

CONDITION AND DEVELOPMENT OF UNPLANNED TOURISM BUSINESS IN TASIKMALAYA DISTRICT

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ABSTRACT

Tourism activities in Tasikmalaya Regency were recorded to experience fluctuations in the number of tourist visits from year to year. There are two classifications of tourist objects in Tasikmalaya Regency, namely legal and registered tourist objects and tourist objects that are not legal and not yet registered in the Disparpora Tasikmalaya Regency and the Disparbud of West Java Province. Tourism objects that are not yet legal, have not been recorded, grow from the initiative of tourists or the community, and are not yet well established in their management are referred to as unplanned tourism businesses. The study was conducted to describe the conditions and developments in the unplanned tourism business carried out in three locations, namely Pasir Kirisik, Bukit Panyangrayan, and Bukit Puji Ningrum by conducting direct observations, interviews, and questionnaires. All data collected were then analyzed descriptively covering the general condition of the research location, characteristics of tourists and local communities, perceptions, motivations, preferences, participation, and conditions of business development factors in each research location. The condition of the unplanned tourism business shows that it is running well even though it has not run optimally and is accepted by tourists and the local community. So it is important the role of stakeholders according to their capacity and capability as part of the support system for procedural acceleration of an unplanned tourism business into an established ecotourism business.

Key words: acceleration, ecotourism, established, intuitive, tourism business

INTRODUCTION

Tourism activities in Tasikmalaya Regency are recorded to experience fluctuations in the number of tourist visits from year to year. However, according to West Java BPS data, a significant increase in the number of tourist visits occurred in 2019 which amounted to 1,446,329 people from the previous year (2018) as many as 35,700 people.

Fluctuations in the number of tourist visits occur due to several problem factors including management and technology factors faced by the Tasikmalaya Regency *Disparpora* (Revised Strategic Plan 2016-2021). One of them is related to the inventory of tourism objects and potentials in Tasikmalaya Regency. There are two classifications of tourist objects in Tasikmalaya Regency, namely legal and registered tourist objects, as well as tourist objects that are not legal and not yet registered in the *Disparpora* Tasikmalaya Regency and

the *Disparbud* of West Java Province. Tourism objects that are not yet legal, have not been recorded, grow from tourist or community initiatives, and are not yet well established in their management are referred to as unplanned tourism businesses.

Based on these conditions, it is necessary to know more deeply about the conditions and developments of unplanned tourism businesses to avoid negative impacts and optimize the positive impacts of ongoing tourism activities. According to Law number 10 of 2009 concerning tourism, various kinds of tourism activities are supported by various facilities and services provided by the community, businessmen, government, and local governments. Through this research, the condition and development of the unplanned tourism business in Tasikmalaya Regency is described, then it can be used as a reference and direction of development into established ecotourism.

Table 1.1 Tourist visits to Tasikmalaya Regency in 2015-2019

Year	Number of Tourists to Tasikmalaya Regency (Person)	Number of Tourists to West Java (Person)	Percentage of Tourist Visits to Tasikmalaya Regency from Total Tourists to West Java
2015	1.478.251	39.246.588	3,77
2016	506.932	43.703.778	1,16
2017	326.210	45.216.254	0,72
2018	25.700	20.713.169	0,17
2019	1.449.404	47.272.478	3,07

Source: processed from BPS West Java 2015-2019

RESEARCH METHOD

Based on these conditions, it is necessary to know more deeply about the conditions and developments of unplanned tourism businesses to avoid negative impacts and optimize the positive impacts of ongoing tourism activities. According to Law number 10 of 2009 concerning tourism, various kinds of tourism activities are supported by various facilities and services provided by the community, businessmen, government, and local governments. Through this research, the condition and development of the unplanned tourism business in Tasikmalaya Regency is described, then it can be used as a reference and direction of development into established ecotourism.

The tools used in this study were recorders, stationery, interview guides, questionnaires, laptops, cameras, and GPS. Subjects in this study include tourists, local communities, tourism managers, local governments, NGOs, and the admin of social media accounts about tourism.

The data used in this study are primary data and secondary data that are both qualitative and quantitative. Secondary data in the form of literature studies, supporting data obtained from research results, reports, and other publications. Primary data were obtained through direct observation, interviews, and questionnaires to research subjects (tourists, local communities, tourism managers, local governments, NGOs, and admin of social media accounts about tourism who act as stakeholders in tourism activities in Tasikmalaya Regency.

Primary data obtained from questionnaires or interviews with respondents, resource persons, or informants is then processed using descriptive analysis methods and then can explain the conditions and developments of unplanned tourism business. Descriptive analysis was used to identify the characteristics of the respondents in terms of gender, age, education level, occupation, income level, perception, motivation, preferences, and participation of the parties. In addition, the factors that become parameters include internal factors or referred to as production factors

(natural resources, labor (human resources), capital, and entrepreneurship) and external factors (economic, political and legal sectors, demographics, social, competitive, global, and technological) in tourism business development (Gitman 2018).

RESULT AND DISCUSSION

1. General Condition of Research Site

According to the West Java Tourism Development action plan for 2016-2025, Tasikmalaya Regency has included the Priangan Craft and Culture Tourism Area and the South West Java Special Interest Tourism Area. The tourist attractions in question consist of craft, culinary, cultural, and nature tourism. Rajapolah woven crafts, mendong mats, payung geulis, kelom geulis, and Tasik embroidery have to be know on West Java and national and international levels. Kampung Naga was one of the Sundanese cultural heritage, a traditional settlement in Tatar Sunda, a cultural tourism attraction. Mount Galunggung and other hilly areas are natural tourist attractions in Tasikmalaya Regency. The following is the number of tourist locations recorded based on several sources.

Based on the results of the inventory of tourist sites in Tasikmalaya Regency, which are sourced from various secondary data, it shows that there are differences in the number of each recorded location, there are even tourist sites that are crowded with tourists, not registered as tourist objects (DTWA) or as tourism potential (SDWA) in Tasikmalaya Regency. . Based on the number of locations inventoried, there are locations that were previously unplanned tourism business locations but have been recorded after going through various stages of tourism business licensing. There are tourist sites that have been recorded in several of these data sources, so the total tourist attractions, tourism potentials, and tourist objects that have not been recorded are 246 tourist locations. Meanwhile, for tourist objects that are not legal and not recorded (data from social media), there are 15 locations. This is a concern to know more about the condition and its development

Table 2. Number of tourist sites based on data sources.

Data Source	Number of Tourist Locations
Tasikmalaya Regency Legal Tourism Location Data	23
Ripparda DTWA Academic Paper Data for Tasikmalaya Regency	40
Ripparda SDWA Academic Paper Data for Tasikmalaya Regency	154
Tasikmalaya Regency Tourism Map Data	16
Market Share Study Data and Tourism Marketing Strategy of PT. Maza Pradita Sarana and Disparpora Tasikmayala Regency	23
Unlisted and Crowded on Social Media	15

Source: processed from various sources 2015-2021

One of the locations chosen in this study, namely Pasir Kirisik which was originally an unplanned tourism business, has been recorded after going through various stages of tourism business licensing. Other research locations are locations that have not been legal or registered at the Department of Tourism, Youth, and Sports of Tasikmalaya Regency (Pujiningrum Hills and Panyangrayan Hills). Pasir Kirisik was originally a privately owned villa in an area of 8 ha located in Guranteng Village is one of the villages in Pagerageung District which has an area of 24 km². Consists of a villa, gazebo, and swimming pool. However, due to a large number of requests from the public, finally, in 2016, Pasir Kirisik began to be opened to the public. At the beginning of the operation, the Pasir Kirisik provided villas and natural panoramas from a height only. Then its development began to be equipped with various supporting facilities and other infrastructure. At the initiative of the location owner and encouragement from the local government to go through the tourism business licensing process, it was legally registered as a tourist location in Tasikmalaya Regency in 2018. There was a fluctuation in the number of tourists, even experienced a significant decrease in the number of tourist visits, then Pasir Kirisik added energy. Another attraction is the existence of religious tourism.

Pujiningrum Hill, which was located in Janggala Village before becoming a tourist location, was owned by Perhutani which was managed by one of the residents as the pioneer (Mamat Rahmat). The total area of land managed is 60 ha which is then managed by the LMDH group (Forest Village Community Institution). The name Bukit Puji Ningrum comes from the three pioneers, namely Mrs. Puji, Mrs. Ening, and Mrs. Irum, later shortened to Puji Ningrum. Janggala Village, Sukaraja District, Tasikmalaya Regency has an area of 2.57 km² with a population of 5,304 people. The main attraction offered is the view of the Tasikmalaya landscape seen from the top of the hill. In addition, other supporting activities become an attraction for tourists, namely camping activities, hiking activities and aerobic activities carried out by various communities.

Panyangrayan Hill is a tourist spot that was opened in 2018 on land owned by Perhutani, which was initially used for agricultural activities. Panyangrayan Hill had experienced a fire incident which caused it to be unable to be re-used as a production forest which was planted and produced a type of teak wood. Panyangrayan hill had experienced a fire incident which caused it to be unable to be re-used as a production forest and then abandoned. In the beginning, Bukit Panyangrayan was crowded with visitors when there used to be several teenagers taking selfies at the foot of the hill, then uploading them to social media. The content then brought several other tourists to visit Panyangrayan Hill. Panyangrayan Hill tourism manager Dadang Saputra explained that the Panyangrayan Hills are planted with calina papaya fruit

as another attractiveness for tourists apart from the natural scenery.

2. Characteristics of Respondents

According to Soekadijo (2000) tourists are people who travel from their place of residence without settling or only to stay temporarily in the place they visit. The three unplanned tourism business locations that are the research locations show the diverse characteristics of tourists. Tourist respondents at each location amounted to 30 people so that the total tourist respondents for the three unplanned tourism business locations amounted to 90 people. The age category issued by the Indonesian Ministry of Health (2009) explains that human age is grouped into several age ranges that describe the stages of human growth. This grouping was used in this study, with the results showing the number of tourists in the age range of 16-25 years at the most in the three locations of unplanned tourism business (Pasir Kirisk, Bukit Panyangrayan, and Bukit Pujiningrum). Respondents of tourists in Pasir Kirisik aged 16-25 years amounted to 12 people and aged 26-35 years amounted to 9 people. Meanwhile, in Bukit Panyangrayan 19 people for tourist respondents aged 16-25 years and 26-35 years amounted to 4 people. This relates to the attractions and attractions offered to tourists.

The number of tourists based on education shows that tourists with high school education are the highest in the three research locations, while the level of elementary education is the lowest. Meanwhile, for the level of diploma, S1 or S2 education at each location, the number varies, in Pasir Kirisik there are 9 people, in Bukit Panyangrayan there are 12 people and in Bukit Pujiningrum there are 5 people. The characteristics of tourists who visited the three research locations based on their work showed differences, overall the highest percentage level was student tourists (36.67%). The difference in the amount of income from tourists is reflected in the resulting data, the highest percentage for all research tourist sites is the income of Rp. 0.00 – Rp. 1.000.000.000,00. This is related to the level of education and type of work of tourists. Education level with an average of high school (54.44%), type of student/student work (36.67%). Based on the characteristics of tourists, it will be related to the needs, desires, the amount of money spent when traveling as well as other factors in the development and sustainability of tourism activities in the three research locations which will then be discussed further.

Understanding the characteristics of local people is as important as understanding the characteristics of tourists. Local communities act as hosts and become important actors in the development of tourist villages in all stages, starting from the planning, monitoring, and implementation stages (Wearing 2001). Because the local community as the host is very influential on the development of tourism activities in one location. The characteristics of the local community in this study

consisted of age, education, and gender. Three research locations showed the percentage of men 57.78% and 42.22% women. Characteristics of local communities can affect respondents' answers regarding the impact and expectations of local communities with the existence of tourist sites in their area, then it can be used as a strategy for developing unplanned tourism business into established ecotourism. In line with ongoing tourism activities, social values are transformed between residents and tourists (Nugraha 2013).

The involvement of local communities has a big role in the development of the unplanned tourism business. One of the driving factors for the formation of unplanned tourism business is the community's initiative in capturing opportunities and moments that exist. Furthermore, starting from this initiative, what is needed by the local community is the role and support system of various stakeholders that can accelerate an unplanned tourism business in taking legal procedures and optimizing its tourism activities to become an established ecotourism business. In addition to the role of local communities in the development of tourism activities from the preparation, planning, operational, development, and supervision stages (Kurniawati 2018), in an unplanned tourism business, local communities play a role in initiating and capturing momentum.

3. Perception, Motivation, Preference and Participation

The three research locations had based on hilly natural resources. The main tourist attractions in the hills

are natural phenomena, natural scenery, fresh air, and other additions at each tourist location. Additional attractions in Pasir Kiri include various photo spots, gazebos, children's games, swimming pools, and other supporting facilities (stalls, coffee shops, and religious activity facilities). The main attraction in the form of landscapes, natural phenomena, and fresh air is also on Panyangrayan Hill and Pujiningrum Hill. Likewise, with the additional attractions, on Panyangrayan Hill, there are papaya plants which are the main attraction of the product, swimming pools, photo spots, and camping activities are possible. Pujiningrum hill presents the main attraction in natural scenery, natural phenomena, and fresh air. In addition, it is a camping area, and there are various photo spots. An additional attraction that is quite a tourist need is a photo spot. The photo spots in question had made by various viewing towers (piers, ships, bird nests, forms of love, swings, 3D paintings, bamboo bridges, and others).

Tourists tend to become dependent on these additional attractions. It is necessary to pay attention to the safety and strength of the construction so that it does not endanger the safety of tourists. The positive side is the tourists' interest in visiting tourist sites. More and more tourists come and bring in income for the tourism business. The natural scenery is still the main attraction. However, in its development, it is still necessary to pay attention to the limitations of supporting attractions (photo spots) and not shift natural scenery as the main attraction.

Tabel 3. Characteristics of local community respondents.

Parameter	Criteria	Location of Unplanned Tourism Business			Amount (Person)	Percentage
		Pasir Kirisik	Bukit Panyangrayan	Bukit Pujiningrum		
Gender	Male	19	15	18	52	57,78
	Female	11	15	12	38	42,22
Age (depkes 2019)	16-25 years old	10	10	8	28	31,11
	26-35 years old	7	5	8	20	22,22
	36-45 years old	3	8	6	17	18,89
	46-55 years old	7	5	7	19	21,11
	>56 years old	3	2	1	6	6,67
Education	SD	9	3	5	17	18,89
	SMP	4	7	2	13	14,44
	SMA	16	15	19	50	55,56
	Diploma/S1/S2	1	5	4	10	11,11

Tabel 4. Existing Tourism Attractions and Activities.

Category	Potential Attractions/Tourism Activities
<i>Something to see</i>	Beautiful natural scenery, hills
<i>Something to do</i>	Activities such as tracking hills, take pictures in photo spots, playing in the recreation park and aerobic exercise
<i>Something to buy</i>	Traditional snacks, traditional foods, plantation fruits, garden vegetables and cultivated teuweul honey
<i>Something to learn</i>	Learn about nature and local culture

a. Tourist Perception

According to Sugiono (2010), Respondent's Level of Achievement (TCR) is a research method by arranging people who are assessed based on their ranking on various assessed traits. According to Sugiono (2010) the categorization is based on the Respondent's Level of Achievement (TCR), very good criteria (85% - 100%), good criteria (66% - 84%), sufficient criteria (51% - 65%), poor criteria (36 % - 50%) and the criteria are not good (0% - 35%). Tourist perceptions of infrastructure and facilities in the three research locations can be seen in Table 4. The results of the study show that there are differences in tourist perceptions for each statement.

Road infrastructure shows a TCR value of 73.17% including good criteria, meaning that tourists give a good perception of road conditions to tourist sites. The road is an important component for tourists to visit a tourist location and is included in the image component of a tourist attraction, providing an experience and meeting tourist expectations. Suwantoro (2000) states that accessibility is an important aspect that supports tourism development because it involves cross-sectoral development. However, in terms of vehicle availability, it is included in the less good category. While these two statements should be in line so that in their development they can provide greater opportunities.

Electricity and telecommunications are necessities that cannot be separated at this time. According to the results of this study, on average at three tourist sites for unplanned tourism businesses (Pasir Kirisik, Bukit Panyangrayan, and Bukit Pujiningrum) electricity infrastructure is included in the sufficient category, while for telecommunications it is not good. In the location of Bukit Pujiningrum, the electricity source is partly the same as in Bukit Panyangrayan, part of it still comes from motorized car batteries used installs and other public facilities. Tourist perceptions for telecommunications infrastructure show a TCR value of 50.00% including in the less good category. The condition of tourist sites in the form of hills makes the

communication network poor, this can be interpreted as part of the poor condition of the infrastructure. Electricity and telecommunications infrastructure are other important components that are needed by tourists, especially for their social media needs and the need for their gadgets and the two are interrelated.

Tourist perceptions of sanitation infrastructure are included in the good category and clean water in the sufficient category. The availability of toilets, adequate bathrooms, and clean conditions are the focus of tourists. Even though the management has made various efforts to provide it, for example, underground water sources (wells), draining it from springs, or transporting it from settlements to tourist sites. The number of toilets can be adjusted to the number of tourist visits, maintaining cleanliness, water quality, and availability. The waste management infrastructure shows a TCR value of 45.08% which is included in the poor category.

Availability of trash bins, availability of TPS, waste transportation fleet, collection tools, and overall management. It is important to note because it is related to the cleanliness of tourist sites which then affects the comfort of tourists. According to Gelbert et al (1996), there are three impacts of waste on humans and the environment, namely the impact on health, the impact on the environment, and the impact on the economic situation. The economic impact is felt in the decrease in the number of tourist visits, the impact of diseases that cause people to have to pay for medical expenses as well as the impact of disasters resulting from failures and poor waste management infrastructure. The economic-oriented perspective of waste management is one solution that can be carried out by managers. The responsibility of tourism managers in providing waste management infrastructure provides economic value opportunities, for example with the existence of organic and non-organic waste management technology. Then followed by education to tourists and local communities about the management, impact, and utilization of waste. So that there is a shared responsibility in waste management.

Table 5. Tourist perceptions of infrastructure and facilities for unplanned tourism.

Statement	Score	Average	TCR	Category
Infrastruktur				
Street	461	5,21	73,17	Good
Electricity	356	3,96	56,51,	Sufficient
Telecommunications	315	3,50	50,00	Deficient
Clean Water	359	3,89	55,56	Sufficient
Sanitation	355	3,94	56,35	Good
Public Transportation	284	3,16	45,08	Deficient
Waste Management	284	3,16	45,08	Deficient
Facility				
Admission Ticket	321	3,57	50,95	Sufficient
Path And Interpretation Board	326	3,62	51,75	Sufficient
Culinary Specialties (Traditional)	249	2,77	39,52	Deficient
Cultural Accommodation	90	1,00	14,29	Not good
Security Center	264	2,93	41,90	Deficient
Tourist Information Center	230	2,56	36,51	Deficient
Local Vehicle (Horse)	90	1,00	14,29	Not good
Worship Place	384	4,27	60,95	Sufficient

b. Tourism Motivation

The natural scenery is the biggest motivation for tourists to come to the three research locations as shown by the TCR value of 84.76%, which is included in the very good category. This means that tourists are motivated to visit because of the natural scenery so that the development of tourist sites can optimize the natural scenery and there are no decisions that are contrary to this. The statement about cultural attractiveness in tourism objects shows that the lowest TCR value is 21.27%, which is included in the bad category. Contrary to the natural landscape, tourists are not motivated by the cultural attractiveness of the attraction there are several possibilities. The first possibility is that tourists do not have an interest in cultural attractions or there are no attractions that show cultural attractiveness at the tourist location. This is important to the attention of the manager because cultural and cultural dance power is one of the categories of attractions (Goeldner 2009).

Other statements regarding distance from home, cheap ticket prices, friendly service, cleanliness of tourist attractions, and food prices at tourist attractions are included in the category enough to motivate tourists to visit tourist sites (Pasir Kirisik, Panyangrayan Hill, Pujiningrum Hill). These results show that this is not a big driving factor for tourists, it's just that this needs to be considered because tourists have expectations of tourist locations based on their motivation. Friends when looking up to tourist objects show a high TCR value (69.68%) including in the good category. This is related to the attractions presented by the manager, which determines market segmentation, which in turn affects the motivation of tourists to visit tourist sites. Tourists in Pasir Kirisik mostly visit with family, tourists in Panyangrayan Hill and Pujiningrum Hill visit with friends.

Family tourists dominate Pasir Kirisik visitors. The accessibility factor influences Family tourists to the location. The road to Pasir Kirisik is better than the other two tourist sites studied. The large parking area makes it easier for family tourists who usually use private cars to

park freely. In addition, private cars can also reach the top of Pasir Kirisik, making it easier for older tourists to enjoy it. Meanwhile, in the other two tourist sites studied, limited accessibility attracts young people to visit with their friends using motorbike transportation. The parking area is at the foot of the hill, and to reach the top of the hill must be reached on foot, becoming an obstacle for family tourists. This condition illustrates that there are driving factors that can affect visitor segmentation.

c. Tourism Preference

Tourist preferences can be interpreted as descriptions of the best values that tourists consider in determining a travel choice (Uge 2009). Several statements on the questionnaire were submitted to find out the preferences of tourists choosing the three research locations as locations to visit. The results of the research show that the TCR value for providing management services is the highest with a percentage of 60.16% which is included in the sufficient category. Meanwhile, the entry ticket price is included in the sufficient category with a TCR value of 54.13%. This shows that tourists choose the location of unplanned tourism businesses (Pasir Kirisik, Bukit Panyangrayan, and Bukit Pujiningrum) because of service considerations and entrance ticket prices that adjust to the level of tourist income.

There are inconsistent results between the preference questionnaire for tourists and the results of observations and interviews with managers, namely the statement on the provision of local cultural attractions. The observations and interviews show that local cultural attractions are not yet optimal, and it can make even that there are no local cultural attractions at tourist sites. Meanwhile, tourist preferences show a TCR value of 57.78%, which had included in the sufficient category. This occurs when there is a misinterpretation of questions from tourists, showing the results as shown in table 4.6, tourist preferences for research locations for unplanned tourism business.

Table 5. Tourist preferences for unplanned tourism business locations.

Statement	Score	Average	TCR	Category
Providing local cultural attractions	264	4,04	57,78	Sufficient
Price of admission	341	3,79	54,13	Sufficient
Provision of management services (interpreter, number of employees, manners, and application of service operational standards)	379	2,21	60,16	Sufficient
Construction of interpretation facilities (labels, directions, information boards, walkways)	179	1,99	28,41	Not Good
Development of health infrastructure	300	3,33	47,62	Deficient
Development of culinary and souvenir facilities	144	1,60	22,86	Not Good
Construction of tourist information center	91	1,01	14,44	Not Good

d. **Tourism Participation**

According to Theresia et al. (2014) participation is an action to take part in an activity or a statement to take part in an activity to obtain benefits. Tourists as part of tourism activities have an interest in participating in the development of the tourist sites they visit. The interest of tourists in participating in the benefits that tourists will feel when visiting, the experience and satisfaction obtained. The results showed that the participation of tourists in the three research locations, from all statements included in the sufficient category. Tourists are enough to play an active role in maintaining cleanliness and beauty and maintaining facilities in tourist areas, for example by disposing of garbage in its place, leaving no leftovers, not vandalizing existing facilities, not stepping on grass as recommended by the manager, and walking on the provided path.

Another thing that is part of the participation of tourists is to actively participate in maintaining manners following local culture, this is important to do for comfort among tourists. Besides being shown by the manager/provider of tourism activities, the participation of tourists, in this case, is very important, for example from communication, dressing and the attitude of tolerance. Communication among fellow passengers at this level not only involved people's experiences and attitudes, but also was combined with self-disclosure to some extent, which was seen as an essential element of the holistic tourist experience (Huang 2009). It's just that the results of the study show that it is in the sufficient category, this can be influenced by the age level, education level, and regional origin of the tourists

Tourists participate in maintaining the facilities in the tourist area, for example, by disposing of garbage in its place, leaving no leftover food, not vandalizing existing facilities, not stepping on grass as recommended by the manager, and walking on the path provided. Another part of tourist participation is maintaining manners following local culture, which is essential for tourists' comfort. In addition, tourists show their participation with good grammar, dress politely, and show attitudes of tolerance. The study results show that the category is sufficient; this could influence by the tourists' age, education level, and regional origin. These results are related to the following statement, which is about the participation of tourists in social interaction with local culture

4. Business Situation at Unplanned Tourism Business Locations

a. **Internal Factors of Business Development (Production Factors)**

A business or venture earns profit by providing goods and services desired by customers (Gitman 2018).

The sustainability of a business can be influenced by two main factors, internal factors, and external factors. Internal factors or referred to as production factors include natural resources, labor (human resources), capital, and entrepreneurship to collect resources and manage businesses. Identified production factors or internal factors in business development for the three research collaborations, starting from natural resources due to the similarities between the three, namely the natural contours of the hills. The results of the research through interviews stated that Pasir Kirisik is a hill form with an area that has been developed 8 ha while the total is 13 ha. The Panyangrayan hill area which has an area of 4 ha is a production forest area (Perum Perhutani KPH Tasikmalaya) including the non-productive forest section, located at an altitude of 500 meters above sea level. While the Praise Ningrum hill is located in a production forest area (Perum Perhutani KPH Tasikmalaya) at an altitude of 700 meters above sea level with an area of 1.3 ha developed.

The three research locations are based on hilly natural resources. The main tourist attraction in the hills is natural phenomena, natural scenery, fresh air, and other additions at each different tourist location. Based on Table 5, the natural scenery is still the main attraction, but in its development, it is still necessary to pay attention to the limitations for supporting attractions (photo spots) not to shift natural scenery as the main attraction.

The next internal factor is human resources or labor. The existence of human resources (HR) plays an important role in tourism development. Managers play a role in determining the satisfaction and quality of employees, experts, and professionals who participate in observing, controlling, and improving quality as well as determining tourist comfort (Pajriah 2018). There is a management structure in business management, in Pasir Kirisik consisting of the owner or director, maker manager, finance manager, cleaning division, ticketing division, and foodcourt division. The total number of permanent employees is 13 people, while there are non-permanent employees who are brought in when the number of visitors increases. Employees and managers at Pasir Kirisik conduct training under the main tasks of their field of work with the training of the trainer system. The results of interviews at the Panyangrayan and Puji Ningrum Hill research locations stated that the form of management was a community group, namely LMDH (Forest Regional Community Institution). There are differences in the use and sources of capital for the three research sites, based on land ownership status.

Table 6. The most popular attraction for tourists.

Attraction	The Location of Unplanned Tourism Business			Number of Person	Percentage
	Pasir Kirisik	Bukit Panyangrayan	Bukit Pujiningrum		
Camper	0	1	0	1	1,11
Swiming Pool	4	0	0	4	4,44
View	17	23	30	70	77,78
Photo spot	9	6	0	15	16,67
Amount	30	30	30	90	100,00

There are differences in the use and sources of capital for the three research sites based on land ownership status. Pasir Kirisik is on land with private ownership. Based on this, the capital used is personal. In addition, with private ownership status, unplanned business tourism can be developed according to the owner's personal needs and desires, carry out legal stages and determine full rights to use existing and needed resources. In its development over the last five years, it has carried out the stages of legality and has become a legal entity. This is an advantage for developed tourist sites with private land ownership.

Land ownership status is related to the capital included in the development of tourist sites. Pasir Kirisik is located on land with private ownership, so the capital used is private capital. This gives landowners and landowners the flexibility to develop unplanned business tourism according to their needs and desires, as well as carry out legal stages and determine full rights to use existing and needed resources. Panyangrayan hills and Pujiningrum hills are located in production forest areas belonging to Perhutani, so there are differences in the sources of capital, management, and legalization. LMDH as a manager is able to use derivative capital, as well as capital from third parties. The difference in the legality process begins with the existence of a cooperation agreement between Perhutani and LMDH which contains an agreement on the area of land used, the type of land use, and the value of the profit-sharing used. After that, the next legal process is carried out between Perhutani and the district government so that a tourist permit is obtained. The long and multi-layered process causes tourist sites with the type of unplanned business tourism area to take longer to obtain permits and are hampered in the development process.

b. External Factors of Business Development

External factors that influence business decision-making, including the economic, political and legal, demographic, social, competitive, global, and technological sectors (Gitman 2018). Political and legal factors influence in terms of legality and licensing (bureaucracy). For example, the location of the Pasir Kirisik research to complete the licensing process many stages must be done, the amount of tax imposed and this often varies from region to region according to the prevailing political and legal conditions. In addition, political and legal factors affect the rules of tourist sites

in providing facilities for tourists. For example, at the research site, some regulations prohibit the sale of certain beverages and regulations for operating hours.

The social condition of the community around the tourist location becomes the next external factor that can affect the state of a business. The social condition of the community in an area is an important factor in supporting the development of tourism. The social conditions of the community can affect the ability to package various potentials so that they can meet tourist demands. The local community's concern for the development of tourism activities as part of community life in the area. In addition, social aspects including the principles of sustainability are described in the Law (1999) on forestry and the Director General (2018), concerning the principles of sustainability covering ecological, social, and economic aspects.

Another external factor is technology. The development of technology at this time involve synergy, centralization, and merging of several mass communication media into one device that can be accessed by individuals in an integrated system. This has an impact on human daily life in communicating, carrying out the consumption process, working, using free time, and various threats or opportunities that exist in society (Olawiyi and Friday 2012). These conditions significantly affect tourism activities, media convergence, technology, and information, especially supply and demand. Managers use technology as a promotional medium to show their attractions to the market. The next role of technology is on the accessibility side, tourist locations are easily found just by using the maps facility.

Technology has a potential negative impact. Tourists can share real-time experiences, this is part of the supervision and evaluation as well as the obedience of managers in providing experiences to tourists because it greatly affects the sustainability of their tourism business. The pandemic condition allows for innovation in the use of technology for the tourism sector. Based on the research results obtained through interviews with three people who use technology for tourism purposes. All three agreed that technology has an important role in tourism development. Unplanned tourism business can occur, one of which is the role of technology that can quickly convey a location with its attractiveness. Furthermore, technology plays a role in providing

accessibility directions for visitors to get to that location. In addition, technology can play a role for managers by taking inventory, managing and storing technology-based resource data.

CONCLUSION

The number of objects and potential tourist sites in Tasikmalaya Regency shows a significant difference between legal tourism objects, tourist sites that are still tourism potential status, and tourist objects that have been visited by tourists but have not been recorded in the Tasikmalaya Regency *Disparpora*. The condition of the unplanned tourism business shows that it is running well even though it has not run optimally and is accepted by tourists and the local community. So the role of stakeholders by their capacities and capabilities as part of the support system for local communities as initiators is needed to accelerate unplanned tourism business into an established ecotourism business.

Based on the data obtained through the results of observations, interviews, and questionnaires on the location of unplanned business tourism, updating data through an inventory process by involving various parties as a form of support system and encouraging them to take various procedures so that it develops into a legal tourism activity and is more optimal in getting a positive and positive impact. reduce the negative impact of unplanned tourism business.

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