

# Identification of Tourism

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# IDENTIFICATION OF THE TOURISM POTENTIAL OF FIRDAUS PARK SRIWIJAYA UNIVERSITY

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**Abstract:** This study aims to identify the tourism potential of Taman Firdaus of Sriwijaya University according to component 4A and SWOT analysis. This type of research is descriptive with a qualitative approach. Data was collected through interviews, observation, and documentation. The research subjects were students of Sriwijaya University and the manager of the construction of Taman Firdaus. The results obtained in this study are 1) Identification of the potential of Taman Firdaus through the condition of the 4A components, namely Attraction, Amenity, Accessibility, and Ancilliary. The attractions in Taman Firdaus are artificial lakes and fruit plantations. Meanwhile, in Amenity, tourist facilities have not been built, but there is already a road to Taman Firdaus as an accessibility component, although it has not been asphalted yet. As for additional services for the Ancilliary component, there is already a security team in charge of guarding the Taman Firdaus. 2) SWOT analysis shows that the tourism potential in Taman Firdaus is a strategic location and a large area of land. However, there are weaknesses in access to the location which is still in the form of soil and gravel and does not yet have supporting tourism facilities and infrastructure. In addition, there is an opportunity to make Taman Firdaus an object of ecotourism education so that it can create jobs for the community and students. Meanwhile, the threat encountered at the location is the large number of wild animals that can endanger the safety of visitors.

**Keywords:** Tourism Potential; SWOT Analysis; Taman Firdaus.

## INTRODUCTION

Sriwijaya University is the largest public university in Indonesia in Southeast Asia. Since the beginning of the construction of the Sriwijaya University campus, namely in 1997 until now there are still many vacant lands that have not been used. Among the vacant lots is an unkempt swampy area. In 2018, Sriwijaya University inaugurated the construction of Firdaus Park which can later be developed into one of the tourist attractions and as a research object for academics.

Taman Firdaus is located on the campus of Sriwijaya Indralaya University. In the area, there are no tourist attractions so it is hoped that the development of Firdaus Park tourism can become a tourist attraction for local people in Indralaya, Ogan Ilir Regency and also attract people from outside the area. Based on preliminary observations, the development process of the Embung I area with an area of 38 hectares is currently underway. The field officer said that the construction of Embung I, II, and III will be carried out. Embung is another term for an artificial lake.

Embung is an object that has the potential to be developed into a tourist attraction in Taman Firdaus. The results of the study (2021) > Puspitasari produced several things: 1). The concept of Ecotourism that is applied pays attention to 5 (five) elements, namely, the environment, society, education and experience, sustainability, and management; 2). Priority infrastructure needs are structuring circulation, increasing electrical capacity,

handling waste, and waste management; 3) Four development clusters were formed and needed to be equipped with 28 types of facilities.

According to the Regulation of the Minister of Tourism Number 14 of 2016, tourist attractions are uniqueness, beauty, and values in the form of diversity of natural wealth, culture, and man-made products that are the destination of tourist visits referred to as tourist attractions. Tourist visits are influenced by the existence of 7 Sapta tourist charms, namely: Safe, Orderly, Clean, Cool, Indh, Friendly, and Memorable (Hadi: 2020).

Based on the results of preliminary studies to field officers for the construction of Taman Firdaus, embung or artificial lakes function as providers of raw materials for water during droughts, and the construction of embung as a tourist attraction (in Taman Firdaus. Embung which is supported by the beauty of the surrounding nature is a tourist attraction sourced from nature (Pendit in Abdulhaji, 2016) so that it can be developed into an interesting object and can be enjoyed by tourists later (Marioti in Aulia, 2017). Gusriza : 2022).

However, the construction of Embung alone is not enough to make Taman Firdaus a tourist attraction that can attract the attention and interest of the public to visit. Cooper in Wanda & Pangestuti (2018) suggests that tourist destinations must complete four components to attract tourists. These components are attraction, amenity, accessibility, & ancillary or abbreviated as 4A.

The standard of a location considered to have tourism potential is that it must

have 4 A's, namely: The components are attraction, amenity, accessibility, & ancillary or abbreviated as 4A. The ownership of the 4 must be intact and sufficient for each of them. If it is lacking then there is still an opportunity for the development of these standards into strong potential to become tourist destinations.

In connection with the construction of The Paradise Park which will be developed into a tourist attraction, it should meet the eligibility standards based on these four components. Not only equipped with public facilities, but also supporting facilities, management of ride maintenance that is built to create a sense of security and comfort on tourist trips. Hamid in Ibrahim (2014) states that tourism is a trip made by a person or group of people to visit a certain place with the aim of doing recreation, self-development, or studying the tourist attraction for a while.

The purpose of people traveling is not only for recreation, there are also other purposes such as education, self-development, and so on. Firdaus Park, which carries the concept of aquatic tourism, can fulfill these various purposes. Therefore, it is necessary to identify the feasibility of building the Firdaus Park so that after it is officially opened, it can cause a positive impression on tourists. The positive impression felt by tourists can cause loyalty to return to visit and even provide information to others so that a desire to travel to the place arises. This study wants to identify the potential that exists in paradise parks to become tourist attractions in terms of 4 A. attraction, amenity, accessibility, & ancillary or

abbreviated as 4A and swot analysis.

## MATERIALS AND METHODS

This type of research is descriptive with a qualitative approach. The qualitative approach is used to examine certain social conditions by correctly describing reality formed by words based on relevant data collection and analysis techniques obtained from natural situations (Sugiyono, 2018). Descriptively, information about the tourism potential of Taman Firdaus Universitas Sriwijaya is presented in terms of component 4A, namely Attraction, Amenity, Accessibility, & Ancillary.

The data collection method was carried out through observation, interviews, and literature studies related to component 4A to identify tourism potential in Taman Firdaus. Interviews are conducted to the subject of the study. The selection of respondents was carried out using purposive sampling techniques, namely Sriwijaya University students who have the following criteria 1) have visited Taman Firdaus, 2) have taken tourism courses because in the interview instrument there are questions about objects that have the potential to become tourist attractions.

The identification of 4A in the Firdaus Park tourist attraction is also strengthened by a SWOT analysis (Strength, Weakness, Opportunity, Threat). SWOT analysis is a model of identification based on various factors systematically to formulate a strategy that is expected to solve a problem through a logical analysis process in maximizing strengths and opportunities, but simultaneously can also minimize

weaknesses and threats (Freddy, 2014).

The data analysis technique is carried out with the following stages 1) collecting data through observation and interviews, 2) reducing data using source triangulation techniques, 3) presenting data, and 4) drawing conclusions. The series of data analysis techniques refers to the theory of Milles & Huberman (2019).

## RESULTS AND DISCUSSION

Sriwijaya University is one of the State Universities located in South Sumatra Province, Indonesia. Sriwijaya University has two main campuses, namely in Indralaya in Ogan Ilir regency and in Bukit Besar in Palembang. The main campus is located in Indralaya with an area of 712 hectares and is the center of educational activities of various other administrative offices.

Taman Firdaus is a park built in 2018 at Sriwijaya University, Indralaya, Ogan Ilir regency with initial plans for development on a land area of 100 hectares. The Garden of Paradise has a function as a water

catchment with three reservoirs. Apart from being a water catchment, during the rainy season the Lake of Taman Firdaus is also a water reserve during the dry season. Firdaus Park has the potential to be a tourist attraction with the attraction of a bluish lake or embung and the presence of fruit plantations as an attraction.

Based on the results of the study, information was obtained about the completeness of component 4A in the Firdaus Park tourist attraction as follows:

### a. Attractions

Tourist attractions are something that can be enjoyed by tourists in tourist destinations covering nature, culture, and artificial (Way et al., 2016). The observation results show that Taman Firdaus has a man-made lake (embung) which is an attraction for tourists. In addition, Sriwijaya University also mobilizes academic staff, lecturers, and students to grow various fruits and control their growth in Taman Firdaus. The fruit plantation will also be an attraction in the Paradise Garden.



**Figure 1. Embung and Fruit Plantations in paradise garden**

The existence of embung and fruit plantations in Firdaus Park has the

potential to be developed as a natural tourist destination for recreation as well as education for tourists.



b. *Amenity* (facility)

Facilities are things that include facilities and infrastructure in the form of commercially established buildings such as hotels, homestays, inns, souvenir shops, restaurants, toilets, gazebos, parking lots, and others. The facility does not yet exist in Taman Firdaus because it is in the process of construction so this component needs to be held to meet the eligibility standards of Taman Firdaus as a tourist attraction before it is inaugurated later.

c. *Accessibility*

Accessibility is access to tourist

destinations that include land, air, and sea transportation. Road access to the Sriwijaya University area is quite good, but if you continue the journey to the paradise park tourist attraction, the road condition is still in the form of stones and soil. If it rains, it causes puddles and mud holes that can hinder travel to tourist destinations. In the process of building this Paradise Park, it is necessary to carry out the process of paving roads and providing public transportation for tourists. This is due to the considerable distance from the main road.



**Figure 2. Road Conditions in Firdaus Park**

d. *Ancillary* (ancillary service)

Additional services, such as marketing, security, physical development (road directions, drinking water, electricity, street lights, and others). In addition, management, *tourist information, travel agents*, and stakeholders are also needed. An additional service that already exists in Taman Firdaus is that in the security aspect, there is a security post that functions to maintain security around the Firdaus Park area. Then, the availability of electricity and clean water networks also exists in Taman Firdaus. Taman Firdaus has not yet entered

the marketing stage because it is still under construction until now. Tourism development potential needs synergy from various sectors. Assyria, Rifol et al: 2021.

The results showed that Hunimua beach has great potential to become a priority tourist destination for the region and even Indonesia's priority. The advantages of Hunimua Beach are easy accessibility, supporting other tourist attractions, located in traditional villages, and extensive tourist locations. However, in maximizing the potential of Hunimua Beach, various obstacles need to be

addressed immediately, namely claims to Hunimua Land, internal problems between villages and regions, and weak support from the central government. Ubaiyana, U. (2021)<sup>1</sup>.

The result of this research is that Sumberagung Village has natural resources that can be developed into tourist attractions and can attract tourists. Tourism management in Sumberagung Village has not been optimal because there is no full community involvement in developing and managing the tourism potential of Sumberagung Village. Recommendations are given to provide a reference in the management and development of tourism in Sumberagung Village, especially bagasta community-based development, A. R.: 2021<sup>3</sup>

The results showed that the Saribu Rumah Gadang area has not optimally developed the potential for existing tourist attractions. The potentials that can be developed include; natural potential: traditional agricultural educational tourism, circling the area using ontel bicycles, cultural potential: traditional ceremonies, weekly or monthly art performances, social potential: maximizing the management of 130 existing cultural reserves, educational tours related to the Surambi Natural Kingdom of Sungai Pagu, bathing ceremony, eating bajamba, and the potential built: maximizing the management of existing attractions such as Songket Tower by renting out Minang clothes such as basiba brackets, Takuluak for women and Destar or Desta for men. Based on this analysis, it is hoped that all stakeholders can maximize the existing potential. So that the number of tourist

visits will increase and the Saribu Rumah Gadang area is increasingly known to local tourists and international tourists Gusriza: 2022<sup>2</sup>

The results showed that the opportunity factor for the development of terracotta park tourism has the most weight compared to other external factors. In general, the magnitude of the weight on the external factor ranges from 0.23 to 0.29. The result of the calculation of the total value of the weight of external factors has obtained the result that the total value is 2.16. Terracotta compulsive parks are in quadrant 1 where this condition is very favorable for the owner because it has advantages and opportunities if it can be utilized properly. The strategy that must be applied in this condition is to support growth policy (Growth Oriental Strategy). Although there are some weaknesses and threats that are quite large, these attractions can take advantage of opportunities and strengths so that they can make these tourist attractions develop KURNIAWATI, Risa Amalia.et al.: 2022.<sup>1</sup>

The results of the study explained that Tempur Village has the potential to be developed as a coffee agrotourism, because this area has fertile land, extensive coffee plantations and a natural environment. In developing coffee agrotourism, it is necessary to prepare well from the government, coffee farmers, and also local residents to be harmonious. The empowerment of coffee farmers, local residents and the production of attractive coffee product packaging need to be taught in developing coffee agrotourism. Furthermore, it is necessary to improve village facilities to achieve tourist

destinations to support tourism development, so that the planned plan can run well. With the coffee agrotourism development plan, it is hoped that it can be useful for academics and the government in order to improve science Yudhiet Nur Prasetyo: 2021..SINTA 5.

Based on these results, an alternative development strategy is an aggressive strategy by taking advantage of opportunities to increase strength. So it can be concluded that alternative strategies and strategic priorities can be applied to the development of the Laksa Culinary Area to be able to improve better tourist destinations. The author's advice is to improve the facilities and quality of human resources, innovate, involve food bloggers or food vloggers for promotion, and organize events to be more widely known. Imam Ardiansyah: 2022 SINTA 5.

The results of the study show the potential attraction of educational tourism that supports the management of UNPAD as an environmentally friendly campus, one

of which is the integrated waste management office area of UNPAD Novianti, 2021.

Based on this information, it can be said that the development of Firdaus Park into a tourist attraction is still in the early stages of development so that it has not met the four components of 4A related to the feasibility of an object becoming a tourist destination area. The 4A component must be provided before inaugurating the opening of Firdaus Park as a tourist attraction carried by Sriwijaya University. Accessibility is weak, but attractions are useful beaches. The importance of the role of institutions to accelerate tourism pontesi into a tourist destination. Habaora, F:2021.

After obtaining data on the completeness of the 4A component in Taman Firdaus, a SWOT analysis was also carried out to determine the magnitude of strengths and opportunities compared to weaknesses and threats that may occur in Taman Firdaus.

**Table 1. SWOT Analysis of Tourism Potential of Firdaus Park**

SW	Power(S)	Weakness (W)
OT	<ul style="list-style-type: none"> <li>a. The area of 100 hectares.</li> <li>b. It has a embung or lake as a tourist attraction.</li> <li>c. The level of safety at the attraction is guaranteed.</li> <li>d. Accessibility is quite good.</li> <li>e. A strategic place is within the campus environment of Sriwijaya University.</li> </ul>	<ul style="list-style-type: none"> <li>a. The infrastructural is still ground and rocky.</li> <li>b. Paradise Park is not yet widely known to the public.</li> <li>c. Facilities and infrastructure have not been built in tourist attractions.</li> <li>d. It has not yet been seen the concept of the type of tourism that will be built in this park.</li> </ul>



<b>Opportunity (O)</b>	<b>STRATEGISTS S-O</b>	<b>W-O STRATEGY</b>
<ul style="list-style-type: none"> <li>a. There are no tourist attractions on other campuses yet.</li> <li>b. Become a research place for lecturers, students, and other academics.</li> <li>c. Opening up employment opportunities.</li> <li>d. Student creation facilities.</li> <li>e. Sriwijaya University product development.</li> <li>f. It is currently underway planting fruit trees and rare trees that will become a tourist attraction.</li> </ul>	<ul style="list-style-type: none"> <li>a. With an area of 100 hectares, Firdaus Park can be used as educational tourism, ecotourism, and others.</li> <li>b. Embung or lake as the main attraction, explore the waters of the lake by water vehicle, and surround the environment around the lake.</li> <li>c. There are already security guards (<i>Security</i> and police) and cctv as security support.</li> <li>d. The planting of fruit trees as a green open space and becomes a tourist attraction.</li> <li>e. Each faculty at Sriwijaya University will build a vehicle that represents their respective fields of science.</li> <li>f. A strategic place in the campus environment, especially at the graduation ceremony, can be used by student families to relax while promoting Paradise Park to the community.</li> </ul>	<ul style="list-style-type: none"> <li>a. Repair of the infrastructure should be carried out immediately.</li> <li>b. Promoting and establishing wider partners.</li> <li>c. Construction of facilities and infrastructure to create an atmosphere of comfort for tourists.</li> </ul>
<b>Threat (T)</b>	<b>S-T STRATEGY</b>	<b>W-T STRATEGY</b>
<ul style="list-style-type: none"> <li>a. There are beasts because of the change in the function of vacant land.</li> <li>b. There is no certainty of the timing regarding the completion of construction in Firdaus Park.</li> </ul>	<ul style="list-style-type: none"> <li>a. Establishing partners with BKSDA (Natural Resources Conservation Center).</li> <li>b. Maximizing development.</li> <li>c. Repairing main roads, leading roads, and around the area.</li> </ul>	<ul style="list-style-type: none"> <li>a. Immediately completed the construction of access roads and other facilities.</li> <li>b. Establish partners with related parties in tourism development.</li> </ul>

Based on the table above, it is known that the strengths and opportunities contained in the Garden of Paradise are more than the weaknesses and threats that

may occur. Firdaus Park has the strength of land availability reaching 100 hectares, the existence of artificial lakes and orchards as tourist attractions. In addition, it is also supported by various opportunities, such as visiting interests. Sriwijaya University conducts 6x graduation in 1 year and the release of alumni 10 faculties 6 x a year. They need a memorable photo spot with a pleasant atmosphere. Unsri can provide Firdaus Park as a comfortable place to enjoy the atmosphere and garden tourism treats available. Taman Firdaus as the only tourist attraction developed by Sriwijaya University will be a recreational target by students and the surrounding community. This can also be seen from the absence of tourist attractions in the Ogan Ilir area, especially around the Sriwijaya Indralaya University campus.

The analysis of tourism potential is also seen from the aspect of weaknesses and threats. This is necessary as a logical consideration in the development of tourist attractions. Taman Firdaus is in the early stages of development so there are still many tourist components that must be equipped, such as facilities and infrastructure. In addition, there are also wild animals around Firdaus Park that can threaten the security and safety of tourists if not managed properly before this tourist attraction is officially opened to the public.

These weaknesses and threats can be minimized and alternative solutions are sought by the management because currently Firdaus Park is still in the initial development process. These weaknesses and threats are also insignificant compared to the many strengths and opportunities possessed by the Paradise Garden.

Therefore, Taman Firdaus Universitas Sriwijaya has the potential to be developed as a tourist destination area by fulfilling the completeness of component 4A in the construction of paradise park tourist attractions

## CONCLUSIONS

Taman Firdaus Universitas Sriwijaya has the potential to be developed into a tourist attraction. Based on the identification of the 4A component, it has not been said to be feasible because it is still under construction. Based on the results of the SWOT analysis, the strengths and opportunities contained in the Paradise Park outweigh the weaknesses and threats that may occur. As the development progresses, Firdaus Park can provide 4A components properly. As for overcoming the existing threat to attacks from wild animals around Firdaus park, the manager can first consult with the authorities regarding the safety of the tourist attraction without compromising the preservation of the animal.

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