

# The Identification of Potential Rafting Tourism Products in Citepok Village, Sumedang Regency, West Java Province

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## **Abstract**

*Sumedang Regency is a natural, historical and cultural tourist destination. Many tourism potentials still have not been built and developed optimally. The natural resources of the Sumedang regency in rivers can be used as unique interest tourism resources, namely rafting. These resources can support the vision and mission of tourism in Sumedang regency, which wants to build its territory as a natural, historical, and cultural tourism destination with special interests that are well-known nationally and internationally. To find out the potential of research conducted with the title Of Analysis of Tourism Product Potential in Sumedang Regency. The method of research conducted is qualitative. Data collection methods include observation, interviews, documentation, and library studies. While the data analysis techniques used are descriptive. The results showed that, especially in the Cipeles river, Citepok village could develop rafting tourism products. The unique attraction of the Cipeles river is that the river flow is in a grade 2 rafting path and a line flanked by beautiful rock cliffs. Tourist facilities such as inns and restaurants are adequate. Additional financial, security, health, and rafting services are available around Citepok village.*

*Keywords: tourism products, river tourism, tourism destination*

## **INTRODUCTION**

Tourism contributes 4.80 percent to Indonesia's Gross Domestic Product (GDP). As an island nation, Indonesia has various natural resources, history, and cultures that have become tourist attractions for foreign and domestic tourists. Data from the Ministry of Tourism and Creative Economy in 2019 shows that the tourism sector provides so that it is designated as a leading sector (Ministry of Tourism, 2019). Foreign tourist visits in 2019 amounted to 16.11 million people, and the movement of Indonesian tourists in 2018 amounted to 303.4 million times (Central Bureau of Statistics, 2020), indicating that Indonesia's tourism development is an essential part of Indonesia's economy.

A study by booking.com resulted in more than 22,000 travelers in 29 markets and reviews from 180 million verified visitors to predict travel trends in 2020. One of the results is the increase in second-city travelers, which means exploring less popular tourist destinations to reduce mass tourism and protect the environment (kompas.com, 2019). Sumedang Regency is one of the administrative areas in West Java Province, which also develops tourism as its economic sector. The landscape of Sumedang Regency in the form of mountains and hills with an altitude of between 25m - 1,667m above sea level was developed with the theme of nature and culture-based tourism. Sumedang Regency in 2018 had 36 tourist attractions visited by 498,081 domestic tourists and 391 foreign tourists (Disparbudpora Sumedang Regency, 2018).

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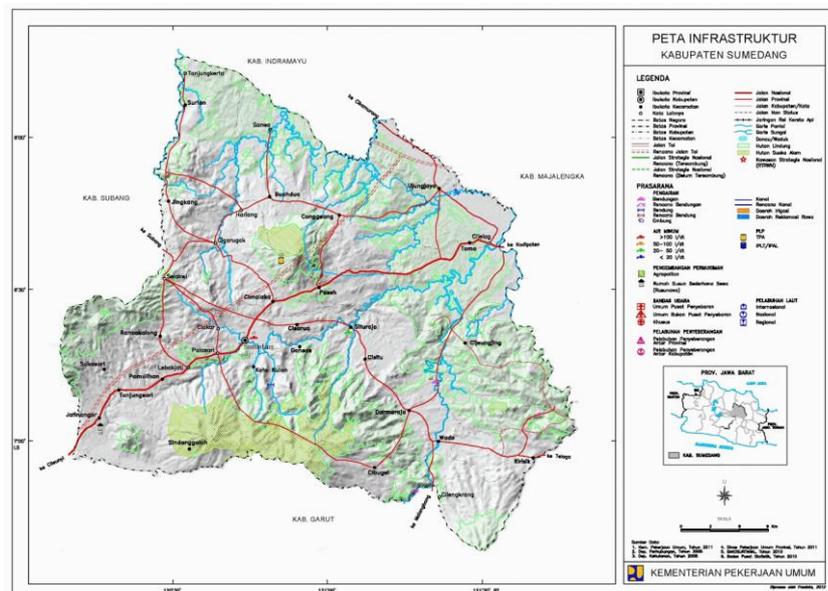
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Sumedang Regency Government has set the vision of tourism development in 2014-2025, namely the realization of Sumedang as a world-class cultural, natural, and special-interest tourism destination, competitive, sustainable, reliable, and able to encourage regional development and welfare of the people (Perda Kab Sumedang No. 8 of 2014). The implementation of this policy is establishing a thematic Strategic Tourism District (KSPK) based on the region's strength of potential and character. The themes stipulated in the regional regulations include tourist villages and natural and cultural tourism (Perda Kab Sumedang No. 8 of 2014).

Sumedang Regency is between 6o44'-70o83' South Latitude and 107o21'-108o21' East Longitude. Sumedang Regency has a large river flow, and its tributaries form the pattern of watersheds. In Sumedang Regency, the flow consists of 3 watersheds with six sub-watersheds: Cimanuk Hulu, Cipeles, Cimanuk Hilir, and Cilutung; Citarum watershed includes Citarik; Cipunagara watersheds include Cikandung. Protected Areas also surround Sumedang regency, Nature Reserves and Cultural Reserves, and mountains as water catchment areas, namely Mount Tampomas 1,280.39 ha, Mount Kareumbi 8,624.80 ha, and Mount Manglayang 1800 ha (Pemerintah Provinsi Jawa Barat, 2017).



**Figure 1. Infrastructure Map of Sumedang Regency**  
Source: Kementerian Pekerjaan Umum (2012)

One of the tourism resources that has many benefits is the river. For example, the European region has used the river as a tourism resource, namely waterways or water transportation routes such as boats. The utilization of this river stream increases the interest of tourists to spend their time during sunset sailing, dinner cruise, or just walking around the area around the river. Other uses of the river and transportation media are also for recreational media, such as swimming, fishing, diving, boating, rafting, and kayaking (Collins & Cooper, 2017). In terms of service providers or tour companies, rafting and kayaking have been operated by individual operators with a single raft to worldwide operators such as Microsoft Corporation's Mountain Travel Sobek (Buckley, 2006)

In particular, the (International Rafting Federation, 2010) states that rafting is a sport and recreational activity conducted outdoors by rowing on a raft through the river's surface from the starting point (start) to the finish point. They have usually done in the flow of the river's rapid currents to increase speed and make this sport of rafting a little dangerous and challenging. The nine most challenging rafting destinations globally are Indonesia, the Ranoyapo River in Minahasa Regency, North Sulawesi, a 35 km long track, and Sumatra with difficulty III-IV (CNN Indonesia, 2019).

Sumedang Regency is famous for its natural and historical tourism. However, there are still many undeveloped tourism potentials, one of which is the Cipeles river basin with exciting contours of rock cliffs flank. On top of this, lush trees and some quite challenging rapids with a grade II category. Cipeles River rafting trail has a length of 4-5 kilometers with a depth varying between 4-12 meters. One of the challenges of this river feature is the change in the direction of water flow which is influenced by the amount of water discharge, mainly due to rain (Republika, 2016). The Cipeles River rafting track is considered not dangerous and suitable for family recreation with a category II difficulty level. Operators that operate on the Cipeles River rafting tourist route include Sumedang Outdoor Activity (SODA) and Rafting Sumedang.

The development of global tourism led to a shift in tourist consumption patterns. In early 1980 the favorite tourist trend was mass tourism, a group travel pattern following a series of programs from travel agency services. As times change, travel trends turn to more specific desires (special interest tours) (Trauer, 2006). The shift also occurs in brilliant tourism selection that affects tourist visits (Susanto et al., 2020). Special interest tours are designed for travelers to satisfy emotional stimuli in the form of an optimal and varied experience at a limited time. Rafting is a special interest tourism product that is much in demand by 21st-century tourists. This condition needs to be followed up by Sumedang Regency by developing special interest tourism products themed rafting.

(Cooper, 2016) provides four main components that a tourist attraction has. The first is the attraction which is an attraction that becomes a motivation for tourists to come. The resources of these attractions include natural resources, cultural attractions, and artificial attractions. Second is the amenities, facilities, and infrastructure that tourists need while in tourist destinations, such as restaurants, inns, electric power transportation, highways, airports, and others. The third is accessibility, which is the ease of moving from one area to another in transportation, ports, airports, and highways, making it easier for tourists to visit tourist destinations. Fourth is ancillary, which complement tourism, such as local government, management institutions, Tourist Information Center, Travel Agents, and other stakeholders who play a role in tourism. All components of this travel product need to be identified in developing special interest tourism-themed rafting in the Sumedang Regency, which is the purpose of this research.

Based on the above phenomena and considerations, Sumedang Regency, with the vision of becoming a natural tourism destination, culture, and special interests, still has various natural resources that can be utilized optimally. One of them is the river flow surrounding several Sumedang Regency areas. Considering the trend of special interest tourism and river tourism in some regions, Sumedang Regency can develop rafting special interest tourism to diversify tourist products. It is essential to analyze the potential of rafting tourism as special interest tourism that utilizes river resources.

## **LITERATURE REVIEW**

### **Special Interest Tourism**

In recent years, tourism has attracted many researchers from various fields to research economic, social, cultural, and environmental matters. One of the tourism innovations is caused by special interest tourism (SIT), which provides various new and modern special interests among tourists (Sousa, 2018). (Swarbrooke & Horner, 2007) stated that tourist activities could be considered special interest tours when the motivation and decision-making of tourists are based on a particular desire, both for an activity and a destination and an atmosphere that can meet the wishes of tourists. From a tourist perspective, tours involving physical activities, such as sports and adventure, are also included in special interest tours (Trauer, 2006).

(Buckley, 2006) believes that adventure tourism is a commercial tour whose main attraction is outdoor activities and exploring the outdoors. It usually requires special equipment and provides a stressful experience for tourists. In another book, (Buckley, 2010) explains the phases or stages of adventure tourism development in more detail. First, adventure tourism develops from some tourists who do activities related to adventure and exploration. Second, of the many tourists who do experience and exploration activities occur, mass tourism with not so extreme activities. Third, adjustment of actions by the changing times. This phase of commercial

adventure tourism has reached the broader economy, considering special equipment, clothing, protectors, infrastructure, lifestyle, and business travel agencies.

In keeping with Buckley's statement, the Adventure Travel Trade Association defines adventure travel as a tour that meets at least two main characteristics: physical activity, natural environment, and cultural dimension. Adventure tourism is a type of tourism that represents some of the natural attractions related to adventure activities. However, some activities are often categorized as natural attractions. It should be underlined that the difference between adventure tourism and nature tourism can be seen from its more challenging and risky activities than ordinary natural tourism (Rantala et al., 2018).

### **Water-Based Tourism Business**

Water-based tourism businesses are water tourism operators, providing commercially managed services in the water and recreational services underwater, along the coast, streams, lakes, reservoirs, and other service providers related to water activities (Ismayanti, 2010). In more detail, (Muljadi, 2009) also explained the example of water-based tourism business services, among others: 1) diving recreational equipment services to see the scenery of underwater living things; 2) providing recreational facilities along the coast, sea waters, streams, lakes, and reservoirs; 3) Provide a port place for cruise activities (cruise).

As mentioned above, the main activity is providing services related to the needs of recreational tourism in the water. (Ismayanti, 2010) provides several examples of service providers included in the water-based tourism business, among others: 1) a Swimming pool that provides places and facilities for bathing and doing swimming sports, containing a water park and a water play area; 2) Natural bathing is a business that provides places and facilities for bathing in hot springs and waterfalls; 3) Fishing is an effort that provides places and facilities for fishing in ponds; 4) Marina business is a business that provides mooring facilities and infrastructure for yachts and boat or ships; 5) Dive business is an effort that provides means for underwater diving; 6) Water Recreation Business is a business that provides water recreation facilities such as beaches, rivers, lakes, and reservoirs—for example, renting out boats, surfing, parasailing, powerboating, and rafting. The development of water tourism can be aligned with environmentally based and sustainable principles (Budisetyorini et al., 2021).

### **White Water Rafting**

Rafting, kayaking, and canoeing are thriving and becoming popular new adventure sports. According to the (International Rafting Federation, 2010), rafting is a sports and recreational activity conducted outdoors by rowing on a raft through the river's surface from the starting point to the finish point. These activities are usually done in the river's flow to increase speed and make this rafting dangerous and challenging.

Rafting has six difficulty levels ranging from calm river flow to high and rapid wave streams. According to (Mackenzie and Kerr, 2014), international rafting is challenging: the first level is a calm river flow with slow waves. The second level is a quiet stream with slightly fast waves. The third level is a stream with quick waves and several rapids (suitable for sports activities and rafting tours). The fourth level is starting to be challenging; the boat may overturn due to the rapid flow of the river and unpredictable waves. The fifth level is an area where the flow of the river is swift. The flow direction is unexpected, requires physical readiness, and has a possibility of injury. The last level is a dangerous river flow with many rapids, fast river flow, large rocks, and high concentration and experience.

### **Tourism Product Components**

Tourist products are all forms of Service enjoyed by tourists, starting from the moment of leaving the place of origin, while searching for tourist destinations, until returning to the area of origin. According to (Cooper et al., 1995), there are several essential things that a travel product has, among others:

1. Attraction is the most significant component in attracting tourists. The initial capital that an area must own to become a tourist destination is a tourist attraction. Attractions that invite tourists are natural, cultural, and artificial. Tourist attractions motivate tourists to come, either to be enjoyed for days or to go

again on other occasions to the same place. It is necessary to consider the uniqueness that tourists are needed.

2. Amenity is the facilities and infrastructure needed by tourists during their tourist destinations. Infrastructure is a condition for the construction of facilities. An area develops into a tourist destination with adequate facilities and infrastructure. Examples of facilities and infrastructure that tourists often need include telephones, lodging, transportation, restaurants, public toilets, rest areas, and parking lots.
3. Accessibility is all kinds of transportation and transportation services that support tourists in reaching tourist destinations. On the other hand, accessibility is also an easy move from one place to another. Similar to facilities, accessibility also affects the development of a tourist destination. If ports, airports, highways, and other transportation services are available, it will undoubtedly make it easier for the area to visit.
4. Ancillary Service is an institution that supports tourism, such as local government, travel agents, private, and stakeholders who play a role in other tourism. Meanwhile, according to (Sunaryo, 2013), ancillary Service is a public facilities used as tourist facilities, such as banks, telecommunication, and hospitals. The existence of ancillary Service complements amenities and accessibility.

## **METHOD**

This study uses a qualitative descriptive approach (Creswell, 2002). The collected data is not analyzed numerically, then translated into a narrative and analyzed according to the interests of the study. Research data is classified into two namely: 1) Primary data, namely the actual condition of attractions, accessibility, and additional services, as well as a list of facilities that support the potential of rafting tourism in cipeles River; 2) Secondary data, in the form of internal /external documents of relevant institutions, laws, and regulations on tourism, rivers and rafting, statistical data, library studies and also maps of cipeles river basins.

Data collection techniques using: 1) Observation, on a spec of the actual condition of attractions, accessibility, and additional services as well as a list of facilities that support the potential of rafting tourism in Cipeles river; 2) Study documentation, collect data from records, books, regulations, meeting minutes and archive pictures of research objects; 3) Literature studies, in the form of water classification standards for rafting needs, especially for tourist activities, maps of cipeles watersheds and explanations of attractions, facilities, accessibility, and additional services ideal for rafting attractions; 4) Interviews, conducted with informants, namely Citepok villagers and tourism support stakeholders around Citepok village to obtain an overview of tourism products more clearly.

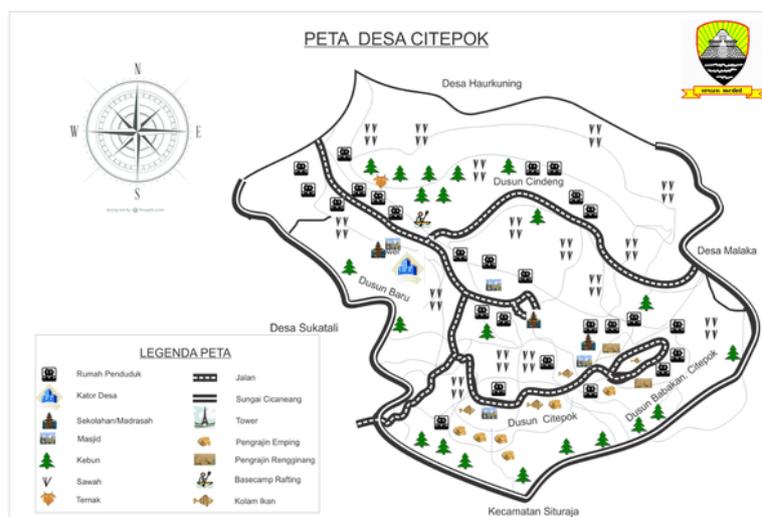
This research should ultimately produce valuable and valid science. The validity of that data is known as the validity of the data. The validity of the data in qualitative research is done by testing the credibility of the data in three ways, including: 1) The continuation of observations is that researchers again make observations to ensure the completeness of the data. Conducted using observation and documentation to obtain complete data that may be lacking during the first observation and documentation; 2) Increased perseverance in research ensures the sequence of events has been systematically researched. Researchers increase persistence by conducting library studies, research results, and documentation related to the potential of rafting tourism in Sumedang Regency carefully and carefully; 3) Triangulation is to ensure data from various sources is obtained in multiple ways and times. In this case, researchers collected similar data through three different techniques. For example, researchers collected data on cipeles river water classification for rafting tourism needs by field observation, Environment Agency documentation, and previous literature studies.

## **RESULTS AND DISCUSSIONS**

Cipeles river basin is located in Citepok village, 3.5 km southeast of Paseh Sub-district and about 15 km from the center of Sumedang Regency. In 2019 Citepok town consisted of 2 hamlets, 4 RW, and 10 RT occupied by 701 Family Heads. The main livelihoods of Citepok villagers are farmers, laborers, and traders, while a small

percentage are employees, civil servants, TNI and Polri. Life in Citepok village still upholds the brotherhood and puts forward the principle of cooperation.

Citepok village has a variety of natural resources that are beneficial for the lives of its people. Its primary natural resource is the Cicaneang spring, which fertilizes this village's soil. Commodities produced by plantations and agriculture in Citepok village are *melinjo*, banana, *sawo*, and rice. Especially for rice, this village does not know that the harvest season means that rice fields can be harvested all year round. Farmers harvest rice three times a year; this makes Citepok village one of Sumedang Regency's rice barns. Citepok village has superior products produced by households that the village government empowers in *emping* and *renginang*. In addition, Citepok village has the potential of a river that can be used as a rafting tourist area. The track passed following the cipeles river that borders Situraja Sub-district; since 2016, rafting has been managed by Taruna Siaga Bencana (Tagana) in collaboration with the village.



**Figure 2. Citepok Village Map**  
*Source: (Gunawan, 2018)*

Village or Village Community Empowerment Institute (LPMD/LPMK) and Village or Village Community Resilience Institute (LKMD/MFIK) Citepok Village are tasked to draw up development plans, mobilize self-help community, and control development. In carrying out its duties, several functions of this institution include: 1) Shelter and distribution of community aspirations in development; 2) Planting and fertilizing a sense of unity and community unity; 3) Improving the quality of acceleration of government services to the community; 4) Preparation of plans, implementation, preservation and development of development results; 5) Mobilizer of initiatives, participation and self-help community; 6) Diggers, utilization and development of natural resource potential and environmental harmony.

### Attractions

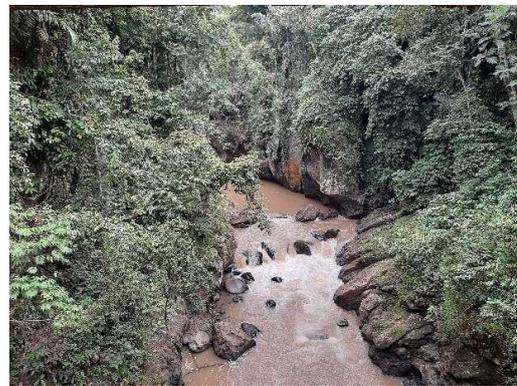
Tourist attractions studied are divided into three categories: nature, culture, and artificial. Citepok village has six diverse natural interests, ranging from rivers, rocks, rice fields, and plantations. These tourist attractions include a couple of rivers, rocks around the river such as Batu Nunggul, Batu Kabuyutan, Batu Pangcalikan, and Batu Namprak managed by the village government vast rice fields, *sawo* plantations, melinjo, bananas, and others organized by the surrounding community. Cipeles River can be ranked as a special interest rafting tourist attraction with an exciting contour.

Part of the River is flanked by rock cliffs on both sides, while the top of the ridge is overgrown with lush trees covering the hills and river surfaces. The water flowing in the Cipeles river will look more apparent during the dry season than during the rainy season. At first glance, the shape of the Cipeles river is similar to Green Canyon but with a smaller river width. The condition of the rocks and currents of the Cipeles river is not too dangerous. Similarly, although the number of rapids counted a lot, the rapids were not too risky. Cipeles is in the grade 2 position for the size of the rapids track. The river's depth varies from 4 meters to the deepest in some parts of 14 meters. The distance of the way that can be used is about 5 km or about 1 hour. Rafting starts from the bridge connecting Citepok and Sukatali villages named Tonjong, then ends around the Rengrang dam Pamulihan village.

Along the river's path lies rice fields, and plantations are vast. While along the rafting track can be found large rocks that are beautiful and have their history. The most popular stone is Pangcalikan Stone. There are chunks of rock in this place where Prince Aria Kusumadinata used ramps to sit and fish for hours. From the word sit in the Sundanese language, *calik* then birth *pangcalikan* name is a place to sit. The surrounding community is more familiar with the Cipeles river rafting tour with rafting Pancalikan. The Taruna Siaga Bencana and Citepok village governments manage the rafting basecamp in Citepok Village.



**Figure 3. Rice Fields Desa Citepok**  
Source: Author Documentation (2020)



**Figure 4. Cipeles River**  
Source: Author Documentation (2020)



**Figure 5. Cliff Be Shaped Cave**  
Source: Author Documentation (2020)



**Figure 6. Cipeles River Rapids**  
Source: Author Documentation (2020)

Cultural attractions in Citepok village include *ngaruat jagat* tradition and *mupu lauk* tradition and *calung*, *dog-dog*, and *degung* art. This artistic activity is usually done by the surrounding community and has meaning. *Ngaruat jagat* tradition is a tradition of Citepok villagers from ancient times and has been done through generations. *Ngaruat Jagat* aims to commemorate the services of the previous ancestors who have cultivated and pioneered the development of the village. *Ngaruat jagat* also aims to ask for salvation from Allah SWT and be grateful for the abundant natural blessings yearly. The villagers will gather and carry out a complete

thanksgiving with offerings and fragrances in this event. Then offer *solawat* to the Prophet Muhammad, eat together, and often close with entertainment art *calung*, *dog-dog*, or *degung*.

While Mupu Lauk is a typical tradition of Sundanese people, namely catching fish in a joint. In addition to entertainment, villagers usually come together to ask each other for news and the daily food needs of this tradition, strengthening social and community solidarity. Catching this fish is done in the Cipeles river. However, the current condition is quite alarming, and cultural activities have rarely been done due to the next generation's lack of awareness to preserve their ancestors' traditions.

Artificial tourist attractions in Citepok village only have one fishing pond. One of the Citepok villagers manages this pond, namely Mr. Wawan. Karna fishing place is a pond, so fish are planted adapted to water conditions. This pond was planted with tilapia and goldfish. Tilapia is a freshwater fish that has thin meat. This fish is tolerant of natural conditions and can live and breed in extreme water environments. Like salty and half-salty water reaches the waters in the mountains that are cold temperatures. This type of tilapia is a local tilapia that can be consumed. At the same time, goldfish is a favorite plant in fish ponds in west Java, produced for consumption, not ornamental goldfish. This fishing pond looks clean and tidy; there are about 15 seats provided for anglers around the pond.

### **Tourism Amenities**

Tourist facilities are all facilities and infrastructures that can support the needs of tourists. In contrast, according to (Cooper et al., 1995), the tourist destination includes tourist facilities, including highways, water supplies, electricity, airports, ports, telephones, lodging, transportation, and restaurants. The tourist facilities studied are inns and restaurants. About 18 restaurants within a 10 km radius of Citepok village, with A'la carte, family restaurants, and buffet serve various menus such as Sundanese, Betawi, Madura, and Padang cuisine. The average price of cooking is not too expensive, ranging from Rp. 4.000 – Rp. 30.000 per serving and maximal Rp. 40.000/pax for a buffet.

The inns are primarily located in the Sumedang area of the city. The closest inn from Citepok village is Hotel Karya Nunggal Asri, a budget hotel that can only accommodate a maximum of 10 guests per night. The local community's lodging widely recommended is Hanjuang Hegar Pondokan, located about 9 km from Citepok village, precisely on Cimalaka highway. 2 types of lodging are modern and traditionally themed. The rate per room is Rp. 200.000 with ac, hot water, Wi-Fi, breakfast, twin bedroom, and swimming pool.

### **Tourism Accesibilities**

Citepok village is under the administrative area of the Paseh sub-district; this location is 3.5 km from the Paseh sub-district and 15 km from the center of the Sumedang Regency. From Sumedang city to the road to citepok village gate is a highway that is in good condition and usually passed by buses, minibuses, and city transportation from the direction of Sumedang-Paseh and vice versa. Entering the gate of Citepok village, the width of the road is about 3-5 meters and can be passed by vehicles with a maximum width of 2.1 meters, a maximum length of 9 meters, and a maximum height of 3.5 meters. The entire load of 8 tons and roads are included in class III C. The village road's asphalt condition is quite good, but there are several small holes along the road to the rafting basecamp. At the same time, the road to the start point location of the road hole is increasing but can still be traversed by cars and micro-buses. There is no public transportation through Citepok village road. The road condition is not too comprehensive, uphill, and perfect for returning to base camp after arriving at the finish point. After the rafting, tourists will see the view of the rice barn terraces of Citepok village. Citepok village government always budgets funds for village development, including village roads; in 2020, 44.58% of APBD will be used for village development.

Road signs and lighting are mainly on the national road connecting Bandung-Cirebon. In citepok village, there are only signs and some lighting lights near the bridge. Public transportation that passes through the Sumedang-Paseh highway is diverse, ranging from buses and micro-buses from Bandung and Cirebon. For local transportation, there is one route with the route Ciakar Sumedang Terminal – Bunderan Alamsari Sumedang – Cimalaka – Legok – Paseh and vice versa. The fare of angkot 01 is Rp. 3,000 - Rp. Ten thousand depending

on the point where passengers board and disembark. This city transportation operates from 06.00 – 17.00 WIB, but the fewer city transportation 01 passes through this line in the afternoon.

### **Ancillary Services**

Ancillary Service is a public facility used as a tourist facility, such as banks, telecommunication facilities, hospitals, etc. The existence of ancillary Service complements amenities and accessibility (Sunaryo, 2013). In this study, additional services are rafting providers/operators, health services, financial services, and security services. For rafting service providers in Sumedang still a little, one of the people who provide rafting to the Cipeles river is SODA (Sumedang Outdoor Activity). Soda Basecamp is located in the Sumedang area of the city. Provide services for both small groups and large groups of a maximum of 40 people. In addition to rafting, SODA provides facilities for other adventure activities in Sumedang, such as paragliding, river tubing, offroad, hi-rope, and team building. For novice tourists who have never done rafting before, accompanied by an experienced instructor. Many serve groups of schoolgirls, nature lovers, companies, and families. The price per pax is Rp. 150.000 (min 5 pax) with rafting facilities on Cipeles River, about 5 km, snacks, rafting equipment, instructors, first aid, local transportation & insurance, and can order lunch with an additional Rp. 25.000.

The nearest health service is Pembina Sehat's 24-hour clinic, accessible to the public about 6.2 miles away. Several ATMs are scattered around Citepok village for financial services, including ATM Bank BJB, Bank BRI Situraja, Bank BNI Legok, and Bank Mandiri Situraja, about 3-5 km. At the same time, the nearest security service is also about 10 km, namely Situraja Police.

### **CONCLUSION**

Considering the resources of tourism products in Citepok village, the potential is excellent for the developing river as the primary resource has a unique white water rafting path in grade 2, or ideally used as a river for rafting for tourist needs. Lodging and restaurant tourism facilities around the village are adequate. Good accessibility to reach the rafting tourist area, as for what can be improved, improves road holes and signs and lighting. The existence of additional services also complements the existing amenities and accessibility. This study's results show that the best time to go rafting is in the dry season, around April-August. In the dry season, the river water is clean, and the river's depth is reduced, so the rocks are visible to the surface, forming rapids. Tourist activities can be done between 09.00 – 15.00 WIB. Because local transportation is still operating at that hour, taking into account the distance to the inn on average in the Sumedang Kota area. Furthermore, some significant developments are to build a synergy of stakeholders and tourism development resources in Citepok Village, Sumedang Regency, into a more technical tourism development roadmap.

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