

The Contribution of Tourism Objects in Banyumas Kota Lama to the Hotel Occupancy

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ABSTRAK

Tujuan utama dari penelitian ini adalah untuk mengidentifikasi dan menganalisis kontribusi objek pariwisata di Kawasan Banyumas Kota Lama terhadap tingkat hunian hotel. Penelitian ini menggunakan metode penelitian kualitatif dengan pendekatan deskriptif. Metode penelitian kualitatif digunakan untuk menggambarkan kondisi pariwisata di kawasan Banyumas Kota Lama, di mana objek-objek wisata belum dikelola secara maksimal dan profesional, yang menyebabkan belum optimalnya kontribusi pariwisata terhadap perekonomian masyarakat lokal dan tingkat hunian hotel di sekitar destinasi. Hasil Penelitian menunjukkan kontribusi objek wisata terhadap hunian hotel di lokasi destinasi wisata Banyumas Kota Lama sangatlah mempengaruhi perekonomian masyarakat sekitar. Dengan adanya peningkatan jumlah wisatawan yang berkunjung ke lokasi wisata Banyumas Kota Lama, peluang bagi masyarakat untuk mendapatkan pekerjaan di tempat-tempat yang terkait dengan pariwisata juga semakin besar. Dengan peningkatan jumlah wisatawan, industri perhotelan di kawasan tersebut akan mengalami peningkatan hunian. Para pengusaha hotel akan merasakan manfaat langsung dari jumlah pengunjung yang meningkat, yang pada gilirannya akan meningkatkan pendapatan mereka. Ini dapat mendorong pengusaha hotel untuk mengembangkan infrastruktur perhotelan yang lebih baik dan menawarkan layanan yang lebih baik untuk menarik lebih banyak wisatawan. Selain itu, meningkatnya jumlah wisatawan juga akan memberikan dampak positif pada Usaha Mikro, Kecil, dan Menengah (UMKM) di sekitar kawasan tersebut.

ABSTRACT

This study aims to assess the impact of tourism attractions in the Kota Lama Banyumas area on hotel occupancy rates. This study employed a qualitative research methodology utilizing a descriptive approach. Qualitative research methods are employed to assess the state of tourism in the Banyumas Kota Lama area. This area lacks optimal and professional management of tourist attractions, leading to suboptimal economic benefits for the local community and low hotel occupancy rates in the vicinity of these destinations. The study findings indicate that the presence of tourist attractions in the Banyumas Kota Lama tourist destination has a significant impact on the local community's economy through increased hotel occupancy. The rise in tourist visits to Banyumas Kota Lama has led to an expansion of employment opportunities in the tourism sector. The hotel industry in the region will see a rise in occupancy due to the growing number of tourists. Hoteliers will directly benefit from the rise in visitor numbers, leading to an increase in their revenues. This can incentivize hoteliers to enhance their hospitality infrastructure and provide superior services in order to attract a larger number of tourists. Moreover, the growing tourist influx will positively affect Micro, Small, and Medium Enterprises (MSMEs) in the vicinity.

Keywords: Banyumas Kota Lama, Hotel Occupancy, Tourism Objects

Introduction

Indonesia, as an archipelagic country, has immense tourism potential. The natural beauty, cultural diversity, and friendliness of its people make Indonesia an attractive tourist destination. Each region in Indonesia has its own wealth of natural resources and human resources scattered across various areas (Setiawan, 2015). Each region has unique potential and characteristics that offer special attractions and

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distinctive features that cannot be replicated. One of the development programs that focuses on improving the welfare of communities, especially in rural areas, is through the development of the tourism sector (Nurhajati, 2018). This program involves active participation from local communities in utilizing the existing tourism potential in their respective regions. Through community empowerment and the development of supporting infrastructure, the tourism sector becomes a means to increase income, create job opportunities, and improve the quality of life for local communities. (Teja, 2015)

By harnessing the uniqueness and cultural richness of each local area, as well as the natural attractions they possess, tourism development programs in Indonesia provide opportunities for communities to actively participate in developing tourist destinations in their own regions. This not only brings economic benefits but also helps preserve and conserve Indonesia's cultural heritage and natural beauty (Manahampi et al., 2015). Thus, through the contribution of the tourism sector supported by communities in their respective regions, Indonesia can achieve sustainable development, improve the well-being of rural communities, and introduce the natural and cultural wealth of Indonesia to domestic and international tourists.

The tourism industry plays a crucial role in the economy of a region. This is due to its significant contribution to revenue generation, employment opportunities, as well as the development of infrastructure and the hotel sector. One of the indicators used to measure the success of the tourism sector is a high hotel occupancy rate. A high hotel occupancy rate directly reflects the level of tourist visits to a particular area. When the number of tourists increases, the demand for accommodations also increases, which in turn has a positive impact on the hotel sector (Mukaffi & Haryanto, 2022). A high occupancy rate indicates that tourists have a keen interest in visiting and spending time in that destination.

The Banyumas Kota Lama area is one promising tourist destination, offering various attractive tourist attractions such as natural, historical, and cultural sites. Geographically, the Banyumas Kota Lama area is located in a highland region with beautiful landscapes, surrounded by green mountains and fertile valleys (Nurwanti et al., 2015). One of the unique natural features of this area is the presence of Gunung Slamet National Park. Gunung Slamet, the highest mountain in Central Java, offers spectacular natural panoramas and challenging hiking trails for nature enthusiasts. The area is also rich in water resources, with enchanting waterfalls and rivers. The natural beauty of the area makes Banyumas Kota Lama a favorite destination for tourists who want to enjoy outdoor activities such as hiking, camping, and exploring untouched natural landscapes. (Rhomdhony, 2022)

In addition to its natural beauty, the Banyumas Kota Lama area also boasts captivating cultural richness (Nurwanti et al., 2015). Javanese culture is deeply felt in this area, with various traditions and cultural activities still preserved to this day. Tourists can witness traditional art performances such as wayang kulit (shadow puppetry), Javanese dance, and gamelan music (Yoga, 2022). Additionally, tourists can visit traditional villages that maintain local wisdom and Banyumas' unique handicrafts, such as batik and bamboo weaving.

History also adds to the allure of this area. There are various historical sites that are centuries old, such as ancient temples from the Mataram Kingdom and Dutch colonial relics (Suharso, 2017). Tourists can explore these historical legacies and gain insights into the passage of time and the development of the Banyumas Kota Lama area. With its unique natural beauty, cultural richness, and intriguing history, the Banyumas Kota Lama area is a tourist destination that offers diverse and captivating travel experiences for visitors. (Hermawati & Milawaty, 2017)

Attractive tourist attractions can be decisive factors in choosing travel destinations and accommodations for tourists (Apriliyanti et al., 2020). Destinations that have spectacular natural attractions, stunning historical sites, or rich cultural heritage motivate tourists to visit the area and stay in the surrounding hotels (Jayadi et al., 2017). In the context of the Banyumas Kota Lama area, its natural, cultural, and historical wealth can act as a magnet for tourists seeking unique experiences. Therefore, research on the contribution of tourist attractions to hotel occupancy rates is essential in providing valuable information for hotel managers and local governments to develop more effective marketing strategies, improve accommodation facilities, and strengthen the management of tourist attractions in the area.

The impact of high hotel occupancy rates on the hotel sector is significant. With an increase in tourist visits, hotels will experience higher revenue (Windayani & Budhi, 2017). This provides an incentive for hotel owners to improve service quality, expand facilities, and create new job opportunities. Additionally, the growth in the hotel sector will also stimulate related industries such as restaurants, transportation, and the creative industry (Elsa, 2017). Overall, high hotel occupancy rates serve as an important indicator in

evaluating the success of the tourism sector. High tourist visitation rates reflect the attractiveness of the destination and have a positive impact on the hotel sector and the local economy. Therefore, the government and tourism industry stakeholders need to collaborate to promote and develop tourist destinations in order to attract tourists and achieve high hotel occupancy rates. (Sun, 2016)

To date, although there are many appealing tourist attractions in the Banyumas Kota Lama area, such as Puppet Museum, Nopia Village, Lengger House, Bale Adipati Mrapat, Mruyung Batik, Oemah Gamelan, Banyumas Square, Boen Tek Bio Temple, and many others, there has been no specific research that examines the contribution of these tourist attractions to hotel occupancy rates. This research gap in previous studies needs to be addressed. In the context of tourism development, it is important to understand the extent to which these tourist attractions in the area impact hotel occupancy rates, which, in turn, can influence the growth and sustainability of the hotel industry in the region.

The main objective of this research is to identify and analyze the contribution of tourist attractions in the Banyumas Kota Lama area to hotel occupancy rates. Furthermore, the contribution of tourism can also foster the economic development of the local community and contribute to the country's foreign exchange earnings. This objective involves analyzing the factors that play a role in attracting tourists and influencing their decisions to stay in hotels in the Banyumas Kota Lama area.

Method

This research employs a qualitative research method with a descriptive approach (Lexy, 2002). The qualitative research method is used to describe the tourism conditions in the Banyumas Kota Lama area, where tourist attractions have not been maximally and professionally managed, resulting in suboptimal contributions to the local economy and hotel occupancy rates around the destinations. According to Siyoto & Sodik, (2015) in the book *Basic Research Methodology*, qualitative method is defined as a research procedure that produces descriptive data in the form of words or oral reports from individuals, as well as observable behaviors.

The qualitative method aims to uncover various uniqueness found in individuals, groups, communities, or organizations in their daily lives comprehensively, in detail, in-depth, and scientifically accountable. In the context of this research, the qualitative method is used to gather information about the actual tourism conditions in the Banyumas Kota Lama area. This research will involve interviews with relevant stakeholders, such as tourist attraction owners, hotel managers, and the local community. Additionally, direct observations will be conducted to observe the situation and activities at the tourist attractions, as well as the interaction between tourists and the local community.

Through a descriptive approach, this research will provide a detailed depiction of the tourism conditions in the Banyumas Kota Lama area, including factors influencing tourism performance, untapped potentials, and challenges faced in destination development. The data and findings from this research are expected to provide in-depth understanding of the tourism conditions in the area and serve as a basis for formulating more effective and sustainable tourism development strategies.

This research is also a field research, with most of its activities conducted in the field. In qualitative research, researchers must approach people within the research environment to obtain information that aligns with the existing reality. Field research focuses on issues related to the background and current conditions of the subjects under study, including individuals, groups, institutions, or specific communities. The qualitative approach was chosen in this research because the research object involves processes, activities, and actions of multiple individuals. This approach aligns with the researcher's nature and objectives, aiming to obtain a clear understanding of the contribution of Banyumas Kota Lama tourist attractions to hotel occupancy rates.

In this research, the researcher interacted with a total of 50 relevant stakeholders, including hotel managers, tourist attraction owners, and members of the local community. The selection of these participants was based on their direct involvement and knowledge of the Banyumas Kota Lama tourist attractions and the hotel industry in the surrounding area. Their insights and perspectives were crucial in validating the information provided. Data was collected through in-depth interviews with the stakeholders, which allowed for a comprehensive understanding of their experiences and viewpoints. Direct observations were also conducted at the tourist attractions and hotels to gather first-hand information about visitor numbers, facilities, and overall visitor experiences.

In addition to the interviews and observations, the researcher analyzed various relevant documents. These included tourism reports, hotel occupancy data, marketing materials, and development plans related

to Banyumas Kota Lama and the surrounding area. These documents served as important references to validate and cross-check the information obtained from the stakeholders.

The main objective of this research was to gain a detailed understanding of how the contribution of Banyumas Kota Lama tourist attractions influenced the hotel occupancy rates in the surrounding area. By conducting field research and using a qualitative approach, the researcher aimed to explore the factors that influenced hotel occupancy rates and identify potentials that could be optimized to enhance the contribution of tourism to the hotel sector. The data and findings from this research provide valuable insights into the relationship between Banyumas Kota Lama tourist attractions and hotel occupancy rates. They offer a better understanding of the dynamics between tourism and the hotel industry in the area. These findings can be utilized to inform more effective tourism development strategies and enhance the overall tourism experience in Banyumas Kota Lama.

Findings and Discussion

Factors Attracting Tourists in the Banyumas Kota Lama Area

According to the tourism statistics from the Banyumas District Tourism and Creative Economy Office (Dinporabudpar, 2022), the number of tourists visiting the Banyumas District recorded a total of 1,800,523 throughout the year. The public's concerns about Covid cases have started to diminish. Therefore, the local government of Banyumas District is determined to increase tourist visitors in 2023, aiming for a total of 2.5 million visitors throughout the year 2023 (antaranews.com, 2023). This figure aligns with the Banyumas Medium-Term Regional Development Plan (RPJMD). The Banyumas Regency government is confident in meeting this target and has taken various measures, including tourism promotion, collaboration with travel agencies, and organizing events that attract tourists.

Table 1.
Banyumas Regency Tourist Growth 2020 – 2022

Regency	2020		2021		2022	
	local travelers	Overseas	local travelers	Overseas	local travelers	Overseas
Banyumas	1.325.727	79	1.498.236	89	1.800.523	117

Source: (Dinporabudpar, 2022)

The Banyumas District Office of Youth, Sports, Culture, and Tourism (Dinporabudpar) has been making great efforts to advance tourism. One of the efforts includes comprehensive preparations to welcome the Eid al-Fitr holiday and school vacations in 2023 by ensuring that all tourist attractions owned by the Banyumas Regency government and those managed by the Regional Public Service Agency (BLUD UPT) are fully prepared. This action aims to provide a pleasant tourism experience and fulfill the expectations of visitors coming from various regions. In the effort to maintain and improve the quality of tourism services, the Banyumas District Dinporabudpar has conducted maintenance and repairs on all managed tourist attractions. They ensure that all facilities and infrastructure at these tourist attractions are in good working condition, including accommodation facilities, parking areas, toilets, and other supporting facilities. This is done to provide comfort and satisfaction for the visitors who come for tourism purposes. Based on the data from the Central Java Statistical Book, the Banyumas District offers a diverse range of tourist attractions as seen in the following table:

Table 2.
Banyumas Regency Tourist Attraction 2023

Regency	Tourist attraction						Amount
	Natural	Culture	Artificial	Special Interests	Tourism Village	Other	
Banyumas	42	4	34	3	1	10	94

Source: (Dinporabudpar, 2022)

Banyumas Kota Lama holds promising potential for the development of historical and cultural-based tourism areas, in addition to natural and religious tourism. The diverse tourism potential in this city is the result of its geological and topographical variations, which are key considerations in formulating tourism development policies in the Banyumas sub-district located in the lowland area. As a historical area, Banyumas Kota Lama possesses a rich historical value. Various well-preserved historical sites, such as

historic buildings, temples, and archaeological remains, can be found here. Tourists can visit these places to delve deeper into the history and culture of the city.

Apart from historical sites, the architectural beauty of Banyumas Kota Lama also captivates tourists. The buildings here reflect a fusion of Dutch colonial style and Javanese cultural influences. Tourists can admire the uniqueness of this architecture and experience the atmosphere of the past emanating from every corner of the city. The cultural diversity is also a highlight of Banyumas Kota Lama. Here, tourists can discover various traditional arts, such as dance, music, and handicrafts originating from different ethnic groups. This diversity creates a rich and captivating cultural ambiance to explore.

Traditional cuisine is also one of the attractions of Banyumas Kota Lama. Tourists can savor authentic and delicious Banyumas specialty dishes. From Soto (traditional soup), Nopia (sweet pastry), Getuk (sweet potato cake), Mendoan (fermented soybean fried with flour) and many more, these dishes represent culinary heritage that visitors should try.

In addition to its historical and cultural tourism potential, Banyumas Kota Lama also offers breathtaking natural beauty. The surrounding area is adorned with plantations, rice fields, and rivers, adding to its picturesque landscape. Tourists can enjoy the serene and untouched beauty of nature in this area. Banyumas Kota Lama also has captivating religious tourism potential. Several places of worship, such as mosques and temples, hold historical and architectural value worth visiting. Tourists can experience spiritual tranquility and the beauty of religious architecture in these places.

In Banyumas Kota Lama, cultural tourism activities such as festivals, art performances, and cultural exhibitions are frequently held. Tourists can participate in these events and immerse themselves in the local community's cultural life. This provides a unique and profound experience of the local culture.

Accessibility is also an important factor in tourism development. Banyumas Kota Lama has easy access due to its well-developed transportation network. This facilitates tourists in visiting and enjoying the tourism potential offered. In the development of tourism in Banyumas Kota Lama, the government and stakeholders are involved in directing policies that support sustainable tourism development. One example of cooperation with the private sector is the launch of VW Safari Mastama. This involves coordination between the local government, tourism industry players, local communities, and relevant institutions to maximize the existing tourism potential, making it easier for tourists to enjoy the natural beauty, culinary delights, and obtain the best access.

Many tourist attractions in Banyumas Kota Lama District have not been fully developed, currently relying heavily on Baturraden as its main destination, while other valuable places such as recreational parks and museums have not been seriously addressed. It is necessary to implement an educational recreational tourism concept to attract tourists, packaged in a contemporary manner without neglecting its historical value. The development of historical and cultural tourism areas in Banyumas Kota Lama not only brings economic benefits through increased tourist visits but also enhances pride and awareness of the cultural heritage it possesses. By prioritizing sustainability and cultural preservation, Banyumas Kota Lama can become a unique tourist destination and an attraction for both local and international tourists.

By maximizing all tourist destinations and promoting them evenly, it will create great appeal for both local and international tourists. Most importantly, it ensures that tourists have multiple choices of destinations rather than just one flagship destination. This effort will have a positive impact on the income and economy of the surrounding communities as well as the overall regional revenue. By maximizing the existing tourism potential and ensuring effective promotion, there will be an increase in the number of tourists visiting. This will result in increased tourist expenditures in the form of accommodation, transportation, food, and various other tourist activities. The contribution from these tourists will have a positive impact on increasing the income of the local community and the overall regional economy. Furthermore, with an increase in the number of tourist visits, new opportunities will arise for micro, small, and medium-sized enterprises operating in the tourism sector, which in turn will create job opportunities and improve the well-being of the local community. Therefore, maximizing all tourist destinations and promoting them evenly is an important step in increasing regional income and economic development through the tourism sector.

The Impact of the Contribution of the Old Town Banyumas Tourism Object on the Regional Economy

The tourism industry receives primary attention in the development efforts carried out by the government, in line with the plan to develop the creative industry in Indonesia. Tourism development has goals that encompass poverty alleviation and is expected to have a positive economic impact. The presence of the tourism industry also has the potential to make a significant contribution to the community by utilizing the local cultural wealth as a crucial factor in the development of the tourism sector. Currently, a

prevalent trend is the empowerment of local culture as an integral part of tourism products and experiences.

Overall, Banyumas Kota Lama is a region with diverse tourism that includes nature tourism, religious tourism, and educational tourism. The local government has made efforts to develop the tourism potential in this area, successfully increasing the number of tourist attractions from 11 destinations in 2011 to 94 destinations in 2023. Among them, there are 62 destinations that encompass Nature, Art, Culinary, Religious, and Historical Tourism, while the other 32 are special interest destinations, village tourism, and others. These various types of tourism have become attractive to both local and international tourists. The increase in the number of tourist attractions has a positive impact that can be directly felt by the community, tourism entrepreneurs, and the local government. The surrounding community can benefit economically from the development of the tourism sector, such as increased job opportunities and business growth in the tourism sector. Tourism entrepreneurs can also expand their businesses with the increase in the number of tourists visiting the area. Additionally, the local government also benefits from this tourism sector, both in terms of regional revenue and promotion of Banyumas Kota Lama as a tourism destination.

Table 3.

Types of Banyumas Kota Lama Tourism Destinations

No	Names of Tourist Attractions in Banyumas Kota Lama	Tour Type	Address
1.	Museum Wayang Banyumas	Educational and historical tours	Jl. Budi Utomo No.1, Banyumas, Sudagaran, Kec. Banyumas, Banyumas Regency, Central Java
2.	Kampung Nopia Mino Banyumas	Culinary tour	Desa Pakunden Rt 03/04, Pekunden Lor, Pekunden, Kec. Banyumas, Banyumas Regency, Central Java 53192
3.	Rumah Lengger Banyumas	Culture tour	F7PV+6VW, Banyumas, Sudagaran, Kec. Banyumas, Banyumas Regency, Central Java 53192
4.	Bale Adipati Mrapat Banyumas yang dulu bernama "Pendopo Duplikat Sipanji"	Historical Tourism	F7PV+4GX, Banyumas, Sudagaran, Kec. Banyumas, Banyumas Regency, Central Java
5.	Batik Mruyung Banyumas	Art and Education Tourism	Jl. Mruyung, Banyumas, Sudagaran, Central Java
6.	Oemah Gamelan Banyumas	Educational Tourism	F7PQ+W93, Jl. Perintis, Pekunden Lor, Pekunden, Kec. Banyumas, Banyumas Regency, Central Java
7.	Alun-Alun Banyumas	Historical Tourism	Jl. Jaya Sirayu, Mruyung, Sudagaran, Kec. Banyumas, Banyumas Regency, Central Java
8.	Klenteng Boen Tek Bio Banyumas	Religious Tourism	F7QV+RJ2, Banyumas, Sudagaran, Kec. Banyumas, Banyumas Regency, Central Java

Source: Researcher, 2023

The development of various tourism destinations has led to the creation of significant new employment opportunities, especially for companies operating in the hospitality, transportation, public services, and other related sectors. The broader and more diverse development of tourism destinations provides opportunities for hotel companies to expand their network of hotels and accommodations, thus increasing the demand for workforce in the sector. Additionally, with the increasing number of tourists visiting these destinations, the demand for transportation services also rises, such as ground transportation directly connected to the tourism destinations, which requires more workers in terms of drivers, service staff, and administration. Furthermore, the development of tourism destinations also contributes to the improvement of public services, such as restaurants, souvenir shops, shopping centers, and various entertainment venues, which also create new job opportunities in these sectors. Overall, the development of tourism destinations has a positive impact on creating diverse new employment opportunities and has the potential to enhance the economic well-being of the local community.

Table 4.

Total Needs for the Banyumas Regency Hospitality Industry Workforce for the 2019-2023 Period

Year	Number of Labor (people)		Amount
	Man	Woman	
2019	1.249	217	1.466
2020	1.166	252	1.418
2021	1.079	166	1.245
2022	1.083	175	1.258
2023	852 (until May)	456 (until May)	1.308

Source: (Suprih Handayani, 2023)

With hotel occupancy rate as the main indicator and the number of employed workforce, it can be concluded that the contribution of tourism attractions in Banyumas Kota Lama has a significant impact on the economic growth of the local community. High hotel occupancy rates indicate a high interest and visitation by tourists to the destination area, which in turn opens up great opportunities for the growth of the tourism sector. To meet the needs of tourists, the hospitality sector requires a diverse workforce,

ranging from receptionists, housekeeping staff, restaurant employees, to hotel managers. The employment of this workforce directly benefits the local community by increasing job opportunities and their income. Thus, through the contribution of tourism attractions, especially through high hotel occupancy rates and significant employment, the economic well-being of the community in the Banyumas Kota Lama area can be substantially and sustainably improved.

Table 5.

Room Occupancy Rate (TPK) of Star Classified Hotels in Banyumas for the November 2021, October 2022 and November 2022 periods

Hotel Class	TPK (%)			Changes November '22 to November '21	Changes November '22 to October '22
	November 2021	October 2022	Februari 2022		
1 star	14,11	19,34	15,30	1,19	-4,04
2 star	11,62	22,58	25,56	13,64	2,98
3 star	27,03	43,11	34,93	7,90	-8,18
4 star	54,66	49,38	50,58	-4,08	1,20
Total	33,60	41,21	36,94	3,34	4,27

Source: (Suprih Handayani, 2023)

Based on the data from the Central Statistics Agency (BPS) of Banyumas Regency, the Hotel Room Occupancy Rate (TPK) for star-rated hotels in Banyumas in November 2022 was recorded at 36.94 percent, experiencing a decrease of 4.27 points compared to the TPK in October. The decrease in TPK in November 2022 was influenced by the decline in TPK for 1-star hotels and 3-star hotels. The TPK for 1-star hotels decreased by 4.04 points, and the TPK for 3-star hotels decreased by 8.18 points. On the other hand, the TPK for 2-star hotels increased by 2.98 points, and the TPK for 4-star hotels increased by 1.20 points. Compared to November 2021, the TPK in November 2022 showed an increase of 3.34 points. This increase in TPK was due to the increase in TPK for 1-star hotels, 2-star hotels, and 3-star hotels. However, the TPK for 4-star hotels experienced a decrease.

Based on the data from the Banyumas Regency Central Statistics Agency, there is a decline in hotel occupancy rates, especially for 1-star and 3-star hotels. This condition indicates an imbalance in hotel occupancy rates that needs to be addressed for better distribution. Additionally, it is important to ensure that tourists continue to receive good service. To address this situation, in-depth analysis is needed from all parties involved, such as hoteliers, academics, and the local government. This analysis will help determine the necessary actions to be taken, such as whether 1-star and 3-star hotels need to enhance their promotion to increase attractiveness, improve service quality, or focus on other aspects that can enhance tourist preferences. Thus, the efforts made will support the overall increase in hotel occupancy rates, enhance tourist satisfaction, and contribute to the development of tourism in Banyumas Regency.

The Influence of Tourism Objects Factors on the Decision to Stay in Hotels in the Banyumas Kota Lama Area

According to data from the Banyumas Regency Central Statistics Agency in 2020, there are approximately 94 tourism object destinations in Banyumas Regency. The development of tourism in the region shows a positive trend with an increase in the number of visits each year. Furthermore, it is expected that the number of tourism objects will continue to grow along with the development of man-made tourist attractions by private parties. In terms of accommodation, there are a total of 183 hotels in Banyumas Regency, including 15 star-rated hotels and 168 non-star-rated hotels, with a total of 1,276 rooms. This data provides an overview of the developing tourism potential in the area and it is important for tourism managers, the government, and related parties to continue paying attention to the development of infrastructure and facilities that can enhance the attractiveness and quality of services for tourists visiting Banyumas Regency.

The attractiveness of tourism objects that most influence tourist preferences can vary depending on individual interests and preferences. However, there are several factors that generally have a significant influence on tourist preferences. In relation to Banyumas Kota Lama, there are several factors of attraction for tourism objects such as:

1. **Natural Beauty.** In Banyumas Kota Lama, tourists can enjoy beautiful panoramas with historical buildings as the backdrop. This destination has unique architecture and building designs that reflect Dutch colonial style and Javanese traditions. Tourists can explore this area and enjoy the views of well-preserved historical buildings. Many old buildings are still maintained and serve as silent witnesses of the past. Additionally, tourists can experience the distinctive atmosphere of the old town with its peaceful and comfortable ambiance. The cobblestone streets, flowing rivers around the area, and lush trees add to the natural allure of Banyumas Kota Lama.

2. **Cultural and Historical Heritage.** Banyumas Kota Lama has a rich history and many well-preserved historical buildings. Tourists can explore this area and delve deeper into the history and culture of Banyumas. In Banyumas Kota Lama, tourists can find historical buildings that reflect Dutch colonial architecture, such as the majestic Banyumas City Hall. This building served as the administrative center during the colonial era and offers the charm of classical architecture. Additionally, there are traditional Javanese houses that are still maintained in their original form. These houses showcase the distinctive Javanese architecture, featuring beautiful carvings and the ambiance of traditional life. Banyumas Kota Lama also houses museums that display collections of artifacts and historical objects related to the history and culture of Banyumas. These museums provide an opportunity for tourists to learn more about the cultural and historical heritage of the region. Furthermore, tourists can experience the local culture by visiting traditional markets and interacting with the local residents. In the traditional markets, they can find local handicrafts, traditional clothing, and regional cuisine, enriching their cultural tourism experience. With its rich cultural and historical heritage, Banyumas Kota Lama offers a profound travel experience for visitors. This destination allows tourists to immerse themselves in and appreciate the cultural values and history ingrained in the lives of the local community.
3. **Cultural Uniqueness and Local Traditions** In Banyumas Kota Lama, tourists can experience the daily life of the local community, which is rich in Javanese culture and traditions. They can interact with the locals and learn about their unique customs, arts, and traditions. One of the cultural uniqueness found in Banyumas Kota Lama is traditional dance. Tourists can witness traditional dance performances such as Mask Dance and Bedhaya Dance, which depict stories and preserved cultural values. Additionally, tourists can enjoy traditional music like Javanese gamelan, played with unique musical instruments. Javanese gamelan performances provide a distinctive experience that involves various elements of art. The traditional cuisine of Banyumas also serves as an attractive cultural aspect for tourists. They can savor the region's signature dishes, such as Soto Sokaraja, Mendoanand various other traditional snacks. The unique flavors and authentic tastes make the culinary experience in Banyumas Kota Lama captivating. Furthermore, cultural activities and celebrations are major attractions. Tourists visiting during traditional festivals like Grebeg Syawal, Grebeg Suro, or other Javanese religious festivities can witness unique processions, traditional ceremonies, and cultural entertainment. With its rich cultural uniqueness and local traditions, Banyumas Kota Lama offers a profound travel experience in understanding and appreciating the cultural wealth held by the local community. This destination allows tourists to directly engage in the cultural and traditional life embedded in the daily lives of the people of Banyumas.
4. **Handicrafts and Local Art** Banyumas Kota Lama, as a tourist destination, also offers captivating handicrafts and local art that pique visitors' interests. Tourists can explore souvenir shops and traditional markets in the area to find a variety of handmade products such as bamboo weaving, silver crafts, batik, and woodcarvings. These products showcase the skill and beauty of the local art embedded in Banyumas culture. Additionally, tourists can visit craft workshops and learn directly from artisans about the process of creating handmade crafts. This experience allows tourists to appreciate the uniqueness and local skills while bringing back authentic souvenirs from Banyumas Kota Lama.
5. **Relaxation and Recreation Activities** The tourist destination of Banyumas Kota Lama also provides various relaxation and recreational activities for visitors. Tourists can enjoy the peaceful and serene atmosphere surrounded by lush trees and flowing rivers in the area. They can take leisurely walks, have picnics, or simply sit and appreciate the natural beauty that surrounds them. Additionally, there are recreational facilities such as playgrounds and sports areas to fill leisure time with enjoyable activities. With its calming atmosphere and a variety of recreational options, Banyumas Kota Lama allows tourists to unwind, relieve stress, and enjoy moments of relaxation in beautiful natural surroundings.
6. **Shopping and Culinary Tourism.** In Banyumas Kota Lama, tourists can explore souvenir shops that offer various local products such as souvenirs, handicrafts, clothing, and other unique items. Additionally, they can indulge in the local cuisine by visiting restaurants, warungs, or cafes that serve delicious food and beverages. Banyumas Kota Lama introduces visitors to the richness of local culinary delights, with authentic dishes and unique flavors. Therefore, tourists can satisfy their shopping desires while enjoying the delectable local cuisine that tantalizes the taste buds

in Banyumas Kota Lama.

7. Natural Beauty and Ecotourism. Banyumas Kota Lama, as a tourist destination, offers spectacular natural beauty and an awe-inspiring ecotourism experience. Located in a fertile and natural area, Banyumas Kota Lama showcases breathtaking landscapes, including refreshing green hills, expansive rice fields, and crystal-clear rivers. Tourists can explore natural areas that offer a variety of ecotourism activities, such as trekking through lush forests, hiking along charming trails, or cycling to enjoy stunning natural panoramas. Additionally, there are attractive natural attractions such as waterfalls and lakes that present stunning views and provide opportunities for relaxation or water activities like swimming or rowing. Banyumas Kota Lama also emphasizes nature conservation by promoting ecotourism principles, including environmental conservation programs and involving the local community in preserving natural resources. With its extraordinary natural beauty and a strong focus on ecotourism, Banyumas Kota Lama provides an unforgettable experience for tourists who want to connect with nature, appreciate the stunning natural beauty, and make a positive contribution to environmental preservation.

In addition to the factors mentioned above, based on an interview conducted by the researcher with one of the HRDs from "Hotel Manager Mruyung Guest House" located at Jl. Mruyung no 631, Mruyung Sudagaran, Banyumas, Jalan Mruyung, Sudagaran, Kecamatan Banyumas, it was stated that "In the Banyumas Kota Lama area, tourists often seek hotels that are close to famous tourist attractions or interesting tourism sites. Many of our guests choose to stay at our hotel because it is near Banyumas Kota Lama, which has a rich cultural and historical heritage. The presence of these tourist attractions is the main attraction that influences tourists' decision to choose our hotel."

The hotel facilities provided in the Banyumas Kota Lama destination area influence tourists' preferences for accommodation. Tourists usually look for hotels with adequate facilities such as comfortable and clean rooms, free Wi-Fi, restaurants, swimming pools, fitness centers, and room service. These facilities provide comfort and convenience for tourists during their stay in Banyumas Kota Lama, allowing them to relax and enjoy their vacation.

The quality of service is also an important consideration for tourists. Tourists expect friendly, professional, and responsive service from hotel staff. Good service includes a friendly reception, assistance with inquiries or requests, prompt response to complaints or additional requests, and attention to details to ensure visitor comfort. High-quality service will provide a positive staying experience for tourists and make them feel valued and well taken care of. This is supported by an interview with one of the executives Hadipriyanto Guest House who said, "We focus on providing comfortable facilities and quality service to our guests. We ensure that our rooms are well-maintained and equipped with modern amenities that meet the needs of tourists. Additionally, we train our staff to provide friendly service, assist guests in providing information about tourist attractions around the hotel, and help arrange transportation or tours if needed. We also strive to collaborate with tourist attractions to offer special packages or deals to guests staying at our hotel."

In addition to facilities and services, price is also a factor that influences tourists' preferences for staying at hotels in the Banyumas Kota Lama destination area. Tourists tend to look for hotels that offer prices that match their budget. They will compare prices with the facilities and quality of service offered by the hotel. Competitive and affordable prices can attract the interest of tourists to choose to stay at the hotel, especially if the hotel provides added value such as special discounts, holiday packages, or complimentary additional facilities.

Overall, hotel facilities, service quality, price, and location in the Banyumas Kota Lama destination area interact with each other and influence tourists' preferences for choosing a specific hotel. Tourists seek the right combination of adequate facilities, good service, reasonable prices, and strategic location so that they can enjoy a pleasant and satisfying vacation experience in Banyumas Kota Lama. An interview with the HRD from "Hotel Akbar Syariah" stated, "Price plays a crucial role in tourists' decisions. We strive to offer competitive prices that correspond to the quality of facilities and service we provide. We also consider holiday periods or special activities at tourist attractions when setting prices. We aim to provide good value to our guests so that they feel satisfied with their staying experience and feel that the price they pay is worth the benefits they receive."

Table 6.

Average Length of Stay (RLM) of Hotel Guests Star Classification and Changes in RLM According to Guests and Classification of Star Hotels in Banyumas Period October 2022 - November 2022

Hotel Class	October 2022			November 2022			Changes November'22 to October'22 (Night)		
	Overseas	Local	Total	Overseas	Local	Total	Overseas	Local	Total
1 Star	0,00	1,00	1,00	0,00	1,00	1,00	0,00	0,00	0,00
2 Star	0,00	1,00	1,00	0,00	1,00	1,00	0,00	0,00	0,00
3 Star	1,00	1,40	1,40	1,10	1,31	1,30	1,10	-0,09	-0,10
4 Star	2,08	1,36	1,36	1,84	1,41	1,41	1,41	0,05	0,05
Total	2,02	1,34	1,34	1,70	1,32	1,32	1,32	-0,02	-0,02

Source: (Suprih Handayani, 2023)

The Average Length of Stay (ALOS) for all guests in star-rated hotels in November 2022 was recorded at 1.32 nights, a decrease of 0.02 points compared to the ALOS in October 2022, which was recorded at 1.34 nights. When broken down by foreign (international) and domestic (Indonesian) guests, the average length of stay for foreign guests in November 2022 was 1.70 nights, while for Indonesian guests, it was 1.32 nights.

Looking at the classification of star-rated hotels, overall, the ALOS for foreign guests in November 2022 experienced a decrease of 0.32 points compared to the ALOS in October 2022. This decrease was due to a decrease in the ALOS for foreign guests in 4-star hotels, which decreased by 0.24 points. The ALOS for Indonesian guests in November 2022 experienced a decrease of 0.02 points compared to the ALOS in October 2022. This decrease was caused by a decrease in the ALOS for guests in 3-star hotels, which decreased by 0.09 points.

Conclusion and Suggestion

Conclusion

Based on the findings of this study, it can be concluded that the Banyumas Kota Lama area has significant tourist attraction factors. These factors include natural beauty, cultural richness, and interesting historical sites. The natural uniqueness, cultural richness, and history of the Banyumas Kota Lama area are magnets for tourists who are looking for unique and varied travel experiences. These factors have the potential to increase tourists' interest in visiting the area.

With the existence of attractive tourism objects, tourist visits are increasing, which has an impact on the income of the tourism sector and related industries such as hotels, restaurants, and transportation. The growth of the hotel sector also has the potential to create new job opportunities and increase the income of local people. Therefore, the development of tourism objects in Banyumas Kota Lama can provide a maximum contribution to the regional economy.

Based on this study, the factors of tourism objects in the Banyumas Kota Lama area have a significant influence on tourists' decisions to stay at hotels in the area. Natural beauty, cultural wealth, and historical sites are determining factors in choosing tourist destinations and accommodations. Tourists are interested in staying at hotels around interesting tourism objects. Therefore, it is crucial for hotel managers and the local government to understand these factors and develop appropriate strategies to increase tourist attraction and hotel occupancy rates in the Banyumas Kota Lama area.

Overall, the contribution of tourist attractions in Banyumas Kota Lama to hotel occupancy not only impacts the hospitality industry but also brings broad economic benefits to the surrounding community. The increase in the number of tourists will stimulate the growth of the tourism sector and related industries, create new job opportunities, increase community income, and develop the local economy as a whole.

Suggestions

The government and private sector play a crucial role in developing tourist attractions and increasing tourist visits. The government needs to provide incentives and facilities that encourage private entrepreneurs to invest in the tourism sector, such as streamlined permits, tax reductions, or adequate infrastructure provision. Additionally, the government can allocate budget for the promotion and marketing of tourist attractions nationally and internationally.

The private sector, including hoteliers, restaurants, transportation providers, and other businesses, have an interest in increasing tourist visits to tourist attractions. They can play a role in improving service quality, expanding facilities, or developing attractive tour packages. Collaboration between the private sector and the government can create mutually beneficial synergy, where the government provides policy support and promotion, while the private sector innovates and improves product and service quality.

Collaboration also involves active participation from the local community in the development and promotion of tourist attractions. The community can be important partners in preserving and conserving the cultural, environmental, and local heritage aspects that attract tourists. The community can also serve as tour guides, culinary service providers, or souvenir craftsmen, providing added value to tourists and supporting the local economy.

With good collaboration between the government, private sector, and the community, maximum results can be achieved. Tourist attractions can be well-managed, enhancing their appeal and attracting more tourists. The income and benefits generated from the tourism sector can be enjoyed collectively by the community, entrepreneurs, and the government. Moreover, this collaboration can also bring positive impacts on infrastructure development, environmental awareness, and the overall well-being of the community.

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