



## Strategic Environmental Analysis of River-Based Special Interest Tourism Development in Sukabumi City

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### **Abstract**

The covid-19 pandemic has significantly impacted global tourism, including changes in tourists who prefer natural tourism activities. River resources in Sukabumi city can be developed into river-based special interest tourism (SIT) following current market preferences. However, the development of river-based SIT products in Sukabumi city has not been optimally explored. This article examines the strategy of developing river-based special interest tourism in Sukabumi City as a research destination through descriptive-qualitative methods. SWOT analysis is applied in-field data processing resulting from observation activities, interviews, and literature studies. The research developed river-based special interest tourism in Sukabumi city through a selection of activities developed, namely rafting, river tubing, and body rafting with productive age target markets in Sukabumi, Jabodetabek, and Bandung Raya areas. The results of this study could be alternative supporting information for tourism actors in Sukabumi and Indonesia, especially in the development of special interest tourism.

**Keywords:** *Special Interest Tourism; Tourism Destination; River Tourism*

### **Introduction**

The COVID-19 pandemic in 2020 has affected the global tourism industry in terms of fundamentals. (Ioannides & Gyimóthy, 2020). UNWTO recorded a decrease in international tourist arrivals of 65% or equivalent to 440 million arrivals and US \$ 460 billion in export revenue from international tourism in the first half of 2020 (UNWTO, 2020; World Travel & Tourism Council, 2020). On the other hand, the pandemic has provided wisdom in the loss of over-tourism and encouraged the government's awareness about green tourism beyond the speed of sustainable tourism campaigns (Koh, 2020).

In the pandemic era, the development of environmentally-minded tourism in the community has encouraged changes in tourist behavior in the terminology of slow tourism (Al-Masri & Al-Assaf, 2018;

Serdane et al., 2020) and travel to the "second city." Changes in travel behavior and trends have shifted the focus from quantity to quality, from excessive to rational. In this stage, tourism continues to change as the implementation of new habit adaptations that separate pre-pandemic era tourism from the present.

Sukabumi City is an administrative region in West Java Province with 25 streams, including Cimandiri River and Cipelang River. (Pemerintah Kota Sukabumi, 2019). The geographical location of Sukabumi City, which is at the southern of Mount Gede Pangrango, has long developed as a nature-based tourist city. In the early 1900s, the region was designated as gementee as an effort by the Dutch East Indies Government to facilitate the development of cities increasingly visited by European residents, both for settling or traveling. Cool-weather, mountainous landscapes, and abundant water sources made this region develop into a residential, plantation, and tourism activity.

Considering the river's varied potential, the development of river-based special interest tourism (SIT) can be a theme that suits the products and tourism market of Sukabumi City. This theme is important to be developed as a complement to the city's tourist activities that have now developed under the concept of culinary tourism (Aleffi & Cavicchi, 2020; Grimstad et al., 2019), heritage tourism (Jiménez de Madariaga & García del Hoyo, 2019; Seyfi et al., 2019), smart tourism (Jeong & Shin, 2020; Susanto et al., 2020) and entertainment tourism (Bodolica et al., 2020; Hughes, 2000). The development of special interest tourism based on the river can support the branding of Sukabumi City, which has been proclaimed as a city with vision as a hub and hospitality city, compact city, and experience economy.

In particular, research was conducted on the Cimandiri and Cipelang rivers that have now been used as river-based tourist destinations. Both rivers have been factually utilized for rafting and river tubing tourism activities, but the development was not optimal. This condition is due to the lack of a river-based tourism development strategy, not optimal packaging of river tourism activities, and the integration of river tourism activities with the tourism system in Sukabumi City. It impacts the development of the supply side of special interest tourism based on the river in Sukabumi City.

Special interest tourism (SIT) is an expression of human travel based on hobbies, interests, and special interests in their holiday activities (Pforr et al., 2021). Special aspects include tourist activities related to the environment, adventure, sports. (Trauer, 2006), religious event (Yasuda et al., 2018), cultures (Burns, 2003), and gastronomy (Hjalager & Richards, 2001). The development of nature-based special interest tourism (Trauer, 2006) reflects the growth of the tourism niche market and the diversity of recreational interests in the modern leisure society. Furthermore, special interest tourism is often associated with the principle of sustainable tourism (Avcikurt et al., 2017; Budisetyorini et al., 2021; Nurlaila et al., 2021), so that the development of special interest tourism based on the river in Sukabumi City has a wider purpose of river commercialization.

As an industry, rafting tourism has positively impacted tourism in several regions in Indonesia. For example, Citarik River in Sukabumi Regency, Pekalen River Probolinggo Regency, and Progo River Magelang Regency have positively contributed to the Original Income of the Region. Especially in Sukabumi Regency, the contribution of Citarik River rafting tourism to Regional Original Income (PAD) increased steadily by 2-3% every year. Sukabumi city has the potential of natural resources in the form of rivers also has the same opportunity to benefit from special interest rafting tourism.

This article seeks to uncover a special interest tourism development strategy based on the river in Sukabumi City through an analysis of the components of tourist destinations, namely attractions, amenities, accessibility, and supporting services (Cooper, 2016). There have not been many special studies on strategic environmental analysis in the development of special interest tourism based on rivers in Sukabumi City, so the results of this study are believed to be alternative information for tourism actors in developing tourist destinations in Sukabumi City and the development of Indonesian tourism.

## *Theoretical Review*

### **River Tourism**

The concept of river tourism has been widely studied from various perspectives. (Budisetyorini et al., 2021) focuses on the important characteristics of river landscapes as a general attractiveness factor, whereas (Prideaux & Cooper, 2009) comprehensive review of river tourism in terms of physical, environmental, and human. The concept of river tourism includes various tourism and recreational activities in coastal areas and near river coastal waters (Mousazade et al., 2019). Today, river tourism is one of the most important tourism activities globally, which has developed in various functions with increasingly rapid growth. The development of tourism and recreation is one of the effective factors in realizing river tourism development and provides direct and indirect economic, social, cultural benefits for destinations. (Hall & Page, 2006) provides the concept that the development of river tourism depends on river quality, physical characteristics of coastal landscapes, riverside landscapes, security and safety of tourists, road safety and accessibility for tourists and the ability to provide opportunities for activities.

River tourism is formed from natural landscapes bound by various factors presented in Figure 1: hydrological, regional, and biological factors. Furthermore, to create a tourism activity that is planned and carried out regularly, these factors need to be managed in terms of utilization. As a public good, river tourism management is also strongly influenced by political factors, which regulate policies and approaches to developing public goods. This integration of policies and executive actions is packaged in a river tourism development met with market demand factors (Prideaux & Cooper, 2009).

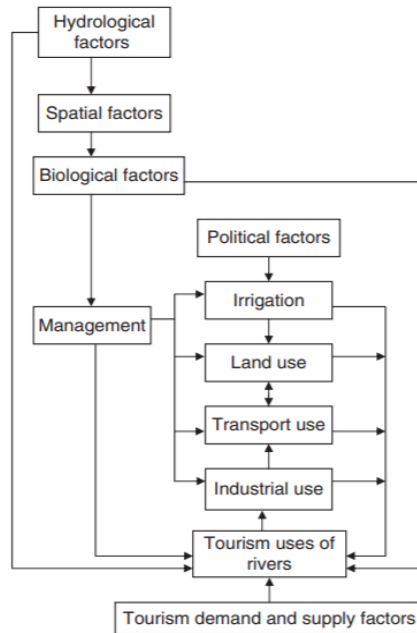


Figure 1. Factors Shaping River Tourism  
(Prideaux & Cooper, 2009, p. 20)

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Based on this view, river tourism is understood as a form of water tourism exploited and organized on natural freshwater flows (rivers, canals). The attraction comes from the natural scenery and combines it with the cultural sights and the boat cruises, sightseeing, entertainment, and relaxation activities on and on both sides of the riverside.

## **Adventure Tourism**

The tourism industry is evolving to meet the demands of tourists seeking unique experiences (Rokenes et al., 2015). The evolution in the tourism industry has led to many sub-segments or market niches, encompassing a wide range of activities that impact the overall travel experience. Apart from adventure tourism, which is one of the fastest-growing tourism segments globally, namely epicurean tourism, heritage tourism (Park, 2010), and cultural tourism (Richards & Munsters, 2010), it represents a growing niche market in the tourism industry.

Adventure travel (Sotomayor & Barbieri, 2016) includes rafting, kayaking, backpacking, sailing, snowshoeing, spelunking, skydiving, mountain climbing, surfing, and hang-gliding. These adventure tourism activities can be separated into two different groups: light activities and strenuous activities (Schneider & Vogt, 2012). Light adventure activities suitable for novice travelers include guided trips, where minimal skills are required to complete the activity in the presence of a professional guide and safety equipment (including river rafting class I or II). On the other hand, the difficulty level of the activity requires tourists who are more experienced in similar activities to avoid the risk of serious injury that can occur from activities such as mountain climbing, rafting/kayaking class IV, base jump, and hang gliding (Buckley, 2015).

## ***Tourism Destination Development***

Tourism has a character: cannot be moved, the production process coincides with the consumption process, has a wide variety, cannot be partially tasted/enjoyed as a sample product, and has high investment risk. The development of tourism destinations can be seen as an effort to take advantage of the potential of nature and culture, taking into account the conservation aspect (Lucas, 2020). Destination development is a planned activity in managing resources in tourist destinations on the social and physical aspects to improve the welfare of society and the state through biological engineering, cultural breeding, and suppressing its negative impacts. Tourism is developed to distribute income equitably.

There are four components of tourism attractions, accessibility, facilities (amenities), and additional services (ancillary services) (Cooper, 2016). Attractions include uniqueness and attractions based on nature, culture, or creation. Accessibility includes the ease of transportation facilities and systems—amenity, which includes facilities that function directly in tourism services. Ancillary Services include additional services that buffer other tourism systems, such as financial, security, safety, energy, and health services.

(Leiper, 1990) provides the view that all tourist attractions are tourism resources, but not all can be categorized as tourist attractions. Furthermore, tourism resources are divided into three groups: (1) primary tourism resources (based on tourism attractions), which consist of potential tourist attractions and actual tourist attractions; (2) natural tourism resources, grouping all tourism resources that are managed or significantly affected by the tourism industry; and (3) indirect tourism resources, which represent all the tourism industry resources that depend on but have little influence.

## Methods

Research is conducted by applying a qualitative descriptive approach (Veal & Burton, 2014) to explain the actual condition of SIT product components in Sukabumi City. Observation activities are carried out to collect visual data on the physical aspects of the river, supporting environments, and tourism support facilities. Interviews were conducted with tourism actors about tourism views in the research object, namely elements of the Tourism Sports Youth Office and Creative Economy of Sukabumi City, tourism destination managers, members of tourism associations, river tourism activists, tourism consultants, the community. Literature studies are conducted to enrich secondary data in supporting the achievement of research objectives. The research area includes the Cipelang River and Cimandiri River and related areas in Sukabumi City of West Java Province.

The collected data is analyzed through SWOT analysis techniques (Benzaghta et al., 2021) as a form of environmental scanning in developing special interest tourism based on rivers in Sukabumi City. This technique reveals strengths, weaknesses, opportunities, and threats in developing river-based special interest tourism in Sukabumi City. The results of the analysis are formulated in a development strategy.

## Discussion

### Special Interest Tourism Product Resources Based on Sukabumi City River

Sukabumi city is an administrative region in West Java Province located at coordinates 1060 45' 50" East Longitude and 1060 45' 10" East Longitude, 60 45' 44" South Latitude at an altitude of 584 - 770 meters above sea level. On the Southside of Mount Gede Pangrango, it has an average climate of 290C, the highest rainfall in December, with an average of 153 days of rain per year. The morphology of Sukabumi city consists of plains, hills, and mountains scattered throughout the region. Sukabumi City hydrology consists of areas with high productivity aquifers in the North and low productivity aquifers in the South. This region is crossed by 25 interrelated rivers and empties into at least two major rivers, Cipelang and Cimandiri, as presented in table 1.

Table 1. Rivers in Sukabumi City

No	Name	Long (km)	No	Name	Long (km)
1.	Cipelang Leutik	2,08	14.	Cimandiri	12,96
2.	Ciseupan	3,98	15.	Ceger	3,39
3.	Ciwalung	1,82	16.	Cisuda	8,09
4.	Cipada	1,23	17.	Tonjong	8,09
5.	Selakaso	5,48	18.	Cipanengah	5,73
6.	Ciaul	3,37	19.	Cipelang Gede	15,81
7.	Babakan Jampang	1,11	20.	Cibeureum	4,76
8.	Cipasir	1,47	21.	Cibitung	5,40
9.	Ciseureuh	4,18	22.	Cisarua	3,84
10.	Cijambe	1,68	23.	Cisaray	1,84
11.	Cibandung	3,83	24.	Tipar	9,34
12.	Cipicung	0,59	25.	Cikapek	2,93
13.	Cigunung	4,56		Total	111,65

Source: (Pemerintah Kota Sukabumi, 2011)

In the Spatial Document of Sukabumi City Region (Pemerintah Kota Sukabumi, 2011), known space patterns of the area divided into protected areas (359 Ha) or equivalent to 7.48% of the area of the city, in the form of urban forests and river border areas; as well as the cultivation area (4,441,231 Ha) equivalent to 92.52% of the area of the city. The tourism sector is set in the Sub-Region of the City

Cikole, Baros, and Lembursitu. The spatial arrangement of this region aims to optimize the growth rate of the city by balancing environmental functions in human activities, including the tourism sector.

Tourism of Sukabumi City has developed since the era of Dutch colonialism in the early 1900s. This city became one of the resorts for Europeans living in the Batavia (Jakarta) and Buitenzorg (Bogor) areas. The massive development of plantations in the Sukabumi City area and surrounding areas encourages preanger planters to settle down and establish various city facilities. Economic activity in this region eventually attracts European tourists living in the Batavia and Buitenzorg regions to visit their colleagues and enjoy mountainous city tours. The impact of tourism support facilities of the colonialism era developed rapidly at that time, in the form of hotels, restaurants, swimming pools, entertainment centers, transportation, and shopping centers. The historic buildings can still be enjoyed as heritage tourist attractions with typical Dutch architecture as its main attraction.

The tourism development in Sukabumi City shows positive indicators, marked by the increase in tourist destinations owned by the government, private, and public. Entertainment services grew in 2015-2019, complementing the city's tourist features in family karaoke services, nightlife venues, and staging. Heritage-themed walking tour activities are an effort by the latest Sukabumi City tourism actors to use the city's tourist attractions, in addition to street food culinary tourism activities facilitated by the government through the arrangement of parks and pedestrians. Sukabumi City Government in 2019 has received a Tour Bus grant from the Government of West Java and regularly operated with the Indonesian Tourist Guide Association. This bus goes around with the city's mainline with the theme of heritage tourism route.

The number of foreign tourist visits in 2019 was recorded at 3,005 people, and archipelago tourists recorded as many as 455,295 people with an average stay of 1.22 nights. The growth of non-star hotels increased sharply in 2017 with 29 units and star hotels by eight units. This number is related to the emergence of virtual hotel operators and the increase in hotel chain investment in Sukabumi City. Furthermore, Sukabumi City experienced a fairly high increase in the number of restaurants in 2017 amounted to 82 units, in 2019 to 119 units. The growth occurred in restaurants with productive age market segments (19 - 45 years) with the main menus of Europe, Japan, Korea, and Nusantara, with a thematic modern café feel. The provision of hotels and restaurants is considered good enough to meet the demand for tourist visits to Sukabumi City. Service to the city, in general, has met the applicable standards in Indonesia, indicated by the efforts of coaching from local governments and high initiatives from amenity managers in the competition of the hotel and restaurant accommodation industry.

Sukabumi city is connected by land route, namely Bogor-Sukabumi to the West and Sukabumi-Cianjur-Bandung to the East. The city can be reached via national roads by transportation between cities through the class A terminal of Sukabumi City. A shuttle service serves Bandung City, Bogor City, and Jakarta. This shuttle service is a favorite of Sukabumi City residents, with shuttle-point locations in the city center and orderly departure schedules. Access to railway facilities is available at Sukabumi Station, serving Bogor, Cianjur, and West Bandung. The railway route to Bogor is served commercially (economy and executive class), while the Cianjur-Cipatat route is subsidized. Sukabumi City Government has developed road infrastructure to residential areas and household economic centers. The quality of the road, in general, is in good condition, can be passed by bus vehicles and private cars. The impact of the characteristics of the city located in the crossing area of South West Java causes congestion points on its main section.

Until now, special interest tourism activities based on the river have not been the main concern of Sukabumi City tourism actors. There are at least 3 (three) points of river tourism activities, namely white-water rafting, river tubing and body rafting in the Cimandiri River, and river tubing on the Cipelang River. Cimandiri River is one of the longest rivers in Sukabumi City, designated as the main drainage

receiving body (macro drainage) and a protected area that can be used for environmentally sound tourist activities (Pemerintah Kota Sukabumi, 2011). This river in the Baros-Cikundul segment has grade II-III rapids in normal times, suitable for rafting categories of beginners and families. River tubing tourism activities are more relevant in the dry season, given the less water discharge and shallower rapids height.

Similarly, the Cipelang River is designated as one of the macro catchment and drainage areas, splitting the Sukabumi City area with the category of grade II river can only be used for river tubing and body rafting tourism activities; related to the width of the river and the average height of the water is inadequate for white water rafting. The characteristics of this river have shallow rapids in some places so that it can be utilized for special interest tourism activities in the family category. Rafting and river tubing activities are not currently operated regularly, contrary to the high potential of the Cimandiri River and Cipelang River in the form of relatively stable river streams throughout the year and landscape conditions that support special interest tourism activities. The location of the Cipelang and Cimandiri watersheds is presented in Figure 2.

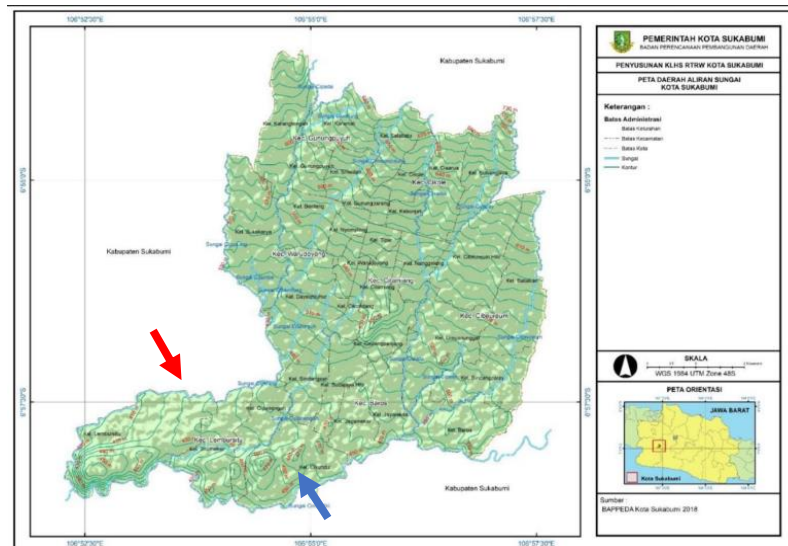


Figure 2. Map of Watersheds in Sukabumi City  
Red Mark = Cipelang watershed; Blue Mark = Cimandiri watershed  
Sumber : (Pemerintah Kota Sukabumi, 2019)



Figure 3. River Tubing Activities in Cipelang River, Sukabumi City  
Source: Research Documentation, 2021

The border area of these two rivers in the form of cliffs, plains, and natural cover areas can be packed with complementary special interest tourism activities in the form of cultural content related to toponymy, cultural sites, city history, river ecosystem, and geological education. This narrative content can strengthen river-based SIT activities in Sukabumi City as a story-based adventure activity. The storynomic concept can be applied to river tourism activities with slower movement in the river stream. On the other hand, several points of river pollution in-household industrial waste need to be technically researched on aspects of water quality.

Field data shows several problems, namely: 1) rafting and river tubing tourism activities have not become primary tourist products; 2) support facilities that are still provided through other providers in Sukabumi Regency; 3) HR rafting guide and river tubing double function with other field HR; 4) The marketing of river-based special interest tourism activities have not been implemented optimally and relevantly; 5) The issue of river pollution from industrial and household waste at some point. This problem can be overcome through an approach to improving tourism governance/management, product-market packaging, and tourism policies across sectors.

### **Strategic Environmental Conditions of Sukabumi City Tourism**

Tourism has become one part of the vision of Sukabumi City development with the city government's desire for pillars of city branding in the form of hub and hospitality, compact city, and experience economy. With a contribution of 2.9% to the PDRB of Sukabumi City in 2018, the tourism sector continues to be developed by synergizing resources through the Penta helix approach. The government's increase in tourism human resources capacity accompanied by an increase in tourism infrastructure has been carried out over the past three years. The impact of this policy is the growth of tourism investment, improved services for visitors, and wider community involvement in tourism.

Another strategic issue is the Sukabumi-Bandung railway route, reaching West Bandung. The train is considered the main transportation choice of tourists from Bandung, constrained by the congestion of industrial estates in Cianjur. The railway line to Bandung City that crosses Lampegan Station as the main access to Gunung Padang tourist area opens opportunities for Sukabumi City to increase visits through the packaging of tourist packages Sukabumi-Gunung Padang city. The construction of double-track railways in the West shows the government's desire to increase the carrying capacity of the Sukabumi-Bogor railway. The Bogor-Sukabumi toll road, which has reached the west Sukabumi section, aims to reach Sukabumi City by 2022. This condition has a positive impact on the connectivity of Sukabumi City with the main market of Greater Jakarta tourists. Shuttle service will be the main choice of public transportation to Sukabumi City via Toll. The growth of shuttle service services during the construction of the Cipularang toll road connected Bandung and Jakarta. The development of the Situ Gunung tourist area that can attract tourists from Jabodetabek and Bandung Raya can be a selling point for providing hotel and restaurant accommodation in Sukabumi City. Attention to Situ Gunung tourists' travel patterns who prefer hotels and restaurants in Sukabumi City is an opportunity for Sukabumi City tourism players to expand their marketing reach to the Sukabumi Regency area.

Changes in the behavior of the tourist market due to the pandemic that choose short-distance travel, second city tourism, related to nature, moving in small groups, and experience-based tourism activities are an expression of market demand that can be utilized in the development of special interest tourism based on rivers in Sukabumi City. Demographic bonus owned by Indonesia also provides color to the change in the archipelago's tourist market. River-based special interest tourism development can be an alternative for the millennials who want more active tourism activities.



**SWOT Analysis**

Table 2. IFAS Ratings and Weights

Aspects	Issue	Rating	Weight	R x W	
IFAS	STRENGTH	River resources (characteristics of landscapes, currents, and natural vegetation) are suitable for developing special interest tourism.	4	0,12	0,462
		The availability of hotel and restaurant facilities is adequate to support the development of special interest tourism.	4	0,13	0,513
		Accessibility of Sukabumi City in the form of <i>existing</i> land facilities and infrastructure deserves to be used as a support for the development of special interest tourism based on rivers.	3	0,14	0,423
		Availability of <i>ancillary services</i> (health, security, finance) spread in the Sukabumi City area.	2	0,13	0,256
		The support of local governments in the development of tourism is solid.	3	0,19	0,577
	WEAKNESS	Support tourism actors (private and community) who want to improve welfare through the tourism sector.	2	0,17	0,333
		The positive image of Sukabumi City as a cool, safe, and accessible city attracts more tourists.	2	0,13	0,256
		Total			2,821
		There is river pollution from household industrial waste at some points of the Cimandiri and Cipelang Rivers.	2	0,25	0,500
		There is no integrated packaging of special interest tourism activities based on rivers in Sukabumi City tourism products.	2	0,175	0,350
	Provision of inadequate facilities and support equipment.	1	0,225	0,225	
	The human resources capacity of special interest tour guides needs to be increased.	2	0,15	0,300	
	The popularity of river-based special interest tourism in Sukabumi City is still minimal.	3	0,2	0,600	
	Total			1,975	

Source: research results, 2021

Tabel 4. EFAS Rating and Weights

Aspects	Issue	Rating	Weight	R x W	
EFAS	OPPORTUNITY	The behavioral changes of the pandemic-period tourist market under river-based SIT products open up development opportunities.	3	0,22	0,656
		The increase in the number of tourist visits to Sukabumi City and the Situ Gunung Area can be an opportunity to develop a special interest tourism market based on the river.	3	0,25	0,750
		The Bogor-Ciawi-Sukabumi toll road and the Bogor-Bandung railway route improve regional connectivity.	3	0,25	0,750
		Demographic bonuses give color to the segment of archipelago tourists who prefer natural activities and adventure.	2	0,28	0,563
		Total			2,719
RE		The decreasing river water quality is due to pollution and	1	0,13	0,125

Aspects	Issue	Rating	Weight	R x W
	sewage.			
	The watershed changes due to the expansion of residential and industrial areas.	2	0,19	0,375
	Prolonged pandemic lowers tourist market purchasing power	1	0,13	0,125
	<b>Total</b>			<b>0,625</b>

Source: research results, 2021

The development of river-based special interest tourism in Sukabumi City can be done with an aggressive strategic approach, refer to Figure 3. This development, if connected with the analysis in Tables 2 and 3, can be formulated into several strategies as follows: SO strategy: 1) Mapping of river segments for the development of river-based special interest tourism activities with major attention to water quality, watershed conditions, current and rapids attractiveness and duration of wading; 2) Packaging of river rafting SIT products (river tubing and body rafting) on family segments with complementary content of ecotourism education, history and living culture; 3) Focus on marketing on the productive age segment in Jabodetabek and Bandung Raya through Penta helix synergy. SW Strategy: 1) Enforcement of regulations on river pollution and public education around watersheds; 2) Packaging of river-based special interest travel packages with hotels, restaurants, and transportation services in Sukabumi City; 3) Introduction of river-based special interest tourism products to the people and tourist market of Sukabumi City through relevant marketing channels.

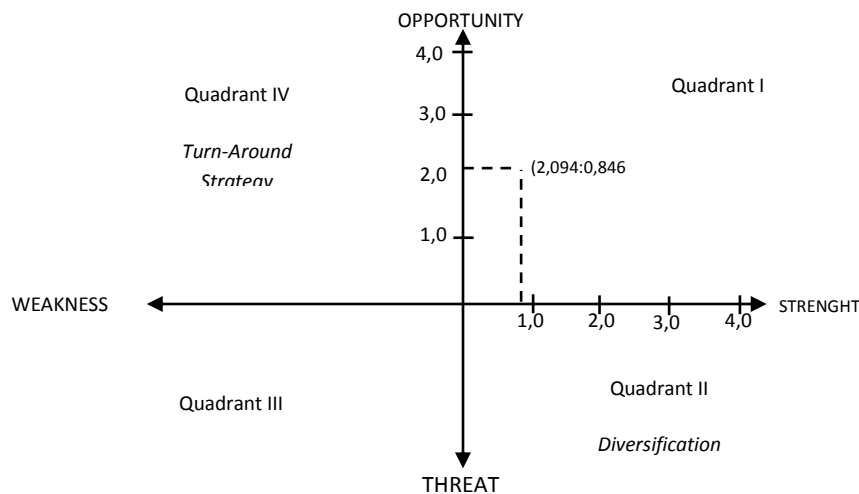


Figure 3. SWOT Analysis Diagram

WO Strategy: 1) Marketing cooperation with tourism actors in the Situ Gunung Area in the packaging of special interest tourism based on the river in Sukabumi City; 2) Increase human resources capacity through training and certification of skills for river rafting operators; 3) Cooperation in the provision of equipment and equipment supporting river wading both commercially and socially. WT Strategy: 1) Packaging of special interest tourism activities involving the community around the watershed to communicate the benefits of tourism to the welfare of the community; 2) Packaging of special interest tourism based on rivers with voluntourism activities as an effort to maintain the river for tourism purposes; 3) Formulate the choice of packaging tour packages at competitive prices through cooperation in the supply-chain of special interest tourism based on the river in Sukabumi City.

### Conclusions

The covid-19 pandemic that has depressed the global tourism industry has significantly impacted Indonesia's tourism development. This event also impacts changing market behavior that prefers outdoor travel products with more challenging activities in the development framework of their experiences. River-based special interest tourism products can be an alternative to tourism development in pandemic times. River resources in Sukabumi City can be used for special interest tourism interests based on rivers, especially in the Cimandiri and Cipelang watershed. The characteristics of these two rivers can be used for rafting activities, river tubing, and body rafting for family segments.

Supported by providing hotel accommodation, restaurants, ancillary service, and good accessibility, SIT based on the river is feasible to develop in Sukabumi City. Synergy is needed with tourism actors of Sukabumi City to realize the development of special interest tourism based on rivers. The synergy of Pentahelix needs to be expanded in a more technical direction for the tourism of Sukabumi City. Tourism management of Sukabumi City needs to be done across sectors, interests, and administrative regions.

The study offers a dynamic framework for developing river-based special interest tourism based on the findings presented in Figure 4. The first step is mapping river resources by identifying physical quality, environmental carrying capacity, river quality, risk, safety analysis, and river segments. To provide the most optimal visiting experience. This stage needs to be strengthened by socializing with the community in the watershed about the development carried out. This step needs to consider public regulation and policy related to the environment and spatial planning of the region. The second step is product development, namely the packaging of activities, itinerary, facilities used, and how these products will be sold. At this stage, the manager conducts a thorough product trial and simulates under normal and emergency conditions to determine the product's weakness and follow up on the weakness. In the second step, an aspect that needs to be considered is the feasibility of a special interest tourism business based on the river.

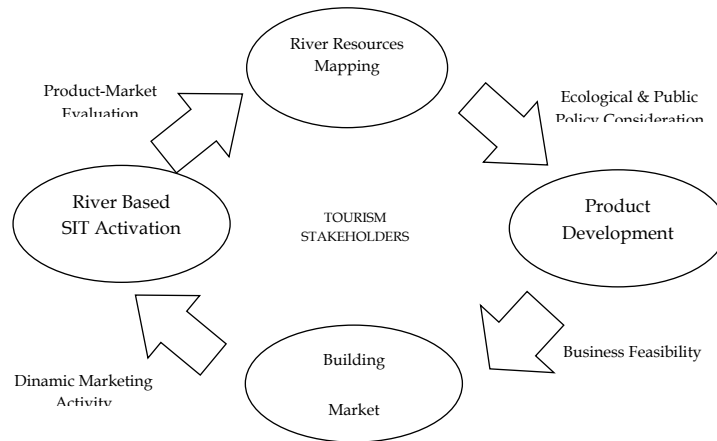


Figure 4. Dynamic Framework for River-Based Special Interest Tourism Development

The third step is to build market awareness to penetrate the market through dynamic marketing activities. The fourth step enables river-based special interest tourism at the full spectrum stage. Activation means that the river-based special interest tourism business has been running as it should. This stage will be followed up with product-market evaluation activities to improve the quality of businesses that have been developed and look for new product market development opportunities on river-based special interest tourism.

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