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Regional Tourism In Banten Potential And Development

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Abstract: The province of Banten, located at the western tip of Java Island, has tremendous tourism potential with various natural, cultural, and historical destinations. This article examines Banten's tourism potential, including beach tourism, cultural tourism, religious tourism, and nature conservation. The research aims to explore the untapped tourism potential and highlight the need for infrastructure development and tourism promotion to enhance Banten's appeal on a regional and national scale. The method used in this study is a literature review and secondary data analysis from local government reports and the Ministry of Tourism. The discussion results emphasize the importance of integrated management and promotion strategies to increase tourist visits and boost the local economy. This article provides strategic recommendations for the sustainable development of tourism in Banten

Keyword: Banten, Tourism, Culture, Development, Local Economy

INTRODUCTION

Banten is one of Indonesia's provinces with a variety of tourist destinations, ranging from beach tourism, cultural tourism, and historical sites, to nature conservation areas (Syahrizal, 2021). Since its separation from West Java in 2000, Banten has begun establishing its identity as a promising tourist destination in Indonesia. With its cultural and geographical diversity, Banten offers unique attractions such as Anyer Beach, the Batu Qur'an Site in Pandeglang, and the Ujung Kulon area, a UNESCO World Heritage site (Kementerian Pariwisata dan Ekonomi Kreatif, 2023). Beyond natural and cultural attractions, Banten holds deep historical and religious significance. For example, relics of the Banten Sultanate, such as the Great Mosque of Banten and the Kaibon Palace, stand as witnesses to Banten's golden era as a center of trade and the spread of Islam in the archipelago (Sholeh & Rizky, 2020). These sites attract not only local tourists but also visitors from other regions interested in historical and religious tourism. However, Banten faces several significant challenges in its development. Limited infrastructure, such as access roads to tourist sites, adequate public facilities, and accommodations, remains a primary obstacle for tourists visiting these destinations (Kementerian Pariwisata dan Ekonomi Kreatif, 2022). Additionally, the lack of effective promotion has hindered the growth of both domestic and international tourist numbers. Current promotional efforts are considered insufficient in establishing strong branding, leaving many of Banten's tourism potentials relatively unknown. Furthermore, suboptimal management of tourist areas has led to environmental degradation and cleanliness issues at several destinations.

This not only decreases tourist interest but also negatively impacts the sustainability of tourism in the region.(Pradani et al., 2020)

Weak management, especially in terms of environmental conservation and providing a comfortable experience for visitors, underscores the need for greater attention from various stakeholders, including the government, businesses, and local communities. According to data from the Ministry of Tourism and Creative Economy (2023), tourist visits to Banten have shown significant growth over the past five years, particularly at popular destinations such as Anyer Beach and the Ujung Kulon area. In 2022, Banten received more than 1.5 million domestic tourists and around 50,000 international visitors. The tourism sector contributed 5.2% to Banten's Gross Regional Domestic Product (GRDP), making it a vital sector for the regional economy (Widowati, 2020).

Gap Analysis, While Banten has significant tourism potential, there is a noticeable gap in the integration of sustainable practices and strategic promotion to enhance its tourism sector. Existing studies focus on general tourism growth, but few have comprehensively analyzed the specific barriers to infrastructure development, effective branding, and the application of sustainable tourism practices that could optimize Banten's competitiveness. This gap in the literature provides an opportunity for this research to bridge the understanding of both potential and challenges that hinder Banten's tourism development, especially in the context of modern sustainable practices and regional competitiveness.(Syahrizal, 2021)

However, the lack of supporting infrastructure, such as transportation and accommodations in remote areas, remains a challenge. According to the Tourism Infrastructure Report from the Ministry of Public Works and Public Housing (2022), only about 60% of major tourist destinations have adequate road access, while the remainder require infrastructure improvements to facilitate easier access for tourists.

Table 1 Natural and Cultural Tourism Potential in Banten

Location Name	Type of Tourism	Supporting Facilities	Number of Tourists per Year	Management
Anyer Beach	Nature Tourism	Accommodation, Restaurants	300,000	Private
Ujung Kulon Area	Ecotourism	Wildlife Observation, Education	20,000	Government
Great Mosque of Banten	Religious Tourism	Information Center, Parking Area	150,000	Government
Kaibon Palace	Historical Tourism	Tour Guides, Photo Area	100,000	Government

Source: Ministry of Tourism and Creative Economy

This table highlights the tourism potential in Banten, spread across various natural, cultural, and religious destinations. Supporting facilities at these locations vary greatly, yet further improvements are needed, particularly in nature and conservation tourism areas. Therefore, a more in-depth study is required to develop strategies for advancing tourism in this region to enhance its competitiveness on regional and national levels. This study would include an analysis of the existing potential, challenges, and opportunities, as well as strategies for improving infrastructure quality, promotion, and tourism management. With strategic and collaborative measures, it is hoped that Banten's tourism sector can contribute more significantly to the regional economy and the well-being of the local community.(Belabes, 2022)

Table 2. Tourism Infrastructure Challenges and Solutions in Banten

Infrastructure Type	Current Challenges	Proposed Solutions	Involved Parties
Road Access	Difficult road access to Ujung Kulon	Improvement of main roads	Ministry of Public Works, Local Government
Public Transportation	Limited public transportation to tourist sites	Provision of local tourist shuttle buses	Local Government, Private Sector
Accommodation	Inadequate lodging facilities in remote areas	Development of eco-friendly accommodations	Private Sector, Local Communities
Sanitation	Lack of public toilets at several destinations	Addition of basic sanitation facilities	Local Government, Business Operators

Processed by the researcher

This table summarizes the main challenges faced by tourism infrastructure in Banten, along with the solutions that can be applied. Participation from both government and private sectors is crucial in the development of this infrastructure (Sajida & Syafrida, 2022). Tourism plays a significant role in achieving several Sustainable Development Goals (SDGs) through local economic development, cultural preservation, and environmental conservation. In Banten, the tourism sector not only contributes to improving the welfare of local communities but also supports sustainable development based on local natural and cultural potential. Below is a table showing how tourism in Banten can support several SDGs and examples in the local context.(Sætra, 2021).

Here is the table showing the role of tourism in supporting various SDGs in Banten:

Table 3: The Role of Tourism in Supporting Several SDGs in Banten

SDG Goal	Tourism Contribution in Banten	Local Examples
SDG 1: No Poverty	Tourism generates income and employment opportunities for local communities.	Development of local tourism businesses creating jobs for residents.
SDG 8: Decent Work and Economic Growth	Tourism drives local economic growth through increased demand for goods and services.	Increase in small businesses such as handicrafts, food stalls, and local guides.
SDG 11: Sustainable Cities and Communities	Sustainable tourism practices improve infrastructure and community facilities.	Eco-friendly accommodations and infrastructure developments in remote areas.
SDG 12: Responsible Consumption and Production	Promoting responsible tourism practices to reduce waste and energy consumption.	Encouraging eco-tourism in Ujung Kulon and promoting waste reduction at tourist sites.
SDG 13: Climate Action	Tourism initiatives focused on conservation help protect natural resources.	Development of conservation programs for endangered species in Banten.
SDG 15: Life on Land	Tourism supports environmental protection through eco-tourism and conservation programs.	Preservation efforts at Ujung Kulon National Park and other protected areas.

Processed by the researcher

This table illustrates how tourism can support various SDGs in Banten by utilizing local potential, developing infrastructure, and managing conservation areas sustainably.

METHOD

This study employs a literature review and secondary data analysis as the main research approach. The literature review is conducted by examining various relevant sources, including journals, academic articles, books, and reports related to tourism development in Banten. Through this review, the researcher aims to understand the basic concepts, trends, and theories related to regional tourism as well as the development of tourist destinations in other regions with similar characteristics to Banten. Additionally, secondary data analysis is conducted using data obtained from various local government annual reports, statistical data from the Ministry of Tourism, and other relevant institutions (Sunarsi et al., 2022). This data includes information on the number of tourist visits, regional revenue from the tourism sector, infrastructure availability, and the effectiveness of promotional efforts. The secondary data also encompasses results from previous surveys and studies that are relevant to the potential and challenges faced in tourism development in Banten. (Anggy Giri Prawiyogi & Aang Solahudin Anwar, 2023)

The combination of the literature review and secondary data analysis is chosen because it provides a comprehensive understanding of the existing potential and challenges. This approach enables the researcher to identify the key opportunities and barriers in Banten's tourism development, as well as formulate applicable recommendations. By integrating both methods, the research aims to offer in-depth insights into the current state of tourism in Banten and provide actionable strategies that align with the region's needs and characteristics. (Annisarizki & Suahya, 2018)

RESULTS AND DISCUSSION

This discussion is structured to identify and analyze the key aspects that influence tourism development in Banten. With its diverse natural and cultural potential, Banten holds significant opportunities to become a competitive tourist destination at both regional and national levels. However, several challenges, such as limited infrastructure, accessibility, and suboptimal promotion, hinder the growth of this sector. Therefore, analyzing these key factors is crucial to formulating relevant strategies to enhance the appeal and competitiveness of tourism in Banten.

To achieve this goal, the discussion is divided into four main subsections: Natural Tourism Potential in Banten, Cultural and Religious Tourism, Infrastructure and Accessibility, and Tourism Marketing and Promotion. Each subsection is chosen for its central role in tourism development. The natural and cultural tourism potential highlights the wealth that can be offered to visitors, while infrastructure and marketing address vital elements related to access and effective promotion. (Ratu Nadira Elfandari & Imam Nuraryo, 2023) These elements are closely related to the main issues in tourism development in Banten, and this discussion is expected to provide applicable solutions and comprehensive strategies for the sector's growth in the region. (Effendy et al., 2023)

This discussion focuses on several key factors that need to be considered in the effort to develop tourism in Banten. As a province rich in natural and cultural destinations, Banten has significant untapped potential (Ningsi & Putri, 2023). The factors discussed include natural tourism potential, cultural and religious tourism, infrastructure and accessibility, and tourism marketing and promotion. Each of these factors is selected based on its relevance to increasing the attractiveness and competitiveness of tourism in Banten, especially in light of challenges such as infrastructure limitations and weak promotion (Lucendo-Monedero et al., 2023).

A comprehensive approach to natural, cultural, and marketing strategies is crucial given current tourism trends that prioritize sustainability and unique experiences for travelers (Rahmawati, 2023). Moreover, adequate infrastructure plays a vital role in ensuring comfortable accessibility, especially to areas that are far from urban centers. Previous studies have shown that difficult access is one of the major barriers to attracting visitors to regions

with potential but remote locations(Sajida & Syafrida, 2022). Therefore, it is important to examine each of these elements to gain a clear understanding of what needs to be improved and developed to ensure the sustainable growth of the tourism sector in Banten (Alhakimi & Weishaguna, 2022; Pancasasti et al., 2021).

Table 4: Banten Tourism Promotion Strategies

Promotion Strategy	Platforms Used	Target Tourists	Effectiveness
Collaboration with Influencers	Social Media (Instagram, YouTube)	Millennials & Gen Z	Effectively increases visits during peak seasons
Familiarization Trip Program	Media & Blogger Visits	Domestic & International Tourists	Increases media exposure
Digital Advertising	Google Ads, Facebook Ads	Domestic Tourists	Effective in reaching the local market segment
Promotion at Tourism Exhibitions	Domestic & International Exhibitions	All tourist segments	Expands business networks

Processed by the researcher

This table presents several promotional strategies implemented to enhance the attractiveness of Banten's tourism, particularly through digital media and collaborations with influencers. The effectiveness of each strategy can be measured by the increase in visits during specific periods.

Thus, this study not only identifies the potential of Banten but also examines the challenges faced in attracting both domestic and international tourists. The discussion aims to provide actionable recommendations for local governments, business operators, and local communities to optimize Banten’s tourism and make it competitive with other tourist destinations in Indonesia (Ratu Nadira Elfandari & Imam Nuraryo, 2023).

1. Natural Tourism Potential in Banten

Banten offers various fascinating natural tourism attractions. For example, Anyer Beach is a popular destination and a primary choice for tourists from the Greater Jakarta area (Nofiyanti et al., 2018). Additionally, the Ujung Kulon National Park, home to the endangered Javan Rhino, serves as a key natural and conservation tourism attraction. Developing eco-tourism in this area is essential for preserving biodiversity and attracting more visitors (Jagielska-Burduk et al., 2021).

2. Cultural and Religious Tourism

Banten boasts a strong cultural heritage and religious sites, such as the Grand Mosque of Banten and the still-standing royal palaces. This religious tourism appeals to visitors interested in Banten's history and culture. Integrated efforts for preservation and promotion can increase the attractiveness of Banten as a religious tourism destination (Pancasasti et al., 2021).

3. Infrastructure and Accessibility

One of the main challenges in developing tourism in Banten is limited infrastructure. Access to several tourist destinations remains difficult, particularly in coastal and remote inland areas. Improving road infrastructure, accommodation facilities, and other public amenities will significantly help improve accessibility to key tourism destinations (Annisarizki & Suahya, 2018).

4. Tourism Marketing and Promotion

To increase the number of visitors, intensive promotion and the use of digital media are essential. Social media and other digital platforms have proven effective in reaching potential tourists from various demographics (Pradani et al., 2020). Promotional activities involving both local and national influencers have also shown a positive impact in boosting the region's exposure to a wider audience.

CONCLUSION

Banten Province has significant tourism potential, not only in terms of natural, cultural, and religious attractions but also in terms of its economic development. Destinations such as Anyer Beach, the conservation area of Ujung Kulon National Park, and historical and religious sites like the Grand Mosque of Banten and the royal palaces highlight the region's rich heritage and natural beauty. However, to transform this potential into a sustainable source of regional income, strategic steps are required, including infrastructure development and improved accessibility. These remain major challenges for several tourist sites, especially in coastal and rural areas (Pemerintah Provinsi Banten, 2022). Furthermore, professional management based on eco-tourism principles must be implemented to ensure that tourism in Banten not only attracts visitors but also supports environmental conservation efforts, particularly in conservation areas like Ujung Kulon.(Nofiyanti et al., 2018)

Effective promotional strategies are also crucial to enhance the exposure of Banten's tourism. Digital marketing and influencer engagement have proven to have a positive impact in expanding the reach of tourists, particularly through the use of social media and digital platforms for wider and more cost-effective promotion. Through the synergy of government, private sector, and local communities, the development of tourism in Banten is expected to make a significant contribution to the regional economy, improve the welfare of local communities, and strengthen Banten's position as one of Indonesia's premier tourist destinations. Relation to Sustainable Development Goals (SDGs)

The development of tourism in Banten aligns closely with several SDGs, including:

1 SDG 8: Decent Work and Economic Growth

Tourism development in Banten directly contributes to economic growth by creating jobs in sectors such as hospitality, transportation, and local crafts. By focusing on sustainable tourism practices, Banten can enhance its economic contribution while ensuring that local communities benefit from tourism revenues.

2 SDG 12: Responsible Consumption and Production

The application of eco-tourism principles in managing Banten's tourist destinations, particularly in conservation areas like Ujung Kulon, promotes responsible consumption and production. Sustainable tourism helps protect the environment while enabling local communities to benefit from eco-friendly tourism activities, such as wildlife observation and nature-based experiences.

3 SDG 13: Climate Action

By promoting sustainable tourism and conservation efforts, Banten can play an active role in climate action. Preserving natural areas like Ujung Kulon helps protect biodiversity and mitigate the effects of climate change, while eco-tourism initiatives reduce the carbon footprint of tourism activities.

4 SDG 11: Sustainable Cities and Communities

The development of tourism infrastructure, particularly in rural and coastal areas, can contribute to building sustainable cities and communities. This involves improving accessibility, providing sustainable accommodation, and ensuring that tourism growth supports long-term community well-being without compromising the environment.

In conclusion, the sustainable development of tourism in Banten not only supports local economic growth but also contributes to the achievement of key SDGs, fostering a balanced approach to economic, social, and environmental sustainability.

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