

# Digital and Collaborative Marketing Strategy for Palutungan Camping Ground Based Tourism Development

Digital and  
Collaborative  
Marketing Strategy

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## ABSTRACT

*Palutungan Camping Ground, located within the Mount Ciremai National Park in Kuningan Regency, West Java, faces a 19.68% decline in tourist visits in 2023, highlighting the need for effective marketing strategies to enhance its appeal as a nature-based tourism destination. This study aims to analyze current marketing strategies, evaluate visitor performance, identify operational challenges, and propose an integrated tourism area strategy to increase tourist visits. Employing a descriptive qualitative approach with a single case study design, data were collected through semi-structured interviews with stakeholders, including park officials and community leaders, alongside field observations and secondary sources. The findings reveal that Palutungan relies on natural attractions like the Curug Putri waterfall but struggles with limited digital marketing and infrastructure deficiencies. A SWOT analysis identifies strengths in natural assets and opportunities in zoning systems, while weaknesses include waste management and limited capital. Digital marketing enhances destination visibility, supporting proposed strategies like social media campaigns and inclusive zoning. The study concludes that an integrated marketing strategy, incorporating digital promotion, stakeholder collaboration, and infrastructure improvements, can reverse the decline and ensure sustainable tourism growth at Palutungan.*

**Keywords:** Marketing Strategy, National Park, Nature Tourism, SWOT Analysis, Tourist Visits.

## ABSTRAK

*Palutungan Camping Ground, yang terletak di dalam Taman Nasional Gunung Ciremai di Kabupaten Kuningan, Jawa Barat, menghadapi penurunan 19,68% dalam kunjungan wisata pada tahun 2023, menyoroti perlunya strategi pemasaran yang efektif untuk meningkatkan daya tariknya sebagai tujuan wisata berbasis alam. Penelitian ini bertujuan untuk menganalisis strategi pemasaran saat ini, mengevaluasi kinerja pengunjung, mengidentifikasi tantangan operasional, dan mengusulkan strategi area pariwisata terpadu untuk meningkatkan kunjungan wisata. Menggunakan pendekatan kualitatif deskriptif dengan desain studi kasus tunggal, data dikumpulkan melalui wawancara semi-terstruktur dengan para pemangku kepentingan, termasuk pejabat taman dan pemimpin masyarakat, di samping pengamatan lapangan dan sumber sekunder. Temuan ini mengungkapkan bahwa Palutungan bergantung pada atraksi alam seperti air terjun Curug Putri tetapi berjuang dengan kekurangan pemasaran digital dan infrastruktur yang terbatas.*

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*Analisis SWOT mengidentifikasi kekuatan dalam aset alami dan peluang dalam sistem zonasi, sementara kelemahan termasuk pengelolaan limbah dan modal terbatas. Pemasaran digital meningkatkan visibilitas tujuan, mendukung strategi yang diusulkan seperti kampanye media sosial dan zonasi inklusif. Studi ini menyimpulkan bahwa strategi pemasaran terpadu, menggabungkan promosi digital, kolaborasi pemangku kepentingan, dan peningkatan infrastruktur, dapat membalikkan penurunan dan memastikan pertumbuhan pariwisata yang berkelanjutan di Palutungan.*

**Kata kunci:** Strategi Pemasaran, Taman Nasional, Wisata Alam, Analisis SWOT, Kunjungan Wisatawan.

## INTRODUCTION

Tourism is a vital economic driver in Kuningan Regency, West Java, Indonesia, significantly contributing to regional income and community welfare through the sustainable use of its natural and cultural resources. One of the region's key attractions is the Palutungan Camping Ground, located within Mount Ciremai National Park, which draws both domestic and international tourists due to its scenic beauty, cool climate, and cultural richness. Notable features such as the Curug Putri waterfall enhance its appeal as a nature-based tourism destination (Butler, 2018; Wijijayanti et al., 2020; Kadyrbekova et al., 2024). Strategically located as a buffer area between Jakarta and Central Java, Kuningan is accessible via the Cipali Toll Road and boasts natural assets such as clean water, fresh air, and relatively undisturbed ecosystems. The national park itself comprises 45 tourist attractions, with 30 located in Kuningan, including Palutungan (Sidiq & Resnawaty, 2017; Kuningan, 2022).

Despite its potential, the number of tourist visits to Palutungan has seen a concerning decline. In 2023, it recorded 76,300 visitors falling 19.68% short of its 100,000-visitor target. This follows a fluctuating trend: 106,900 visitors in 2019 (target: 123,000), 69,200 in 2020, 67,200 in 2021, and a slight increase to 77,600 in 2022 (Yustika & Muchlis, 2023; Kompas, 2023). While the COVID-19 pandemic significantly affected travel behavior, the continued stagnation suggests deeper issues related to destination visibility, accessibility, and promotion. These trends signal an urgent need for a more robust and strategic approach to tourism marketing, especially in leveraging digital platforms and stakeholder collaboration to reinvigorate interest and sustainably manage the site (Dionyssopoulou et al., 2014; Putra et al., 2020; Orindaru et al., 2021).

Effective tourism development hinges on integrated management strategies that link natural and cultural attractions to broader regional development goals (Robinson et al., 2019; Jing Loang, 2024). However, current marketing efforts at Palutungan remain fragmented and insufficient, particularly in their use of digital tools and stakeholder synergy. Previous research underscores the effectiveness of digital marketing in promoting less-known tourism destinations, particularly when combined with cohesive branding and local engagement (Hidayatullah et al., 2018; Gulo & Palupingtyas, 2024; Mulyana, 2025). Furthermore, studies by Hana (2020), Yulianti (2022), and Hidayah et al. (2022) highlight the importance of collaborative, multi-stakeholder approaches in developing integrated tourism areas, yet such strategies have not been fully implemented in Palutungan.

This study identifies a critical research gap: the absence of a comprehensive marketing framework tailored specifically to nature-based destinations like Palutungan. Existing efforts lack integration across zoning regulations, digital promotion, and institutional collaboration elements necessary for a destination to thrive in the competitive tourism market. As emphasized by Jason et al. (2024), Khater et al. (2025), and Zarei and Shahab (2025), site-specific marketing strategies that align local resources with modern promotional tools are essential, especially when confronting challenges such as poor infrastructure, limited digital reach, and ecological preservation needs.

In response, this study aims to evaluate the implementation of current marketing strategies, assess tourist visit trends, and identify key obstacles inhibiting Palutungan's growth. By employing a SWOT analysis framework (Singgalen et al., 2017), this research will map out internal and external factors influencing the site's development. The study also incorporates Panjaitan's (2020) emphasis on destination branding to propose an integrated marketing strategy that combines zoning systems, digital marketing, and stakeholder engagement.

The expected contribution of this research lies in offering a practical and context-specific marketing model that can be applied to Palutungan and similar nature-based tourism destinations. By addressing infrastructure gaps, enhancing digital presence, and promoting sustainable practices, this study seeks to revitalize Palutungan's position within West Java's ecotourism landscape while supporting the broader goal of sustainable tourism in Kuningan Regency.

## **LITERATURE REVIEW**

### **Management and Organizational Foundations for Tourism Development**

According to Robinson et al. (2019), effective management is pivotal for optimizing tourism resources to achieve sustainable development goals. Management encompasses planning, organizing, implementing, and controlling activities to reach organizational objectives efficiently (Katuse, 2018). In the tourism sector, this involves orchestrating stakeholders, infrastructure, and promotional strategies to increase a destination's competitiveness (Sorokina et al., 2022). Mount Ciremai National Park, including Palutungan Camping Ground, requires a structured management approach that leverages its ecological and cultural assets for long-term sustainability. Singgalen et al. (2017) emphasize that successful tourism policies must align with local government priorities to preserve natural resources and enhance tourist satisfaction. Collaborative organizational management, involving park authorities, local communities, and tourism agencies, is therefore essential for delivering consistent and immersive visitor experiences (Sentanu et al., 2023).

This study is grounded in key concepts of tourism marketing, particularly the Tourism Marketing Mix (7Ps) framework, which includes product, price, place, promotion, people, process, and physical evidence elements crucial for destination competitiveness. Additionally, the Integrated Destination Marketing model emphasizes the importance of aligning branding, infrastructure, and digital platforms to create a cohesive tourist offering. Moreover, sustainable tourism theory highlights the need to balance ecological integrity with economic benefits (Yoeti, 2021; Khater et al., 2024), aligning with Yi et al. (2024) who advocate for conservation-based marketing.

Despite these frameworks, there remains a research gap in applying a comprehensive, theory-based marketing strategy that integrates zoning systems, digital promotion, and stakeholder collaboration for nature-based destinations like Palutungan. This study addresses that gap by combining SWOT analysis with marketing mix strategies, offering a practical and theoretically sound model for sustainable tourism development.

### **Strategic Marketing in Tourism**

According to Hidayatullah et al. (2018) and Kumar and Barua (2024), strategic marketing is essential for promoting tourism destinations, particularly through digital tools that enhance visibility and accessibility. Strategic marketing involves market segmentation, positioning, and branding to differentiate a destination from competitors (Camilleri & Camilleri, 2018). The marketing mix, encompassing product, price, place, promotion, people, process, and physical evidence, is central to crafting effective tourism strategies (Kennedy et al., 2022). For Palutungan Camping Ground, applying the marketing mix can highlight its unique natural features, such as the Curug Putri waterfall, to attract diverse tourist segments. Putra et al. (2020) and Law et al. (2020) demonstrate that information and communication technology, such as mobile applications and social

media, significantly boosts tourism promotion by reaching broader audiences. This is particularly relevant for Kuningan, where digital marketing efforts remain underutilized.

The competitive advantage of a tourism destination lies in its ability to offer unique experiences. Panjaitan (2020) argues that strategic positioning through city branding can elevate a destination's appeal, as seen in Batu City's tourism success. For Palutungan, branding as an integrated tourism area with eco-friendly attractions can enhance its market position (Oktoma et al., 2024). Additionally, stakeholder collaboration, as emphasized by Rainanto et al. (2025), ensures that marketing strategies align with local policies and community aspirations, fostering sustainable growth. This study leverages these principles to develop a marketing strategy tailored to Palutungan's context.

### **Integrated Tourism and Destination Characteristics**

According to Hana (2020) and Kumar et al. (2024), integrated tourism development requires synergistic efforts across organizational, programmatic, and resource-based dimensions to create cohesive destination experiences. An integrated tourism area combines various attractions, such as natural, cultural, and artificial sites, to support each other and enhance visitor satisfaction (Yuliari & Riyadi, 2019). At Palutungan Camping Ground, integrating nearby attractions like cultural festivals or dairy farm experiences can create a comprehensive tourism ecosystem. Paliokas et al. (2020) and Marvella et al. (2023) highlight the role of technology, such as augmented reality applications, in enriching tourist experiences by providing interactive information about destinations. This approach can be applied to Palutungan to offer virtual tours or educational content about its natural features.

Destination characteristics, including physical appeal, accessibility, and sustainability, are critical for attracting tourists (Morozov & Morozove, 2016). Abdullah and Polus (2024) and Jason et al. (2024) note that sustainable tourism destinations must balance visitor influx with environmental conservation, a key consideration for Palutungan given its location within a national park. The SWOT analysis framework, as supported by Singgalen et al. (2017) and Shpak et al. (2021), provides a systematic tool to evaluate internal and external factors affecting tourism development (Nugroho & Santosa, 2021). By identifying strengths like natural beauty and weaknesses like limited infrastructure, this study formulates strategies to enhance Palutungan's appeal as an integrated tourism destination. The integration of zoning systems and stakeholder collaboration further supports sustainable development, aligning with global tourism trends.

### **RESEARCH METHOD**

This study employs a descriptive qualitative approach with an exploratory design to formulate an integrated tourism area marketing strategy for the Palutungan Camping Ground, located in Palutungan Hamlet, Cisantana Village, Cigugur District, Kuningan Regency, West Java, within the Mount Ciremai National Park. According to Creswell (2014), qualitative research is ideal for exploring complex social phenomena, such as stakeholder dynamics and tourist preferences, through in-depth data collection. The approach focuses on interpreting empirical data gathered from observations, interviews, and secondary sources to uncover strategic factors influencing tourism development. By prioritizing empirical truth and logical coherence, the study aims to provide actionable insights for enhancing tourist visits while maintaining environmental sustainability.

Data collection involved purposive sampling to select informants with direct relevance to the research objectives. Key informants included the Head of the Mount Ciremai National Park Office, the Head of the Regional Planning and Development Agency, the Head of the Youth, Sports, and Tourism Service, and the Head of the Tourism Study Program at Kuningan Health Sciences College. Additional informants, such as travel agents, community leaders, the chairman of the Alam Citra Mandiri Cooperative, and the Head of Cisantana Village, provided insights into local dynamics and operational challenges. Primary data were collected through semi-structured interviews and field observations at Palutungan, while secondary data were sourced from reports, journals,

and government databases, as supported by Sugiyono (2019), who emphasizes the importance of diverse data sources for robust qualitative analysis. This multi-source approach ensured a comprehensive understanding of the tourism context.

The research process was conducted in five phases: preparation, data collection, data analysis, triangulation, and discussion of findings. Data analysis utilized the SWOT framework to evaluate internal and external factors affecting Palutungan's tourism potential. Internal Factor Analysis Summary (IFAS) and External Factor Analysis Summary (EFAS) were developed to identify strengths, weaknesses, opportunities, and threats. Each factor was assigned a weight based on its perceived importance and rated on a scale of 1-9 for short-term impact, with the total score calculated as the product of weight and rating. Triangulation, as advocated by Yin (2018), was employed to cross-verify data from interviews, observations, and secondary sources, enhancing the validity of findings. This systematic process ensures that the proposed marketing strategies are grounded in empirical evidence and aligned with stakeholder perspectives.

The study's focus on Palutungan Camping Ground leverages its unique position within the Mount Ciremai National Park, a site known for its natural beauty and ecological significance. By integrating qualitative insights with SWOT analysis, the research addresses specific challenges, such as declining visitor numbers and infrastructure limitations, while proposing strategies for sustainable tourism development. Rainanto et al. (2025) highlight the importance of stakeholder collaboration in tourism planning, which this study incorporates through diverse informant perspectives. The methodology provides a robust foundation for formulating an integrated marketing strategy to enhance Palutungan's appeal as a premier nature-based tourism destination.

## **RESULTS**

The findings, organized to address the research objectives, present the implementation of marketing strategies, visitor performance, operational challenges, and strategic evaluations to enhance tourist visits at Palutungan. According to Putra et al. (2020), combining stakeholder insights with empirical data strengthens the foundation for tourism strategy development, a principle applied to understand Palutungan's tourism dynamics.

Based on the results of the integrated tourism area questionnaire analysis, it was found that all respondents agreed with the zoning of the tourism area, consisting of a main zone, a supporting zone, and a buffer zone. In the main zone, developing natural resources such as waterfalls and environmental preservation were considered important by all respondents. In the supporting zone, all respondents agreed on the importance of supporting attractions such as arts and cultural festivals and exhibitions, the availability of supporting facilities such as prayer rooms and souvenir kiosks, and tourist accommodations in the main zone such as glamping tents and tree houses, although one respondent disagreed with these accommodations.

In the buffer zone, all respondents agreed that accessibility and the presence of artificial attractions such as milking areas were important. However, two respondents disagreed with the availability of supporting services such as selfie spots, gazebos, and ATV rides. All respondents supported the development of integrated tourism routes, including special paths for people with disabilities and jogging tracks. The majority approved the construction of facilities such as villas, hotels, restaurants, ATMs, pharmacies, and minimarkets, although two respondents disagreed. All respondents agreed on the need for infrastructure improvements, such as public transportation and supporting utilities.

Finally, all respondents agreed that all relevant parties, including all levels of society, need to be actively involved in the management of integrated tourism areas.

The questionnaire analysis revealed that all eight informants agreed on the importance of developing natural attractions such as waterfalls, environmental conservation, and supporting facilities like glamping tents, cultural festivals, and accessible routes. However, two informants highlighted the lack of accommodations such as villas and facilities like ATMs and pharmacies. There was strong agreement on integrated connecting routes and

access routes for the disabled, supporting a zoning-based approach to improving tourist accessibility.

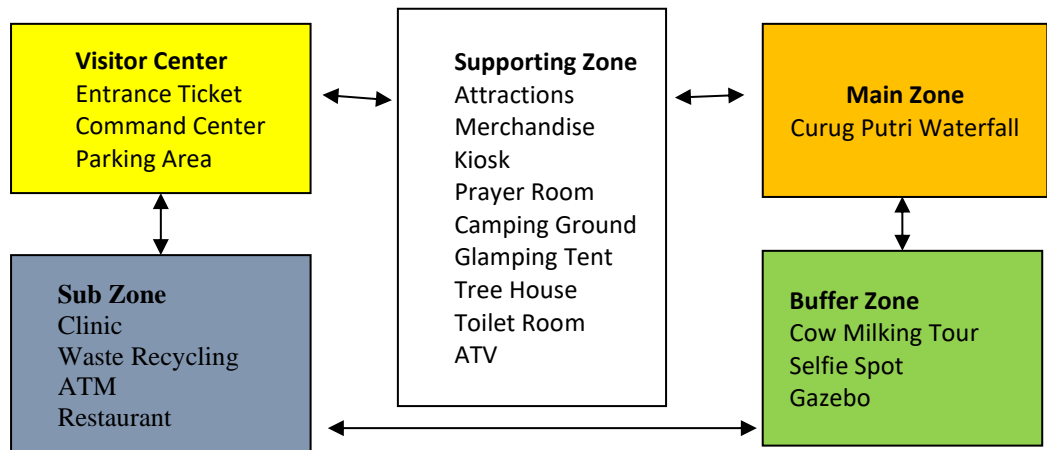


Figure 1. Integrated Tourism Area Zoning Concept Palutungan Camping Ground Natural Tourism Object

Visitor performance data reveal inconsistent tourist numbers at Palutungan. In 2019, the site recorded 106,900 visitors against a target of 123,000, followed by declines to 69,200 in 2020 and 67,200 in 2021, largely due to the COVID-19 pandemic. A recovery to 77,600 visitors occurred in 2022, but 2023 saw a 19.68% drop to 76,300 visitors, missing the 100,000 targets. Figure 1, Integrated Tourism Area Zoning Concept, illustrates the proposed zoning system, dividing Palutungan into main, supporting, and buffer zones. The main zone centers on the Curug Putri waterfall, supported by facilities like festival stages and glamping tents, while the buffer zone includes artificial attractions like dairy cow milking areas, connected by accessible paths for general visitors and those with disabilities.

Table 2. External Factor Analysis Matrix

Key Indicators		Weight (%)	Rating (1-9)	Score (B x R)
Opportunity	Efforts to create an integrated tourism area zone	0.25	6	1.50
	Increasing Local Original Income	0.15	4	0.60
	Creation of New Jobs	0.10	3	0.30
	Local Community Support	0.20	5	1.00
	Additional Facilities	0.25	6	1.50
	The development of digitalization in facilitating access to tourist destinations	0.20	5	1.00
	Creating superior and quality human resources	0.10	3	0.30
Threat	Natural disaster volcanic eruption	0.30	4	1.20
	Environmental pollution	0.15	3	0.45
	Social Conflict of Community Groups	0.10	1	0.10
	Declining Quality and Area of Forest Land	0.25	2	0.50
	Loss of water absorption	0.20	2	0.40
	Change of Regional Policy	0.10	1	0.10
	The entry of foreign investors dominates	0.05	1	0.05
				2.80

Table 2, External Factor Analysis Matrix, quantifies external opportunities and threats impacting Palutungan's tourism development. Opportunities include creating an integrated tourism area zone (weight: 0.25, score: 1.50) and digitalization for easier access (weight: 0.20, score: 1.00), while threats include natural disasters like volcanic eruptions (weight: 0.30, score: 1.20) and environmental pollution (weight: 0.15, score: 0.45). The total opportunity score of 6.20 surpasses the threat score of 2.80, suggesting a favorable external environment. According to Putra et al. (2020), leveraging digital tools can

enhance destination visibility, aligning with the high-scoring opportunity of digitalization identified in the table.

**Table 3.** Internal Factor Analysis Matrix

Key Indicators	Weight (%)	Rating (1-9)	Score (B x R)	
Strength	The cool, clean air of Mount Ciremai	0.25	6	1.50
	The beauty of the beautiful natural scenery and nature	0.20	5	1.00
	The friendliness of the local people	0.15	4	0.60
	Availability of accommodation facilities	0.10	2	0.20
	Availability of public facilities	0.10	2	0.20
	Availability of waterfalls directly from the mountains	0.25	6	1.50
	Strong commitment of local government and related agencies	0.20	5	1.00
				6.00
Weaknesses	Tourist attractions have not been arranged in an integrated manner and tend to stand alone.	0.15	3	0.45
	Still lacking capital.	0.05	1	0.05
	Obstacles in accessing public transportation or private vehicles to reach tourist attractions.	0.05	1	0.05
	Lack of superior human resources.	0.10	2	0.20
	Marketing activities are not yet optimal.	0.15	3	0.45
	Lack of Availability of Trash Bins and merchandise.	0.15	3	0.45
	Lack of security officers, both traffic controllers at tourist attraction locations and guards within the tourist attraction.	0.10	2	0.20
			1.85	

Table 3 of Internal Factor Analysis Matrix details Palutungan’s strengths and weaknesses. Strengths include the cool, clean air of Mount Ciremai (weight: 0.25, score: 1.50) and the presence of waterfalls (weight: 0.25, score: 1.50), while weaknesses encompass limited infrastructure (weight: 0.10, score: 0.20) and suboptimal marketing activities (weight: 0.15, score: 0.45). The strength score of 6.00 significantly outweighs the weakness score of 1.85, indicating a strong natural foundation but a need for infrastructure and marketing improvements. Rainanto et al. (2025) note that addressing internal weaknesses is critical for sustainable tourism, supporting the findings in this matrix.

Based on the IFAS and EFAS analysis, the Palutungan tourist area possesses several strengths, such as cool and clean air, natural beauty, friendly local residents, availability of accommodations and public facilities, and strong support from the local government. However, weaknesses remain, such as unintegrated tourist attraction management, limited capital, poor accessibility, a lack of qualified human resources, suboptimal marketing activities, inadequate sanitation facilities, and a shortage of security personnel.

Opportunities that can be exploited include developing an integrated tourism area, increasing local revenue, creating jobs, supporting local communities, adding facilities, and advancing digitalization for easier tourist access. Recommended SO strategies include developing an integrated tourism concept, improving infrastructure, and digitalizing marketing. WO strategies include implementing zoning, partnerships, improving human resource quality, and providing recycling facilities.

On the threat side, the area is potentially exposed to natural disasters, pollution, social conflict, forest degradation, and the dominance of foreign investors. ST strategies can be implemented through disaster mitigation education, environmental outreach, and regulatory enforcement. Meanwhile, WT strategies include collaborating with health agencies, providing evacuation routes, and strengthening coordination among tourism managers.

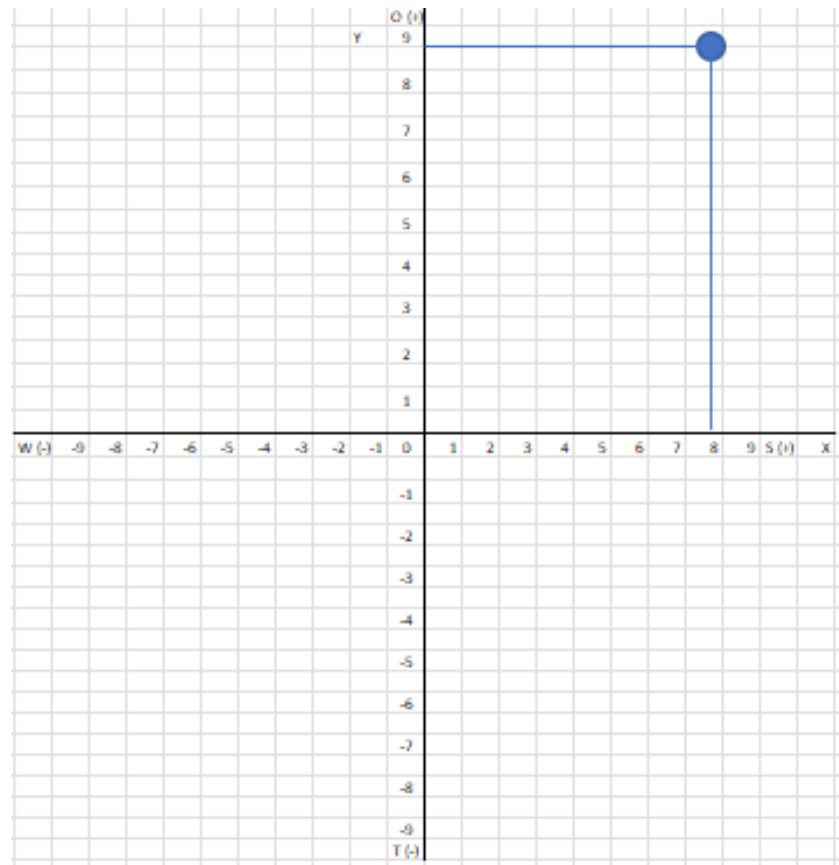


Figure 2. SWOT Analysis Diagram

X-axis	
Total Strength	= 6.00
Total weakness	= 1.85
Score	= 7.85
Y axis	
Total Opportunities	= 6.20
Total Threats	= 2.80
Score	= 9.00

Figure 2, SWOT Analysis Diagram, visually represents these scores, with strengths (6.00) and opportunities (6.20) dominating weaknesses (1.85) and threats (2.80), indicating a positive strategic position for Palutungan.

The development of the segmentation, targeting, positioning, and branding (STPB) strategy for the Palutungan tourist area. Initially, the market segment included local tourists who enjoy outdoor adventures. Now, the target market has expanded to include families, teenagers, students, nature lovers, and people with disabilities, using a psychographic approach that emphasizes the pursuit of new experiences, relaxation, and healing. In terms of positioning, Palutungan highlights Curug Putri as a natural waterfall with clear water, fresh air, and a unique glamping experience, while emphasizing conservation and environmental education. The branding strategy is supported by the creation of a custom logo, slogan, educational content campaign, social media optimization, and collaboration with influencers.

Meanwhile, the 7Ps Marketing Mix analysis identified current limitations such as inadequate facilities, manual processes, and suboptimal promotion. Proposed improvements include the addition of public facilities such as souvenir kiosks, jogging paths, glamping tents, and guaranteed cleanliness and security. Pricing is competitively adjusted to match the tour package promotion, while promotion will be enhanced through creative and educational digital content. The location provides a spacious parking area and disability-friendly accessibility. Human resources will be strengthened through the

recruitment of friendly and well-trained tour guides and security guards. The visit process will be computerized with an integrated reporting system, and physical evidence such as information boards, restrooms, places of worship, and trash receptacles will be adequately provided.

The Palutungan Integrated Tourism Area Marketing Strategy Roadmap includes the 2024–2044 Long-Term Strategic Plan (RSJP) and the 2024–2029 Medium-Term Strategic Plan (RSJM). The RSJP consists of five stages: strengthening infrastructure and human resources (2024–2028), increasing tax revenue (2029–2033), strengthening MSMEs (2034–2038), and environmental conservation (2039–2044). The RSJM includes tactical steps such as facility licensing (2025), improving facilities and human resources (2026), marketing digitalization (2027), community empowerment (2028), and strengthening inter-agency cooperation (2029). This roadmap reflects the synergy between strengthening local capacity, tourism competitiveness, and environmental conservation towards a sustainable natural tourism destination.

## **DISCUSSION**

The findings from the study at Palutungan Camping Ground highlight the critical role of strategic marketing in revitalizing tourist visits to a nature-based destination within the Mount Ciremai National Park. According to Hidayatullah et al. (2018), digital marketing significantly enhances the visibility of lesser-known tourism sites, a strategy underexplored at Palutungan. The reliance on natural attractions, such as the Curug Putri waterfall, as a differentiating factor aligns with the site's full market coverage approach, targeting diverse demographics. However, the limited digital presence restricts outreach to broader audiences, particularly younger tourists and international visitors. Integrating digital tools, such as social media campaigns and mobile applications, can amplify Palutungan's appeal by showcasing its unique natural and cultural assets, addressing the identified weakness in marketing activities.

The zoning concept, which divides Palutungan into main, supporting, and buffer zones, offers a structured approach to enhance visitor experiences. According to Hana (2020), integrated tourism development through zoning fosters synergy among attractions, improving accessibility and satisfaction. The emphasis on inclusive facilities, such as paths for people with disabilities, reflects a commitment to broadening market segments, aligning with modern tourism trends that prioritize inclusivity. Stakeholder consensus on developing glamping tents and cultural festivals further supports this approach, as it diversifies offerings beyond natural attractions. However, challenges like inadequate infrastructure and waste management require coordinated efforts among park authorities, local government, and communities to ensure sustainable implementation of the zoning system.

The SWOT analysis reveals a strong strategic position for Palutungan, with strengths and opportunities outweighing weaknesses and threats. According to Rainanto et al. (2025), stakeholder collaboration is essential for leveraging opportunities like digitalization and integrated zoning while mitigating threats such as environmental pollution. The high scores for natural assets, like clean air and waterfalls, provide a competitive advantage, but weaknesses in infrastructure and human resource quality necessitate investment. Strategies like disaster mitigation education and partnerships with health agencies address environmental and safety concerns, ensuring long-term sustainability. These strategies align with the need to balance economic growth with ecological preservation, a critical aspect of nature-based tourism.

The marketing mix analysis underscores the importance of aligning product, price, promotion, and other elements to meet visitor expectations. According to Yoeti (2021), a comprehensive marketing mix enhances destination competitiveness by addressing diverse visitor needs. The proposed improvements, such as competitive pricing and digital promotion, aim to overcome current limitations in facilities and outreach. The shift in targeting from outdoor enthusiasts to a broader audience, including families and people with disabilities, strengthens Palutungan's positioning as an inclusive, conservation-

focused destination. Regular evaluations through customer satisfaction surveys and social media analytics, as implemented by the management, provide data-driven insights to refine these strategies.

This study highlights constraints such as waste management and limited capital, which require external support and innovative solutions, such as virtual tour technology and cross-sector collaboration. Human resource training is also crucial for improving service quality and visitor satisfaction, in order to reverse the 19.68% decline in visits by 2023 and achieve the target of 100,000 tourists per year. Practical implications include digital marketing and zoning strategies to increase visits and environmental sustainability. Theoretically, this study enriches the tourism marketing literature by applying SWOT analysis and the marketing mix to the post-pandemic nature tourism context.

## CONCLUSION

This study of the Palutungan Camping Ground in Mount Ciremai National Park provides important insights into strategic tourism management, emphasizing the need for stronger marketing efforts, infrastructure improvements, and stakeholder collaboration. The key finding a 19.68% decline in tourist visits in 2023 underscores the urgency of addressing gaps in digital promotion and supporting facilities, despite the site's strong appeal through natural attractions like Curug Putri waterfall and its broad market segmentation. From a policy perspective, integrating digital marketing strategies, zoning-based spatial planning, and infrastructure upgrades particularly in waste management and accessibility can significantly improve tourism performance. Strengthening partnerships with local governments, private investors, and the community is essential for securing resources, improving service quality, and ensuring sustainability. The implementation of a zoning system (main, support, buffer zones) provides a strategic approach to balance conservation with visitor accessibility.

Theoretically, this study demonstrates how SWOT and marketing mix frameworks can be applied effectively to evaluate and enhance tourism competitiveness in nature-based destinations. It adds to the limited literature on marketing strategies in post-pandemic rural tourism settings. However, the study has limitations. It relies on a single case with only eight stakeholders, which may not capture the full spectrum of perspectives. Additionally, the absence of quantitative performance metrics and long-term data restricts evaluation of strategy effectiveness over time. Future research should include broader stakeholder input, multi-site comparisons, and quantitative indicators such as visitor satisfaction or return rates. Exploring the role of digital innovations like augmented reality could further enhance visitor engagement and destination appeal. These steps are crucial for supporting sustainable tourism recovery and growth in similar ecotourism contexts across Indonesia.

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