

COLLABORATION OF THE PENTAHHELIX MODEL IN THE MANAGEMENT OF WATER AS A NATURAL TOURISM ATTRACTION IN PUNCAK CISARUA BOGOR – WEST JAVA

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Abstract-Tourists frequently visit Telaga Saat, one of their favorite destinations. Stakeholder participation is necessary for the Pentahelix concept's development, and this is anticipated to result in positive change. However, in practice, public participation is frequently ignored and collaboration isn't maximized. Investigate The goal of this study is to determine the degree to which management of a Telaga Saat tourist attraction achieved internal stakeholder engagement under the pentahelix concept. Collaboration and management, for example, have a favorable effect on public local affairs. Investigate This was done in the village of Tugu Utara in the District Megamendung of the Bogor Regency. Method studies, literature reviews, interviews, and observation were all used in the data gathering process. In contrast, a descriptive analysis is the method analysis that is used. Findings from the investigation This indicates that there is still room for collaboration.

Keywords: Collaboration, Pentahelix, Management

INTRODUCTION

Telaga Saat is a popular tourist destination located in the Conservation Agency's Source Power Natural Village Tour Tugu Utara area. It also enters the Sumber Sari Bumi Pakuan (SSBP) area. When system collaboration is needed for development, Power Pull Tour Telaga Saat include management, society, and stakeholders. Effective system collaboration and management will have a favorable impact on travelers' experiences and increase visitor numbers. Development Power pull tour involves a number of stakeholders, including the government, the public, academia, industry (private / investor), and the media. Maximum access roads lead to a lot of complaints from travelers.

Developing Power pull tour is a Telaga Saat that is motivated by several public local engagements. However, there are frequently connected disagreements with how many policies during its management. Collision policies and other policies have a significant impact on how satisfied travelers are with their trip to the location. The maximum walk distance for development destinations is the average of the offenders' tour walks in accordance with their separate policies. Due to its poor cooperation, several policies overlap and have a detrimental effect on tourists. One of the issues that visitors directly see is that accessibility needs ongoing attention from all parties. The purpose of a trip to Telaga Saat is to experience a power pull tour, among other things. In order to ensure that visitors to Power Pull Tours feel content, joyful, and in line with their expectations, Gunn (in Yoeti 2005:52) states that in order to meet target tourism at a given moment, Power Pull Tours must prepare accessibility facilities and power pull such tourism appearance. Inadequate facilities or difficulty reaching a tourist site might pose challenges and damage the reputation of a good to destination tour.

Tourist destinations are portrayed by Mill and Morrison (2009:17) as a mixture of different things, which are shortened to AFITH. The following are considered elements: 1) transportation; 2) accommodations; 3) infrastructure; 4) attractions; and 5) hospitality. Regarding development Power pull and component tourism are crucial for making references because of their influence on destination tours, development, and other factors. Suwena and Widyatmaja (2010:88), citing Cooper et al. (1993), list four distinct tourism-related component products under the acronym 4A: (1) attraction or tourist attraction; (2) amenities or facilities; (3) access or accessibility; and (4) ancillary service or service addition. The Minister of Tourism and Creative Economy introduced the Pentahelix concept initially, and subsequently, Ministerial Regulation (Permen) Tourism Republic of Indonesia Number 14 of 2016 was implemented. The idea that tourism generates revenue and benefits for the environment and society. Interconnectivity systems, subsystems, sectors, and dimensions are required in order to establish an orchestration that integrates business, government, community, academia, and known media in an ideal and well-functioning manner (BGCAM). using the Pentahelix principle.

a. Academics

Academics play an important role in the development process since they study science, different types of research, and communities that are relevant to the development and tourism industry in a certain location.

b. Government

The involvement of the government in ensuring the availability of sufficient infrastructure and facilities to assist in the growth of tourism by providing appropriate facilities, establishing policies and regulations pertaining to the industry, promoting tourism-related activities, and promoting destination tours.

c. Public

Community involvement in the process of development Visitors is divided into two categories: locals and non-governmental organizations (NGOs). Participate in assisting with service delivery, tourism, or creative economy. In the process of growth, society is both a subject and an object at the same time. Public engagement and participation in the tourism business is evident in decisions made about the manufacturing process and the distribution of benefits to visitors. The public's view of the open participation range that evolved was that it could only be "only told," meaning that it could not affect or determine any aspect of tourism development (Prabhakaran, Nair, and Ramachandran, 2014).

d. Role Business (Private /Investor)

Parties have a significant private role in the upkeep of the tourism industry, which places a high value on ethical business practices, responsible responses, and sustainability. The role of business in the tourism sector is profit-driven and accountable for maintaining continuity.

e. Role of the Media

The media is involved in field information and tourism promotion. The field of marketing and promotion, by its very nature, makes use of social media. Collaboration inside the pentahelix is vital for supporting joint innovation goals, and it also advances the social economy, according to Halibas et al. (2017).

Drawing from the aforementioned occurrence, the author endeavors to do research on collaborative Pentahelix-based sustainable societies.

METHODS

Examine This study makes use of a qualitative descriptive critical research model, which is a method that involves direct observation, interviews, and document review. The methodology for the study was conducting interviews with the manager, head of the tourism and culture department (Disbupar) of Bogor Regency, and administrators of village travel. In addition to conducting interviews, researchers gather documentation when conducting on-site research. Power pull tour around the lake and into the northern Tugu settlement.

RESULTS AND DISCUSSION

1. Attractions Tour

Telaga Saat is not only a tourist destination, but it is also a point "0" Ciliwung, located upstream of a river that flows water into the village area and continues to go to Jakarta. It presents a view of very exotic nature, with span area natural form mountains, expanses garden tea, hills and forests cool green as well as give impression calming.



Figure 1. Telaga Saat

The primary source of power is the beautiful natural garden tea and green hills in the background of clear water. There are a lot of things to do in the area for tourists, like plantation trekking, hiking around lakes, and tracks for running. A lake that offers boat rides and other water activities may accommodate up to six people. For those seeking an extreme off-road experience, a jeep garden tea trip is also an option. There are several locations for pictures, water rides, off-road jeep excursions, service photos, and games (paintball & games).

2. Amenities or facility

Lake Along with offering a variety of amenities to help and relax visitors, such as a parking lot, restrooms, a prayer room, and a culinary station.



Figure 2. Culinary center

Figure 2, demonstrates how food is disposed of for sale around the lake when there isn't enough for the two tens of sellers. Building model constructed in a very basic, semi-permanent manner that gives off a vague but unsatisfactory visual impression. Despite stalls It's quite basic, but keep in mind that cleanliness is a selling point. Every time there are customers, vendors approach them directly and try to get interested customers to stop by and purchase food for the store. The prices for the boiled noodles with eggs that are for sale (Rp. 10,000.00) and the hot tea (Rp. 5,000.00) are similarly typical, neither excessive nor cheap.

3. Accessibility

The initial street entrance is still quite basic, rocky, and earthy. Following the destination's growth and the influx of many tourists, several perpetrator tours are developed; Sumber Sari Bumi Pakuan Ciliwung operates one such trip and has an access road leading to the destination tour. Make improvements to the entrance and adjust the access so that the exterior appears lovely and pleasant. Initially, the post appeared as a typical post. The building is, of course, built of bamboo. Situational moment the building's looks have already altered to become more permanent. System Electronics tickets have also begun to be enforced, and each visitor is directed to obtain a ticket in a direct manner.



Figure 3. Main Entrance

Figure 3, Providing an example of a street entry and location tour. I will attend the Power Pull Tour regardless of the system purchase ticket at the beginning. However, visitors must purchase an entry ticket issued by Sumber Sari Bumi Pakuan, so the system, etc., is not functioning as intended. Many tourists have also expressed dissatisfaction with the many levies.

4. Ancillary or Service Addition

Ancillary services are readily available resources and amenities that travellers frequently use to support their travel plans, such as ATMs, banks, money exchanges, and sick rooms at home.



Figure 4. Ancillary Service

Figure 4 demonstrates one institution that receives local government financing for activities such as site tours and other support **PENTAHELIX**

- a. **Village Tour**A tour guide is what Village Tour does. Perhutani authorized the management of the public village for a period of thirty-five years (35). Perhutani awards the Village and Forest Community Institution (LMDH) a management license for a duration of two (2) years. The government village serves as a community institution through village tourism. The intention of Village Forest is to facilitate property governance for the benefit of society and the law. The wellbeing of the people living inside the forestry area may increase as anticipated with the creation of the Cooperation Agreement (PKS). To oversee investors' tourism at the community's North Monument, the government village established Village and Forest Community Institutions (LMDH). The Village and Forest Community Institute (LMDH) is given funding for a two-year term.
- b. **Government**
The government responds responsibly to forest management issues through forestry and serves as a facilitator for development potential tours. Perhutani donated the land, which is already governed by body law, to the community. System's management employs a business-to-business (B2B) plan, whereby profits are shared according to each party's participation. Perhutani serves as an administrative licence business tour provider in partnership with the Village and Forest Community Institution (LMDH). Permission business tourism (Number: 141/33/ kpts /x/2020) must be followed while conducting business in a forested region. After LMDH was established and began working with Perhutani, LMDH realised that Perhutani could not work the same with individuals and had to notify institutions.
- c. **Source of Earth Essence Pakuan (SSBP)**
The function of private enterprises, specifically Tea Plantations Ciliwung, overseen by PT. Source of Earth Essence Pakuan. The regulations Candy / Regulations Government No. 9 of 2021 and Regulations Government No. 23 of 2021, which cover an area of 600 hectares and have a 25-year management contract, comprise the permission cultivation rights. Plantation Tea Ciliwung operates as a pure plantation at beginning. Following expansion, a variety of interior trip areas include forestry and plantations that provide access to the destination region of Perhutani. Tea plantation Ciliwung begins to mend itself, as visitors to Lake Moment take an unusual toll. Numerous complaints have been made about this due of the larger tariff retaliation from Lake When, and thus Community.
- d. **Community**
Village Group Aware Tourism (POKDARWIS), which is already a village tour, will be formed by the village. A community that contributes to waking society, depends on tourism, and has an impact What would happen if no one managed well. ADESTA (asosiasi desa wisata) is the next community. Every village trip will take place in Adesta's shade. With a purpose in order to promote village tourism and educate everyone about issues pertaining to development and management through village tours. such as joint guidance or counselling with Bogor Regency Tourism and Culture services. The village of North Tugu owns Arabica and Robusta coffee, which are the products that the coffee community must begin to develop with method socialization. The field of community photography began to flourish in the village of North Monument, particularly in certain locations.

e. Academics

The role of Tourism College is significant in tour management. Contributions to society are made by colleges through the provision of Corporate Socially Responsible (CSR) funds, for example. These donations are intended to support activities that start upstream and end downstream. For example, buying coffee fertilizer, buying coffee seeds, buying a trash can enumerator, and finally, buying coffee shop supplies that will be used at the Lake Moment destination tour.

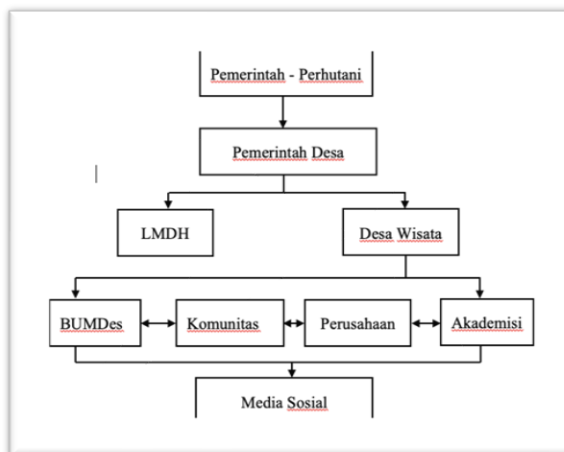


Figure 5, Flow chart governance collaboration

As an extension of the government, Perhutani is the one with the highest degree of leadership, as seen in Figure 4. The Tourism local Manager and the *Lembaga Masyarakat Desa Hutan* (LMDH) work together with the local government. The concept of partnership between *Badan Usaha Milik Desa* (BUMDes), Communities, corporations, and the role of academics is employed in the management of the tourism village. This attraction needs institutional cooperation as well as social media publishing to continue developing.

CONCLUSION

The Pentahelix model is an institutional concept utilised in the village North Monument for the destination trip Lake Moment. Village tourism, village owned businesses, village community institutions, forests, and forestry are among the institutions engaged. Many persons who work in tour management provide a variety of facilities to facilitate tourists, such as food stands, tent rentals for camping, and off-road vehicles. Numerous organisations are active, including youth organisations, organisations responsive to disasters, Pokdarwis, community photography, and rural tourism. The government is providing assistance and counselling in the areas of Improvement Source Power Human, MSME Management, Socialisation Aware Tourism, and Homestay Management through the Tourism Department. .

Perhutani, the subdistrict, and the village will join together in the future to undertake excavation potential tourism and excavation potential that conflicts with laws and territorial borders. This will allow them to come together in a single perception, transforming all institutions into a single vision. In relation to that occurrence, there is a required approach or a way to maximise potential. In the context of element pentahelix tourism, management—that is, the management exercised by Perhutani in his capacity as owner area—is essential between actors. .

In order to arrange licensing tours for conservation, LMDH works with public local managers to organise village tours; BUMDes provides capital for the development of artificial attractions tours; and SSBP acts as a party private along with plantation owners to arrange tours to destinations. As a result, it can be said that managing Power Tour Lake moment cannot be completed by a single institution; rather, it requires the collaboration of several institutional types. .

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