



Analysis of potential, attraction, and tourist perception of Limpakuwus Pine Forest Natural Tourism, Banyumas City

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Abstract. *The development of the tourism sector could have an impact on the economic and environmental sectors. Tourism development is expected to balance all sectors and not have a negative impact on the environment. Various tourism attributes, such as accessibility, facilities, and services, can form tourist perceptions that can be used as a basis for evaluating tourism management and development. Limpakuwus Pine Forest Natural Tourism has great potential because it covers an area of 25 hectares, is located in the highlands, has a cool climate, and has beautiful natural scenery. The purpose of this research is to identify the potential and tourism object attraction and also to identify tourist perception of tourism's condition. The research methodology uses mixed methods by observation and interviews with the tour manager and tourists. The method used is qualitative and quantitative descriptive. The result of this research appoints that Limpakuwus Pine Forest Natural Tourism has a good potential and attraction to be developed in terms of flora and fauna, facilities and infrastructure, tourism attraction, accessibility, and human resources. Tourists' perception of tourism's condition is quite good, with a few records of improvements in multiple assessments. Natural tourism has a big potential to actualize sustainable tourism. However, still need further participation in managing the environmental aspect of all tourism subjects.*

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INTRODUCTION

Natural tourism is generally based on the availability of natural resources such as air, land, and water. These natural resources are used as objects as well as products for the tourism industry. The tourism industry could improve people's living standards and the country's economy, but at the same time, it has the potential to damage natural resources and the environment, including humans. Protecting natural scenery and biodiversity, as well as managing tourist destinations properly, are starting to be applied by tourism managers in order to develop tourism elements that are sensitive to the environment (Furqan et al. 2010). Limpakuwus Pine Forest Natural Tourism has great potential to be developed nationally and internationally because it covers an area of 25 ha, is located in the highlands, has a cool climate, and has beautiful natural scenery. Tour managers offer not only natural attractions in the form of pine forests but also artificial attractions (man made attractions), which are rides for games, photo spots, and other tour packages. The development of natural tourism needs to be done because it has potential and attractiveness (Salimiati 2017).

Tourism development must be based on careful planning in all aspects based on the suitability and feasibility of potential objects and tourism attractions (Yoeti 1996). In accordance to Mill's (2000) that tourism development will have an impact on the local economy and the environment, so it is expected to protect and preserve the function of natural resources and their ecosystems. Various tourism attributes such as accessibility, condition and completeness of facilities, comfort, security, and services provided by tourism can shape the perception of various parties who also feel the benefits of the existence of tourism objects, especially tourists. According to Kotler and Keller (2009), perception is the process used by individuals to select, organize, and interpret information to create meaning from an image. This perception describes an assessment of the condition of a tourism attraction so it can be used as a basis for evaluating better tourism management and development. The purpose of this research is to identify the potential and attractiveness of tourism objects that can be developed and to identify the tourists' perception of the condition of the Limpakuwus Pine Forest Natural Tourism.

METHOD

Research Location and Time

The research was conducted in Limpakuwus Pine Forest Natural Tourism, Sumbang District, Banyumas City, Central Java, Indonesia. Location selection was determined purposively with the consideration that Limpakuwus Pine Forest Natural Tourism is a developed tourism in Banyumas Regency but do not have a green marketing strategy yet. Data collection was carried out from January to March 2021.

Collecting Data Method

The research approach used is a qualitative and quantitative approach (mix-method). The research was conducted by collecting quantitative data, then interpreting it with qualitative descriptive analysis. Data collection in the study was obtained by direct observation and in-depth interviews with tourism managers and tourists of Limpakuwus Pine Forest Natural Tourism. The number of samples used for tourists is 30 people with reference to the theory of Walpole (1992), that the statistical social sampling rules are at least 30 samples, where the data is close to a normal distribution. A sampling of tourists is done by purposive sampling technique, provided that the respondent is a visitor who is at least 18 years old and can communicate well. Primary data collection was done using a questionnaire and observation. While, secondary data were obtained from literature and regulations related to research.

Analysis Data Method

The potential and attractiveness of natural tourism objects are analyzed by observation, interviews with tourism managers and observations. The indicators and the observed elements are listed in Table 1. The Tourist perceptions that were analyzed was including the perceptions of tourism feasibility indicators which are the standard for the feasibility of a tourist place to become a proper tourist place (Yoeti 1996). Identification of tourists' perceptions of the condition of Limpakuwus Pine Forest Natural Tourism is carried out using descriptive analysis. The indicators used can be seen in Table 2.

Table 1 Indicators of the potential and attractiveness of natural tourism objects

Number	Indicator	Observed element
1	Flora and Fauna Potential	Includes the types of flora and fauna that are maintained or developed in a tourism attraction.
2	Tourism Attractions	Include the condition of the landscape of the tourist attraction area, the variety of tourism attractions, beauty, cleanliness, and security.
3	Accessibility	Includes road conditions and ease of access to the location.

4	Facilities and infrastructure	Includes the availability of facilities and infrastructure such as trash bins, toilets, prayer rooms, rest areas, internet network, waste management, and other supporting facilities.
5	Potential of Human Resources	Includes the characteristics of the human resources and local business actors around the tourism area, as well as the availability of Tour Guides in the process of tourism activities

Table 2 Indicators of tourist perception of tourism objects

Number	Indicator	Observed element
1	Implementation of the Eco-Friendly Tourism Concept	Availability of clean facilities and infrastructure, environmentally friendly educational appeals, environmentally friendly tourism activities, and environmentally friendly products
2	Tourism Attractions	Beauty, Comfort, and Security
3	Fee	Entry Ticket and Accommodation Fee
4	Supporting Facilities	Conditions and Completeness of Facilities

RESULT AND DISCUSSION

Location Overview

Limpakuwus Pine Forest Natural Tourism is located in Limpakuwus Village, Sumbang District, Banyumas City, Central Java Province. Limpakuwus Pine Forest Natural Tourism has an area of 25 ha. Limpakuwus Pine Forest Natural Tourism was officially opened on 15 December 2018, and is managed by the Labor Group (Pokja) Tourism of Limpakuwus Village belonging to the Forest Village Community Institution (LMDH) of Limpakuwus Village in collaboration with Perum Perhutani, Forest Management Units (KPH) of East Banyumas. The management of Limpakuwus Pine Forest Natural Tourism puts forward aspects of community empowerment (Community Based Tourism/CBT) where workers and traders in the tourism area come from Limpakuwus Village, so it is hoped that the existence of Limpakuwus Pine Forest Natural Tourism can advance the welfare of the Limpakuwus Village community.

According to Pantiyasa (2011), CBT itself provides added value in the form of (1) rural residents have a role as tourism actors, (2) encouraging local businesses, (3) encouraging economic growth by empowering local workers, and (4) increasing public awareness of the potential of nature and values of local cultural traditions. Most of the buildings in the tourism area are still classified as non-permanent buildings. The Pine Forest in Limpakuwus Pine Forest Natural Tourism is also only used as a place of research by the Baturraden Pine Research and Development Center, which is supervised by Perum Perhutani, so that the results from pine plants are not used for community needs or other trades. Data on the number of visitors to Limpakuwus Pine Forest Natural Tourism from 2019 to 2020 is in Table 3.

Table 3 Number of visitors to the Limpakuwus Pine Forest Natural Tourism in 2018 - 2020

Year	Number of visitors (person)
2019	116,980
2020	162,401

Source: KPH of East Banyumas 2021

In general, the number of visitors to Limpakuwus Pine Forest Natural Tourism from 2019 to 2020 has increased. Limpakuwus Pine Forest Natural Tourism was designated as a pilot tourism object by the Banyumas City Government in June 2020.

The Potential and Attraction of Limpakuwus Pine Forest Natural Tourism Objects

Potential of Flora and Fauna

The results of observations made in Limpakuwus Pine Forest Natural Tourism using the cruise method and interviews with area managers. The type of flora that dominates the tourism area is Pinus Merkusi because the pine forest in the Limpakuwus Pine Forest Natural Tourism area is classified as a homogeneous forest. Data on the number of pine trees in the Limpakuwus Pine Forest Natural Tourism area is shown in Table 4.

Table 4 Data on the number of Merkusi Pine Trees in Limpakuwus Pine Forest Natural Tourism

Number	Plot	Area (ha)	Year planted	Number of trees
1	37b	25.3	1981	1,227
Total				1,227

Source: *Pusat Penelitian dan Pengembangan Pinus Baturraden 2021*

In addition to merkusi pine, flora that dominates the tourism area include rincik bumi (*Quamoclit pennata*), iler (*Coleus scutellarioides* L. Benth), and krokot (*Portulaca oleracea*). The three floras add value to the beauty of the Limpakuwus Pine Forest Natural Tourism area because they have different types of variations. However, tourism managers also plan to adopt rare plants and cultivate several types of unique plant variations such as Orchids, Antuhurium, Monstera, Begonia and other ornamental flower plants, which are expected to add value to the beauty of tourism sites.

In accordance with the information from the tourism manager, at the beginning of the opening of Limpakuwus Pine Forest Natural Tourism as a tourism attraction, there were still several animals, such as deer (*muntiacus*), wild boar (*Sus scrofa*), and monkeys (*Macaca fascicularis*) in the tourism area, especially during the dry season. However, as the number of visitors increases, these animals are no longer found in tourism areas. Visitors can only see dairy cows at certain times from BBPTU-HPT Baturraden because it is located next to Limpakuwus Pine Forest Natural Tourism. Limpakuwus Pine Forest Natural Tourism has an area of 25 ha, located in the highlands, and has a cool climate, so it has great potential to build a bird park and add fauna species such as squirrels, rabbits, deer, and other endemic animals that can attract tourists as well as a form of conservation effort.

Tourism Attraction

Natural Scenery

Natural scenery is everything that can be enjoyed in Natural from various points of view and has a high appeal. The unspoiled natural conditions provide cool air that provides comfort to visitors. In addition, the manager and Perhutani also have regulations not to change the contours of the land, not to change the condition of the forest, and to always maintain the ecosystem in the pine forest area. The natural beauty of Limpakuwus Pine Forest Natural Tourism is also supported by an expanse of land located in the highlands, which is about 750 m above sea level, so visitors get a beautiful panorama from that height.

Attractions or Natural Tourism Activities

Tourism attractions or activities offered by the tourism attraction are divided into two: natural attractions and artificial attractions. Limpakuwus Pine Forest Natural Tourism has natural attractions in the form of pine forests that offer panoramic views of nature's beauty with topographic conditions located in the highlands. Visitors can enjoy the cool air and beautiful tours. In addition, Limpakuwus Pine Forest Natural Tourism also has artificial attractions, including the golden bridge, trampoline, playground, spider web, forest train, ATV, mini train, photo spots, tree tracks, camping packages, pre-wedding packages, and passangrahans if we want to hold an event. Other potentials that can be developed are adding a variety of other tourism activities such as

swimming pools, and cafes, adding local cultural attractions such as music and traditional dances of Banyumas, adding environmental educational tour packages, building educational parks that interpret flora and fauna, and developing Limpakuwus Fruit Gardens.

Cleanliness of Tourism Sites

Limpakuwus Pine Forest Natural Tourism is free from industrial influences and motor vehicle noise because its location is far from industrial areas, public roads, and residential areas. Cleaning facilities such as toilets and trash cans are available at tourism sites. However, the trash cans provided are still not differentiate between organic and inorganic waste. Notice boards for protecting the environment are also available, but the numbers are still very minimal.

The tourism manager has collaborated with the Mugi Lestari Non-Governmental Organization for the management of Limpakuwus Pine Forest Natural Tourism waste. Management is carried out in a transportation system once a week. The transported waste will be disposed of at the “Kembaran” Final Disposal Site or “Cunil” Final Disposal Site. This collaboration has positive implications for the cleanliness conditions at tourism sites. The cleaning staff also always maintains the cleanliness of the location and urges visitors to jointly maintain the quality of the environment in the Limpakuwus Pine Forest Natural Tourism area.

Tourism Site Security

The security of tourist sites is seen from the safety of visitors from animal disturbance and theft, fire, and pine encroachment. The results of the observations show that the Limpakuwus Pine Forest Natural Tourism area is quite safe because no tourism ever feels the loss of goods and disturbance by animals. The security aspect needs to be considered in the running of a tourism business because tourists do not look for problems in traveling but seek satisfaction from the tourist experience (Mahagangga 2013). Fires and pine encroachment had also never occurred in Limpakuwus Pine Forest Natural Tourism. The Limpakuwus Pine Forest Natural Tourism Area, located in the highlands, has a considerable risk when it rains. The lack of shady places and evacuation routes makes it difficult for visitors to get off the tourist area. The slippery road conditions due to rain also increase the level of vigilance for visitors. Security officers who are scattered at crucial points always evacuate visitors so that visitors will stay safe. According to Riyanto et al. (2014), ensuring the security aspect at a tourist location will have a positive impact on tourist satisfaction.

Accessibility

Accessibility is an indication that states how easy a location is to reach. Accessibility can be assessed from the type of road, road conditions, and travel time from the city center to the business location. There are two routes that can be taken to get to the tourism sites, namely Center Baturraden Road and East Baturraden Road. The road condition of Central Baturraden Road is asphalt and has fairly good lighting conditions, while the condition of East Baturraden Road is not good because there are many roads with holes and lack of lighting, so visitors from Purbalingga City are worried about the condition of the road. The distance from the city center of Banyumas City (Banyumas Square) takes about one hour to the Limpakuwus Pine Forest Natural Tourism location, while for tourists who use rail transportation, the distance from Purwokerto Station to Limpakuwus Pine Forest Natural Tourism is only 16 km or can be reached in 30 minutes.

The trip to Limpakuwus Pine Forest Natural Tourism has an aesthetic value because of the view of Mount Slamet. The type of road that is passed is quite winding but is still relatively safe for vehicle users because of the availability of signs at every sharp bend. Physical accessibility in the form of signposts is still not available along the road to tourism sites, so visitors can only rely on non-physical accessibility in the form of google maps. In addition, public transportation is also not yet available to reach tourist sites. Visitors who do not bring vehicles can rent online taxis. According to Mahadi and Indrawati (2010), the accessibility and circulation of the number of tourists will increase if it is supported by a transportation system and supporting facilities.

Facilities and Infrastructure

According to Yoeti (1996) facilities are divided into three types of facilities, they are basic facilities, complementary facilities, and supporting facilities. The facilities included in the basic facilities are public transportation, restaurants, toilets, and prayer rooms. The basic facilities in the form of restaurants. In total, more than 15 food stalls are already available at tourist sites, the food stalls owner come from the Limpakuwus Village community and are members of the Village-Owned Enterprises (BUMDES). In addition to food stalls, toilets and prayer rooms are also available in tourist areas, but public transportation facilities are not yet available to reach tourist sites. The parking area is sufficient to accommodate 400 four-wheeled vehicles and 1.200 two-wheeled vehicles. Complementary facilities such as souvenir shops are not yet available in tourist sites while supporting facilities such as banks and shopping centers are three kilometers away from tourist sites.

Infrastructure in the form of electricity, telephone, and drinking water facilities has been fulfilled in the tourism area. However, the condition of the internet network is still poor. The management and Perum Perhutani Forest Management Units (KPH) of East Banyumas plan to add signal amplifiers at several crucial points so that visitors can easily access the internet when traveling. In addition, with good signal support, the e-ticketing system can be implemented optimally at tourism sites. Well-maintained facilities and infrastructure will have a positive effect on tourism visits (Haris et al. 2017), so the development of facilities and infrastructure in Limpakuwus Pine Forest Natural Tourism needs to be done.

Human Resources Potential

Human resource development is determined by preparation for the development of standards, knowledge, attitudes, skills, and responsibilities for individuals or groups with a set of information or knowledge (Istiqomah et al. 2020). The management of the Limpakuwus Pine Forest Natural Tourism area involves empowering the Limpakuwus Village community who are members of the Pokja under LMDH. Before the opening of Limpakuwus Pine Forest Natural Tourism as a tourism attraction, Limpakuwus Village was classified as a rural red zone, namely a village that was left behind both in terms of social and economic aspects (Limpakuwus Pine Forest Natural Tourism Manager 2021). However, seeing the great potential of the Pine Forest, the Pokja took the initiative to create a tour that hopes to change the status of Limpakuwus Village.

Public awareness of natural resources that have the potential to be developed into the tourism sector will increase when tourism management partners with the community (Nurhasanah et al. 2017). There are several advantages of an approach that involves community participation, including: (1) better tourism management, (2) increased effectiveness in running a tourism business, (3) increased public understanding of the role of ecotourism in sustainable development, (4) provides more control for the community to manage tourism, (5) share the derived profits from the tourism business equally (Drake and Paula in Garrod 2001).

The tourism employee consists of 22 people who are divided into several divisions, which are the division of security, parking, ticketing, cleaning, head of employees, head of tourism attraction, and there are nine freelancers for trampoline rides, playgrounds, and mini trains. The Standard Operating Procedures (SOP) of employees include discipline, courtesy, neatness, must prioritize visitor safety, are not allowed to receive tips in any form, and being loyal to tourism objects. There are no human resources in Limpakuwus Pine Forest Natural Tourism who have a tourism education background, but the commitment to ownership of tourism sites is far more important in managing tourism objects (Limpakuwus Pine Forest Natural Tourism Manager 2021).

The language skills acquired by managers and employees are only local languages, which are Banyumas and Indonesian so this affects the service of foreign tourists. According to Rahardjo (2004), Natural tourism needs to be supported by professionals who are able to speak several languages and are able to provide services to visitors. As for the service aspect, human resources at tourism sites have good service in terms of friendliness, neatness, communication processes, and the ability to direct tourists. However, in the tourism

area, there is no tour guide to accompany and explain tourism-related information to visitors. Officers are only scattered at a few crucial points to carry out surveillance. According to Tjiptono (2002), there are four elements in providing services to tourists: hospitality, velocity, comfort, and accuracy.

Characteristics of Respondents

Respondent's Gender

The difference in the number of male and female visitors at tourism sites is caused by accessibility to tourism sites and more male visitors are tend to have more interests for camping, tracking, and tourism activities which tend to be classified as adventure tourism compared to female visitors. The gender characteristics of the respondents can be seen in Table 5.

Table 5 Gender of respondents

Number	Gender of respondent	Respondent	
		Number (person)	Percentage (%)
1	Male	19	63.3
2	Female	11	36.7
	Total	30	100.0

Respondent's Age

The data below shows that most visitors to Limpakuwus Pine Forest Natural Tourism are tourists of productive age. The age characteristics of the respondents can be seen in Table 6.

Table 6 Age of respondents

Number	Age of respondent	Respondent	
		Number (person)	Percentage (%)
1	18 – 29	16	53.3
2	30 – 41	8	26.7
3	42 – 53	4	13.3
4	54 – 65	2	6.7
	Total	30	100.0

Respondent's Marital Status

Visitors are more dominated by visitors who are already married because the tourism attractions offered at Limpakuwus Pine Forest Natural Tourism are suitable for family recreation facilities. The characteristics of the respondents' marital status can be seen in Table 7.

Table 7 Respondents marital status

Number	Marital status of respondent	Respondent	
		Number (person)	Percentage (%)
1	Married	18	60.0
2	Not Married	12	40.0
	Total	30	100.0

Respondent's Education Level

Based on the data obtained, respondents with a high school background or equivalent were the most frequently encountered respondents. There are 14 people or 46%. Next are respondents with a Diploma background of 16.7% and a Bachelor's at 13.3%. The characteristics of the respondent's education level can be seen in Table 8.

Table 8 Respondent's education level

Number	Education level of respondent	Respondent	
		Number (person)	Percentage (%)
1	SD/Equivalent	2	6.7
2	SMP/Equivalent	3	10.0
3	SMA/Equivalent	14	46.7
4	Diploma	5	16.7
5	Bachelor	4	13.3
6	Master	2	6.7
Total		30	100.0

Respondent's Type of Job

The most dominant occupations are other categories, which are Kindergarten Teachers, Housewives, Drivers, and Freelancers by 40%. The characteristics of the respondent's type of job can be seen in Table 9.

Table 9 Types of Respondents' Jobs

Number	Types of respondent's job	Respondent	
		Number (person)	Percentage (%)
1	PNS	1	3.3
2	Private Employees	1	3.3
3	TNI/Polri	2	6.7
4	Student	6	20.0
5	Entrepreneur	8	26.7
6	Others	12	40.0
Total		30	100.0

Respondent's Income Level

In accordance with the data on the type of work, the majority are Kindergarten Teachers, IRT, Drivers, and Freelancers, so most respondents have incomes that are still below Rp1,500,000. The characteristics of respondents' income levels can be seen in Table 10.

Table 10 Respondents' Income Level

Number	Income level of respondent (Rp)	Respondent	
		Number (person)	Percentage (%)
1	< 1,500,000	19	63.3
2	1,500,000 – 2,500,000	4	13.3
3	2,500,001 – 3,500,001	4	13.3
4	3,500,001 – 4,500,000	1	3.3
Total		30	100.0

Respondent’s Domicile

Most of the visitors to Limpakuwus Pine Forest Natural Tourism came from the Banyumas City area. According to the tour manager, this is due to the COVID-19 pandemic factor, which limits the mobility of people for tourism activities in 2020 to 2021. The characteristics of the respondent's domicile can be seen in Table 11.

Table 11 Respondent's domicile

Number	Domicile of respondent	Respondent	
		Number (person)	Percentage (%)
1	Banyumas	19	63.3
2	Outside Banyumas	11	36.7
	Total	30	100.0

Tourist Perceptions of the Conditions of Natural Tourism Objects in HPL

Visit Frequency

Based on the data obtained, the frequency of visits is dominated by one to four visits in a year by 70%, because visitors only occasionally visit tours during holidays or at certain times. However, there are five respondents or 16.7% who visit Limpakuwus Pine Forest Natural Tourism nine to twelve times in one year because Limpakuwus Pine Forest Natural Tourism is used as a monthly gathering location for several communities or agencies. Data on the frequency of respondents' visits can be seen in Table 12.

Table 12 Respondents visit frequency

Number	Frequency of respondents visit (within the last one year)	Respondent	
		Number (person)	Percentage (%)
1	1 – 4	21	70.0
2	5 – 8	4	13.3
3	9 – 12	5	16.7
	Total	30	100.0

Visit Motive

The motive of the respondent's visit is for recreational purposes because visitors know the HPL image as a tourism attraction that functions as a means of entertainment (recreation). Data on respondents' visit motives can be seen in Table 13.

Table 13 Respondents' visit motives

Number	Respondent’s visitation motive	Respondent	
		Number (person)	Percentage (%)
1	Leisure	28	93.3
2	Research	1	3.3
3	Others	1	3.3
	Total	30	100.0

Sources of Respondent’s Information

Limpakuwus Pine Forest Natural Tourism is well known by the public through social media, such as Instagram and Facebook platforms. Along with the flow of globalization and technology developments, social

media is considered more effective in marketing its products compared to direct selling. Data sources of respondents' information can be seen in Table 14.

Table 14 Respondents information sources

Number	Sources of information respondents	Respondent	
		Number (person)	Percentage (%)
1	Friends	9	30.0
2	Family	3	10.0
3	Social Media	18	60.0
	Total	30	100.0

Promotion Effectiveness

Promotions carried out by Limpakuwus Pine Forest Natural Tourism managers tend to be through social media (Instagram and Facebook). Based on the data obtained, as many as 21 respondents considered that the promotion carried out by Limpakuwus Pine Forest Natural Tourism was classified as effective because the majority of visitors knew about the existence of tourism through promotional activities carried out and considering that the account was very active in promoting tourism objects. While the remaining nine people assessed that the promotion was not effective because they did not know or saw tourism promotion in digital or printed form. Respondents' perceptions of the effectiveness of promotions can be seen in Table 15.

Table 15 Respondents' perceptions of the effectiveness of tourism promotion

Number	Respondents' perceptions of the effectiveness of tourism promotion	Respondent	
		Number (person)	Percentage (%)
1	Already Effective	21	70.0
2	Not Yet Effective	9	30.0
	Total	30	100.0

Environmental Friendly Appeal

The appeal to maintain and not damage the tourism environment is very important in changing the behavior of tourism actors towards environmental conditions. The appeal already exists at tourism sites, in the form of a caution and warning board to dispose the garbages in its place and not to step on plants. Despite the availability of this appeal, 53.3% of respondents felt that it was not effective enough to make visitors maintain a clean environment because there were only two warning boards in the tourism site which covers an area of 25 ha. Respondents think that the environmental appeal should be added at every crucial point and through loudspeakers. Respondents' perceptions of the effectiveness of environmentally friendly appeals can be seen in Table 16.

Table 16 Respondents' perceptions of the effectiveness of environmental friendly appeal

Number	Respondent's perception of the effectiveness environmental friendly appeal	Respondent	
		Number (person)	Percentage (%)
1	Already Effective	14	46.7
2	Not Yet Effective	16	53.3
	Total	30	100.0

Eco-Friendly Tourism Activities

Eco-friendly tourism activities in question are tourism attractions offered to visitors by applying elements of environmental education. All respondents (100%) stated that there are no eco-friendly tourism attractions in Limpakuwus Pine Forest Natural Tourism, attractions still rely on natural potential and artificial attractions such as trampolines, playgrounds, and children's trains. Respondents' perceptions of eco-friendly tourism activities can be seen in Table 17.

Table 17 Respondents' perceptions of eco-friendly tourism activities

Number	Respondent's perception of eco-friendly tourism activities	Respondent	
		Number (person)	Percentage (%)
1	Existing	0	0.0
2	Not Existing	30	100.0
	Total	30	100.0

Eco-Friendly Products

Eco-friendly products in question are the use of products in the form of food or beverage packaging that is easily biodegradable and waste products that are recycled into something of value to be traded in tourism areas. However, these two products are not yet available in Limpakuwus Pine Forest Natural Tourism. This is in accordance with the respondent's statement that 100% of respondents considered that there were no environmentally friendly products in tourism areas. Traders still use plastic for food and beverage packaging and there are no traders who sell environmentally friendly product creations as souvenirs or local products of Banyumas Regency. Respondents' perceptions of eco-friendly products can be seen in Table 18.

Table 18 Respondents' perceptions of environmentally friendly products

Number	Respondent's perception of eco-friendly products	Respondent	
		Number (person)	Percentage (%)
1	Existing	0	0.0
2	Not Existing	30	100.0
	Total	30	100.0

Cleanliness of Tourism Locations

This shows that the cleanliness conditions in the Limpakuwus Pine Forest Natural Tourism area have been well maintained, and trash bin facilities are available at every point of the attraction, although they have not been separated between organic and inorganic waste. Respondents' perceptions of the cleanliness of tourist locations can be seen in Table 19.

Table 19 Respondents' perceptions of the cleanliness of tourist locations

Number	Respondent's perception of the cleanliness of tourism location	Respondent	
		Number (person)	Percentage (%)
1	Very Clean	13	43.3
2	Quite Clean	16	53.3
3	Less Clean	1	3.3
4	Unclean	0	0.0
	Total	30	100.0

The Beauty of Tourism Locations

The aesthetic condition of Lompakuwus Pine Forest Natural Tourism can be judged from the natural scenery and the desire of visitors to come back to the place. This shows that the natural panorama of the Lompakuwus Pine Forest Natural Tourism location which is located in the highlands is able to attract visitors' interest. In addition to asking the condition of the beauty of the natural scenery offered, respondents were also asked whether the pine forest is the main attraction of the tourism sites or not. The results show that 100% of respondents agree that the pine forest is the main attraction because respondents seek the cool air produced by the pine forest. However, respondents suggested that managers add other types of plant variations to make them more diverse and increase the beauty of tourism sites. In addition, there is one respondent who considers that Lompakuwus Pine Forest Natural Tourism is still not beautiful because of the plant vegetation arrangement which is considered as less neat and needs to be improved. Respondents' perceptions of the beauty of tourist sites can be seen in Table 20.

Table 20 Respondents' perceptions of the beauty of tourist sites

Number	Respondents' perceptions of the beauty of tourism sites	Respondent	
		Number (person)	Percentage (%)
1	Very Beautiful	13	43.3
2	Quite Beautiful	16	53.3
3	Less Beautiful	1	3.3
4	Not Beautiful	0	0.0
Total		30	100.0

Convenience of Tourism Locations

Lompakuwus Pine Forest Natural Tourism is very comfortable because the air is cool and has a very beautiful natural beauty. Only one respondent stated that it was not comfortable, this was due to the outdoor Tourism location causing visitors to not be able to enjoy the tour when it rained. Respondents' perceptions of the convenience of tourism locations can be seen in Table 21.

Table 21 Respondents' perceptions of the comfort of tourism locations

Number	Respondents' perceptions of the convenience of tourism locations	Respondent	
		Number (person)	Percentage (%)
1	Very Comfortable	15	50.0
2	Quite Comfortable	14	46.7
3	Less comfortable	1	3.3
4	Uncomfortable	0	0.0
Total		30	100.0

Security of Tourism Locations

Based on the results of interviews with 30 respondents, as many as 12 respondents (40%) assessed that the security in Lompakuwus Pine Forest Natural Tourism was quite safe because no tourists ever felt the loss of goods and disturbance by animals, while 12 other respondents (40%) assessed the safety in Lompakuwus Pine Forest Natural Tourism. still not safe. This is due to the lack of shaded places and evacuation routes. Respondents thought that the manager should add shaded areas, tracking routes, evacuation routes, and guardrails so that they are safe for children. Respondents' perceptions of the security of tourism locations can be seen in Table 22.

Table 22 Respondents' perceptions of the security of tourism sites

Number	Respondents' perceptions of the security of tourism locations	Respondent	
		Number (person)	Percentage (%)
1	Very Safe	6	20.0
2	Quite Safe	12	40.0
3	Less Safe	12	40.0
4	Unsafe	0	0.0
Total		30	100.0

Accessibility of Tourism Locations

Accessibility in question is the condition of the road and the ease of getting to tourism sites. A total of 17 respondents (56.7%) stated that accessibility was quite easy because the condition of the Central Baturraden Road was very good, besides that information on directions to tourism sites was available on the internet (google maps). While seven people (23.3%) stated that accessibility was not easy, the seven respondents came from Purbalingga and its surroundings so that they passed East Baturraden Road with quite damaged road conditions. Respondents also have not found a signpost while going to tourism sites. Respondents' perceptions of the accessibility of tourism sites can be seen in Table 23.

Table 23 Respondents' perceptions of accessibility of tourism locations

Number	Respondent's perception of the accessibility of tourism locations	Respondent	
		Number (person)	Percentage (%)
1	Very Easy	6	20.0
2	Quite Easy	17	56.7
3	Less Easy	7	23.3
4	Not Easy	0	0.0
Total		30	100.0

Perception of Ticket Prices

A total of 30 respondents were asked whether the ticket price was expensive or not. Based on the data obtained, 22 people said that the entrance ticket price for Limpakuwus Pine Forest Natural Tourism of Rp15,000.00 was not expensive or still in the standard category, while the remaining eight people said that the price was quite expensive. Respondents more objected to the payment system at tourism sites. Respondents suggested the manager to add a bundling ticket option, because in Limpakuwus Pine Forest Natural Tourism, there are additional charges for rides or tourism attractions in the range of Rp10,000.00 to Rp15,000.00. One of the costs incurred by visitors to travel is the entrance fee. Respondents' perceptions of ticket prices can be seen in Table 24.

Table 24 Respondents' perceptions of tourism ticket prices

Number	Ticket prices are expensive	Respondent	
		Number (person)	Percentage (%)
1	Yes	8	26.7
2	No	22	73.3
Total		30	100.0

Respondent's Cost

In addition to the entrance fee, other costs incurred by respondents are ride tickets, photo spot entrance tickets and food or drinks sold in tourism areas. The costs incurred by the majority of respondents ranged from Rp 25,000.00 to Rp 50,000.00 as many as 18 people or 60% of the total respondents. The details of these costs include the entrance ticket fee of Rp 15,000.00, ticket for rides or photo spots of Rp10,000.00, gasoline of Rp10,000.00, and food or drink of Rp 15,000.00. The costs incurred by respondents can be seen in Table 25.

Table 25 Costs expended by respondents

Number	Respondents' costs (Rp)	Respondent	
		Number (person)	Percentage (%)
1	25,000.00 – 50,000.00	18	60.0
2	50,001.00 – 75,000.00	9	30.0
3	75,001.00 – 100,000.00	1	3.3
4	100,001.00 – 125,000.00	2	6.7
Total		30	100.0

Respondent's Satisfaction with Travel Experience

The results show that 30 people, or 100% of respondents said that the cost was comparable to the tourist experience obtained because visitors were satisfied with the products or tourist activities offered by Limpakuwus Pine Forest Natural Tourism. After the respondent was asked how much the cost was, then the respondent was asked again regarding satisfaction which was assessed based on whether the cost was comparable to the tourist experience obtained from Limpakuwus Pine Forest Natural Tourism. Respondents' satisfaction with the tourist experience can be seen in Table 26.

Table 26 Respondents satisfaction with travel experience

Number	Cost comparable to respondent's travel experience	Respondent	
		Number (person)	Percentage (%)
1	Yes	30	100.0
2	No	0	0.0
Total		30	100.0

Quality of Tourism Services

The services of employees at tourism sites greatly support the convenience of visitors. A total of 18 people (60%) assessed that the service at Limpakuwus Pine Forest Natural Tourism was very good, and the remaining 40% considered the service to be quite good. This is in accordance with tourism management, that officers must serve visitors in a polite, friendly, and neat appearance. Respondents' perceptions of service quality can be seen in Table 27.

Table 27 Respondents' perceptions of the quality of tourism services

Number	Respondents' perceptions of the quality of tourism services	Respondent	
		Number (person)	Percentage (%)
1	Very Good	18	60.0
2	Quite Good	12	40.0
3	Fairly Good	0	0.0
4	Not Good	0	0.0
Total		30	100.0

Condition of Tourism Facilities

The condition of the facility is one of the important factors in the assessment of tourism attributes. The condition of the facility in question is the condition of the facility whether it is well maintained or not. A total of 21 respondents (70%) stated that the condition of the facilities at Limpakuwus Pine Forest Natural Tourism was quite good, and the remaining nine respondents (30%) stated that the condition of the facilities was very well maintained, from toilets, prayer rooms, and other supporting facilities for tourism attractions. Respondents' perceptions of the condition of tourism facilities can be seen in Table 28.

Table 28 Respondents' perceptions of the condition of tourism facilities

Number	Respondent's perception of the condition of tourism facilities	Respondent	
		Number (person)	Percentage (%)
1	Very Good	9	30.0
2	Quite Good	21	70.0
3	Fairly Good	0	0.0
4	Not Good	0	0.0
Total		30	100.0

Completeness of Tourism Facilities

The completeness of the facilities in question is the number of facilities that can meet the needs of tourist at tourism sites. A total of 15 respondents (50%) considered the existing facilities to be quite complete, while six respondents considered the facilities at Limpakuwus Pine Forest Natural Tourism to be incomplete due to the limited number of toilets at the top of the tourism site, the lack of seats or gazebos and prayer rooms which were also considered inadequate. They also lack in the supporting facilities in the form of internet signal. Respondents' perceptions of the completeness of Tourism facilities can be seen in Table 29.

Table 29 Respondents' perceptions of the completeness of tourism facilities

Number	Respondent's perception of the completeness of tourism facilities	Respondent	
		Number (person)	Percentage (%)
1	Very Complete	9	30.0
2	Quite Complete	15	50.0
3	Less complete	6	20.0
4	Incomplete	0	0.0
Total		30	100.0

CONCLUSION

Based on the results of the analysis, it can be concluded that Limpakuwus Pine Forest Natural Tourism has great potential because it has an area of 25 ha, a cool climate, beautiful natural scenery, potential for flora and fauna, a variety of diverse tourism attractions, aspects of cleanliness, comfort, security, accessibility, facilities and infrastructure, as well as good management and services so that they can be developed into national and international tourism. In relation to respondents' perceptions of the condition of Limpakuwus Pine Forest Natural Tourism, it is known that from the aspect of cleanliness the respondents perceive that it is quite clean, from the aspect of aesthetic it is considered quite beautiful, from the aspect of comfort it is considered very comfortable, from the security aspect it is considered quite safe, from the aspect of accessibility it is considered quite easy, from the aspect of the service is considered very good, and from the aspect of condition and completeness it is considered quite good. Respondents' perceptions of environmentally friendly concepts in terms of written appeals in form of caution and warning boards are still deemed not effective enough.

Respondents' perceptions can be used as an evaluation material in the management and development of Limpakuwus Pine Forest Natural Tourism.

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