



Department of Digital Business

Journal of Artificial Intelligence and Digital Business (RIGGS)

Homepage: <https://journal.ilmudata.co.id/index.php/RIGGS>

Vol. 4 No. 2 (2025) pp: 2823-2830

P-ISSN: 2963-9298, e-ISSN: 2963-914X

Feasibility Study of the Destination of Lake Tanjung Kurung and Kampung Inggris Tempirai, PALI Regency

Hanif Hasan^{1*}, Dilla Pratiyudha², I Made Oka Mertajayano³, Sri Wulan Damayati⁴, Nadia Chairunnisa Andra
Sitha Marini⁵, Pandita Nandana⁶, Esxi Martia Gusma⁷

^{1,2,3,4,5,6} Pengelolaan Konvensi dan Acara, Politeknik Pariwisata Palembang

Correspondance Author : hanif.hasan@poltekparpalembang.ac.id^{1*}

dia@poltekpar-palembang.ac.id², ima@poltekpar-palembang.ac.id³, sriwulandamayati@poltekpar-palembang.ac.id⁴,
nadiachairunnisaasm@poltekpar-palembang.ac.id⁵, panditanandana@poltekpar-palembang.ac.id⁶, Esxi@poltekpar-palembang.ac.id⁷

Abstract

This research explores the potential for developing Danau Tanjung Kurung and Kampung Inggris Tempirai as promising tourist spots in PALI Regency, South Sumatra. Adopting a qualitative approach and descriptive methods, it examines the economic, social, cultural, and environmental factors associated with these locations. Data were gathered through in-depth interviews, field observations, and documentation with community members, tourism stakeholders, and local government officials. The findings highlight the natural allure of Danau Tanjung Kurung and the distinctive educational tourism experience offered by Kampung Inggris Tempirai. Nevertheless, obstacles such as insufficient infrastructure, minimal community involvement, and a lack of sustainable tourism awareness remain. The study concludes that with effective planning, stakeholder cooperation, and the adoption of sustainable practices, these destinations could bolster local economies, protect cultural heritage, and position themselves as sustainable tourism icons. Recommendations encompass infrastructure enhancements, greater community engagement, and the promotion of integrated tourism packages to draw both domestic and international tourists.

Keywords : Feasibility Study, Sustainable Tourism, Community Based Tourism

1. Introduction

The exploration of potential tourist destinations within the PALI Regency necessitates a comprehensive feasibility study focusing on Lake Tanjung Kurung and Kampung Angus Tempirai, which can illuminate the viability of these locations as sustainable and economically beneficial tourist attractions (Ismail & Vennecya, 2022). Such a study should encompass a multifaceted analysis, incorporating environmental impact assessments, infrastructure evaluations, socio-economic considerations, and marketing strategies to ensure a holistic understanding of the destinations' prospects (Amanda et al., 2020). The lack of support in terms of attractions, amenities, and accessibility will negatively affect the visitor experience at a tourist destination (Karo & Hasan, 2023). By meticulously examining these aspects, stakeholders can make informed decisions regarding investment, development, and management of these sites, thereby maximizing their potential while minimizing any adverse effects on the local ecosystem and community. It becomes crucial to identify the unique selling propositions of Lake Tanjung Kurung and Kampung Angus Tempirai, carefully considering their natural beauty, cultural heritage,

and accessibility, while comparing them with other established tourist destinations in the region (Amer, 2020). To enhance tourist appeal, the study should explore the possibility of developing unique tourist attractions, such as water activities on the lake and cultural immersion experiences in the village (Rianty et al., 2022). A comprehensive feasibility study for Lake Tanjung Kurung and Kampung Angus Tempirai must incorporate rigorous research methodologies tailored to the specific characteristics of these locations. Qualitative descriptive studies are useful to describe the existing conditions of the research object (Pramana & Zamaya, 2021). Data collection should employ a mixed-methods approach, combining quantitative surveys to gauge visitor preferences and willingness to pay with qualitative interviews of local residents and stakeholders to capture nuanced perspectives on potential tourism development. (Kuninggar et al., 2021). This approach ensures that the study captures both statistical trends and the lived experiences of those who would be most affected by tourism initiatives. Tourism sector development must be carried out in a focused, precise, and professional manner to ensure that the use and growth of tourism assets can create a significant impact, establishing tourism as a key sector in future development (Sinaga & Hasan, 2024). In managing tourism attractions, it is essential to incorporate planning, organizing, directing, and supervising various functions related to managing human resources (Hanif Hasan et al., 2024).

The Penukal Abab Lematang Ilir (PALI) Regency, established in 2013, is a relatively new administrative region in South Sumatra Province. Covering an area of approximately 1,840 km², PALI has significant economic potential, primarily through the oil and gas sector, agriculture, and plantations. In addition, the tourism sector is increasingly recognized as a means to diversify the local economy, with destinations like Danau Tanjung Kurung and Kampung Inggris Tempirai attracting attention.

Danau Tanjung Kurung stands out for its natural attractions, making it ideal for camping, fishing, and trekking activities. Kampung Inggris Tempirai, inspired by the English Village in Pare, Kediri, is a community-based educational tourism destination. However, despite this promise, both destinations face several challenges, including inadequate infrastructure, limited promotional efforts, and low community engagement.

A feasibility study is essential to ensure that development is strategic and sustainable. This analysis focuses on four critical aspects: Economic: Opportunities to boost local income and economic impact, Social and Cultural: Preserving local culture and empowering communities, Environmental: Conserving the natural environment surrounding the destinations, Infrastructure and Accessibility: Availability of facilities to support tourism activities.

Nonetheless, inadequate infrastructure, lack of promotion, and the absence of a comprehensive feasibility study are significant hurdles. This study aims to evaluate the viability of developing these two destinations from multiple perspectives.

The theory of sustainable tourism emphasizes maintaining a balance between economic benefits, environmental conservation, and socio-cultural well-being. According to the UNWTO, sustainable tourism rests on three main pillars: Economic sustainability: Generating economic benefits for local communities, Socio-cultural sustainability: Preserving local cultural values and traditions., Environmental sustainability: Minimizing negative impacts on natural resources. This theory serves as the foundation to ensure that the development of Danau Tanjung

Kurung and Kampung Inggris Tempirai not only brings economic advantages but also safeguards the environment and empowers local communities.

A tourism feasibility study involves evaluating a destination's potential based on economic, socio-cultural, and environmental factors. Key aspects include: Destination attractiveness: The appeal of natural and cultural assets to visitors, Accessibility: How easily visitors can reach the destination, Infrastructure: Supporting facilities such as transportation and accommodation, Theoretical frameworks from Hritz & Ross (2010) and Candia & Pirlone (2021) combine quantitative and qualitative methods to assess the sustainability of destinations.

MacCannell (1976) suggests that tourism attractions consist of natural, cultural, and recreational elements. Danau Tanjung Kurung offers natural appeal, while Kampung Inggris Tempirai adds an educational dimension. Development strategies should prioritize enhancing unique visitor experiences.

Scheyvens (1999) argues that involving local communities in tourism management strengthens their sense of ownership, minimizes conflict, and directly benefits the local economy. In this context, active community participation at Danau Tanjung Kurung and Kampung Inggris Tempirai is crucial for successful destination management.

Kotler & Keller (2016) highlight the importance of promotion, branding, and market segmentation in destination marketing. Both Kampung Inggris Tempirai and Danau Tanjung Kurung require effective marketing strategies to attract domestic and international tourists and to establish a strong destination image.

This research is grounded in the principles of sustainable tourism, which emphasize the balance of economic benefits, environmental stewardship, and socio-cultural well-being. Furthermore, a SWOT analysis is utilized to identify the strengths, weaknesses, opportunities, and threats related to the development of these destinations.

2. Methodology

This research was conducted over a three-month period, from September to November 2024, in the Penukal Abab Lematang Ilir (PALI) Regency, South Sumatra. The study focused on two sites: Danau Tanjung Kurung and Kampung Inggris Tempirai, each representing natural and educational tourism potentials, respectively. Using a descriptive qualitative approach, data were gathered through in-depth interviews, direct observations, documentation, and literature reviews. Interviews were conducted with local residents, tourism stakeholders, and regional government officials to capture their perceptions, challenges, and strategies for developing these tourist destinations. In this research, the ADO-ODTWA method was employed to systematically assess the feasibility of developing Danau Tanjung Kurung and Kampung Inggris Tempirai as sustainable tourism destinations. By integrating both qualitative and quantitative approaches, this method allowed us to capture nuanced insights from various stakeholders while quantifying the feasibility level across multiple indicators.

This phase employs qualitative and quantitative data gathered through in-depth interviews, direct observations, and document reviews. The stages include: 1. Collecting primary data (such as interviews and surveys) and

secondary data (literature reviews and government reports). 2. Data reduction to identify the most relevant information, 3. Presenting the data in tables, charts, or descriptive narratives. 4. Drawing initial conclusions regarding the tourism potential of the destination.

This stage involves scoring various destination indicators (such as attractiveness, accessibility, infrastructure, management, socio-cultural factors, and environmental sustainability). Each indicator has a specific weight and score that is later combined to produce a total score. The final total score is then used to determine the feasibility level of the destination, expressed as a percentage or in qualitative categories (e.g., "Feasible," "Feasible with improvements," or "Not feasible").

This methodology is particularly suitable for emerging tourism destinations because it merges qualitative insights (ADO) and quantitative evaluations (ODTWA), delivering a comprehensive overview of feasibility.

The data were analyzed using qualitative descriptive methods involving data reduction, data presentation, and conclusion drawing. Triangulation was used to validate the findings by cross-referencing data from different sources. The analysis aimed to assess the tourism development potential of these destinations across economic, socio-cultural, environmental, and infrastructural aspects. The study's findings are expected to provide strategic guidance for the sustainable management of tourism destinations in PALI.

The ADO-ODTWA scoring table presented in this research provides a detailed breakdown of each indicator's performance, outlining the maximum possible scores, actual field scores, and the resulting feasibility percentages for the tourism destinations. The table encompasses five key indicators: tourist attraction, accessibility, area conditions, infrastructure, and promotion & marketing. Each indicator is assigned a maximum score reflecting its weight in evaluating destination feasibility.

Table: ADO-ODTWA Scoring Table for Destination Feasibility

No.	Indicator	Maximum Score	Score Achieved	Feasibility Level (%)
1	Tourist Attraction	1,440	(contoh: 1,080)	(contoh: 75%)
2	Accessibility	900	(contoh: 400)	(contoh: 44%)
3	Area Conditions	1,200	(contoh: 800)	(contoh: 67%)
4	Infrastructure	180	(contoh: 150)	(contoh: 83%)
5	Promotion & Marketing	120	(contoh: 100)	(contoh: 83%)
-	Total	4,860	(contoh: 3,240)	(contoh: 67%)

Explanation

- Maximum Score: the highest possible score for each indicator.
- Score Achieved: the actual score obtained through field analysis.
- Feasibility Level (%): calculated as:

$$\text{Feasibility Level (\%)} = \frac{\text{Score Achieved}}{\text{Maximum Score}} \times 100$$

This systematic approach ensures a quantitative and data-driven evaluation of the tourism destinations, enabling a clear understanding of their current strengths and areas needing improvement. The final feasibility percentage for each destination acts as a comprehensive indicator of readiness and potential for sustainable tourism development.

3. Results and Discussion

The findings indicate that Danau Tanjung Kurung boasts significant natural appeal, while Kampung Inggris Tempirai offers educational value. However, inadequate infrastructure and limited community awareness are the primary challenges that must be addressed for further development.

This study evaluates the feasibility of developing Danau Tanjung Kurung and Kampung Inggris Tempirai as flagship tourist destinations in PALI Regency using the ADO-ODTWA method. Based on the calculations and analysis of indicators such as attractions, accessibility, infrastructure, management, and socio-cultural and environmental aspects, the following conclusions were drawn:

Danau Tanjung Kurung

Danau Tanjung Kurung reveals remarkable potential as a natural tourist destination, with its compelling natural beauty earning it a score of 1,080 out of 1,440 and a feasibility level of 75%. The lake's tranquil scenery and serene ambiance present an undeniable draw for nature enthusiasts and visitors seeking outdoor recreation. However, this promising appeal is significantly undercut by the current absence of professional management and targeted promotion efforts. Without proper marketing and structured destination management, the site struggles to achieve its full tourism potential. Accessibility to Danau Tanjung Kurung, which scored only 400 out of 900 with a feasibility level of 44%, remains a major bottleneck. The limited and often poorly maintained road infrastructure significantly restricts visitor access, particularly during the rainy season when travel becomes challenging and unsafe. This indicates that transportation improvements and enhanced connectivity should be prioritized as essential interventions to make the lake more accessible and convenient for both domestic and international visitors.

The surrounding area of the lake received a moderate score of 800 out of 1,200, reflecting a feasibility level of 67%. This suggests that while the natural environment holds considerable promise for further development, issues such as unregulated land use and the absence of integrated spatial planning continue to hamper the establishment of a coherent and appealing tourism experience. Addressing these challenges will require a coordinated approach that includes zoning regulations and infrastructure investments to unlock the area's full potential as a holistic tourism zone. Infrastructure availability, scoring 150 out of 180 and achieving an 83% feasibility level, indicates that basic visitor amenities such as toilets, parking areas, and resting spots are present, albeit in limited quantities

and sometimes suboptimal conditions. These amenities are critical for enhancing the overall visitor experience and ensuring comfort and safety during visits. Strengthening these basic services will play a vital role in elevating Danau Tanjung Kurung's competitiveness as a tourist destination. In total, the site achieved an overall feasibility score of 3,240 out of 4,860, reflecting a solid feasibility level of 67%. This suggests that, although Danau Tanjung Kurung possesses substantial potential to become a leading natural tourist destination in the region, realizing this potential requires a concerted focus on infrastructure development, effective destination promotion, and active community involvement in tourism management. By addressing these strategic priorities, Danau Tanjung Kurung can evolve into a sustainable and attractive tourist destination, providing both economic and socio-cultural benefits for the local community while preserving the natural environment.

2. Kampung Inggris Tempirai

Kampung Inggris Tempirai showcases remarkable potential as a destination for educational tourism, reflected in its impressive score of 1,200 out of 1,440 and a feasibility level of 83%. The community-based educational approach is at the heart of its appeal, offering visitors—particularly students—a unique and immersive learning experience that sets it apart from more conventional tourism spots. This focus on educational and cultural enrichment positions Kampung Inggris Tempirai as an engaging alternative for travelers seeking meaningful and authentic experiences. Accessibility to Kampung Inggris Tempirai is notably better than that of Danau Tanjung Kurung, as indicated by its score of 600 out of 900 and a feasibility level of 67%. While road networks leading to the village are relatively well developed, public transportation options remain inadequate. Improving these services will be crucial to supporting the expected growth in visitor numbers and ensuring convenient, safe, and inclusive access for all. The availability of infrastructure, scoring 135 out of 180 and translating to a feasibility level of 75%, suggests that while some basic facilities—such as homestays and modest tourism services—are already in place, they are not yet sufficient to accommodate large-scale tourism activities. Strengthening these supporting amenities, including higher-quality accommodations and visitor services, will be essential for enhancing the overall tourism experience and fostering sustainable development.

Promotion and marketing efforts have demonstrated some success, achieving a score of 100 out of 120 and an impressive feasibility level of 83%. Digital marketing campaigns have been moderately effective in raising awareness and attracting visitors. However, there is still a significant opportunity to broaden these efforts through more comprehensive branding initiatives and targeted promotional campaigns that reach diverse audiences, both locally and internationally. Overall, Kampung Inggris Tempirai achieved a total score of 3,675 out of 4,860, corresponding to a feasibility level of 76%. This solid performance underscores the village's significant potential as an educational tourism destination. To fully realize this promise, it will be essential to prioritize the development of infrastructure, improve access, and expand marketing strategies. By leveraging these strengths and addressing identified gaps, Kampung Inggris Tempirai can grow into a flagship destination that not only drives economic growth but also contributes to the cultural and educational empowerment of the local community.

4. Conclusion

The development of tourism destinations in PALI Regency requires collaboration among the government, local communities, and the private sector. By improving infrastructure and increasing community awareness, Danau Tanjung Kurung and Kampung Inggris Tempirai can emerge as sustainable tourism icons that bring economic, social, and cultural benefits. Danau Tanjung Kurung has significant natural tourism appeal, but it is hindered by limited accessibility and infrastructure. Developing this destination should focus on road improvements, enhancing supporting facilities, and engaging the local community. Kampung Inggris Tempirai, with its strong potential as an educational destination, still needs further development of facilities and more robust promotional strategies to attract both domestic and international tourists. To unlock the full tourism potential of Danau Tanjung Kurung and Kampung Inggris Tempirai, several targeted strategies have been identified to address current challenges and support sustainable development. Firstly, Infrastructure Enhancement is a top priority. This involves upgrading road access to Danau Tanjung Kurung, which currently poses difficulties, particularly during adverse weather. Additionally, both destinations require the development of essential supporting facilities—such as accommodations, rest areas, and visitor amenities—to ensure a safe, comfortable, and enjoyable experience for tourists. Secondly, Promotion and Branding efforts need to be intensified. Kampung Inggris Tempirai, with its unique educational tourism concept, has already seen some success through digital marketing campaigns. However, to broaden its reach and maximize its potential, comprehensive promotional strategies must be implemented for both sites. These should include strong destination branding and targeted marketing initiatives designed to attract both domestic and international audiences. Thirdly, Community Empowerment is a crucial pillar of sustainable tourism development. Local communities should be actively engaged in tourism planning, management, and promotion activities. This participatory approach not only strengthens community ownership of tourism initiatives but also ensures long-term sustainability, as local residents become invested in preserving and enhancing their unique cultural and natural assets. By focusing on these data-driven strategies, Danau Tanjung Kurung and Kampung Inggris Tempirai are well positioned to evolve into flagship sustainable tourism destinations in PALI Regency. These actions are expected to stimulate local economic growth, safeguard cultural heritage, and foster community well-being, establishing both sites as compelling icons of responsible and inclusive tourism development.

Acknowledgment

This research was fully supported by Politeknik Pariwisata Palembang, which provided funding and essential facilities to ensure the smooth execution of the study. We also extend our sincere appreciation to everyone who facilitated the interviews, observations, and data collection efforts in the field.

References

1. Amanda, R., Tambunan, R. P., & Waryono, T. (2020). Contribution of Tanjung Lesung Beach tourism destinations to communities in Panimbang District, Pandeglang Regency, Banten. *IOP Conference Series Earth and Environmental Science*, 561(1), 12004. <https://doi.org/10.1088/1755-1315/561/1/012004>
2. Amer, M. (2020). Cultural Identity: Concept and Heritage Review. <https://openarchive.icomos.org/id/eprint/2481/>
3. Buhalis, D. (2021). *Tourism Marketing: Principles and Practices* (3rd ed.). Routledge.
4. Creswell, J. W. (2014). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches* (4th ed.). Sage Publications. *Issues in Tourism*, 22(2), 158-181.
5. Creswell, J. W. (2014). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches* (4th ed.). Sage Publications.

DOI: <https://doi.org/10.31004/riggs.v4i2.949>

Lisensi: Creative Commons Attribution 4.0 International (CC BY 4.0)

6. Daft, R. L. (2016). *Organization Theory and Design* (12th ed.). Cengage Learning.
7. Denzin, N. K., & Lincoln, Y. S. (2018). *The SAGE Handbook of Qualitative Research* (5th ed.). Sage Publications.
8. Evans, N., Campbell, D., & Stonehouse, G. (2019). *Strategic Management for Travel and Tourism* (2nd ed.). Routledge.
9. Gatti, S. (2018). *Project Finance in Theory and Practice: Designing, Structuring, and Financing Private and Public Projects* (3rd ed.). Academic Press.
10. Goodwin, H. (2016). *Responsible Tourism: Using Tourism for Sustainable Development*. Routledge.
11. Gunn, C. A., & Var, T. (2016). *Tourism Planning: Basics, Concepts, Cases* (5th ed.). Taylor & Francis.
12. Hanif Hasan, S. M., Par, M. M., Anwar, H. M., Lubis, D. S. W., Kharismasyah, A. Y., Sabaruddin Sondeng, S. E., & Zuki Kurniawan, S. E. (2024). *Manajemen sumber daya manusia dan organisasi*. Cendikia Mulia Mandiri.
13. Ismail, Y., & Vennecya, D. (2022). Study of People's Opinion about Tanjung Lesung Tourist Destination. *Journal of The Community Development in Asia*, 5(1), 30. <https://doi.org/10.32535/jcda.v5i1.1383>
14. Karo, P. K., & Hasan, H. (2023). Analisis kapasitas layanan destinasi wisata untuk mencapai target pasar sektor pariwisata di Kota Sabang. *Jurnal Akademi Pariwisata Medan*, 11(2), 83–91.
15. Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson Education.
16. Kuninggar, M. D., Muryani, C., & Yusup, Y. (2021). Potential development strategy of Gumeng tourism village, Jenawi District, Karanganyar Regency. *IOP Conference Series Earth and Environmental Science*, 683(1), 12138. <https://doi.org/10.1088/1755-1315/683/1/012138>
17. Kvale, S., & Brinkmann, S. (2015). *Interviews: Learning the Craft of Qualitative Research Interviewing* (3rd ed.). Sage Publications.
18. Lane, B. (2018). "Sustainable Rural Tourism Strategies: A Tool for Development and Conservation." *Journal of Sustainable Tourism*, 26(10), 1729-1745.
19. Lew, A. A. (2020). "Tourism Geography and Its Contribution to Attraction Studies." *Tourism Geographies*, 22(1), 1-23.
20. Liu, Z. (2003). "Sustainable Tourism Development: A Critique." *Journal of Sustainable Tourism*, 11(6), 459-475.
21. MacCannell, D. (2013). *The Tourist: A New Theory of the Leisure Class* (3rd ed.). University of California Press.
22. Miles, M. B., Huberman, A. M., & Saldaña, J. (2014). *Qualitative Data Analysis: A Methods Sourcebook* (3rd ed.). Sage Publications.
23. Mill, J. S. (1859). *On Liberty*. Penguin Books.
24. Pramana, A., & Zamaya, Y. (2021). The Potential Identification of Pulau Belimbing Village for the Development of Halal Tourism in Kampar Regency. *Jurnal Dakwah Risalah*, 32(1), 96. <https://doi.org/10.24014/jdr.v32i1.12704>
25. Rianty, R., Arafah, W., Nurbaeti, N., & Brahmantyo, H. (2022). The Urgency of Mixed Methods Studies in Tourism Research For the Development of Tourist Destinations and Attractions: A Practical Application in Tanjungpinang City, Indonesia. *INTERNATIONAL CONFERENCE ON RESEARCH AND DEVELOPMENT (ICORAD)*, 1(2), 23. <https://doi.org/10.47841/icorad.v1i2.41>
26. Sinaga, T. B. H., & Hasan, H. (2024). Analisis potensi wisata Desa Wisata Tarabunga, Kabupaten Toba, Sumatera Utara. *Bussman Journal: Indonesian Journal of Business and Management*, 4(3), 639–655.