

Analysis Of Tourism Development Potential In Physical Planning Of Batutulis Area As Historical And Cultural Tourist Destination In Bogor City

*Development of
Cultural Tourism
Destination*

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ABSTRACT

The city of Bogor is one of the cities that has large and diverse historical and cultural tourism resource potential, one of which is the Batutulis area. The Batutulis area has historical and cultural tourism potential that can be developed. However, this condition experiences problems which are limited by the identification of scattered sites, congestion, and inadequate infrastructure so that its development requires appropriate strategies such as developing physical planning. Physical planning is planning physical conditions or planning visible resource components such as buildings, roads and other facilities, in order to create a physical environment that is functional, comfortable, safe and attractive. This research uses a qualitative descriptive method with SWOT analysis carried out by observation, interviews and documentation. The sources in this research were the Public Works Department, Transportation Department, Environmental Department, Tourism and Culture Department, South Bogor District, Batutulis Subdistrict and Lawanggintang Subdistrict. Research on the Batutulis area of Bogor City resulted in the conclusion that the tourism potential in physical planning in the area is feasible and has the potential to be developed. This research produces physical planning strategies in the Batutulis area in the form of building tourist facilities, building tourist facilities and infrastructure, developing and managing tourist attractions, as well as developing historical and cultural tourism infrastructure.

Keywords: *Tourism Development Potential, Physical Planning, Historical and Cultural Tourist Destination, Batutulis Area, Bogor City*

INTRODUCTION

The city of Bogor is one of the cities that has large and diverse historical and cultural tourism resource potential. Historical and cultural tourist attractions in Bogor City include various places, such as the Bogor Botanical Gardens, Zoological Museum, Perjuangan Museum, PETA Museum, Batu Tulis Inscription, and others. Considering that the city of Bogor has a variety of historical and cultural tourist attractions, it is not surprising that every year tourists from various regions come to visit these tourist attractions. This tourism potential is supported by the strategic location of Bogor City within reach of West Java and even domestic tourism. This is because the city of Bogor is the gateway for Jakarta tourists to several tourist attractions that are currently developing, such as the Puncak route, which is one of the National Tourism Strategic Areas. One of the Strategic Tourism Area Developments in the City of Bogor is the Batu Tulis Historical and Cultural Area which is regulated in Bogor City Regional Regulation Number 9 of 2016 concerning the Master Plan for Regional Tourism Development for 2016-2025 (Review RIPPANDA Kota Bogor, 2022).

The city of Bogor is an important tourist, economic, scientific and cultural center. During the Dutch colonial period, this place was named Buitenzorg, which means

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"Withoutworry" in Dutch, and served as the summer residence of the Governor General of the Dutch East Indies. Pakuan Pajajaran is the name of an ancient city which is one of the oldest cities in Indonesia. This is shown by records of the lost city of Pakuan, which was only rediscovered by a Dutch expedition under the leadership of Scipio and Riebeeck in 1687. They discovered that the Batutulis area was the center of the Pajajaran government after studying the Batutulis inscription and other places. The Pajajaran Kingdom is in Bogor (Preparation of Detailed Plans KSPK Batutulis, 2023).

The Batutulis inscription in Bogor is said to be one of the sites of the Pajajaran Kingdom that was discovered. Based on sources, Batutulis Village is now designated as the palace for the Pajajaran Kingdom. In the Batutulis complex there are 15 remains in the form of terracite, a stone found along the Cisadane River. There are six stones inside the cupola, one outside the cupola terrace, two in the porch and six in the courtyard. The Bogor City Government also plans to improve the Batutulis Cultural Heritage area in Batutulis Village, South Bogor District. The current condition of the cultural heritage site is considered less representative (Kusumo, 2021).

Beside the inscribed stone there is a phallus or elliptical stone which is the same height as the Batutulis inscription. This phallus stone symbolizes the figure of Sri Baduga Maharaja, while the inscription itself symbolizes the figure of Surawisesa. The placement is arranged in such a way, according to the position of father and son. On the other hand, experts believe that this inscription was made after King Siliwangi died. Another version states that this inscription was made as a way for King Surawisesa to express regret for his inability to maintain the integrity of the Pakuan Pajajaran region. Because at that time, the troops he led lost in the battle against the Cirebon Sultanate, which resulted in the loss of several areas of the kingdom (Review RIPPANDA Kota Bogor, 2022). Known as a historical site which is a very important heritage in the city of Bogor, this inscription has historical value and of course has many benefits in the field of education.

The Bumi Ageung Batutulis Pajajaran area is planned to be used as a new free tourist attraction in Bogor City which will provide education regarding the site and history of Bogor City (Zakaria, 2023). In the Bumi Ageung Batutulis Pajajaran area there will be a museum and gallery containing historical stories of the city of Bogor as well as replicas of heirloom objects from the Pajajaran Kingdom. This is because the Batutulis Inscription in the city of Bogor is one of the heritage sites of the Pajajaran Kingdom which has very high historical value. The discourse on building this museum will also be continued with anthropological investigations into other remains of the Pajajaran Kingdom which may still be scattered in the Batutulis area. The Mayor of Bogor, Bima Arya, said that there is a need for research into the connection between the Pajajaran Kingdom and Bogor City and the many historical mysteries that have not been revealed (Kusumo, 2021). This historical and cultural tourist attraction has a lot of tourism potential which the author can explore more deeply.

In the Internal Tourism Environment Analysis of Bogor City, in terms of strength, tourism destinations in Bogor City are served by infrastructure and utility networks (clean water, electricity, drainage and waste networks) (Review RIPPANDA Kota Bogor, 2022). However, in South Bogor District, there are 5 inundation points which have the potential to cause flooding in the drainage channel due to the channel capacity being exceeded and waste deposition in the channel. The five inundation points include Lawanggantung and Batutulis sub-districts, namely 4 drainage routes in Lawanggantung sub-district and 6 drainage routes in Batutulis sub-district (Wardhani & Rufina, 2022). The Batutulis area which will be used as a historical and cultural object includes Batutulis Village and Lawanggantung Village (Preparation of Detailed Plans KSPK Batutulis, 2023).

Apart from that, the obstacle in the Batutulis area is traffic jams. According to Global Traffic Scored 2021, Bogor City is the fifth most congested city in Indonesia (Sholihin, 2022). Congestion often occurs in the Sukasari area, precisely in front of the Venus Roti shop, due to the large number of street vendors selling on the sidewalk and slowing public transportation right at the corner of the red light intersection on the road (Hidayatullah, 2021). Then now, as a result of the closure of Otista Street, long traffic jams continue to

occur on several roads in Bogor City, starting from Pajajaran Street to Sukasari Street. Vehicles heading to the one-way system area were diverted to the Sukasari area towards Lawanggantung and entered Jalan Suryakencana via the NV Sidik Street section. However, to divert this flow, residents have to be stuck in long traffic jams (Yustanto, 2023). In the Longterm Regional Development Plan for the City of Bogor, the second mission is to create a transportation system that supports the accessibility of economic, social and cultural activities through the provision of quality, environmentally friendly transportation that is in synergy with spatial planning (Review RIPPANDA Kota Bogor, 2022). Based on the background description above, the author is interested in conducting further research regarding the potential for tourism development in the physical planning of the Batutulis area as a historical and cultural tourist attraction in the city of Bogor.

LITERATURE REVIEW

Tourism Development

As time went by, tourism development gradually began to prioritize sustainable issues rather than focusing on creating mass tourism products. As a result, the World Tourism Organization (WTO) asked its member countries to develop sustainable tourism. Community-based tourism (CBT) and ecotourism are some of the concepts that should be expanded in many countries. "Tourism development is based on ecological sustainability criteria which must be managed in the long term, while still paying attention to the economic, ethical and social aspects of society", according to the "Sustainable Tourism Charter" (1995) (Sulistiyadi et al., 2021). Interpretation plays a very strategic and important role in tourism development, especially to help visitors understand the parts and relationships between existing environmental natural processes, encourage the desire to study and learn more about the natural environment, encourage the desire to participate in efforts to manage, protect and preserving it, or encouraging changes in the attitudes and awareness of visitors and the wider community regarding the natural environment. Planners, developers, managers and tourism operators often do not pay attention to this (Sulistiyadi et al., 2021).

Law Number 10 of 2009 encourages the development of the tourism sector in Indonesia, stating that tourist attractions will increase Regional Original Income, improve people's standard of living, increase employment opportunities, increase love for the environment, and preserve culture and nature. To support tourism development, the government and institutions related to tourism are needed to carry out research and development related to tourism. To support tourism development, the government and local governments ensure that information is available and can be shared with the community. With the various advantages that tourist attractions have, it would be interesting to conduct further research on the approaches needed to increase their tourism potential. Various parties must work together to develop tourist attractions. However, what is more important is public awareness of an object's tourism potential, which can be achieved through understanding internal resources and external factors. Therefore, tourism development analysis aims to understand the tourism potential of a tourist attraction.

Physical Tourism Planning

The tourism sector is one of the largest and fastest growing economic sectors in the world. Tourism development plays an important role because apart from being an economic driver, it is also expected to increase employment opportunities and people's income. The availability of effective and reliable infrastructure plays an important role in regional development and economic growth, including the development of tourism areas (Brawijaya et al., 2017). Tourism development often requires building and improving infrastructure to accommodate visitor needs. Infrastructure refers to the physical facilities and services needed to support tourism activities (Murdana et al., 2023).

Physical planning is planning visible resource components such as buildings, roads and other facilities, in order to create a physical environment that is functional, comfortable, safe and attractive. Apart from that, physical planning is related to the type and spatial layout

of existing land. Physical development must be carried out in an integrated manner taking into account several aspects such as the environment, social and cultural sustainability of the community, and economic aspects. In tourism development planning, physical planning can be interpreted as the spatial arrangement of physical tourism facilities so that they can carry out their functions effectively (Sukarno, 2019).

To reach tourist destination areas, tourists, both domestic and foreign, need the support of various facilities (infrastructure) and various conveniences (accessibility). Tourism development needs to continue to be encouraged by developing the potential for cultural tourism, marine tourism and other outdoor activities supported by tourism supporting facilities and infrastructure, transportation and communication facilities, skilled tourism personnel (Nur et al., 2020). One important element in developing tourism is through the provision of infrastructure to support tourism activities in traveling. This infrastructure includes land transportation, sea transportation, air transportation, drinking water, drainage, waste, waste, telecommunications, energy and electricity, as well as public and social facilities, education and health. Meeting needs such as adequate infrastructure to support tourism activities is an important element so that the existing tourism base can continue (Pratami et al., 2021).

Tourism Potential

Tourism potential is everything that is planned and provided to be utilized for tourism development, whether in the form of atmosphere, events, objects or services. Tourism potential can also include human cultural riches and a variety of physical and biological natural resources (Fadjarajani et al., 2021). Tourism potential is all objects (natural, cultural and artificial) that require a lot of handling in order to provide attraction value for tourists that are considered to have potential. Potential exploration can begin by exploring benefits that can be developed (Ismail, 2020). To increase tourism potential, increased tourism must be planned better than before. The potential of the tourism sector has a huge impact on the lives of local communities (Apriyani, 2021). For example, through the presence of traders selling various foods, drinks, souvenirs and transportation services and others.

Historical and Cultural Tourist Objects

According to Utama (2014), tourist attractions are divided into three categories: (a) natural tourist attractions, there is sea, beaches, mountains, lakes, flora and fauna, protected areas, nature reserves and others. (b) cultural tourism objects, namely traditional dances, traditional ceremonies, cultural heritage, historical heritage buildings, cultural festivals, customs. (c) artificial tourist attractions, namely sports facilities and infrastructure, games, acrobatics, recreation parks, national parks, shopping centers and so on.

Historical tourism is a tourist activity in historical areas, especially exploring objects created by humans in the past. History-based tourism is an asset that has the potential to be developed (Trianto et al., 2023). Heritage according to the UNESCO World Heritage Center is "our legacy from the past, what we live with today, and what we pass onto future generations. Cultural heritage is an irreplaceable source of life and inspiration." The term "cultural heritage" has evolved from tangible heritage of the past, such as museums, historic sites, landscapes, to intangible heritage or the heritage of everyday life and people's memories (World Tourism Organization, 2011).

Culture is a way of life shared by a group of people and passed down from generation to generation. In other words, culture is the product of human efforts to maintain a lifestyle and adapt to their environment. In tourism, culture plays an important role and is the main factor that attracts tourists. Indonesian culture has extraordinary potential to attract tourists. Cultural Tourism is a term used to describe tourism products that highlight the diversity of a region's cultural heritage (Pribadi et al., 2021). Indonesian cultural tourism has many products that are becoming trends and forming its own type of tourism that originates from cultural tourism, such as culinary tourism and pilgrimages. In addition, cultural tourism has developed to support other types of tourism, such as tourist villages that depend on cultural products as attractions (Kusumawidjaya et al., 2023).

Tourist Attraction

Each region has its own tourist attraction that can attract tourists to visit these tourist attractions. In the era of globalization, tourism has become an industry that is growing very rapidly, both in terms of developing tourist attractions, transportation and in the form of tourism marketing (Putri et al., 2023). In tourist destinations there needs to be tourism supporting components. There are 6 Tourism Components which are the basis for this research, the 6 Tourism Components are Attraction, Accommodation, Amenities, Ancillary Services, Activity and Accessibility (Chaerunissa & Yuniningsih, 2020). A description of each component can be described below.

1) Attraction

Attractions are anything that can attract visitors to tourist attractions. Natural resources, such as natural physical features and the beauty of locations, can be the basis of attractions. Almost every place has unique attractions that cannot be found anywhere else (Chaerunissa & Yuniningsih, 2020).

2) Accessibility

According to Government Regulation no. 50 of 2011 concerning National Tourism Development Master Plan 2010 – 2025, tourism accessibility is all types of supporting transportation facilities and infrastructure that support the movement of tourists from the tourist's area of origin to the tourism destination as well as movement within the tourism destination in relation to the motivation for tourist visits. Accessibility includes transportation within the country, between and within regions (regional), as well as within regions and ease of obtaining information about destinations (Suwena & Widyatmaja, 2017).

3) Amenities

Amenities are known as supporting facilities that can meet the needs and desires of tourists while they are at the location as well as the availability of accommodation to stay overnight as well as food and drink facilities. It is better if the destination has additional tourist needs such as public toilets, rest areas, parking lots, health clinics and places of worship. Of course, these facilities must also consider the situation and conditions of the destination and the needs of tourists (Isdarmanto, 2017).

4) Accommodation

People who travel often need accommodation services provided by other parties. The development of the tourism sector greatly influences the type of accommodation (Ashoer et al., 2021). This includes types of accommodation: hotels, villas, guesthouses, tourist cottages, motels, apartments, campsites, cruise ships, yachts, youth cottages, caravans and so on (Utama, 2014).

5) Activities

Activities relate to activities at the destination that will provide experiences for tourists. Every tourist experiences an attraction, but their experience depends on the activities they choose. Some people may include experience as a component of tourism, but there is no product that can provide an experience, there is only the opportunity to have an experience (Stange & Brown, 2015). Tourist activities at a destination are activities that attract tourists to come to a destination (Chaerunissa & Yuniningsih, 2020).

6) Ancillary Services

Ancillary services are an important element of the success of a tourism destination. This component consists of the role or support of government, institutions and organizations in managing a destination (Berutu, 2023). Additional services (ancillary services) or often called complementary services must be provided by the local government of a destination for both tourists and tourism stakeholders. Services provided include: marketing, physical development (roads, railways, drinking water, electricity, telephone, etc.) as well as coordination of all types of activities and with statutory regulations both at tourist attractions and on highways (Suwena & Widyatmaja, 2017).

METHODOLOGY

The type of method used in this research is a descriptive qualitative research method supported by SWOT analysis. Using qualitative data, namely in the form of information that cannot be measured directly with numbers, but is a description and explanation of the results of interviews in research. The object of this research is the tourism potential and physical planning of the Batutulis area as a historical and cultural tourist attraction in the city of Bogor. In collecting the data used, researchers conducted in-depth interviews with various sources related to the research object taken. To achieve the goal of developing the tourism potential of the Batutulis Cultural Heritage area, Bogor City, this research is expected to provide a description of the results of information collected from sources as well as objective facts about this phenomenon. In this research, the data sources obtained include primary data originating from interviews and secondary data in the form of published and unpublished documents such as information from the Batutulis Area book and from the Strategic Area City Tourism Batutulis Consultant Team. The data collection methods used in this research are observation, interviews and documentation.

Table 1: The Keyperson of interviewed

N o	Keyper sons	Remar ks	Numb er
1	Head of Tourism Divison, Department of Tourism and Culture	Intervi ew	1
2	Officer of Environment Department	Intervi ew	1
3	Officer of Public Works and Spatial Planning Department	Intervi ew	1
4	Officer of Transportation Department	Intervi ew	1
5	Head of South Bogor District	Intervi ew	1
6	Head of Batutulis Subdistrict	Intervi ew	1
7	Head of Lawanggintung Subdistrict	Intervi ew	1
8	Local Communities	Intervi ew	1
9	Bogor Bicycle Tour Operator	Intervi ew	1
		Total	9

Source: author, 2024

RESULT AND DISCUSSION

RESULT

Tourism Potential of The Batutulis Cultural Heritage Area

The tourism potential of the Batutulis area is one part of the tourism elements that can increase the length of stay of tourists. As time goes by, tourists now tend to choose tourist activities that can provide added value in the form of knowledge, especially historical and cultural knowledge for them. Tourists go on historical tours to experience firsthand the places and activities that depict the history of people in the past. This trend in tourist activities which is currently in great demand by tourists encourages the provision of tourist activities which involve storytelling and are thick with adventure values. For more clarity regarding the condition of Batutulis area tourist attractions, see the table.

Table 2: Tourist Objects at Batutulis Cultural Heritage Area

No	Type of Object	Tourist Destinations	Address	Figure
1	Cultural Heritage	Batutulis Inscription	Batutulis Street, Batutulis Sub-district, South Bogor District	
2	Cultural Heritage	Ranggapati Site	Batutulis Street, Batutulis Sub-district, South Bogor District	
3	Cultural Heritage	Kupa Landak Site	Kebon Pala Village, Batutulis Sub-district, South Bogor District	
4	Cultural Heritage	Purbakala Batu Congkrang Site	Balekambang Village, Batutulis Sub-district, South Bogor District	
5	Cultural Heritage	Purwakalih Site	Lawanggintung Street, Lawanggintung Sub-district, South Bogor District	
6	Cultural Heritage	Cipulus Spring Water	Kebun Pedes Village, Batutulis Sub-district, South Bogor District	
7	Cultural Heritage	7 Well	Lawanggintung Street, Lawanggintung Sub-district, South Bogor District	
8	Cultural Heritage	Bunker	Lawanggintung Street, Lawanggintung Sub-district, South Bogor District	

9	Cultural Heritage	Embah Dalem Grave	Lawanggintung Street, Lawanggintung Sub-district, South Bogor District	
10	Cultural Heritage	Cibalok River	Lawanggintung Street, Lawanggintung Sub-district, South Bogor District	
11	Cultural Heritage	Cipakancian River	Lawanggintung Street, Lawanggintung Sub-district, South Bogor District	
12	Cultural Heritage	Sayur Asem Purwakalih Restaurant	Lawanggintung Street, Lawanggintung Sub-district, South Bogor District	
13	Cultural Heritage	Rumah 30 Restaurant	Batutulis Street No. 30, Batutulis Sub-district, South Bogor District	
14	Non Cultural Heritage	La Isola Caffè, Dolce & Kitchen	Batutulis Street No. 45, Batutulis Sub-district, South Bogor District	
15	Non Cultural Heritage	Sinar Jaya Rattan	Siliwangi Street No. 55, Sukasari Sub-district, East Bogor District	
16	Non Cultural Heritage	Batutulis Special Porridge	Batutulis Street No. 25-26, Batutulis Sub-district, South Bogor District	

Source: author, 2024

Physical Planning Strategy for the Batutulis Area as a Historical and Cultural Tourism Object in the City of Bogor

The results of this research are in the form of a physical planning strategy for the

Batutulis area as a historical and cultural tourist attraction in the city of Bogor. There are four planning strategies:

Table 3: Physical Planning Strategy For The Batutulis Cultural Heritage Area

Strategy	Policy Direction	Program	Working Indicators
Tourism Destination Development	Construction of historical and cultural tourism facilities in the Batutulis Cultural Heritage Area.	Construction of parking lots.	Construction of a parking lot.
Development of Tourism Facilities	Development of historical and cultural tourism facilities and infrastructure in the Batutulis Cultural Heritage Area.	Construction of a Tourism Information Center (TIC), direction signs, information boards, tourist maps, interpretation media, electricity, water.	Construction of a Tourism Information Center (TIC), direction signs, information boards, tourist maps, interpretation media, electricity and water.
	Development and management of tourist attractions.	Relating to digital tourist attractions in the form of smart guide and AR (augmented reality) applications.	Creating smart guide and AR (augmented reality) applications, providing accurate content and measuring the number of application downloads.
	Development of historical and cultural tourism infrastructure in the Batutulis Cultural Heritage Area.	Construction of infrastructure for tourist gates, pedestrian paths, bicycle paths, seating areas, tourist shelters and toilets, as well as parking for tourist transportation (bikes, bicycles, private cars).	Construction of tourist gates, pedestrian paths, bicycle paths, seating areas, tourist shelters and toilets, as well as parking for tourist transportation (bikes, bicycles, private cars).

Source: author, 2024

Aspects of Tourism Elements in the Batutulis Cultural Heritage Area

a. Attraction

Various potential interesting tourist attractions are presented around Batutulis, South Bogor District to provide visitors with a memorable experience. Taking advantage of the abundant cultural and historical wealth creates opportunities to utilize culture and history in every potential tourist attraction. The Batutulis inscription is the main actor in a series of tourist

activities in the Batutulis area. Cultural heritage tourist objects and attractions in the Batutulis area include the Batutulis Inscription, Ranggalapati Site, Kupa Landak Site, Batu Congkrang Archaeological Site, Purwakalih Site, Cipulus Spring Baths, Well 7, Bunker, Embah Dalem Grave, Cibalok River, and the Cipakancilan River. Apart from that, for non-cultural heritage there are the Sayur Asem Purwakalih Restaurant, Rumah 30 Restaurant, La Isola Caffè, Dolce & Kitchen, Sinar Jaya Rattan, and Batutulis Special Porridge.

b. Accessibilities

The Batutulis area is located in the center of Bogor city, close to the Baranangsiang Bogor Toll Gate, which is the main route passed by many tourists. Access to the Batutulis area can be done using public transportation such as public transportation, private transportation such as four-wheeled vehicles, or two-wheeled vehicles and buses. Tourists who use cars, motorbikes, public transportation or online motorbike can get to the Batutulis area easily because access is accessible. Tourists who use public transportation such as route buses and trains can start their journey to the Batutulis area from Baranang Siang Bus Station or Bogor Station, which requires tourists to use motorbike taxi or public transportation services. Meanwhile, tourists who use tour buses cannot enter tourist attractions because there is no parking space specifically for tour buses.

Table 4: Accessibility Condition

N	Accessibilities	Distance (Km)
1	Baranang Siang Bus Station	2,65
2	Bogor Station	3,86
3	Bogor Toll Gate	4,09
4	Ciawi Toll Gate	6,11

Source: Google Maps, 2024

The condition of the road to the Batutulis area is good, the size of the road is relatively large because it can be passed by two cars, but some roads still have potholes so they need to be repaired. Large tourist buses will have difficulty finding a parking space because there are no parking spaces around the Batutulis area. So if there are visitors who come by bus, they can only be taken to the side of the road, so this is a special note for the manager because considering that tourists come to this destination on a quite large scale.



Source: Researcher Documentation

Figure 1: Batutulis

Shelter
Source:
author, 2023

Some of the public infrastructure in the Batutulis Cultural Heritage Area has been built, there is pedestrian paths and bus shelter. The Batutulis Cultural Heritage Area is relatively small and it is not easy to acquire land to create a

parking area. So if a trafficjam occurs, the Transportation Department will handle it with manual traffic arrangements carried out by the Transportation Department team in the field and the traffic control and order sector. Apart from that, at certain moments there will be trafficrestrictions by installing portable signs. Due to limited accessibility and preventing traffic jams in the Batutulis area, the government can develop public transportation asa strategy. Because if tourists come to the Batutulis area, even if they use a private car,tourists will feel happier trying the public transportation at the destination. Apart from using our buses called Bis Kita, tourists can use the electric public transportation calledAngkot Listrik that passes through the Batutulis area for IDR 5.000. Angkot Listrik is a typical Bogor city transportation that uses electricity. Tourists can also use the BogorCity government's free tourist bus service called the Uncal Bus. The Uncal Bus is an extension of the Unforgettable City Tour at Lovable City, which has a unique appearance with attractive colors blue, red, yellow and orange. Tourists can enjoy freetour bus services to explore tourist objects in the Batutulis area. However, you need tocoordinate with the Transportation Department first to borrow the Uncal Bus.

c. Amenities

Amenities in supporting the fulfillment of tourist needs have an important role in the sustainability of tourism activities. Service conditions around potential tourist attractions include facilities in the form of restaurants, markets, banks, souvenir shops, public transportation, health facilities and religious facilities, as well as other infrastructure. Based on researchers' observations, around the Batutulis area it is quiteeasy to find various supporting facilities such as restaurants, hospitals/health centers, places of worship, traditional markets and so on. The location of the Batutulis area is relatively close to main roads and highways which makes it easier for tourists to find amenities.

Table 5: Amenity Facility

No	Type of Facility	Amenities
1	Worship Facilities	Jami Al-Huda Batutulis Mosque
2	Worship Facilities	Nurul Iklas Mosque
3	Worship Facilities	Al-Falah Mosque
4	Worship Facilities	Jami Al Khoeriah Mosque
5	Worship Facilities	Bethel Indonesia Elohim Church
6	Worship Facilities	IFGF Church
7	Medical Facilities	Pangestu Pharmacy
8	Medical Facilities	South Bogor Public Health Center
9	Educational Facilities	MDTA Badrussalam
10	Educational Facilities	Batutulis 3 Bogor State Elementary School
11	Educational Facilities	Batutulis 2 Bogor State Elementary School
12	Educational Facilities	Batutulis 2 Bogor State Elementary School
13	Educational Facilities	Bakti Insani Bogor Junior High School
14	Educational Facilities	Pasi Kindergarten
15	Educational Facilities	PGRI 4 Bogor Junior High School
16	Educational Facilities	Tunas Mekar Kindergarten
17	Educational Facilities	Senior High School Bakti Insani Bogor
18	Educational Facilities	Kinderfield Highfield School-Bogor
19	Educational Facilities	Yayasan Ananda School

Source: author, 2023

d. Accomodation

In general, accommodation is a residence facility for tourists while they are at a destination. The lack of hotel accommodation, apartments or homestays around the Batutulis Cultural Heritage Area requires tourists to stay in accommodation outside the Batutulis Cultural Heritage Area. The

following are accommodations in areas outside the Batutulis Cultural Heritage Area.

Table 6: Accommodation Near The Batutulis Area

N o	Accommodation	Distance (From Batutulis Inscription)
1	Swiss-Belinn Bogor	1.4 km
2	Amaris Pakuan Hotel Bogor	1.6 km
3	The 101 Bogor Suryakencana	1.8 km
4	Aston Bogor Hotel and Resort	2.2 km
5	Amaroossa Royal Bogor	2.3 km
6	Santika Bogor Hotel	2.3 km
7	Ibis Styles Bogor Pajajaran	2.7 km
8	Bigland Hotel Bogor	2.7 km
9	Sahira Butik Hotel	2.8 km
10	Zest Hotel Bogor	3.2 km

Source: tripadvisor, 2024

e. Activities

The Batutulis Cultural Heritage Area offers a variety of tourist activities that tourists can do, such as visiting historical and cultural tourist attractions. The Batutulis Cultural Heritage Area has many potential tourist attractions that can be visited in the form of cultural heritage and non-cultural heritage tourist attractions spread across Batutulis Village and Lawanggintung Village. Tourists can gain insight and information related to tourist attractions from the information boards located at each tourist attraction. Tourists can also relax on the benches around the tourist attraction and can walk on the pedestrian walkway.

Apart from that, tourists can also explore the Batutulis Cultural Heritage Area using bicycles, such as by taking part in the Baik Heritage tour package organized by Ekotifa (Indonesian Creative Ecotourism). Baik Heritage is a sustainable tourism program in the city of Bogor. This tourism program can be done by cycling and walking to explore the historical attractions, local wisdom and tourism in the city of Bogor. The Baik Heritage tourism program also supports increasing awareness of heritage sites with sustainable tourism. There are several series that have been released by Baik Heritage, one of which is The Lost Kingdom of Dayo Pakwan Padjajaran. In this series, tourists will cycle through and visit the remains of the lost kingdom in Bogor City, the majority of which are in the Batutulis Cultural Heritage Area. The route covers the Pulo Geulis-Suryakencana-Batutulis-Empang area.



Source: Researcher Documentation, 2023

Figure 2: The Lost Kingdom of Dayo Pakwan Padjajaran

f. Ancillary Services

Table 7: Stakeholders' Interests In The Batutulis Area

No	Stakeholders
	Tourism and Culture Department
1	<ol style="list-style-type: none"> 1. As the main Regional Apparatus Organization which plays a driving role. 2. As a planner, supervisor, and developer of tourism elements Batutulis Cultural Heritage Area.
	Public Works and Spatial Planning Department
2	<ol style="list-style-type: none"> 1. As a supporter in the field of Spatial Planning for the Batutulis Cultural Heritage Area. 2. As a planner and provider of facilities and infrastructure elements as well as tourism facilities at Batutulis Cultural Heritage Area.
	Transportation Department
3	<ol style="list-style-type: none"> 1. As a supporter of traffic jam problems in the Batutulis Cultural Heritage Area. 2. As coordinator of the development of new public transportation in Bogor City, it is Electric Public Transport which passes through the Batutulis Cultural Heritage Area. 3. As a traffic impact analysis planner and provider of public transportation stop service facilities, pedestrian paths, bicycle paths, tourist transportation parking facilities, as well as Batutulis Cultural Heritage Area traffic impact manager and planner.
	Environmental Development
4	<ol style="list-style-type: none"> 1. As a supporter of the waste problem in the Batutulis Cultural Heritage Area by providing garbage dump. 2. Waste handling planner at Batutulis Cultural Heritage Area.
5	South Bogor District
	Batutulis Subdistrict
6	<ol style="list-style-type: none"> 1. As a regional supervisor and manager in the Batutulis Cultural Heritage Area. 2. As a facilitator for the Batutulis community for planning the development of the Batutulis Cultural Heritage Area.
	Lawangitung Subdistrict
7	<ol style="list-style-type: none"> 1. As a regional supervisor and manager in the Batutulis Cultural Heritage Area. 2. As a facilitator for the Batutulis community for planning the development of the Batutulis Cultural Heritage Area.
	Baik Heritage (Bogor Bicycle Tour Operator)
8	<ol style="list-style-type: none"> 1. Carry out promotions on related social media pages to exploit the potential that exists in Batutulis Cultural Heritage Area. 2. Carry out promotions in the form of creating tour packages by including Batutulis Cultural Heritage Area on Instagram @baikheritage.id.

Source: author, 2024

SWOT Analysis

This SWOT analysis is a systematic identification of various factors to formulate strategies to face threats and challenges. There are strengths, weaknesses, opportunities and threats (Rainanto et al., 2023). Below is an explanation of the elements that make up a SWOT analysis:

- 1) Strengths
 - a) Tourism planning for the Batutulis area receives support from the Bogor City Government and the Bogor City Tourism and Culture Office.
 - b) The Batutulis area has many diverse historical heritages spread throughout the area.
 - c) The Batutulis area has the potential for cultural heritage and non-cultural heritage tourist attractions.

- d) The Batutulis area has places that can be used for religious rituals.
 - e) The location of the Batutulis area is quite strategic and easy to access, both from the city center and surrounding tourist destinations.
- 2) Weaknesses
- a) The Batutulis Cultural Heritage Area does not yet have special tourist attractions, only ritual places and many historical sites.
 - b) Some historical sites are poorly maintained and lack information, there are also sites that are on community land, so their maintenance and cleanliness is still inadequate.
 - c) The Batutulis Cultural Heritage Area does not yet have human resources focused on managing tourist attractions.
 - d) Local guides in the Batutulis Cultural Heritage Area are not all certified with professional level competency.
 - e) The Batutulis Cultural Heritage Area still needs optimal infrastructure improvements and maintenance.
 - f) Lack of parking space around the Batutulis area.
 - g) The roads in the Batutulis area are congested and often cause traffic jams.
 - h) The community around the Batutulis area still lacks a role and needs participation for the continuity of the tourist attraction.
 - i) The availability of amenities in the Batutulis area is incomplete, such as places to eat, entertainment attractions, souvenir shops.
- 3) Opportunities
- a) With the many historical sites in the Batutulis Cultural Heritage Area, tour packages can be created so that tourists are not confused when visiting the Batutulis Area.
 - b) The economic sector of the community around the Batutulis Cultural Heritage Area is increasing.
 - c) The Batutulis area has the opportunity to become a leading historical and cultural tourist attraction by collaborating with stakeholders.
 - d) Availability of accommodation such as 2-star hotels or affordable homestays for tourists staying in the Batutulis area.
 - e) Government agencies and the private sector are aggressive in providing support, both moral and material.
 - f) Local and foreign tourists can visit and carry out activities in the Batutulis area.
 - g) The Batutulis Cultural Heritage Area can attract new investment.
- 4) Threats
- a) Development of this area requires a budget and a concept designed to make it easier for tourists.
 - b) The environment of the Batutulis Cultural Heritage Area has the potential for landslides and other natural damage.
 - c) Access to the Batutulis Cultural Heritage Area if using a large vehicle such as a tourist bus is quite difficult because there is no special parking area.
 - d) There are several people who have different opinions regarding the development of this area.
 - e) This area does not have land for accommodation or other amenities.

Table 8: SWOT Matrix

	Strength	Weakness
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formulation that is drawn logically based on the internal conditions (strengths and weaknesses) and external conditions (opportunities and threats) found in the Batutulis Cultural Heritage Area. The strategic formulation in the SWOT matrix has gone through a process of data collection, information gathering, data combining and decision making. Thus, this formulation can be used as a benchmark for basic considerations in making policies, work programs and future evaluation materials with the aim of creating a physical planning program for the Batutulis Cultural Heritage Tourism Area that can be implemented.

CONCLUSION

The Batutulis area is one of the areas in Bogor City that has a lot of historical and cultural tourism potential. This research is an effort to support tourism activities in the city of Bogor through introducing historical and cultural heritage sites in the Batutulis area. It is hoped that this research can increase economic activities and community welfare. Making the Batutulis area a leading historical and cultural tourist attraction in the city of Bogor in the future. The Batutulis area has a variety of tourism potential that can be developed, such as historical heritage sites, including cultural heritage and non-cultural heritage attractions scattered around the area.

The strategic program plan for the physical planning of the Batutulis area is a future plan to support the development of the Batutulis City Tourism Strategic Area. There are four physical strategies for developing the Batutulis area, including the construction of historical and cultural tourism facilities, the construction of historical and cultural tourism facilities and infrastructure, the development and management of tourist attractions, and the development of historical and cultural tourism infrastructure. In its development, there are factors that cause obstacles to physical planning, namely unclear identification of tourist objects, traffic jams, infrastructure development that is not yet optimal, lack of amenities and accommodation, and outreach to the community needs to be developed.

The current development of facilities and infrastructure in the Batutulis area, such as the Tourism Information Center (TIC), direction signs, information boards, tourist maps, interpretation media, electricity and water supply is still inadequate. The drainage system itself already exists around the area, but it needs to be improved again and it is necessary to provide direction to the community to care about the environment by not throwing rubbish carelessly so that the drainage is not blocked by rubbish during the rainy season. Regarding the traffic jams that occur in the Batutulis area, the Bogor City Transportation Department does not yet have a special handling strategy. The Bogor City Transportation Department continues to do its best when traffic jams occur by handling traffic manually. To minimize traffic jams, tourists visiting the Batutulis area can use public transportation such as Our Bus, Angkot, and there is a new development of public transportation, namely Electric Angkot.

Developing the potential of the Batutulis area as a historical and cultural tourist attraction in Bogor City requires a lot of support from various parties. Some of these parties who play quite an important role are the Bogor City Tourism and Culture Service, Bogor City Environmental Service, Bogor City PUPR Service, Bogor City Transportation Service, Tourism Community, business actors, academics and other technical services that can support and support this development. All stakeholders need to work together to develop the Batutulis area so that it becomes a leading historical and cultural tourist attraction in the city of Bogor.

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