

Cimorame Educational Tourism Development Strategy

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ABSTRACT

Objective: This study aims to examine the development strategy for Cimorame educational tourism in Sumorame Village, Candi Subdistrict, Sidoarjo Regency, and to formulate a sustainable development strategy oriented towards empowering the local community. **Method:** The method used is qualitative descriptive with a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis framework. **Result:** The results show that the development of Cimorame educational tourism is carried out in stages and in a structured manner, supported by an increase in village funds each year, which are used for infrastructure improvements, the addition of water rides, and the development of agribusiness-based grape picking tourism. This strategy successfully optimizes the potential of nature, local culture, and community participation in creating an inclusive and sustainable educational tourism destination. **Novelty:** The novelty of this study lies in the educational tourism management model that combines recreational, educational, and economic aspects through targeted fund management and the use of social media as a promotional strategy. The results of the SWOT analysis serve as the basis for developing a development strategy that accommodates internal strengths and external opportunities, while also responding to existing weaknesses and threats, in order to realize Cimorame as a competitive and competitive community-based educational tourism icon.

INTRODUCTION

Indonesia has great tourism potential because this country has a lot of beauty and potential. Its natural wealth and development plans have promising prospects for the future [1]. Currently, tourism is an important part of economic growth throughout the world, especially as a driver of sustainable economic growth. This is demonstrated by its role in creating jobs, increasing regional income, and encouraging environmental and cultural preservation. This phenomenon is the result of a paradigm shift in people's consumption patterns, where more and more people are starting to consider religiosity when vacationing [2]. Tourism is one of the sectors that the government is intensively developing [3]. The government is increasingly aware of how tourism can improve the welfare of the surrounding community [4]. This has an impact on the local economy. The government has made tourism a strategic sector to boost the national economy, with various programs to develop tourist destinations and infrastructure [5]. As people's interest in traveling and exploring local destinations increases, Indonesian tourism is experiencing rapid growth. One of the riches that can be utilized by every country is tourism, which has the potential to develop in various countries [6]. Post-COVID-19 pandemic, travel trends have undergone significant changes, with tourists now preferring destinations that offer unique and engaging experiences, safety, and comfort.

The COVID-19 pandemic has give significant impact against one of them industry in Indonesia, tourism [7]. Impact the No only lower amount visit tourists, but also encourage perpetrator tourist For adapt with preferences and behavior new traveler in the post-pandemic era. Furthermore, awareness of sustainability is increasingly influencing tourist preferences in determining destinations and activities. In this context, the diversity of natural landscapes, cultural heritage, and culinary uniqueness in various regions have made Indonesia one of the countries with the greatest tourism potential in the world. Currently, there is a shift in trends from mass tourism to experience-based tourism, such as ecotourism that emphasizes environmental sustainability, cultural tourism that offers direct interaction with local traditions, and adventure tourism that offers challenges and deeper exploration of nature. In Indonesia, tourism plays a vital role in driving local and national economic growth, with natural beauty, cultural richness, and local wisdom as key attractions for tourists. Community-based tourism management is growing, enabling local communities to play an active role in destination development and cultural and environmental preservation. By optimizing regional potential, this approach not only improves community welfare but also creates sustainable positive impacts in social, economic, and environmental aspects, while strengthening Indonesia's tourism competitiveness globally.

The primary legal basis for tourism development in Indonesia is Law Number 10 of 2009 concerning Tourism. This law aims to realize sustainable, competitive, and profitable tourism for the community while encouraging industrial growth by considering economic, social, and environmental aspects. According to Chapter 1 Article 1 of Law Number 10 of 2009 concerning Tourism, tourism consists of various types of tourism activities and is supported by various facilities and services provided by the community, entrepreneurs, the government, and regional governments. The law also authorizes the government and regional governments to formulate a national tourism development master plan and regulate development.

Tourism plays a strategic role in driving local economic growth and community empowerment. This occurs through the improvement of the service and MSME sectors and the increase in foreign exchange [8]. The existence of the Sido Resik Cimorame Educational Tourism in Sumorame Village, Candi Subdistrict, Sidoarjo Regency have a significant impact on the community, especially in the economic, social, and environmental aspects. From an economic perspective, this tourist destination has opened up opportunities for residents to develop businesses by selling various products and services to tourists, which directly contributes to improving community welfare. In addition, the management of Micro, Small, and Medium Enterprises (MSMEs) around the tourist area has helped strengthen the local economic structure and created a more dynamic and sustainable business ecosystem culture. From a social perspective, the Sido Resik program has built synergy and strengthened relationships between residents in a collective effort to transform the river area into a tourist destination with educational and recreational value. The role of the local community has great significance in the development of tourism villages [9]. This effort not only increases the community's sense

of ownership and concern for the environment, but also encourages the creation of a cleaner, more beautiful, and more attractive tourist area for visitors.

In terms of education, Sido Resik Cimorame provides interactive learning experiences, especially for children and families, through activities such as cultivating medicinal plants and introducing animals in educational enclosures. This approach not only broadens visitors' knowledge of ecology and sustainable agriculture but also fosters environmental awareness from an early age. The local government provides concrete support for this program, as evidenced by the direct involvement of the Sidoarjo Regency Family Welfare Movement (PKK) Team in evaluation and supervision, as well as its commitment to ensuring the implementation of standard operating procedures (SOPs) and safety aspects. Furthermore, the government encourages Sumorame Village to manage its tourism potential professionally and sustainably, so that it can become a model tourism village that can inspire the development of similar destinations in Sidoarjo Regency. This step is in line with SIDO RESIK's grand vision of creating a network of tourism villages based on education, the environment, and community empowerment.

The development of Cimorame educational tourism is carried out through a series of concrete strategies to increase the attractiveness, comfort, and sustainability of the destination through various targeted strategies. The approach implemented is to optimize the role of the village government in supporting tourism management and development. First, the village will allocate a special budget to support sustainable tourism management, including infrastructure, operations, and the development of supporting facilities. Second, the village will collaborate with third parties or investors to expand tourism facilities and infrastructure, thereby increasing the destination's appeal and enabling it to compete with other nearby tourist destinations. Furthermore, synergy with investors is expected to encourage innovation in the educational tourism concept offered. Third, the village government will coordinate intensively with the Sidoarjo Regency Tourism Office on tourism management development, marketing strategies, and effective promotion to increase the destination's recognition among tourists.

Table 1. Recapitulation of the Number of Visitors to the Cimorame Educational Tourism

Year	Amount visitors
2023	480
2024	720
2025 (January)	60

Source: Tourism Awareness Group (PokDarWis) Sumorame Village

Based on recorded data in Tourism Awareness Group (PokDarWis) Sumorame Village amount visitors to the tourist attraction Education Cimorame has show trend positive improvement from year to year. In 2023, the number of visitors reached 480 people, then experienced a significant increase in 2024 to 720 people. If calculated as a percentage, the increase in the number of visitors from 2023 to 2024 reached 50%. This

increasing trend reflects the increasing public interest in Cimorame Educational Tourism, which can be caused by various factors, such as increasing awareness of education-based tourism, the effectiveness of promotional strategies, and the development of better facilities. The increasing number of visitors indicates that tourism has developed well. If a tourist attraction has many interesting and attractive facilities, tourists will visit it more often [10].

Meanwhile, in January 2025, the number of recorded visitors reached 60 people in one month. This figure provides an early indication that the visitation trend is ongoing and has the potential to continue increasing throughout the year. If the same growth trend as the previous year can be maintained or increased, the number of visitors in 2025 has the potential to exceed the achievements of previous years. With this positive growth trend, appropriate strategies are needed to maintain and increase the number of visitors, such as improving service quality, innovating educational tourism programs, and strengthening promotions. With optimal steps, Cimorame Educational Tourism can continue to develop into a tourist destination that is increasingly popular with the public. The success of a tourist destination is determined not only by the availability of supporting facilities, but also by the experiences offered to visitors. Cimorame Educational Tourism has the potential to continue developing by presenting a tourism concept that is more interactive, enjoyable, and provides in-depth educational value. The involvement of the surrounding community in tourism management is also a crucial factor in creating a sustainable and quality tourism environment. With the synergy between adequate facilities, innovative tourism programs, and support from various parties, Cimorame Educational Tourism is expected to continue to increase the number of visits and provide benefits to the community.

In previous research by Yasmine, et al [11] entitled " Strategy for Developing Oil and Gas Tourism Villages in Geopetroleum Texas Wonocolo, Bojonegoro Regency". This research uses a qualitative descriptive approach for SWOT analysis and quantitative for validation through litmus tests. This research uses strategic management theory. The results of the study state that the results of the SWOT analysis for the development strategy of Tourism Villages indicate that the strategic position is in the SO (Strengths-Opportunities) quadrant which indicates that this tourist destination has internal strengths that can be utilized to capture available external opportunities. This condition places the Texas Wonocolo Oil and Gas Tourism Village in a favorable position for further development by utilizing its potential.

Second, by Hidayat et al [12] entitled " Strategy for Developing Potential-Based Tourism Destinations with SWOT Analysis of Curug Puteri Maludi, Way Kanan Regency". This study uses a quantitative research method that is appropriate to the conditions of the area that will be used as the object of research using SWOT analysis. Additionally, a qualitative approach is used as a complement in the SWOT analysis to explore the meaning of phenomena in depth (Creswell, 1994) through direct observation and interviews with key informants, in order to obtain descriptive information and evaluate variables (judgment value). The results of the study show that, SWOT Analysis

on strengths (natural beauty, strategic location), weaknesses (limited infrastructure, management is not yet optimal), opportunities (increasing tourist demand, government support), and threats (seasonal dependence, environmental damage), so that an effective development strategy is needed including: infrastructure development, improved management, effective promotion, tourism product development, and environmental preservation. Tourism development based on local potential can improve the economy and welfare of the local community.

Third, in the study of Laila et al [13] entitled "Potential-Based Tourism Development Strategy: SWOT Analysis of Tourism Villages Around Borobudur Temple". Using primary and secondary data sources, this study explores the perspectives of Tourism Village stakeholders through interviews and literature research. The results of the study indicate that tourism village development strategies based on SWOT prioritize community involvement and sustainable practices to improve the local economy. Community participation and wise use of resources are key factors. This study also highlights the need for a more comprehensive approach by involving broader stakeholders. The limitations of SWOT in capturing the complex dynamics of tourism lead to recommendations for the use of other analytical frameworks for more holistic planning.

Based on field observations, several issues were identified in the Cimorame Educational Tourism Development Strategy. These include: first, challenges with water tourism during the dry season, where shallow water levels prevent water attractions from operating. This reduces tourist appeal, particularly for visitors interested in water-based activities. This situation highlights the need for mitigation strategies, such as alternative tourism options that can still attract tourists even during the dry season. Second, challenges for MSMEs in the Cimorame tourist area, which is located in a residential area with specific security regulations. These regulations limit MSMEs' operating hours, often requiring them to close during productive hours and reopen after hours. As a result, tourists visiting during tourist hours often have difficulty accessing MSME products, thus underutilizing the economic potential of this sector.

Based on the research issues above, the author is interested in identifying research findings using SWOT analysis theory with qualitative methods adapted to the conditions of the research area. The main objective of this research is to measure the potential of tourism objects through external and internal SWOT analysis. This study focuses on the development strategy for educational tourism in Cimorame.

RESEARCH METHOD

This type of qualitative descriptive research is used to identify and analyze the potential and development strategies for Cimorame educational tourism using SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis as the main analytical framework. The qualitative approach provides a measurable picture of the internal and external factors that influence the development of tourist destinations. The research location is in the Cimorame educational tourism area, located in Sumorame Village,

Candi Subdistrict, Sidoarjo Regency. This location was selected based on the high potential for educational tourism development but still faces various challenges, both from internal and external aspects. This study uses the SWOT analysis theory which involves four main components: strengths, weaknesses, opportunities, and threats. This analysis was conducted to formulate an appropriate development strategy based on the actual conditions of the Cimorame tourist attraction. The types of data include primary data obtained through structured interviews, while secondary data comes from documentation, activity reports, and literature related to local tourism development.

RESULTS AND DISCUSSION

Results

Table 2. Recapitulation of Capital Funds for the Development of Cimorame Educational Tourism

Year	Budget Capital Fund
2022	Rp. 10,000,000,-
2023	Rp. 5,000,000,-
2024	Rp. 50,000,000,-

Source: Sumorame Village budget

Table 2 above has been showed details of allocated capital funds for development Tour Education Cimorame, namely from 2022 to 2024. Every year, for various supporting needs improvement, upgrade facilities, as well as development Power pull tourism to be more interesting for Tourists. This budget allocation reflects a phased strategy designed to improve the quality and sustainability of educational tourism in the region. In 2022, the allocated budget of IDR 10,000,000 was focused on the initial stages of improving tourism infrastructure. Some of the main activities carried out this year include repairing existing facilities, painting tourist areas to create a more attractive appearance, and planting flowers along the riverbanks. This step aims to improve the aesthetics of the tourist area while creating a more comfortable and beautiful environment for visitors. Planting flowers along the riverbanks also serves as a reforestation effort to strengthen the appeal of nature-based tourism, which aligns with the educational and ecotourism concepts that are being developed in Cimorame.

In 2023, the capital budget decreased to Rp. 5,000,000. However, these funds were strategically utilized to expand tourism facilities by adding water rides, such as pedal boats and water ducks. The addition of these rides aims to increase tourist appeal, especially for families and children, who are one of the main market segments of Cimorame Educational Tourism. In addition to providing a more varied recreational experience, the water rides also contribute to increasing the duration of tourist visits, which ultimately can have an impact on increasing revenue from the local tourism sector. The presence of these water rides is also a strategic step in strengthening the competitiveness of the tourist destination, especially in facing competition with similar tourist attractions in other regions. In 2024, there was a significant increase in the capital

budget allocation, amounting to Rp. 50,000,000. These funds were allocated for the procurement of grape seedlings, which is the first step in developing grape picking tourism as a new attraction in Cimorame. The grape picking tourism concept not only adds variety to tourist activities but also supports the concept of agribusiness-based educational tourism. With vineyards, visitors can not only enjoy the hands-on experience of picking grapes but also gain insight into grape cultivation, care techniques, and the economic benefits of this commodity. Furthermore, grape picking tourism has the potential to increase local community involvement in the tourism sector, both through employment opportunities on the vineyards and the development of derivative products, such as processed grapes that can be made into regional souvenirs.

Overall, the capital management strategy over the past three years demonstrates systematic planning in developing and developing the Cimorame Educational Tourism. In the initial phase, the focus was on enhancing aesthetics and improving basic facilities to create a more attractive tourist environment. Subsequent development focused on adding attractions to enhance the tourist experience, and in the third year, diversification of tourist attractions was carried out by integrating an agribusiness-based tourism concept. This phased strategy not only demonstrates the effectiveness of resource management but also demonstrates the sustainability of Cimorame's tourism sector. With support from various parties, including the local community and the regional government, Cimorame Educational Tourism has the potential to become a leading destination offering not only recreational experiences but also educational value and broader economic benefits for the surrounding community.

Table 3. SWOT Analysis of Tourism Education Cimorame

Strength	Weakness
Natural beauty	Limitations Infrastructure Supporters
Potential Activity Tour	Lack of promotion tour
Local Values	Limited human resources (HR) in tourism management
Local Accessibility	Limitations facility supporters
Opportunity	Threat
Growing Interest in Tourism	Competition with other tourist destinations
Social Media Trends	Dependence on natural factors
Support Government	Lack of regulations that support sustainable tourism
Development Tour Based Agribusiness	Risk imbalance investment

SWOT analysis is used to evaluate internal and external conditions that influence tourism development. Internal factors include: strengths and weaknesses, whereas factor external consists of from opportunities and threats.

1. Strength



Figure 1. Tourism Dock Cimorame

Source : Tourism Dock Cimorame

First, beauty nature, environment nature that is still beautiful become Power pull main in tour educationbased ecology. Cimorame Tourism Pier, located in Sumorame Village, Candi Subdistrict, Sidoarjo Regency, is a model integrated tourism village that combines natural beauty and local wisdom within the framework of tourism education. With utilise potential environment like land medicinal plants, cages animal educational, as well as interesting and aesthetic photo spots, destinations This designed for give experience fun learning, especially for family with child preschool age up to Elementary School. This approach creates synergy between education and recreation in one space, while simultaneously supporting community-driven development goals. Cimorame's educational tourism development strategy relies on strengthening local potential to stimulate village economic growth, improve environmental quality, and strengthen cultural identity through active community participation in sustainable tourism management. This provides visitors with an authentic and natural experience.

Second, the potential for tourism activities. Cimorame offers a wide variety of educational tourism activities, ranging from training on hydroponic farming in small plots to an introduction to ecotourism and local culture. These activities not only provide educational value but also support the concept of environmentally-based community empowerment that can be developed sustainably. Local culinary tourism is also a unique attraction, enriching the visitor experience.

Third, local values, such as the cultural values and local wisdom of Sumorame Village, are crucial assets in shaping the identity of the tourist destination. The spirit of mutual cooperation and community collaboration in tourism management, along with the involvement of local MSMEs, create a social force that not only supports the economy but also strengthens the appeal of community-based tourism with its authentic and distinctive feel.

Fourth, local accessibility. Geographically, Cimorame is strategically located and easily accessible from downtown Sidoarjo and the surrounding areas. The Cimorame

educational tourism site is located in Sumorame Village, Candi Subdistrict, Sidoarjo Regency. However, the availability and quality of supporting infrastructure, such as roads, transportation, and public facilities, still require improvement to provide optimal comfort for tourists and encourage growth in visitation.

Fifth, gradual development. The development of Cimorame as an educational tourism destination is being carried out in a gradual and structured manner. Support from the village government through the Sido Resik program is a key driver in infrastructure development, the provision of new attractions, and the diversification of tourist attractions. This strategy demonstrates the synergy between the government and the community in creating inclusive, sustainable tourism that promotes shared prosperity.

2. Weakness

First, limited supporting infrastructure, particularly inadequate infrastructure, is a major obstacle to Cimorame's development. Access roads to tourist sites are relatively narrow and not fully integrated with public transportation. Furthermore, limited accommodations near the site also reduce the comfort of visitors from outside the area. This lack of infrastructure not only impacts the tourist experience but also has the potential to reduce visitor interest, particularly during the holiday season or weekends.

Second, there's a lack of tourism promotion. This low level of promotion has prevented Cimorame from becoming widely known, both locally and regionally. In today's digital age, effective promotion through social media, digital tourism platforms, and collaboration with travel agents is key to increasing visibility and attracting tourists. The lack of a strong branding strategy has left Cimorame's potential as an educational tourism destination untapped.

Third, limited human resources (HR) in tourism management. Currently, Cimorame tourism management is still dominated by local residents, most of whom lack specialized training or capacity in tourism management, public services, and facilitating educational activities. This low level of HR competency impacts the quality of services and tourism experiences offered. Therefore, capacity building through technical and managerial training, as well as environmental education, is an urgent need to support professional and sustainable tourism operations.

Fourth, limited supporting facilities. Public facilities such as clean restrooms, comfortable rest areas, dining areas, and tourist information centers are still very limited. Yet, these facilities are crucial for tourist comfort, especially for families with children and the elderly. This lack of facilities can impact visitor satisfaction and lead to low repeat visits.

3. Opportunity



Figure 2. Cimorame Pier Tourism

Source: Cimorame Pier Tourism

First, there's growing interest in tourism. People, especially young families and educational institutions, are increasingly appreciating destinations that offer not only entertainment but also strong educational value. Ecological and local culture-based tourism is a top choice because it conveys messages of environmental conservation, sustainability, and traditional values that are starting to be forgotten. Cimorame, with its medicinal plant garden concept, educational animal enclosures, water rides with duck boats, and pristine natural surroundings, has the potential to become a fun and beneficial outdoor learning resource for children from preschool through elementary school.

Second, social media trends. The digital era has opened up a vast opportunity for local tourist destinations to be known without geographical boundaries. Cimorame boasts a visual appeal, featuring Instagrammable spots and engaging activities, perfect for promotion on social media platforms like Instagram, TikTok, and YouTube. With the right digital marketing strategies, such as creative content creation, collaboration with influencers, and the use of geotags and hashtags, Cimorame can build a strong brand image and increase its reach nationally and even internationally.

Third, government support. The Sidoarjo Regency Government and village governments have demonstrated their commitment to local tourism development through the Sido Resik program, which emphasizes the revitalization of public spaces and community empowerment. This support provides concrete opportunities for Cimorame to gain access to village funds, training assistance, and technical and administrative support. If utilized optimally, this support can accelerate basic infrastructure development, strengthen tourism management institutions, and integrate Cimorame into the district's tourism promotion network.

Fourth, the development of agribusiness-based tourism. The investment trend for grape-picking tourism in 2024 demonstrates growing interest in agricultural-based educational tourism, which simultaneously opens up opportunities for innovation in the development of agribusiness as part of the tourist attraction. This concept is highly relevant for Cimorame, which already has initial potential through its medicinal plant

plots as an educational resource. This potential can be enhanced by integrating various other modern agricultural practices, such as hydroponic systems or sustainable plantation demonstration plots. By diversifying its agribusiness-based attractions, Cimorame can provide a more comprehensive learning experience, broadening visitors' insights into food production processes, local food security, and applicable and inspiring principles of environmental sustainability.

4. Threat

First, competition with other tourist destinations. Cimorame does not stand alone in the educational tourism landscape; similar destinations with more established facilities and extensive promotions are direct competitors that can divert visitors' interest. This competition requires Cimorame to have a clear competitive advantage, such as differentiating educational content, strengthening local values, and improving service quality. Program innovations, such as modern agriculture-based training or local wisdom workshops, can create unique selling points that other destinations lack. Dependence on natural factors.

Second, dependence on natural factors. As a destination promoting ecotourism and outdoor activities, Cimorame is highly dependent on climate stability and environmental conditions. Rainy seasons, floods, or extreme weather can disrupt visitor comfort and even lead to visit cancellations. Therefore, risk mitigation planning is necessary, such as developing semi-indoor facilities for educational activities or constructing weather-resistant infrastructure to ensure smooth operations under less-than-ideal conditions.

Third, the lack of regulations supporting sustainable tourism. To date, there are no local policies or regulations specifically governing the management of environmentally-based educational tourism in Sumorame Village. This has the potential to lead to inconsistent management practices and long-term environmental damage. Therefore, policy advocacy is needed to encourage local governments to develop regulations that support sustainability, such as zoning regulations, tourism waste management, local biodiversity conservation, and mechanisms for regular environmental impact evaluation.

Fourth, the risk of investment imbalance. Despite a budget increase in 2024, reliance on large-scale funding in a short period of time can lead to planning imbalances, especially if not accompanied by a well-thought-out utilization strategy. Without participatory planning and appropriate prioritization, these funds risk not having a long-term impact. Therefore, tourism managers need to develop structured work plans, prioritizing urgent needs such as sanitation, human resource training, and basic infrastructure, and involving communities in the planning and evaluation process to ensure investments deliver tangible benefits.

Tourism development aims to provide benefits for both tourists and local residents [14]. In an effort to formulate a strategy for developing Cimorame educational tourism, SWOT analysis is used as a fundamental approach that functions to develop a strategy in a directed and effective manner. Through this approach, the internal strengths of the

Cimorame tourist destination can be maximized, while various existing weaknesses can be identified and minimized. In addition, SWOT analysis also facilitates the development of strategies that are responsive to external opportunities while anticipating potential threats that may arise in the development process. The SWOT framework provides a comprehensive foundation in formulating a strategy for developing sustainable tourism, especially in Sumorame Village, Candi Subdistrict, Sidoarjo Regency. By utilizing the results of this analysis, the study aims to produce a development strategy that is able to optimize tourism potential, strengthen Cimorame's competitive position, and make a real contribution to improving the economic and social welfare of the local community.

Discussion

In an effort to develop a sustainable and competitive educational tourism destination, the Cimorame Educational Tourism development strategy was formulated based on a SWOT analysis, which encompasses internal factors (strengths and weaknesses) and external factors (opportunities and threats). This strategy is classified as follows:

1. SO Strategy (Strength-Opportunity)

This strategy aims to leverage Cimorame's internal strengths to address and seize emerging external opportunities. First, strengthen the appeal of educational tourism through its natural resources and educational activities. With its pristine natural environment and educational features such as a medicinal plant garden, an educational animal park, and a hydroponic farming area, Cimorame has the potential to become an attractive educational tourism hub. This potential should be harnessed by creating interactive, enjoyable, and immersive learning-based tourism experiences. Emphasizing the family and educational institutions segment can open up opportunities for collaborative programs such as thematic field trips, edufarm, or family green camps.

Second, optimize social media-based promotions and creative digital content. The trend of using social media as a primary channel for finding tourist destinations presents a significant opportunity. Promotional strategies should focus on creating engaging and engaging visual content, such as short videos about educational activities, visitor testimonials, and documentation of aesthetic photo spots. Involving local content creators and collaborating with digital communities will expand audience reach and increase Cimorame's visibility regionally and nationally.

Third, the integration of local and cultural values to differentiate tourism products. Local cultural strengths such as the spirit of mutual cooperation, distinctive culinary delights, and traditional crafts should be developed as additional attractions that enrich the tourist experience. This can also strengthen Cimorame's identity as an authentic educational tourism village, distinct from other destinations that tend to be uniform and commercial. Utilizing local values will also strengthen the bond between tourists and the community, creating sustainable socio-economic impacts.

Fourth, the implementation of the concept of educational agribusiness tourism. Addressing agribusiness tourism trends such as fruit picking, Cimorame can develop integrated educational programs with modern agricultural practices. This not only

supports the diversification of tourist attractions but also serves as a learning platform for food security, environmentally friendly agricultural technologies, and village-based entrepreneurship.

2. WO Strategy (Weakness-Opportunity)

This strategy is based on turnaround activities to minimize weaknesses by exploiting existing opportunities [15]. This strategy is designed to improve internal limitations by exploiting available external opportunities. First, improving the quality and quantity of infrastructure with government support. Through synergy with the Sido Resik program and potential village funds, Cimorame needs to develop a comprehensive tourism infrastructure development plan. Development priorities can include widening road access, providing basic facilities such as public toilets, rest areas, parking lots, tourist stops, and providing educational information boards that are friendly to visitors. Good infrastructure will increase the comfort and competitiveness of the destination.

Second, strengthen human resource capacity through competency-based training. The low capacity of human resources in tourism management, public services, and educational facilitation must be addressed through technical and managerial training. Local governments or NGO partners can collaborate to provide training in hospitality, storytelling, environmental conservation, and digital marketing. Competent human resources will provide professional and memorable services to tourists.

Third, develop an integrated branding and promotion strategy. The lack of promotion must be addressed with a planned branding approach. This includes developing Cimorame's visual identity, promotional slogans, and utilizing various digital and traditional channels. Developing an official website, publishing on digital travel platforms (Traveloka, Google Travel), and collaborating with schools or educational travel agents can open up broader market access.

3. ST Strategy (Strength-Threat)

This strategy was created by leveraging internal strengths to overcome threats originating from the external environment (Safitri, Budiartiningsih, Indrawati, & Zuryani, 2025). This strategy focuses on utilizing internal strengths in responding to and overcoming potential external threats. First, differentiate tourism programs to increase competitiveness. To face competition with similar destinations, Cimorame needs to create unique attractions through innovative tourism programs. Examples of programs such as the "Toga Workshop for Family Health," "Sumorame Cultural Tourism," or "Mini Farming Class for Children" can be a selling point that is difficult to imitate. The development of flexible thematic tour packages will also attract various visitor segments.

Second, strengthening infrastructure and semi-indoor activities as a solution to weather dependence. Cimorame Educational Tourism tends to be quite dependent on natural factors. Cimorame needs to build alternative facilities such as an education hall, greenhouse, craft house, or indoor learning space. This will allow activities to continue during rain or extreme weather conditions, while also expanding the scope of educational programs.

Third, advocacy for sustainable tourism regulations and governance. Facing the lack of specific regulations governing educational tourism at the local level, Cimorame needs to play an active role in promoting ecologically based tourism governance policies. This can be achieved through audiences with local governments, drafting regulations with stakeholders, and establishing local tourism community forums to facilitate community and stakeholder participation.

4. WT Strategy (Weakness–Threat)

This strategy is based on activities that are of a defense nature and seek to minimize existing weaknesses and avoid threats [15]. This strategy is designed to minimize internal weaknesses while anticipating external threats effectively.

First, participatory and structured investment planning. Facing the challenges of sustainable investment management requires thorough and focused planning. To avoid imbalances in investment allocation, tourism managers must develop short-, medium-, and long-term master plans, developed through a participatory process involving the community, academics, and government. This approach ensures that all incoming funds are allocated based on priorities and real needs, not simply on trends or short-term interests.

Second, the implementation of a tourism management monitoring and evaluation system. Establishing a regular evaluation system that covers aspects of service, environment, and visitor satisfaction is crucial to ensuring the quality and sustainability of the destination. Community involvement in this system will strengthen a sense of belonging to the Cimorame Educational Tourism.

Third, develop a resilient community-based management model. Establishing a structured, legal, and community-based tourism management body is crucial. This body must have clear standard operating procedures (SOPs), disaster risk mitigation mechanisms, and contingency plans to ensure the continuity of tourism operations. This approach also strengthens the village's socio-economic resilience to climate change and fluctuations in tourist visits.

CONCLUSION

Fundamental Finding : Based on the SWOT analysis and data on the development of Cimorame Educational Tourism in Sumorame Village, it can be concluded that the development strategy was implemented in stages and in a structured manner, supported by increasing village funds each year. Key findings indicate that the integration of natural resources, local cultural values, and community participation can create a sustainable educational tourism destination. The development strategy, using the SO, WO, ST, and WT approaches, successfully optimized internal strengths and external opportunities to enhance tourist appeal, despite the challenges of limited infrastructure, low human resource capacity, and dependence on natural factors. **Implication :** This research contributes theoretically and practically to the development of community-based educational tourism in rural areas. Theoretically, this research enriches the study of tourism development strategies through the use of SWOT in the context of sustainable

educational tourism. Practically, the research findings can serve as a reference for village governments and other stakeholders in designing digital promotion strategies, strengthening human resource capacity, and diversifying tourist attractions, such as grape-picking agrotourism, to improve community welfare and conserve the local environment and culture. **Limitation** : This study has several limitations, including its limited geographic coverage to the Cimorame destination in Sumorame Village, which means the results cannot be broadly generalized. Data collection relied on structured interviews and local documentation, resulting in a lack of perspectives from tourists or other external parties. Furthermore, the method used was limited to a SWOT analysis without a more in-depth quantitative or statistical approach, and it failed to comprehensively evaluate the long-term environmental and social impacts. **Future Research** : Further research is recommended to use additional analytical approaches such as PESTEL or Triple Bottom Line to more holistically examine the political, economic, social, technological, environmental, and legal aspects of educational tourism development. Evaluating the long-term impacts on community welfare and environmental sustainability is also important. Furthermore, comparative research across educational tourism villages in Indonesia can uncover best practices that can be replicated. Studies on tourist perceptions and satisfaction, as well as the use of digital technology (AR/VR), should also be explored to increase destination competitiveness and innovation.

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