Review

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Abstract

Received: 15 February 2024
Revised: 25 February 2024
Accepted: 11 March 2024

Tourism, as a significant global economic sector, has become an integral part of many people's lives. However, climate change poses a serious threat to the tourism industry, including in Desa Wisata Batulayang, a tourism destination known for its natural beauty and cultural richness. This study employs a SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) to identify the strengths, weaknesses, opportunities, and threats faced by Desa Wisata Batulayang in addressing climate change. It also explores the role of Public Relations (PR) in handling these challenges and devising strategies to help this tourist village survive and thrive. The findings reveal that Desa Wisata Batulayang has strengths in its natural beauty, local wisdom, and various tourist attractions. However, it also has weaknesses, such as high dependency on environmental conditions and infrastructure that may not be fully prepared for climate change. Opportunities for the village lie in developing alternative tourism and sustainable tourism, while threats include extreme weather, infrastructure damage, and the risk of natural disasters. Public Relations plays a critical role in addressing the threats of climate change. PR can educate tourists and the community, disseminate information about adaptation efforts, and promote a positive image through campaigns emphasizing sustainable tourism. Additionally, PR can collaborate with various stakeholders to support climate change mitigation and adaptation programs. In conclusion, although climate change presents serious challenges to the tourism industry in Desa Wisata Batulayang, with appropriate strategies and support from various parties, this village can strengthen its resilience and continue to be an attractive tourist destination. Recommendations include improving management quality, diversifying tourism products, preparing emergency plans, and conducting regular evaluations and monitoring. By taking these steps, Desa Wisata Batulayang can become an example of a resilient and sustainable tourist village amid the challenges posed by climate change.

Keywords: Tourism, Public Relations, Climate Change, SWOT Analysis

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How to Cite: Awaloedin, D., Wulansari, W., Asyari, A., & Pradini, G. (2024). Climate Change on the Tourism Industry in Batulayang Tourism Village Destinations Using Swot Review. *International Journal of Education, Information Technology, and Others*, 7(2), 205-211. <https://doi.org/10.5281/zenodo.11088338>

INTRODUCTION

Tourism as one of the crucial economic sectors at the global level has become a driving force for economic growth and regional development. However, in the midst of this rapid progress, the tourism industry is also increasingly exposed to various challenges, among which is climate change that is increasingly real and significant. Besides being important for economic development, a destination must have unique natural and cultural potential. One of the tourism destinations that is getting more attention is Batulayang Tourism Village. The destination is known for its beautiful natural beauty and rich culture, not least from the impact of climate

change that is increasingly pervasive in the structure and dynamics of the tourism industry.

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).

Climate change with all its implications has had an unavoidable impact on tourist destinations around the world, including Batulayang Tourism Village. Climate factors are one of the main reasons for visitors to do tourist activities. (Aguiló et al. 2005, 219). Rising global temperatures, changing rainfall patterns, and rising sea levels are becoming increasingly frequent events, contributing significantly to the changing environment that attracts these destinations. Global surface temperatures have increased in almost all parts of the world in recent decades (Brohan et al., 2006). By understanding the dynamics of climate change thoroughly, we can explore its impact on the tourism industry of Batulayang Tourism Village using the SWOT review method.

Batulayang Tourism Village is a leading destination with active participation of the local community, with great potential to attract domestic and foreign tourists. Cultural diversity, natural beauty and local wisdom are the main attraction. However, climate change has caused significant changes in environmental characteristics, affecting ecosystems, thus creating a new paradigm in the management and marketing of tourist destinations. Climate change also threatens the world of tourism, as the perspective of visitors or tourists about tourist destinations will somehow change the management of attractiveness in a tourism

destination (Hamilton et al.2005).

Therefore, an in-depth study is needed to understand the impact of climate change on the tourism industry of Batulayang Tourism Village. This study uses SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) to identify strengths, weaknesses, opportunities and threats faced by tourism villages in the face of climate change. By understanding these various factors, it is hoped that the right strategy can be developed to mitigate the negative impacts of climate change, take advantage of existing opportunities, and ultimately ensure the sustainability and competitiveness of the tourism industry in the tourist destinations of Batulayang Village. This research is expected to contribute to the development of sustainable tourism villages, not only in Batulayang Tourism Village but also in other tourism villages that face similar challenges in the context of post-global climate change.

METHOD

The research of this paper uses a qualitative approach method, where the author conducts research and research through mass media and the internet in finding sources of information relevant to the title of this paper. The author also conducted an interview with one of the management parties in Batulayang Tourism Village. From the results obtained, the author then summarizes the results of the interview and analyzes using the SWOT method and then looks for a review in the analysis.

The data analysis technique in this study is qualitative descriptive analysis. Qualitative descriptive analysis was used to summarize the results of an interview with one of the destination managers of Batulayang Tourism Village regarding the influence of climate change in the destination. The aim is to answer questions related to what and how climate change events occur and to identify ways to address the negative impacts of climate change.

RESULTS AND DISCUSSION

Strength

Batulayang Tourism Village has the potential for beautiful natural wealth, such as waterfalls, green rice fields, and mountain panoramas, which are the main tourist attractions. Then the destination also offers a variety of lodging accommodation options ranging from homestays, glamping, villas, and tents. Easy accessibility to get to these destinations is also the choice of tourists who come from urban areas. Batulayang Tourism Village also still relies on the surrounding nature so the holiday atmosphere obtained feels very natural. The attractions provided are also diverse, such as ATVs, rafting and other natural activities. When the weather is good and stable, plantations and rice fields owned will flourish and tourists who come can also do education-based tourism activities.

Weakness

In running a tourist destination, there must always be obstacles in it. The dependence of Batulayang Tourism Village on the environment is a weakness for this destination because climate change can change significantly and greatly impact

the environment around it. The types of activities offered are still limited to natural tourism, more alternative tourism activities must be increased just in case the weather outside is not good. Examples of activities that will be impacted by climate change are ATV activities, rafting, plant education tours (agrotourism), offroad and others.

Opportunity

From climate change that occurs, Batulayang Tourism Village also has several opportunities in developing its tourism products. Because Batulayang Tourism Village relies heavily on the natural environment in its tourism activities, alternative tourism activities are created so that tourists can visit not relying on the weather. Some alternative activities include knitting activities, wedang kiyang education and waste education. There are still many programs that are being planned by the village management in making alternative or additional activities. The author also has several recommendations to the management in developing tourism villages such as sauna activities or steam baths that can be used as profitable tours especially during the rainy season. In addition, there are several health tourism activities that can be done such as Spa, yoga, meditation, traditional massage and others.

Threats

From the results of interviews that have been conducted with the management of Batulayang Tourism Village, one of the threats faced by the village is the influence of climate change. The threat faced is also quite serious because it can potentially paralyze the tourism industry which is the main source of income for rural communities. Increasingly frequent rainfall can result in floods and landslides, damaging roads, bridges and other vital infrastructure. This can make it difficult for tourists to access and disrupt the operation of tourist villages. The prolonged summer is also a real threat, causing a water crisis that has hampered the operation of hotels, restaurants and toilets in tourist villages. Water shortages can also cause damage to plants and animals, which is a major attraction for tourists. Rising temperatures and changes in rainfall patterns can change the flora and fauna in tourist villages. Green rice fields are drying up which can reduce the natural beauty and tourist attraction. In addition, negative images and concerns about safety due to climate change can reduce tourist interest to visit tourist villages. Extreme weather such as heavy rain, scorching heat, and storms can make tourists uncomfortable and reluctant to do tourist activities.

There are several solutions that can be applied to minimize the impact of climate change on Batulayang Tourism Village, namely by building a better irrigation system to optimize water use and prevent drought when summer arrives. Then managers can develop infrastructure that is resistant to climate change such as floods and landslides. The management must also cooperate with the government and various outside parties to get support in overcoming climate change that occurs in Batulayang Tourism Village. In facing the threat of climate change, Public Relations (PR) plays a crucial role as a bridge connecting and driving real action. They can be at the forefront of managing communication crises by delivering

accurate and transparent information to the public. Public Relations can ease panic, build trust, and rally support for the recovery of tourism villages. Public Relations also measures and evaluates impact. To be effective, Public Relations must be constantly monitored and adjusted. By measuring awareness levels, image changes, and program impact, PR can ensure the effectiveness of strategies and make improvements if needed.

CONCLUSION

The threat of climate change is a real challenge for the tourism industry in Batulayang Tourism Village. However, through SWOT analysis and the strategic role of *Public Relations*, this tourism village can strengthen its resilience and take advantage of opportunities in the midst of instability. SWOT analysis reveals various strengths, weaknesses, opportunities and threats faced by Batulayang Tourism Village.

Its main strength lies in its natural beauty, local wisdom, and diversity of tourism potential, but the weakness of Bagulayang Tourism Village, namely its infrastructure that has not fully adapted and its dependence on natural conditions, makes it a serious challenge. Opportunities to develop sustainable tourism and attract environmentally minded tourists are wide open. But we must be aware of the risk of natural disasters, decreased tourist attractiveness, and competition with other destinations

Public Relations plays an important role in utilizing this SWOT analysis. By disseminating information and educating tourists and the public, *PR* can turn threats into opportunities. Campaign on adaptation efforts and village commitment Tourism towards sustainable tourism development can create a positive image and increase trust.

In addition, *Public Relations* can work with various parties to access resources and expertise in mitigation and adaptation. A strong network also opens the door to receiving support for related programs. On the marketing side, *Public Relations* can promote the concept of sustainable tourism and work with influencers who are in line with these values. This can attract environmentally conscious tourists and support the village's tourism efforts.

By measuring and evaluating impact on a regular basis, *PR* can adjust strategies and ensure effectiveness in exploiting strengths, overcoming weaknesses, seizing opportunities and preventing threats. In conclusion, although climate change presents serious challenges, Batulayang Tourism Village still has the potential to survive and thrive. Through comprehensive SWOT analysis and the active role of public relations, this tourism village can turn threats into opportunities, build resilience and continue to be an attractive, sustainable, sustainable, and attractive tourist destination for tourists.

Although uncertain climatic conditions are a big challenge, Batulayang Tourism Village still has the potential to develop. With the cooperation and mutual assistance of the community, as well as support from the government and various parties, this village can become an example of a resilient and sustainable tourism village in the midst of climate change. It is important to remember that climate change is a global problem that requires global solutions. Therefore, cooperation

from all parties is needed to overcome this problem.

Based on the SWOT analysis that has been carried out, here are some suggestions for Batulayang Tourism Village in facing the challenges of climate change and maintaining its tourist attraction, namely:

Strengthening strength

Improve the quality of tourism management and services to provide a more memorable experience for tourists. Collaborate with non-governmental organizations and the government to gain support in climate change and mitigation programs. As well as Batulayang Tourism Village can take advantage of technological advances to promote tourism villages and improve management efficiency.

Dealing with threats

In facing future threats or disasters, the management must prepare an emergency plan to deal with natural disasters due to climate change. Batulayang Tourism Village can also diversify the tourist market to reduce dependence on certain tourists. Monitoring the development of climate change and its impacts and making regular strategy adjustments.

Evaluation and Monitoring

Periodically evaluate the strategies implemented to measure their effectiveness. Monitor the development of the situation related to climate change and its impact on the destination of Batulayang Tourism Village. Next, adjust the strategy based on the results of the evaluation and the development of the situation.

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