

# The Unique Nature of Cilember Curug Megamendung as a Main Destination

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## ABSTRACT

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This research discusses the uniqueness of the tourist destination at Curug Cilember as a mainstay destination. Cilember Waterfall is located in Megamendung, Cilember Village, Cisarua District, Bogor Regency. Officially operating since 2000, Curug Cilember Megamendung has an attraction in the form of seven beautiful and natural waterfalls, with the height of the waterfall, the width of the water flow, the beauty of the surrounding scenery, various recreational activities that can be done with the family, ease of transportation and travel routes. to be accessed by private vehicles and public transportation, so it can be indicated as a mainstay destination. The research methods used include direct observation, interviews with local people, and document analysis. A qualitative descriptive approach was used to fully understand the natural beauty of Curug Cilember. The aim of this research is to identify the uniqueness and other potential of Curug Cilember Megamendung including biodiversity, surrounding environment and attractiveness. The research results show that all the beauty of Curug Cilember is able to make it a mainstay destination and can be perfected again with a tour package and overcoming challenges that may occur in managing travel patterns to maximize opportunities for tourist comfort, making Curug Cilember a mainstay destination that must be visited.

**Keywords:** Cilember Waterfall, Main Destination, Natural Uniqueness, Waterfall, History, Recreational Activities, Tour Packages

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## 1. INTRODUCTION

Cilember Waterfall is a tourist destination located in Megamendung, one of the natural tourist destinations that offers special uniqueness. This research will illustrate the importance of tour packages in highlighting the unique nature of the Curug Cilember Megamendung destination as a mainstay destination [1]. Tour packages play an important role in introducing, promoting and optimizing the tourism potential of a destination. Through tour packages, visitors can enjoy the unique nature of Curug Cilember as a whole. Tourists can explore the beauty of the waterfall, interact with the surrounding natural environment, and engage in interesting recreational activities. Inclusive tour packages can also provide important information about safety, accessibility and facilities available around Curug Cilember, providing comfort and confidence to visiting tourists [2].

With the tourism potential that exists at Curug Cilember, a lot of research has been carried out before. (Ajeng Ambarwati and Suryono Herlambang) research entitled Management Strategy for Waterfall Tourism Areas Based on the KBM Ecotourism Concept (Object of Study: Cilember Waterfall, Bogor Regency). In this research, there are 2 techniques for collecting data, namely primary data collection techniques and secondary data collection techniques [3]. Primary data collection techniques were carried out to collect data related to the Cilember Waterfall Tourist Area such as study object boundaries, existing conditions, existing activities, facilities and infrastructure, topography, as well as zoning of attractions in the Cilember Waterfall Tourist Area. In this research, several analyzes were carried out, namely policy analysis, location analysis, physical condition analysis based on attraction zoning, attraction analysis, area carrying capacity analysis consisting of

physical carrying capacity and ecological carrying capacity, analysis of visitor preferences and perceptions based on Customer Experience, Customer Spending using the Economic Value of Ecotourism method, and management strategy analysis.

Meanwhile, [1] conducted research regarding the Cilember Waterfall, entitled Visitor Management at the Cilember Waterfall Tourism Area, KPH Bogor. This research aims to develop a visitor management plan at Wana Wisata Curug Cilember using descriptive analysis methods based on tabulation of questionnaire results, graphs and result matrices. The results of this research show that the planning and development activities for visitor management at Wana Wisata Curug Cilember include several aspects, namely: distribution of visitors, information services, interpretation services, and visitor safety [4].

Next, this research aims to discuss a). identification of tourist attractions at Curug Cilember Puncak, b). effective travel management patterns for selling Curug Cilember Puncak tour packages, and c). challenges that may be faced in managing effective travel patterns to reach Curug Cilember Puncak. Identification of attractions is important to understand the attractiveness of this destination [5]. Then, this research will explain effective travel management patterns involving appropriate marketing strategies, as well as the development of attractive tour packages that suit visitor needs [6]. However, of course there will be challenges that may be faced in managing an effective journey to reach Curug Cilember. We will discuss existing challenges and provide possible solutions and suggestions for dealing with them.

## 2. LITERATURE REVIEW

### 2.1 *Tourist Destinations*

[7] explains that a tourist destination is a place that has real or perceived boundaries, whether in the form of physical boundaries (islands), politically, or based on markets. [8], a destination is a specific area chosen by a visitor where he can stay for a certain time. According to Kusudianto [9] tourist destinations can be classified based on destination characteristics into several forms, namely:

- a) Natural resource destinations such as beaches, forests, mountains, rice fields and so on.
- b) Cultural resource destinations, such as museums, historical sites, theaters, performing arts and local community life.
- c) Recreational facilities, such as safari parks, zoos, water parks, and so on.
- d) Events, such as Balinese Arts parties and so on.
- e) Special activities, such as casinos, shopping and others
- f) Psychological appeal, such as adventure, romantic travel, etc

### 2.2 *Tourist Attractions*

According to [10], tourist attractions are "activities, objects, or places that are interesting for visitors to visit, participate in, or do". According to Hidayah (2021), a tourist attraction is "anything that can encourage or motivate target customers to visit a destination like a magnet".

According to [11] quoted from [12] that tourist attractions can be selected based on their distinctive character. Tourist Attractions that are tied to a location, cannot be moved and can be enjoyed only where they are, can be seen and enjoyed without prior preparation.

According to [13] Attractions or tourist attractions are anything that has uniqueness, beauty and value in the form of a diversity of natural, cultural and man-made products which are the target or purpose of tourist visits (UU No.10 of 2009). According to [14] in Suharto (2019), an attraction is an area that has tourist **attractions that can** be said to be worthy of being visited by tourists if there are activities that can be done in that place, namely:

- a) Something to see (something that can be seen), such as natural beauty/uniqueness, historical buildings, local arts/culture.
- b) Something to do (something that can be done), such as riding a canoe, trying traditional food, dancing with local dancers and so on.
- c) Something to buy (something that can be purchased), to fulfill tourists' shopping needs

### **2.3 Tourist Travel Patterns**

According to [15], tourist travel patterns are the structure, framework and flow of tourist trips from one destination point to another which are interconnected and contain information about facilities, activities and services that provide various tourist travel options for industry and individual tourists. to influence decision making in traveling. According to [16], the main objective of developing tourist travel patterns is inseparable from the main objective of tourism development which aims at (1) National unity, (2) Elimination of poverty (Poverty Alleviation), (3) Sustainable development (Sustainable Development), (4) Cultural preservation, (5) Fulfillment of life's needs and human rights, (6) Economic and industrial approaches, and (7) Technological development.

According to [17] travel patterns can be divided into several types, such as daily routine travel patterns, seasonal travel patterns, business travel patterns, recreational travel patterns, and tourist travel patterns.

### **2.4 Travel Agent Challenges in Creating Travel Patterns**

According to [18] a travel agent is a business entity that prepares, plans and organizes tours for tourists. The main products of travel agents are ticketing, hotel vouchers, tour packages, show vouchers and tourist transportation.

According to [19], a travel agent is a business intermediary or individual sales in the travel industry which can be carried out individually or in combination or in collaboration with several consumers. In the world of marketing, a travel agent is an intermediary who acts in the interests of clients, makes rules with travel suppliers (airlines, hotels, tour operators), and receives commissions from suppliers and fees from clients.

According to [20] Creating a travel pattern has its own advantages and disadvantages. One of the advantages of making an independent travel pattern is that you can save travel time and estimate the costs required. Apart from that, tourists can also find out about the tourist attractions they will visit and have full responsibility for the trip. However, there are several disadvantages in using travel patterns, such as not having an idea of the costs required to travel, not having a picture of tourist attractions, not knowing what transportation to use, and inefficient travel times. Therefore, it is important for tourists to carefully consider the advantages and disadvantages of travel patterns before traveling so they can plan a more effective and efficient trip.

### 3. METHODS

According to David Williams (1995), qualitative research is a researcher's effort to collect data based on natural settings. Of course, because it is carried out naturally, the results of the research are also scientific and can be accounted for. This research uses a qualitative approach to gain an in-depth understanding of the unique nature of Curug Cilember as a mainstay tourist destination. This research method involves descriptive data collection and in-depth analysis of the factors that differentiate Cilember Waterfall from other tourist destinations. In collecting data, participatory observation was carried out to record and directly observe the uniqueness of nature. In-depth interviews were also conducted with the management and local residents to obtain their personal perspectives and experiences regarding the unique nature of Curug Cilember. Apart from that, document analysis was also carried out by collecting information related to Curug Cilember, such as literature and websites to gain a more complete understanding of efforts to manage and promote this destination. Data from interviews, observations and documents were analyzed to identify patterns related to the unique nature of Curug Cilember.

Unique factors such as the beauty of the waterfall, biodiversity or connection with the culture of the local community are identified through this analysis. Apart from that, SWOC analysis, which is an abbreviation for Strengths, Weaknesses, Opportunities and Challenges, was also carried out by combining all analyzes to evaluate things that influence the natural uniqueness of Curug Cilember. In SWOC analysis, the next step is to integrate and analyze these factors thoroughly. Internal strengths and weaknesses are linked to external opportunities and challenges to determine strategies and actions that can be taken. SWOC analysis can help in formulating development plans, maximizing existing potential, overcoming weaknesses, taking advantage of opportunities and facing challenges in an effective way.

### 4. RESULTS AND DISCUSSION

#### 4.1 Overview of the Cilember Waterfall Destination and its Attractions, Activities and Facilities

The city of Bogor is famous for its natural tourist destinations, one of the natural tourist attractions that the city has is Curug Cilember which is located in Cilember Village, Jalan Raya Puncak No KM 15, Megamendung sub-district, Cisarua, Bogor, West Java. Curug Cilember Puncak is located at an altitude of approximately 900 meters above sea level and offers spectacular views from its approximately 40 meters high waterfall. The uniqueness of Curug Cilember Puncak lies not only in the beauty of the waterfall, but also in the soothing natural atmosphere and fresh air that envelops the area with a temperature of 18-23 degrees. The area of the Curug Cilember tourist attraction is around 5.9 hectares, dominated by hills and stretches of merkusii pine plants.

One of the unique things about Curug Cilember Puncak Waterfall that differentiates it from other Waterfalls is that Curug Cilember has seven waterfalls with different heights and the one closest to the entrance is Curug 7. The lower the number, the higher the location of the Waterfall, the next waterfall. has a steeper path with the distance between one waterfall and another around 150-800 meters. To reach other waterfalls, tourists have to climb or walk to reach the next waterfall. The water flowing rapidly from a height creates an amazing view and beautiful serenity when looking at the waterfall.

Apart from its attractive natural beauty, Curug Cilember has an interesting history. Although there is not much written information about the history of Curug Cilember, several oral histories and local legends reveal historical aspects. According to local residents, Curug Cilember is believed to have mystical powers and is considered sacred by the local community. This waterfall is believed to be the bathing place of King Siliwangi. Above Curug 7 there is also a sacred grave of the

descendants of King Siliwangi. So there are several myths believed by local people that this bath is very effective, Here are some myths believed by local residents:

- 1) Myth of the Existence of Magical Creatures: Some people believe that Curug Cilember is inhabited by supernatural creatures, such as fairies or water ghosts. This myth says that if someone dares to bathe or play in the water in the waterfall on certain days, they can meet this supernatural creature. However, this is just a myth and has no supporting scientific evidence.
- 2) Myth of the Power of Waterfalls: a myth that states that the Curug Cilember waterfall has magical powers that can provide healing or good luck to those who dare to bathe under it. Although many people come to this waterfall to gain such benefits, this is more a personal belief and spiritual interpretation than a scientific fact.
- 3) The myth gains strength: there is a habit of a number of visitors who bathe in the middle of the night, especially on Kliwon Friday nights. Generally, they come to Curug Cilember to get blessings, stay young and increase their strength by bathing in Curug 7 which is divided into two positions, namely right and left. The right position is believed to gain strength while the left position is for youth and blessings.
- 4) Myth of Good Luck in Love: Curug Cilember is also associated with the myth of good luck in love. Some people believe that if couples visit this waterfall together, their relationship will become stronger and happier. This is more of a tradition or belief that involves the natural beauty and romance of the shared experience at the waterfall.

Although this myth cannot be proven with scientific facts, according to testimony from local residents, there were visitors who had strokes and bathed in this waterfall and came to bathe many times and finally recovered completely, but it all goes back to their individual beliefs, because Belief cannot be forced.

Tourist attractions refer to everything that attracts the attention of tourists and is the main attraction of a tourist destination. Tourist attractions are also an important factor that influences tourists' decisions to visit a place. Some of the attractions that can be done at Curug Cilember Megamendung are:

- 1) Waterfall, the main attraction at Curug Cilember is the waterfall itself. Visitors can enjoy the beautiful view of the waterfall and hear the soothing sound of the water crashing
- 2) Hiking Routes, there are several climbing routes available at Curug Cilember. These paths are routes to other, higher waterfalls. Visitors can do trekking or hiking according to tourists' abilities.
- 3) Flying Fox, there is a flying fox facility which offers the experience of traveling over valleys and rivers using ropes and harnesses. This is an interesting activity for visitors who like a challenge.
- 4) Playground, there is a children's play area which is equipped with various games such as swings, seesaws and others. This place is perfect for families visiting Curug Cilember with children.
- 5) Camping area, for visitors who want to spend the night in the open air, you can try camping activities by bringing your own equipment or renting it from the waterfall management which is equipped with camping sites, tents and campfire areas.

Facilities refer to everything that has been provided by the destination management to provide convenience and comfort for tourists. Then, the following are the facilities available at the Curug Cilember tourist destination:

- 1) Parking Area, there is a large parking area and can be used by tourists to leave their vehicles safely.
- 2) Entrance counter, functions for tourists to buy tickets before entering the tourist area.

Rest areas and gazebos, around the Cilember Waterfall area, there are rest areas along the trekking route to the waterfall in the form of gazebos and chairs made of wood in various unique shapes.

- 1) Children's play area, in the form of swings, seesaws, slides and other play facilities.
- 2) Garden area, before arriving at Curug 7 there is a garden with flowers and leaves that have been made into a heart shape with Arabic writing and can be used as a photo spot.
- 3) Food kiosk, selling a variety of cold and hot drinks, snacks and main meals.
- 4) Toilets, showers and changing rooms. At the Curug Cilember destination, there is a toilet not far from the entrance to the tourist area as well as a place to change clothes near the waterfall.
- 5) Accommodation, there are several villas available with different price levels based on facilities and day of visit.

#### **4.2 Identify Cilember Puncak Waterfall Tourist Attractions**

Curug Cilember is an attractive tourist destination in West Java, Indonesia, which offers stunning natural beauty. This destination is famous for the presence of waterfalls that flow freely from a height, creating a stunning view. The soothing sound of gurgling water, the cool atmosphere and beautiful natural panorama make Curug Cilember an ideal place to relieve fatigue for a moment from your daily routine. Apart from enjoying the beauty of the waterfall, visitors also have the opportunity to explore trekking and hiking trails that lead to other waterfalls and the surrounding mountains. During this trip, tourists will be presented with views of dense forests, calm rivers and refreshing fresh air. Therefore, this destination is very suitable for nature lovers and adventurers who want to explore and explore natural beauty.

Curug Cilember also offers a very beautiful natural panorama. Visitors can see views of fertile valleys and green mountains as well as views of the sunset at Curug Cilember providing a stunning experience with the combination of light that colors the sky creating a luxurious atmosphere. For tourists who want to stay longer in nature, Curug Cilember offers a comfortable place to camp. By bringing tents and camping equipment, visitors can enjoy the night under the open sky. The soothing sounds of nature and twinkling stars in the night sky enrich the experience for visitors. Apart from that, this destination is also equipped with recreational activities for the whole family. There is a children's playground, a large picnic area around the waterfall as well as restaurants and food stalls.

Apart from offering natural beauty, Curug Cilember also educates visitors about the importance of environmental conservation. There are information boards explaining the local flora and fauna, as well as nature conservation efforts carried out in the area. Through this information board, visitors obtain information about natural ecosystems, biodiversity and the urgency of preserving nature. Then, visitors can also participate in various water activities such as playing in the water or swimming in natural pools. Curug Cilember offers many tourist attractions and amazing natural beauty, making it a destination for tourists looking for beautiful natural experiences and tranquility among the natural beauty of the mountains of West Java.

#### **4.3 Effective Travel Management Patterns for Selling Curug Cilember Puncak Tour Packages**

The travel management pattern is an effective and efficient travel management approach. This pattern relates to the sale of tour packages, which involves strategies and coordinated efforts to

manage all aspects of travel, including planning, organizing, cost management, communication, monitoring, evaluation and improvement. The aim is to enable tourists to have a structured, smooth and enjoyable trip. In the travel management pattern for selling Curug Cilember Puncak tour packages, the first step is planning. At the planning stage, the travel destination is identified, the travel date and desired duration are determined. Apart from that, research on Curug Cilember Puncak was carried out to understand its attractiveness, features and potential market segments.

After planning, the next step is to organize the trip. Travel management patterns help in organizing the purchase of transportation tickets, such as plane, train or bus tickets, as well as accommodation reservations that suit the preferences and budget of potential tourists. Local transportation arrangements at the destination are also an important concern in this pattern. Furthermore, travel management also focuses on cost management. Curug Cilember Puncak tour package managers should consider all cost factors, such as transportation, accommodation, meals, entrance tickets to tourist attractions and other activities. Cost management involves monitoring and controlling costs to stay within budget. Then good communication and promotion are also needed in selling Curug Cilember Puncak tour packages. Travel management patterns help managers to provide information to potential tourists about travel destinations, activities to be undertaken, available facilities and package prices. This travel pattern also includes promotions carried out through various marketing channels such as websites, social media, or collaboration with local travel agencies. At the end of the trip, there is an evaluation phase where the success of the trip is evaluated and feedback is collected from the traveller. This information can be used for future improvements, including identifying areas requiring improvement, addressing weaknesses, and improving the overall quality of service or travel experience. With a good travel management pattern, travel managers can ensure trips are in line with tourists' expectations.

This travel management pattern helps manage travel efficiently and minimizes potential risks and problems. In order for the travel management pattern to be effective, there are several steps that can be taken: in-depth research regarding the Curug Cilember destination by understanding the main attractions and facilities available to meet the needs of potential tourists, identifying the unique advantages of the selected tour package that differentiates it from others by focusing on marketing and package promotions, adapting to market preferences where packages are tailored to tourist expectations such as adventure, recreation or family activities, and satisfactory service.

#### **4.4 Challenges Faced in Managing Travel Patterns to reach Cilember Waterfall**

Travel pattern challenges refer to obstacles or barriers encountered in managing and implementing effective travel patterns. Challenges may vary depending on the context and environment of each journey. In managing travel patterns to reach Curug Cilember, there are several challenges you may face, including:

- 1) Weather and seasons: Curug Cilember is located in a mountainous area where changing or extreme weather conditions can occur. This can affect access, travel operations and tourist comfort. managers need to pay attention to weather changes and take necessary actions to ensure the safety and comfort of tourists
- 2) Promotion and Marketing: including challenges in managing travel patterns. The need to reach a wider market to increase brand awareness and increase the visibility of Curug Cilember requires an effective and innovative marketing strategy to attract the interest of potential tourists.
- 3) Security and safety: safety should also be considered in travel habits. This includes understanding and managing risks associated with the travel destination, such as natural conditions and crime. Ensuring the safety and security of tourists during travel is a crucial challenge.

- 4) Satisfying travel experience: because every tourist has different expectations and views, managers need to design attractive travel packages as well as conduct market research and provide a quality experience because achieving customer satisfaction is a challenge that must be overcome. Environmental awareness: Curug Cilember is a beautiful and beautiful natural area. The challenge is to maintain good environmental awareness and management. Managers need to ensure that tourists follow environmental rules and ethics, such as not littering or damaging the natural surroundings.
- 5) Change or uncertainty: such as weather changes, flight cancellations or changes to activity schedules. Coping with change requires a good level of flexibility and responsibility.

Using SWOC analysis to identify Curug Cilember destinations, there is a correlation in regulating travel patterns. SWOC (Strengths, Weakness, Opportunities and Challenges) analysis is used to assess internal and external factors that can influence business or project management of travel patterns to Curug Cilember. The challenges faced in managing travel patterns to Curug Cilember can be identified in the "Challenges" component in the SWOC analysis. These challenges reflect external factors that can influence the success of travel patterns. SWOC analysis helps travel managers understand the challenges they face and relate them to internal factors, such as: their strengths and weaknesses in order to overcome challenges and take advantage of existing opportunities.

#### **SWOC analysis for Waterfall Cilember:**

##### **Strengths (Excellence):**

1. Amazing Natural Beauty: Curug Cilember has amazing natural beauty, including spectacular waterfalls, green forests, and fresh air. This advantage is the main attraction for tourists looking for a beautiful natural experience.
2. Strategic Location: Curug Cilember is located in Megamendung, Bogor, Curug Cilember is relatively easy to access from Jakarta and surrounding cities. The strategic location provides an advantage in attracting local tourists and foreign tourists who are looking for a holiday destination close to the capital city.
3. Facilities and Facilities: Curug Cilember is equipped with adequate facilities and facilities, such as parking areas, bathrooms, food stalls and camping areas. The presence of these facilities increases the comfort and convenience of visitors.

##### **Weaknesses:**

1. Lack of Promotion and Marketing: Lack of effective promotion and marketing can be a weak point in attracting tourists to visit Curug Cilember.
2. Limited promotion or lack of visibility can result in low tourist visits. Managers need to increase promotional efforts through digital marketing, collaborating with travel agents, or participating in tourism exhibitions to increase awareness and attractiveness of destinations.
3. Lack of Environmental Sustainability: Lack of attention to environmental sustainability can be a weakness in the management of Curug Cilember. Visitors who are not environmentally aware or activities that damage nature can endanger environmental sustainability and tourist attractions. Managers must prioritize sustainable practices, such as waste management, nature conservation and environmental education, to maintain the long-term natural beauty of Curug Cilember.

##### **Opportunities:**



1. Developing tourism potential: Domestic tourism continues to grow, and Curug Cilember has the potential to attract wider tourist interest. This potential can be realized through increasing promotions and marketing, as well as by offering attractive travel packages.
2. Popular Ecotourism Concept: The concept of ecotourism and environmental protection is increasingly popular among tourists. Curug Cilember can take advantage of this opportunity by promoting sustainable nature experiences, providing environmental education, and attracting tourists interested in ecotourism.

#### **Challenges:**

1. Dependence on Weather: Curug Cilember can be influenced by weather conditions, especially during the rainy season or extreme weather conditions. This challenge includes preparedness and risk management for weather changes that can affect accessibility, safety and the tourist experience. Managers need to have clear emergency plans and evacuation procedures to deal with unexpected weather situations.
2. Competition with other destinations: Curug Cilember will face competition with other tourist destinations in the Bogor area and surrounding areas. Managers need to develop unique strategies and highlight their advantages to compete well and attract tourist interest.

This SWOC analysis allows Cilember Waterfall managers to identify strengths, weaknesses as well as the opportunities and challenges they face. This will help formulate appropriate strategies and steps to exploit strengths, overcome weaknesses, capture opportunities and overcome challenges in managing Cilember Waterfall as a mainstay tourist destination.

## **CONCLUSION**

This research aims to explain the unique nature of Curug Cilember in Megamendung as a mainstay tourist destination. Through analysis of three problem formulations, namely identifying tourist attractions at Curug Cilember, effective travel management patterns for selling Curug Cilember Puncak tour packages, and challenges that may be faced in managing travel patterns to Curug Cilember, several important insights were obtained. Curug Cilember has amazing tourist attractions, such as spectacular waterfalls, beautiful natural views, hiking trails, camping areas and other supporting facilities. Its unique nature is a special attraction for tourists who are looking for an amazing natural experience. From this identification, it can be concluded that Curug Cilember has great potential to become a mainstay destination.

In an effort to sell Curug Cilember Puncak tour packages, it was found that an effective travel management pattern involving market research, designing attractive tour packages, effective promotions, and collaboration with travel agents focused on understanding the needs of potential tourists and careful marketing can increase the attractiveness of the package. tourism and optimizing the number of tourist visits. However, there are challenges that must be faced in managing travel patterns to Curug Cilember. These challenges include weather changes, promotional and marketing limitations, environmental awareness, competition with other tourist destinations, as well as time management and security. To overcome these challenges, managers need to develop strategies focused on infrastructure development, effective promotion, environmental education, stakeholder involvement, and good risk management. By understanding and responding to these challenges and taking advantage of the unique nature of Curug Cilember, managers can maximize the potential of this tourist destination. This will have an impact on increasing tourist interest, providing unforgettable experiences and encouraging sustainable tourism development in Megamendung and its surroundings.

## **SUGGESTION**

In order to perfect the tour package planning strategy, the following input and suggestions can be applied. First, it is necessary to develop more diverse tour packages to attract tourists with different preferences. By offering a variety of activities and experiences, such as extreme adventure, cultural activities, or other recreational activities, Curug Cilember can meet the diverse needs and desires of tourists. Furthermore, it is important to utilize technology more effectively when planning and marketing tour packages. The use of mobile applications, online booking platforms and social media can make it easier for tourists to access information and increase the visibility of Curug Cilember. Lastly, when planning a travel package, special attention should be paid to environmental sustainability. Cilember Waterfall managers must consider waste management, conservation, environmental education for tourists. By introducing environmentally friendly practices and educating tourists about the importance of nature conservation, Curug Cilember can become an example of a responsible and sustainable tourist destination.

#### Suggestions for Further Researchers:

There are several suggestions for future researchers that can be applied to further research related to Cilember Waterfall. First, it is recommended to conduct a more in-depth study of tourist satisfaction. As part of this research, surveys can be conducted or direct interviews can be conducted with tourists who have visited Curug Cilember to gather feedback about their experiences. This data will provide valuable information to improve services and tourist experiences in the future. Furthermore, it is recommended to carry out an analysis of the economic and social impacts of tourism around Curug Cilember. This study will measure the contribution of tourism to the local economy, job creation and local community development. By understanding these social and economic impacts, more effective efforts can be made to increase the benefits of tourism for local communities. Finally, it is recommended to conduct a comparative study with similar tourist destinations that have natural uniqueness or characteristics similar to Curug Cilember. This study will provide insight into best practices in managing similar destinations, effective marketing strategies, and how to overcome challenges that may be faced. By comparing experiences and learning from similar destinations, the development of Curug Cilember can be strengthened and improved.

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