

MANAGEMENT OF TOURIST OBJECTS TO INCREASE TOURIST VISITS TO THE SITU WANGI TOURISM AREA, WINDURAJA VILLAGE, KAWALI DISTRICT, CIAMIS REGENCY

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Article History

Received: 9 June 2026

Accepted: 9 July 2026

Publsihed: 10 August 2026

Abstract

This research is motivated by the suboptimal management of the Situ Wangi tourist attraction in Winduraja Village, Kawali District, Ciamis Regency, in increasing tourist visits. This study aims to determine how tourist attraction management increases tourist visits to the Situ Wangi tourist attraction in Winduraja Village, Kawali District, Ciamis Regency. This study used a qualitative descriptive research method. Data collection techniques were conducted through observation, interviews, and documentation. Informants in this study consisted of the Tourism Office, Tourism Technical Implementation Unit (UPTD), tourism managers, village government, the community, and tourists. Data analysis was carried out through the stages of data reduction, data presentation, and drawing conclusions. This study uses George R. Terry's management function theory, which includes planning, organizing, actuating, and controlling. The results show that the management of the Situ Wangi tourist attraction has been implemented through the functions of planning, organizing, implementing, and monitoring, but its implementation has not been fully optimized. In terms of planning, the management has developed a tourism development program, but there are still limitations in the development of facilities and promotional strategies. In terms of organization, cooperation between relevant parties has been established, but coordination and collaboration still need to be improved. In terms of implementation, tourism promotion through digital media has not been optimal, and some supporting tourism facilities remain inadequate. In terms of supervision, monitoring has been carried out by the management, but increased oversight of tourism facilities and services is still needed. Therefore, increased cooperation between managers, strengthening digital promotion, and improving facilities and infrastructure are needed to optimize Situ Wangi tourism management and increase tourist visits.

Keywords: Management, Tourist Attraction, Tourism, Tourist Visits.

A. INTRODUCTION

Tourism is a sector that plays a crucial role in regional development, positively impacting economic growth and community welfare (Yakup, 2019). Tourism can be defined as a series of activities aimed at providing tourism services, managing and developing tourist attractions,

and operating various tourism infrastructure businesses and other related sectors (Oka et al., 2022). In addition to contributing to job creation and increasing community income, tourism also plays a role in developing and promoting regional potential (Fadila H, 2024). To achieve these goals, effective and sustainable tourism destination management is necessary to support the success of the tourism sector. The Indonesian government also places significant emphasis on tourism development, as reflected in Law Number 10 of 2009 concerning Tourism, which stipulates that tourism projects must provide economic, social, and cultural benefits to local residents. Furthermore, Regulation of the Minister of Tourism of the Republic of Indonesia Number 14 of 2016 concerning Guidelines for Sustainable Tourism Destinations emphasizes the importance of environmentally, economically, and socially sustainable tourism management. Based on this policy, tourism attraction management is a key factor in efforts to increase tourist attraction and visitor numbers.

Ciamis Regency has a variety of tourism potential that can be developed, one of which is Situ Wangi, located in Winduraja Village, Kawali District. Situ Wangi is a natural tourist destination with significant potential to support the development of the tourism sector in Ciamis Regency. This tourist attraction has the potential to be a family recreation area, with activities such as walking around the area or enjoying the scenery. However, despite its high natural appeal, Situ Wangi often faces challenges such as a lack of supporting infrastructure, suboptimal promotion, and management that is not fully integrated with community participation. These conditions have resulted in low tourist visits.

The following presents data on the number of tourist visits from 2024 to 2025 to clarify the current state of tourist visits.

Table 1. Tourist Visits to Situ Wangi in 2024

2024	Tourist Visit Data
May	1,781 People
June	1,155 People
July	1,751 People
August	938 People
September	1,028 People
October	1,285 People
November	862 People
December	1,278 People
Total	10,078 People

Source: Processed by Researchers, 2026

Table 2. Tourist Visits to Situ Wangi Tourist Attraction in 2025

2025	Tourist Visit Data
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January	1,082 People
February	1,707 People
March	126 People
April	1,295 People
May	685 People
June	863 People
July	677 People
August	519 People
September	800 People
October	586 People
November	648 People
December	1,642 People
Total	10,634 People

Source: Observation Results at the Kawali Regional Tourism UPTD

Based on observations, the management of tourist attractions in increasing tourist visits is less than optimal. This is due to emerging problems. The indicators of the problems contributing to the decline in tourist visits to Situ Wangi, Winduraja Village, Kawali District, Ciamis Regency, are as follows:

- Lack of collaboration between managers has resulted in suboptimal management of the Situ Wangi tourist attraction.
- Lack of effective marketing and promotional efforts. Suboptimal promotional management, particularly in the use of social media and digital technology as a means of disseminating tourism information, is also a constraint. This is evident in the lack of a Situ Wangi website and poorly managed social media, resulting in infrequently updated tourism information.
- The continued lack of adequate facilities and infrastructure. This is evident in the lack of security features, such as buoys and fences that prevent direct access to the lake, the absence of an electronic parking system, and the poor quality of infrastructure, such as poorly maintained and poorly maintained restrooms. Suboptimal management also has the potential to be improved to add value to the tourism experience and support the sustainability of the attraction. This situation makes it difficult for Situ Wangi to compete with other, more well-managed tourist destinations.

B. LITERATURE REVIEW

In general, management can be defined as an activity that changes something for the better and has a higher value than its initial condition (Hantono & Wijaya, 2025). According to Henry Fayol in Yusuf (2023), management is the process of planning, organizing, and supervising existing resources to achieve goals effectively and efficiently. Meanwhile, according to Suawa et al. (2021), management is a translation of the word "management." Management comes from the word "to manage," which means to regulate. Arrangements are carried out through a process based on the sequence of management functions.

In this study, the researcher is guided by the opinion of George R. Terry (Badrudin, 2020:14), who states that there are four management functions, as follows:

- **Planning**
Planning is the initial process of every management. Planning is the process of deciding what goals will be pursued over the coming period and what will be done to achieve those goals.
- **Organizing**
Organizing is a management function that aims to organize and group resources, including people, facilities, and activities, so that they can work in a structured and effective manner to achieve organizational goals. Organizing ensures that all elements of management work in harmony, in a coordinated manner, and support the achievement of established goals.
- **Actuating**
Actuating (Implementation) in management is the process of mobilizing, motivating, and directing all members of an organization to be willing and able to carry out tasks according to the established plan. This stage emphasizes how leaders encourage cooperation, build effective communication, and ensure each individual works optimally to achieve organizational goals. According to Badrudin (2020:16), actuating is the act of carrying out a plan. Implementation is carried out after the planning function has been fully developed. Implementation in management is better known as program implementation.
- **Controlling (Pengawasan)**
Controlling, often referred to as supervision, involves monitoring and correcting activities so that subordinates can perform their duties correctly, in accordance with the original objectives (Badrudin, 2020:17). Controlling in management is the process of monitoring, assessing, and ensuring that activities are carried out in accordance with established plans, standards, and objectives. This stage includes identifying deviations, analyzing their causes, and taking corrective actions to ensure organizational activities remain on track.

Based on the description of the four management functions, it can be concluded that the management process is essentially a series of interrelated and inseparable stages. The implementation of these functions is also a crucial aspect in various fields, including the tourism sector, which requires effective management to achieve the goals of developing tourist destinations.

In general, tourism is a voluntary, temporary travel activity undertaken by an individual or group of people to a location other than their place of residence and work, with the goal of enjoying tourist attractions and engaging in various activities while at the destination. According to Novra (2024:10), tourism is defined as all activities related to travel, including various services and infrastructure that support these activities, such as transportation, accommodation, food and beverages, and tourist attractions. Tourism includes travel by tourists to a destination for recreational, educational, or business purposes (Lazarus et al., 2024). Tourists are not just visitors, but also a source of income for a country, through spending on accommodation, food, transportation, and various other tourism-related expenses (Eddyono F, 2023). Tourists are generally a group of people who visit an area for a tourist trip, but do not live in the destination or work for wages.

According to Novra E (2024), tourists are divided into three categories:

- Domestic tourists are individuals or groups of people who visit tourist destinations in their place of residence or in their own country.
- International tourists are individuals or groups of people who visit tourist destinations in other countries.
- National tourists are Indonesian residents who travel abroad not to work or earn income abroad and stay for no more than six months.

The number of tourist visits is one indicator for measuring the success of the tourism industry, which impacts local communities and local governments.

C. RESEARCH METHODOLOGY

This study employed a qualitative research method with a descriptive approach. According to Sugiyono (2023), qualitative research is based on post-positivism or interpretive philosophy. It is used to examine natural object conditions. The researcher serves as the key instrument. Data collection techniques are triangulated (a combination of observation, interviews, and documentation). The data obtained tends to be qualitative, with inductive/qualitative data analysis. The results of qualitative research are intended to understand meaning, understand uniqueness, construct phenomena, and develop hypotheses. This method was used to obtain an in-depth overview of the management of the Situ Wangi tourist attraction to increase tourist visits.

The data in this study consisted of primary and secondary data. Primary data was collected through interviews with informants. Secondary data were collected from documents, scientific journals, books, and other relevant documents. The researcher selected informants based on those involved in the management of the Situ Wangi tourist attraction. The informants in this study were the Head of the Kawali Regional Tourism Technical Implementation Unit (UPTD), the Head of Winduraja Village, employees of the UPTD, the Head of the Tourism Community Group (Pokdarwis), community leaders, business actors, and tourists.

Data collection techniques in this study were conducted through library research and fieldwork. Library research was used to obtain data by reviewing various literature, references, and sources relevant to the research problem. Meanwhile, fieldwork was conducted directly at the research location through observation, interviews, and documentation. Observations were used to directly observe objects, situations, and activities related to the research focus to obtain data based on actual conditions. Interviews were conducted through a question-and-answer process between the researcher and predetermined informants to obtain more in-depth information regarding the research problem. Documentation was used to collect data from various written sources, such as archives, reports, notes, photographs, and other official documents related to the research object. Data obtained through documentation served to complement and corroborate the results of observations and interviews.

Data analysis, as stated by Miles and Huberman in Sugiyono (2023), is conducted interactively and continuously until the data reaches saturation point. The data analysis process includes three stages: data reduction, data presentation, and drawing conclusions or verification. Data reduction involves summarizing, selecting, and focusing on information deemed important and relevant to the research objectives, making it easier for researchers to

identify emerging themes and patterns. Next, the reduced data is presented in the form of narrative descriptions, charts, relationships between categories, or other forms of presentation to facilitate understanding of the phenomena being studied and assist in planning subsequent research steps. The final stage is drawing conclusions and verification, the process of formulating research findings based on the analyzed data. Conclusions drawn at the beginning of the research are provisional and may change if new, stronger evidence is discovered during the data collection process.

D. RESULTS AND DISCUSSION

The existence of the tourism sector in a region not only has the potential to have positive impacts, such as improving the local economy, creating jobs, and developing infrastructure, but can also have negative impacts, such as environmental damage, socio-cultural changes, and even economic inequality. Therefore, the extent of these impacts depends heavily on how tourism management and governance are implemented. This management involves the active participation of all stakeholders, including the government as policymakers and regulators, industry players as drivers of economic activity, and local communities as those directly affected.

The theory used in this research refers to George R. Terry's opinion (Badrudin, 2020), which states that there are four management functions:

- Planning
- Organizing
- Actuating
- Controlling

Planning

Planning is essential for achieving organizational goals, which is accomplished through the identification of various performance targets and the determination of strategic steps for the future. Through this process, the organization selects a series of activities to be implemented, while also making decisions regarding the necessary actions, the timing of implementation, the methods used, and the parties responsible for their implementation. According to George R. Terry's theory in Badrudin (2020:14), planning is the process of determining objectives and the steps to be taken to effectively achieve organizational goals. In the context of tourism management, promotion is a crucial part of planning because it relates to strategies for attracting tourists.

Based on interviews and research, it can be concluded that the planning aspect of Situ Wangi tourist attraction management has been implemented through the development of tourism facility development and promotion strategies, but its implementation has not been fully optimized. In terms of facility development, incomplete facilities and infrastructure are still found, and the arrangement of the tourist area has not been maximized due to budget constraints. Meanwhile, in terms of promotion, the management has utilized social media, websites, tourism events, and collaborations with various parties to introduce the tourist attraction to the public. However, digital promotion still faces challenges, such as the lack of a

dedicated website and social media accounts consistently managed for Situ Wangi, as well as limited promotional reach.

This indicates that the planning function, as proposed by George R. Terry, has not been fully achieved, as the implementation of the prepared plan still faces various obstacles. Therefore, sustainable efforts are needed through gradual facility development, increased coordination between stakeholders, optimized use of digital media, and the development of more creative and innovative promotional strategies to more effectively achieve the tourism management goal of increasing tourist visits.

Organizing

Organizing is a comprehensive process that encompasses the identification, grouping, and arrangement of various organizational elements, including human resources, tools, tasks, and the division of authority and responsibility. According to George R. Terry in Badrudin (2020), organizing aims to organize and group various resources so that all organizational elements can work harmoniously and coordinated. Organizing is the process of grouping and dividing tasks so that each member of the organization can carry out their responsibilities effectively (Putri et al., 2022). Organizing aims to create order within the organization through the division of tasks and the implementation of clear rules.

Based on research results, organizing in the management of Situ Wangi tourism has been running quite well and can be categorized as optimal. This is demonstrated by the involvement of various parties, such as the Tourism Office, Tourism Technical Implementation Unit (UPTD), village government, Tourism Groups (Pokdarwis), community leaders, and business actors who collaborate in supporting tourism management. Furthermore, the division of tasks and responsibilities has been clearly defined according to the roles of each party, allowing for more focused and effective implementation of activities. Tourism management is also supported by the implementation of organizational regulations that serve as guidelines for carrying out various management activities. Thus, the organizational function in Situ Wangi tourism management has been effectively implemented through collaboration between parties, a clear division of tasks, and the implementation of organizational regulations that support the achievement of tourism management goals.

Actuating

Directing is the process of providing direction, instructions, and guidance from management to subordinates to ensure work progresses according to established plans, thereby achieving organizational goals in line with planning and organizing. According to George R. Terry in Badrudin (2020), actuating is the act of motivating organizational members to effectively carry out tasks in accordance with organizational goals. Actuating also relates to program implementation and mobilizing all organizational members to achieve predetermined goals. In tourism management, promotion and marketing are forms of program implementation to increase tourist visits.

Based on interviews and research, actuating in the management of Situ Wangi tourism has been implemented quite well through routine motivation, direction, communication, and coordination with managers. These conditions support the smooth implementation of tasks and the creation of good cooperation in tourism management. Furthermore, promotional and marketing activities have been carried out through organizing various tourism events and

utilizing social media as a promotional tool. However, these promotional and marketing efforts are still not fully optimized because their implementation has not been carried out actively, consistently, and innovatively. Therefore, it is necessary to improve more effective and sustainable promotional strategies and develop human resource capacity so that the implementation of Situ Wangi tourism management can be more optimal in supporting increased tourist visits.

Controlling

Supervision is the process of controlling the implementation of activities within an organization to ensure they comply with established regulations and instructions. This process is carried out by comparing field results with predetermined standards, thus providing a basis for making improvements to ongoing activities. Therefore, supervision plays a crucial role in ensuring the effective and efficient achievement of organizational goals. According to George R. Terry in Badrudin (2020), controlling is the process of monitoring and correcting all activities to ensure they proceed according to established objectives. Controlling aims to ensure that activities are implemented according to plan and to take corrective action if deviations are detected.

Based on interviews and research, it was discovered that supervision in the management of the Situ Wangi tourist attraction has been carried out routinely through monitoring cleanliness, security, parking management, fees, and tourist activities. This supervision is carried out through direct communication, activity reports, coordination with the village government and community, and periodic evaluation meetings. In addition to monitoring the implementation of tourism activities, evaluation is also used to assess the development of tourist visits, the condition of facilities, the effectiveness of promotions, and various obstacles encountered in tourism management. The research results indicate that supervision and evaluation have been running quite well because they are carried out continuously and involve various parties in an effort to maintain and improve the quality of tourism management. Oversight of the Situ Wangi tourism management has been running optimally. This is evident in the routine monitoring of tourism activities and coordination between parties in maintaining the tourist area.

Evaluation of Situ Wangi tourism management has been well-executed, but not yet fully optimized. This is evident in regular evaluations through weekly meetings, activity reports, and coordination between managers to discuss developments and challenges. However, obstacles remain, such as suboptimal follow-up on several issues in the field, such as poorly maintained facilities and inconsistent digital promotion management. Management efforts include gradual facility improvements, increased oversight, and strengthened coordination between parties to follow up on evaluation results. Thus, it can be concluded that the management of the Situ Wangi tourist attraction in Winduraja Village, Kawali District, Ciamis Regency has been running quite well in terms of inter-stakeholder involvement, task division, organizational regulations, manager motivation, and monitoring of management implementation. However, aspects of management strategy planning, digital promotion development, tourism marketing activities, and management evaluation are still not optimal. Therefore, improvements are needed in strategic planning, digital-based promotion development, tourism marketing optimization, and periodic management evaluation so that the management of the Situ Wangi

tourist attraction can run more effectively and be able to increase the number of tourist visits sustainably.

E. CONCLUSION

Based on the research results, it can be concluded that the management of the Situ Wangi tourist attraction in Winduraja Village, Kawali District, Ciamis Regency, to increase tourist visits has been carried out by the Ciamis Regency Tourism Office through the Tourism Technical Implementation Unit (UPTD), the Village Government, and other relevant parties. This is evident in the involvement of various parties in the management of the tourist attraction, the clear division of tasks within the management organization, the provision of organizational regulations, motivational and guidance activities for managers, and the supervision of the management of the Situ Wangi tourist attraction. These conditions indicate that the organizational, implementation, and supervision functions in the management of the tourist attraction have been running quite well.

Furthermore, the management has also made various efforts to maintain the sustainability of the Situ Wangi tourist attraction through inter-stakeholder collaboration, maintenance of the tourist area, and supervision of management activities in the field. Coordination between the Tourism Office, the UPTD, and the Village Government is one form of support for the development of the Situ Wangi tourist attraction as a natural tourist destination in Ciamis Regency. However, the management of the Situ Wangi tourist attraction has not been fully optimized. This is influenced by several issues, particularly in aspects of management strategy planning, digital promotion, tourism marketing activities, and tourism management evaluation. Management has not been able to develop a focused and sustainable management strategy, particularly for increasing tourist appeal and increasing the number of visits. Furthermore, tourism promotion through social media and websites is still suboptimal due to the lack of an official website and inconsistent social media management.

These problems are further exacerbated by the suboptimal marketing and promotional activities for Situ Wangi tourism in attracting tourists. Suboptimal promotional management has resulted in information about the Situ Wangi tourist attraction remaining largely unknown to the public. Furthermore, evaluation of the tourist attraction's management has not been carried out optimally, resulting in various management deficiencies being unable to be fully addressed quickly and appropriately. In line with these various problems, more focused and sustainable improvement efforts are needed to ensure more effective management of Situ Wangi. These efforts include developing a more planned tourism management strategy, enhancing digital-based promotion through social media and the official website, strengthening tourism marketing activities, and improving the periodic evaluation of tourism management programs. These efforts are expected to enhance Situ Wangi's tourist appeal and encourage an optimal and sustainable increase in tourist visits.

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