

ANALYSIS OF THE *KAMPUNG* BATU MALAKASARI BALEENDAH SWIMMING POOL IN BANDUNG ON SUSTAINABLE TOURISM AND ITS IMPACT ON THE COMMUNITY

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Abstract

This study aims to analyze the contribution of the *Kampung* Batu Malakasari Swimming Pool, located in Baleendah, Bandung, to the development of sustainable tourism and its impact on the local community. The research method used was qualitative, with data collection techniques including interviews, observation, and documentation. The results indicate that the presence of *Kampung* Batu Malakasari has had positive impacts socially, economically, and environmentally. The surrounding community experienced direct benefits in the form of job creation, increased income, and business opportunities through the MSME sector. Meanwhile, tourists expressed satisfaction with the friendly service, diverse attractions, and clean and well-maintained environment. Although official data on budget allocation is not yet available, the analysis indicates that the development of infrastructure, public facilities, and sanitation systems at the tourist site reflects sound management and supports sustainability principles. This study recommends strengthening budget planning and community involvement in tourism development to ensure long-term benefits.

Keywords: Sustainable Tourism, *Kampung* Batu Malakasari, Social, Economic, Management, Community.

INTRODUCTION

Tourism in Indonesia has enormous potential and plays a vital role in economic and social development. With its natural beauty, cultural diversity, and diverse tourist destinations, tourism can be a major driver of economic growth, creating jobs, and increasing regional income. Tourism can also foster infrastructure development and improve the well-being of local communities. The tourism sector is crucial to the Indonesian economy because it plays a crucial and strategic role in driving the Indonesian economy (Maelany & Ramdani, 2025). Its contribution not only increases state revenue but also creates millions of jobs that support the livelihoods of many individuals and families across the archipelago. Furthermore, tourism is a highly effective and inclusive job creation engine. This industry requires a large pool of human resources with diverse skill sets (Febrian & Suresti, 2020).

Indonesia's diverse tourist attractions are blessed with an extraordinary wealth of diverse tourist attractions, making it a strong magnet for both domestic and international tourists. This diversity encompasses various aspects that cater to the tastes and interests of diverse travelers, ranging from natural attractions such as tropical beaches to coral reefs in Raja Ampat and Bali. Furthermore, cultural tourism in every region of Indonesia boasts a rich diversity of cultures and traditions, and finally, culinary tourism, with thousands of different recipes and flavors in each region, from Sabang to Merauke (Mujtahid et al., 2025).

Tourism in Indonesia continues to grow and demonstrates a shift in tourist interests, especially in recent years. There has been a significant increase in interest in nature tourism, educational tourism, and tourist villages. Nature tourism is gaining popularity as people seek more authentic and environmentally friendly experiences. Destinations such as

mountains, hidden beaches, waterfalls, and national parks are becoming popular. Furthermore, educational tourism is also attracting attention, especially for families and educational institutions. This type of tourism combines recreation with learning, such as visits to interactive museums, animal conservation centers, botanical gardens, or places offering workshops on culture and the environment. Tourists not only have fun but also gain new knowledge and understanding.

The role of government and society in national tourism development is defined as the primary regulator, facilitator, and promoter. In its regulatory role, the government is responsible for developing policies and regulations that support tourism growth, such as licensing, safety standards, cleanliness, and environmental sustainability. As a facilitator, the government provides and improves basic infrastructure such as roads, airports, ports, and public facilities like tourist information centers and health facilities. They can also provide incentives or financial support to tourism businesses (Mali, 2021). Meanwhile, as a promoter, the government actively promotes Indonesian tourist destinations domestically and internationally through campaigns, exhibitions, and collaborations with various parties. The government also plays a role in maintaining security and order at tourist destinations and preserving the cultural and natural heritage that are their main attractions.

Conversely, the community plays a crucial role, particularly the local communities living near tourist destinations. They serve as "hosts" to tourists. Their role includes maintaining the cleanliness and sustainability of the surrounding environment, ensuring the safety and comfort of tourists, and demonstrating hospitality and local wisdom that can enrich the tourist experience. Many local residents also play a direct role in tourism businesses, such as homestay managers, local guides, souvenir makers, or food vendors. Active community involvement in tourism development is also crucial to ensure that the economic benefits of tourism truly reach them, while also preventing potential conflicts between tourism interests and local livelihoods (Gunawan, 2023).

One such well-known area is Bandung Regency. Bandung Regency is a regency in West Java Province, Indonesia, boasting a strategic geographic location, diverse topography, and diverse tourism. One of the most visited areas is Baleendah District, with its famous tourist attraction, the *Kampung* Batu Malakasari Swimming Pool. Located on Jl. Raya Banjaran Rencong, Malakasari Village, Baleendah, Bandung, West Java, Indonesia 40375, the *Kampung* Batu Malakasari Swimming Pool was once a natural stone mining area that has been traditionally used by the community since the 1900s. The initial idea for its establishment stemmed from the desire to create a family tourist destination that not only offers water recreation but also educates visitors about the beauty of nature and geology, given its proximity to natural rock formations. The main concept is a harmonious blend of family tourism, nature education, and water recreation. Over the years, this tourism continues to develop, ultimately impacting the community in various ways. Some local residents even work in the area. This demonstrates that the tourism industry is evolving and meeting the needs of the community. Therefore, the purpose of this study is to analyze the *Kampung* Batu Malakasari Baleendah Bandung swimming pool tourism in relation to sustainable tourism and its impact on the surrounding community.

RESEARCH METHODS

This research uses a descriptive qualitative approach with a case study approach. The aim is to analyze in-depth the influence of the *Kampung* Batu Malakasari Swimming Pool on sustainable tourism and its impact on the surrounding community. This approach was chosen because it is able to depict social realities and actual conditions on the ground through understanding the experiences, views, and perceptions of informants. Data sources in this study consist of primary and secondary data. Primary data were obtained through in-depth interviews, direct observation, and documentation involving tourism managers, local communities, visitors, and community leaders. Meanwhile, secondary data came from

local government reports, scientific articles, and relevant media documentation. The research period was April 6 to May 27, 2025, encompassing data collection, analysis, and validation.

To analyze the data, the researchers used the (Matthew B Miles, A Michael Huberman, 2020) interactive analysis model, which includes three main stages: data reduction, data presentation, and conclusion drawing/verification. Data reduction was carried out by summarizing and distilling important information from interviews and observations, while data presentation was carried out in the form of a thematic narrative. Conclusions were drawn systematically based on validated field findings. To ensure data validity, source and method triangulation techniques were used, comparing interview results from various informants and confirming them through observation and supporting documents. With this approach, the research results are expected to provide a comprehensive and accurate picture of the contributions and challenges of *Kampung Batu* tourism in supporting sustainable tourism and the well-being of the surrounding community.

RESULTS AND DISCUSSION

***Kampung Batu* Malakasari Swimming Pool Tourism Profile, Baleendah, Bandung.**

Kampung Batu Swimming Pool is a historic tourist attraction. It remains a popular destination and remains a popular destination, especially during the holidays. *Kampung Batu* Malakasari Swimming Pool is equipped with various facilities to ensure visitor comfort and satisfaction. Key facilities include: 1) Various Swimming Pools: Pools of varying depths are available for all ages, from children's pools with safe water play areas to deeper adult pools for relaxing or exercising. 2) Play Area: In addition to the swimming pools, there are non-water play areas such as a children's playground with slides, swings, and other facilities that stimulate physical activity. 3) Culinary Area: Visitors can enjoy a variety of food and beverage options at the food court or at the kiosks, selling everything from local dishes to snacks. 4) Rest Area: Gazebos, huts, and comfortable seating areas are provided for visitors to relax, rest, or gather with family and friends. 5) Other Supporting Facilities: Toilets, showers, lockers, and a spacious parking area are also available.



Figure 1. Tourist Atmosphere

One of the main unique features of the *Kampung Batu* Malakasari Swimming Pool, distinguishing it from other nearby tourist attractions, is its emphasis on "stone" and the natural environment. The name "*Kampung Batu*" itself suggests a connection to the geological formations or rocks in the area. The initial attraction of this attraction is the integration of the pool's modern facilities with a strong natural feel, perhaps through the use of natural materials in the design, or the natural rock scenery in the backdrop. This creates a unique recreational experience, not just swimming but also experiencing a closeness to nature and the unique geology of the Baleendah area. Entrance at the main gate is IDR 10,000 per person, while admission to Tektona Waterpark is IDR 50,000 per person. Operating hours are 8:00 AM to 4:00 PM on weekdays and 8:00 AM to 5:00 PM on weekends.

Analysis of the *Kampung Batu Malakasari Baleendah* Swimming Pool Tourism on Sustainable Tourism and its Impact on the Community

Sustainable tourism is a crucial approach to developing tourist destinations, as it focuses not only on increasing the number of tourists but also considers the social, economic, and environmental impacts on local communities. The *Kampung Batu Malakasari* Swimming Pool, located in Baleendah, Bandung, is an interesting tourist attraction to analyze from this sustainability perspective. With its various educational and recreational facilities, along with the active involvement of the local community in economic activities such as trade and services, this tourist area significantly contributes to the social and economic well-being of the community (Rahma, 2020). This study aims to analyze the extent to which *Kampung Batu Malakasari* supports the principles of sustainable tourism and to understand its impact on the lives of the surrounding community.

Based on the results of interviews, one of the tourists interviewed was Mrs. Iin (54), a resident of Baleendah. She stated that she first visited *Kampung Batu Malakasari* as part of a weekend getaway with her family and grandchildren (Irfan, 2025). Mrs. Iin greatly appreciated the hospitality of the workers and the local community. She stated that from the moment she arrived, she and her family were warmly welcomed by both staff and local residents. She also assessed the service as excellent, with friendly and smiling attitudes, adding to the comfort of her vacation. In addition to the service, Mrs. Iin also felt the entrance fee was very reasonable for the facilities provided. For Rp 50,000, visitors can enjoy a variety of exciting rides, such as the Tektona Waterpark and adrenaline-pumping rides suitable for all ages, from children to adults. She noted that the variety of rides provided ensures visitors don't get bored quickly, and every family member can enjoy the excitement according to their individual interests.

Furthermore, Mrs. Iin highlighted the beauty and cleanliness of the *Kampung Batu Malakasari* environment. She particularly enjoyed the beautiful and spacious atmosphere, especially in the outdoor area of Tektona Waterpark, which offers a variety of activities, such as fishing, feeding deer, riding the zipline, or relaxing in the lakeside pavilions. The cleanliness of the tourist area is also very well maintained, with minimal litter. She believes this is an important added value, as tourist comfort and satisfaction are greatly influenced by a clean environment.

From the perspective of an MSME owner, Ms. Elis (48), also from Baleendah, said she decided to sell around Batu Malakasari Village after receiving a recommendation from a neighbor. She felt the location was promising because it was busy with tourists, and this had a positive impact on sales. In the 1.5 years she has been selling, she claims to have consistently made a profit. Ms. Elis also emphasized the importance of being friendly to visitors, as she believes good service can attract tourists to return. She also appreciated the excellent management of the tourist area's cleanliness, with the availability of trash bins and the janitors who are always on hand to maintain the cleanliness of the tourist area.

Based on the above findings, it can be concluded that the development of Batu Malakasari Village Tourism has had a positive impact on the local community and visitors. Local residents benefit from this tourism, from the creation of jobs to the income they earn from selling there. Several tourists have stated that the local community is always friendly to them, as are the staff at Batu Malakasari Village. They can enjoy numerous public facilities and a wide variety of rides. Batu Malakasari Village is a popular swimming pool, especially among locals. Visitors can enjoy not only the water rides but also various other attractions outside the water, such as flying foxes, fishing, feeding deer, boating on the lake, or even simply relaxing and admiring the beautiful scenery in the pavilions provided by the management.

A clean environment is crucial for the community, especially the management and sanitation staff, who are responsible for addressing the problem of littering. The large number of tourists certainly doesn't prevent the environment around Batu Malakasari Village from always being litter-free. However, this problem is addressed by the provision of trash bins

throughout the area to ensure tourists feel comfortable and dispose of their trash properly. The sanitation staff are always on hand to ensure a clean environment, ensuring a comfortable stay for tourists and preventing the accumulation of trash. This supports research (Zahro, 2024) that suggests a clean and fresh environment at a tourist destination will impact tourist comfort, thus attracting return visitors.

Budget allocation plays a role in sustainable community development in Batu Malakasari Village. Although there are no publicly available data, financial reports, or budget allocation details for Batu Malakasari Village, I can analyze its contribution based on general principles of Batu Malakasari Village tourism development, such as: 1) Infrastructure and Facility Improvement: This section likely focuses more on road improvements, parking, and transportation access to Batu Malakasari Village, which ultimately increases income and economic opportunities for the local community. 2) Tourism Facilities: This section will use the budget to build and maintain facilities such as toilets, a Teknona waterpark, a deer sanctuary, etc., for the convenience of tourists. 3) Security and Cleanliness: This budget allocation is intended to maintain the security and cleanliness of the tourist environment, as it is crucial for a positive image and tourist comfort. 4) Job Creation: This allocation is for direct tourism development for local communities, such as tourism managers, souvenir sellers, and other MSMEs. This aligns with a study by (Kastenholz et al., 2018) and (Cohen, 1974), which states that tourism can be a pathway to regional infrastructure development and job creation for the surrounding community.

This indicates that the development of the Batu Malakasari tourist village has indirectly had a positive impact on the local community and visitors. Interviews with tourists revealed positive reviews, highlighting the service, accessible public facilities, diverse and challenging rides, reasonable ticket prices and food, and a consistently clean environment free from waste. To achieve more satisfactory results, the management of the Batu Malakasari tourist village could potentially create more jobs for the local community, allowing them to benefit more from the positive impacts. Furthermore, several more exciting rides could be developed to allow tourists to enjoy the new attractions provided by the management. The environment of the Batu Malakasari village could also be further enhanced to attract more tourists and attract more visitors.

To achieve satisfactory results for the management, a policy regarding planned budget allocation for tourism in Batu Malakasari Village is needed to contribute to sustainable community development. This can be achieved through investments in infrastructure, environmental conservation, local economic empowerment, and tourism facilities. Sustainability will depend heavily on the commitment of managers and the local government to integrate sustainability principles into every aspect of tourism management and development in Batu Malakasari Village. This supports research by (Hendra et al., 2023) and (Ramdani, 2025), which states that empowering the local economy through tourism will create a fair and sustainable system for tourism.

In general, the development of Batu Malakasari Village tourism makes a significant contribution to sustainable tourism and improving the quality of life of the local community. Good management of services, facilities, cleanliness, and economic empowerment are crucial pillars in maintaining the sustainability of this destination. To enhance these positive impacts, more structured budget planning oriented toward sustainable community development is needed. Managers and the local government must collaborate in implementing sustainability principles comprehensively so that Batu Malakasari Village can become a model for successful and resilient local tourism.

CONCLUSION

Based on the analysis of the *Kampung* Batu Malakasari Swimming Pool in Baleendah, Bandung, it can be concluded that this tourist destination makes a significant contribution to sustainable tourism and has a positive impact on the local community. This destination not only provides enjoyable recreation for visitors from various backgrounds, but also serves

as a source of livelihood for the surrounding community by creating business and employment opportunities, particularly for MSMEs. The clean environment, friendly service, and diverse facilities and attractions demonstrate that the management of this destination has balanced social, economic, and environmental aspects. Although budget allocation data is not yet publicly available, it can be assumed that the development of infrastructure, public facilities, and cleanliness and security management are the result of sound resource management. Therefore, the *Kampung Batu Malakasari* tourist destination can be used as an example of sustainable destination development that involves active community participation and has significant potential for further development to provide long-term benefits for the environment and surrounding community.

Recommended for further research is a more in-depth study of the financial management and budget allocation used in the development of the *Kampung Batu Malakasari* tourist destination. This is crucial to determine the extent to which the budget allocated by managers or local governments truly contributes to sustainable tourism development and the well-being of local communities. Furthermore, further research is recommended to involve more informants, including managers, government officials, visitors, and business owners, to obtain more comprehensive data. The study could also focus on a quantitative evaluation of environmental impacts, including waste management and the impact of the tourism area's carrying capacity on visitor numbers, to ensure that future tourism development continues to prioritize environmental sustainability. Longitudinal research examining changes in the socio-economic impacts of the community over time would also be valuable for assessing the sustainability of the positive impacts of tourism in Batu Malakasari Village.

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