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# Mapping the Natural and Cultural Tourism Potential of Seputih Village, Mayang District: A Pilot Project for Sustainable Tourism Villages in Jember Regency

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## Abstract

The Regional Government of Jember is currently intensifying efforts to develop the tourism sector in Jember Regency. This development is focused on evolving tourism potential that prioritizes local wisdom and cultural preservation. Seputih Village, located in Mayang District, Jember Regency, is one of the villages targeted by the government to become a sustainable tourism village in Jember Regency for its natural and cultural potential. Thus, it is necessary to assess this potential through a proper mapping to identify the natural and cultural attractions that can be developed. Hence, this research is focused on assessing and mapping the potential of natural and cultural tourism in Seputih Village as a pilot project for Sustainable Tourism Villages in Jember Regency. The research method used is descriptive qualitative with data collection techniques in the form of field observations, in-depth interviews, thematic mapping techniques, documentation, and literature studies. The research results indicate that Seputih Village has numerous natural and cultural potential that can be assessed and developed as tourism attractions. Some of the natural tourism potential include Goa Landak Waterfall, Wringin Lawang Waterfall, Mrawan Dam, and the Alas Perhutani Café Rest Area. Furthermore, cultural tourism potential includes Sarcophagus site, Ludruk Bintang Jaya, and Campursari Sinar Jaya. These natural and cultural tourism potential were mapped as an initial step to evolve Seputih Village as a recognized tourism village. Ultimately, this mapping of tourism potentials is expected to assist Seputih Village to develop as a sustainable tourism village in Jember Regency.

**Keywords:** Mapping, Natural Tourism, Cultural Tourism, Sustainable Tourism, Seputih Village



## 1. Introduction

Tourism has been widely acknowledged as a key sector for regional development due to its multifaceted contributions to economic growth, cultural preservation, and environmental management (Hall & Page, 2014; Sharpley, 2020). In line with the global emphasis on sustainability, many regions are now shifting their tourism strategies to balance economic growth with the preservation of cultural and ecological values (Saarinen, 2014). The concept of sustainable tourism has thus become central to development agendas, particularly in rural areas where natural landscapes and local traditions provide significant but often underutilized assets (Lane & Kastenholtz, 2015). Within this framework, tourism villages have emerged as a viable model for fostering sustainable and inclusive development, integrating principles of community participation, cultural preservation, and environmental stewardship (Giampiccoli & Saayman, 2014; Scheyvens, 1999).

In Indonesia, the tourism village (*desa wisata*) program has gained increasing prominence as part of the national government's efforts to strengthen sustainable tourism. Tourism villages are expected to empower local communities, promote local wisdom, and enhance regional competitiveness while reducing the negative impacts of mass tourism (Hitchcock & Putra, 2007). Through this model, tourism becomes a means of cultural revitalization and rural development, ensuring that local communities serve as both custodians and beneficiaries of tourism activities. Notably, the concept aligns with the global recognition that tourism can contribute to achieving the United Nations Sustainable Development Goals (United Nation World Tourism Organization, 2017).

Within this national framework, the Regional Government of Jember Regency in East Java has intensified efforts to develop its tourism sector. The regency is endowed with diverse cultural traditions and abundant natural landscapes, positioning it well for the development of sustainable tourism initiatives. Recent policy directions emphasize the development of tourism based on local wisdom, environmental conservation, and cultural preservation, reflecting both local priorities and broader sustainability agendas (Pemerintah Kabupaten Jember, 2021). These initiatives also recognize the growing demand for alternative tourism experiences, particularly those centred on rural environments, ecotourism, and cultural heritage (Lane & Kastenholtz, 2015).

Seputih Village, located in Mayang District, has been identified as one of the villages with strong potential to be developed into a sustainable tourism destination. A range of natural attractions characterizes this village. These natural assets are complemented by a significant cultural heritage, including archaeological remains and living cultural performances. These resources highlight the dual potential of Seputih



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Village to contribute to both nature-based tourism and cultural tourism, thereby enriching the visitor experience and reinforcing its suitability as a pilot project for sustainable tourism in Jember.

Despite this potential, a systematic assessment and mapping of Seputih's tourism assets have remained limited, impeding the effective planning and promotion of the village as a tourism destination. The absence of comprehensive documentation limits policymakers, planners, and communities' ability to design effective strategies for tourism development. According to Pitana & Diarta (2009), mapping serves as a crucial initial step in identifying, categorizing, and planning tourism resources. It also ensures that development efforts are evidence-based and aligned with both community aspirations and sustainability principles. Furthermore, participatory mapping approaches can facilitate community involvement in decision-making, ensuring that tourism development reflects local aspirations and generates equitable benefits (Tosun, 2006). In this sense, mapping serves as both a technical and social tool for advancing community-based tourism, aligning with the principles of sustainable tourism. It highlights the importance of comprehensive tourism potential mapping, which is a crucial prerequisite for evidence-based planning and sustainable destination management.

Hence, this research focuses on assessing and mapping the natural and cultural tourism potential of Seputih Village as part of the Jember Regency Government's effort to develop sustainable tourism villages. This research aims to produce a comprehensive understanding of Seputih's tourism assets through a systematic assessment and mapping. The results are expected to contribute to the development of Seputih as a recognized tourism village while also providing a model for similar initiatives in other parts of the regency. Ultimately, the systematic mapping of tourism potential represents a strategic step toward realizing the vision of sustainable, inclusive, and culturally grounded tourism in Jember Regency.

## **2. Literature review**

### **2.1. Tourism**

Tourism is an activity in which individuals or groups travel to places outside their usual environment for recreation, business, or other temporary purposes (Rahmaniar et al., 2024). Tourism encompasses a wide range of activities, complemented by various facilities and infrastructure, as well as services provided by governments, regional governments, entrepreneurs, and the community (Undang-Undang No 10 Tahun 2009). Tourism is categorized into several types, including natural tourism, cultural tourism, and



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artificial tourism. Tourism confirms the multidimensional nature of tourism, encompassing social, cultural, economic, and environmental dimensions. Furthermore, the development of modern tourism has given rise to various forms of tourism, including ecotourism, cultural tourism, culinary tourism, and even tourism based on digital technology. Tourism management requires a comprehensive and sustainable approach to meet the needs of tourists, empower local communities, and preserve the natural and cultural resources that are the primary assets of tourism. Therefore, tourism development must integrate sustainability aspects to provide economic benefits while preserving the environment and local culture.

### **2.1 Natural Tourism**

Natural tourism can be understood as recreational and tourism activities based on the utilization of natural resource potential, both in natural conditions and as a result of management and cultivation (Sukendra et al., 2023). Additionally, natural tourism involves utilizing natural resources and implementing environmental management strategies that have been designated as tourist attractions, aiming to leverage them as tourist targets (Pradipta, 2022). These tourism activities not only provide recreational experiences for tourists but also play a vital role in environmental conservation and improving the well-being of local communities. According to Fandeli (2002), natural tourism is a subset of ecotourism, emphasizing a balance between conservation, education, and economic aspects. Therefore, the development of nature tourism must adhere to the principles of sustainability to maintain ecosystems while providing sustainable social, cultural, and economic benefits for current and future generations.

### **2.2 Cultural Tourism**

Cultural tourism is a type of tourism that emphasizes the cultural and historical significance of a region. This type of tourism focuses on exploring, understanding, and experiencing a destination's rich cultural heritage, such as local history, art, and traditions. The benefits of cultural tourism include raising public awareness of the importance of preserving and maintaining culture, supporting the local economy through job creation, and providing tourists with an opportunity to learn about and explore the region's culture and history (Suparman & Muzakir, 2023). Cultural tourism plays a vital role in strengthening local identity, preserving cultural heritage, and fostering the growth of the creative economy within local communities. With management based on community participation and principles of sustainability, cultural tourism can bridge the gap between heritage preservation and meeting the needs of modern tourism, creating a balance between conservation, appreciation, and economic benefits.



### 2.3 Sustainable Tourism

Sustainable tourism is a concept that emphasizes the balance between economic, social, cultural, and environmental dimensions, ensuring that destination development is not solely oriented toward economic growth but also toward the preservation of natural and cultural heritage for future generations (United Nations World Tourism Organization, 2013). Within this framework, the *community-based tourism* (CBT) approach becomes crucial, as it involves the active participation of local communities in planning and managing tourism potential, leveraging local knowledge and expertise. This approach not only strengthens the sense of ownership among communities toward tourism destinations but also increases the likelihood of sustainable tourism management in rural areas.

Previous studies have highlighted the importance of tourism potential mapping in sustainable development. A study in Nepal confirmed that mapping ecotourism potential based on natural resources serves as the foundation for formulating strategies to develop environmentally friendly and sustainable rural tourism (Uprety et al., 2021). Similarly, research in Thailand has emphasized the need to balance cultural conservation with the modernization of facilities to ensure that tourism villages remain attractive to visitors while preserving their local identity (Kovács et al., 2022). Other studies have also highlighted the importance of integrating cultural attractions, such as performing arts, traditional cuisine, and festivals, as key elements in strengthening the identity and attractiveness of tourism villages (Nguyen & Mohamed, 2021). Furthermore, research on intangible cultural heritage has emphasized that traditional cultural practices, such as performing arts and rituals, enhance the authenticity of tourism experiences and simultaneously support the competitiveness of tourism villages at the global level (Gupta et al., 2020).

In Indonesia, the development of tourism villages has been strengthened by two major initiatives from the Ministry of Tourism and Creative Economy, namely the **Jadesta Program (Tourism Village Network)** and the **ADWI Program (Indonesian Tourism Village Award)**. Jadesta serves as a national database for tourism villages, categorizing them into four categories (emerging, developing, advanced, and independent) based on their natural, cultural, and artificial attractions, community participation, and sustainability aspects. Meanwhile, ADWI serves as an annual national award assessing tourism villages based on six criteria: (a) tourist attractions, (b) amenities, (c) digitalization, (d) institutional management, (e) creative economy (souvenirs, culinary, and crafts), and (f) CHSE implementation (*Cleanliness, Health, Safety, and Environmental Sustainability*).



In this context, Seputih Tourism Village in Mayang District, Jember Regency, possesses significant potential that aligns with the criteria of both programs. The following table presents a comparative overview:

*Table 1. Comparative Overview*

Seputih Tourism Village Potential	Jadesta Criteria	Program	ADWI Program Criteria
Goa Landak Waterfall, Wringin Lawang Waterfall, Mrawan Dam (natural attractions)	Natural attractions	tourist → basic for village classification	Tourist attractions; CHSE implementation (conservation & cleanliness)
Sarkofagus, Ludruk Bintang Jaya, Campursari Sinar Jaya (cultural heritage)	Cultural preservation traditions	attractions; of	Tourist attractions; creative economy based on cultural heritage
Alas Perhutani Rest Area (tourism facility)	Artificial supporting status	attractions; developing	Amenities (tourist facilities)
Village institutions and community participation in tourism management	Community participation; institutional governance		Tourism village institution
Documentation and digital promotion (research outputs & mapping)	Supporting aspect for advanced-level classification		Digitalization of tourism villages

From this table, it can be observed that Seputih has strong potential in natural and cultural attractions, which are the main criteria in both Jadesta and ADWI. However, the village still needs to strengthen its institutional governance, digitalization, and CHSE implementation to advance e from the “developing” to the “advanced” category in Jadesta and to compete effectively at the national level in ADWI.

Therefore, research on mapping the potential of Seputih Tourism Village not only contributes to the academic discourse on sustainable tourism but also offers practical implications for supporting the implementation of Jadesta and ADWI programs. The synergy between these two programs can accelerate the recognition and development of Seputih as a competitive tourism village at both national and international levels.



### **3. Method**

This research was conducted in Seputih Village, Mayang District, Jember Regency, which is one of the villages being developed as a sustainable tourism village. The research location was selected due to its rich natural and cultural tourism potential, making it a relevant site for pilot tourism village development. The study was conducted over a period of five months, encompassing the stages from preparation to analysis and final reporting. A qualitative research approach was employed to explore the natural and cultural tourism potential of Seputih Village in depth. Data collection was conducted through in-depth interviews with 9 village government officials to gain a comprehensive understanding of current conditions and potential opportunities. Additionally, field observations were conducted to assess the existing conditions of tourism objects directly. A literature review was also conducted by examining relevant sources, including government regulations, policy documents, and academic textbooks, to strengthen the theoretical framework of the research.

Data analysis was performed using a descriptive qualitative approach, integrating the findings from interviews, observations, and literature reviews to provide an in-depth overview of Seputih Village's tourism potential. The analysis was supported by mapping tourism potential using Geographic Information System (GIS) software to visualize the spatial distribution of natural and cultural attractions. GIS is highly effective as a tool for disseminating information and promoting tourist attractions (Maymuna et al., 2025; Xing, 2024). The thematic maps produced serve as key instruments for identifying, planning, and prioritizing tourism potential for development. The results of the descriptive qualitative analysis were used to interpret field findings, connect the current conditions with sustainable tourism village development concepts, and formulate strategic recommendations for positioning Seputih Village as a sustainable tourism village in Jember Regency.

### **4. Findings and discussion**

#### **4.1. General Overview of Seputih Village**

Seputih Village, Mayang District, Jember Regency, is one of the villages with diverse natural, cultural, and historical potential. This village is the largest in Mayang District, accounting for 41.52% of the district's area (Milawaty et al., 2025). The area of Seputih Village itself spans 725 hectares, divided into four hamlets: Krajan Hamlet, Sumber Jeding Hamlet, Pandian Hamlet, and Tetelan Hamlet (Badan Pusat Statistik Kabupaten Jember, 2024). The expanse of agricultural land, historical relics of sarcophagi, beautiful



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natural scenery, and historic caves make this village a potential candidate for development and projection as a sustainable tourism village in Jember Regency.

#### 4.2. Natural Tourism Potential

Natural tourism potential encompasses all environmental resources that offer attractiveness for development as tourist objects and attractions, including landscapes, biodiversity, and geological and hydrological phenomena. Nature tourism has become a significant focus in the global tourism industry, particularly with the increasing awareness of environmental conservation and the growing need for natural recreation (Anggara et al., 2024). Natural tourism potential serves not only as a recreational facility but also has educational, conservation, and economic value.

Seputih Village boasts educational tourism potential, supported by its natural landscape of rice fields, plantations, rivers, and waterfalls, creating a serene atmosphere. The beauty of the fresh air and the surrounding green panorama make this village the best opportunity to be developed as a nature-based sustainable tourism Village. This tourism potential also provides opportunities for the local community to develop various businesses in the tourism area (Rofiki et al., 2021). Based on the mapping results, Seputih Village has significant prospects as a tourist destination, with four main attractions: the Goa Landak Waterfall, the Wringin Lawang Waterfall, the Mrawan Dam, and the Alas Perhutani Rest Area.

##### 4.2.1. Goa Landak Waterfall

A waterfall is a natural feature formed by differences in elevation in a river, resulting in a vertical drop of water from a certain height. This natural phenomenon not only offers high aesthetic value as a tourist attraction but also provides significant ecological and hydrological functions. From a sustainable tourism perspective, waterfall management must consider conservation, environmental carrying capacity, and local community empowerment so that economic benefits are aligned with environmental preservation.

One of the natural tourism potentials in Seputih Village is the Goa Landak Waterfall, located in Sumber Jeding Hamlet. This destination is projected to become a leading tourist attraction due to its unique appeal. This waterfall's distinctive feature, its tiered cascade, makes it a compelling destination for tourists to explore (Zalukhu & Wipranata, 2020). To reach the location, tourists must navigate a path through sengon plantations, forest areas, and coffee plantations, thus offering an ecotourism experience. Despite being located in the middle of a forest, the Goa Landak Waterfall is relatively easy to access due to its gently sloping and safe road conditions. The waterfall's name is



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derived from the presence of a nearby cave, which serves as a natural habitat for porcupines. The unique landscape and its ecological value make the Goa Landak Waterfall highly potential for development as a nature-based tourist destination that supports conservation efforts and empowers the surrounding community.

#### 4.2.2. *Wringin Lawang Waterfall*

In addition to the Goa Landak Waterfall, Seputih Village also boasts another equally attractive natural tourism destination, namely the Wringin Lawang Waterfall, located in Krajan Hamlet. This waterfall not only represents the natural beauty of Seputih Village, but also symbolizes coolness, life, and the continuous flow of life that never stops. The uniqueness of its landscape makes it have great potential to be developed as a special interest tourist attraction. One of them is canyoneering, a nature-based sports activity that is currently gaining popularity among adventure-loving tourists.

The presence of this attraction not only enriches the variety of tourist attractions in Seputih Village but can also have a positive economic impact, opening new business opportunities for the local community and increasing the village's competitiveness as a nature-based tourist destination. For the optimal development of this potential, management must consider the principles of sustainability, including maintaining environmental sustainability, controlling the area's carrying capacity, and involving community participation. This is in line with Daud et al., (2024), who notes that the potential of waterfall tourism offers not only natural beauty but also various benefits for the surrounding community, from both economic and social perspectives.

#### 4.2.3. *Mrawan Dam*

A dam is a form of civil engineering construction built across a river or air stream with the primary purpose of capturing and controlling air volume (Lutfi & Sodik, 2022). This infrastructure is multifunctional, providing irrigation for the agricultural sector, an energy source for hydroelectric power plants, flood control, and even raw water for domestic and industrial needs. In Seputih Village, specifically in Tetelan Hamlet, the Mrawan Dam not only serves as a means of managing air resources but also holds significant potential for development as a nature-based tourist attraction.

Field observations indicate that the water flow in the Mrawan Dam has two distinct characteristics: a relatively calm flow and a rapid flow. The calm flow has the potential to be utilized as a low-risk air tourism attraction, such as river tubing. Conversely, the rapid flow can be developed into a special interest tourism attraction, such as challenging whitewater rafting. This diversification of tourism attractions not



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only increases the tourist appeal of Seputih Village but also creates productive economic opportunities for the surrounding community through the provision of tourism, culinary, and homestay services. In line with Kurniawati et al., (2024), this potential is expected to contribute to increasing the village's original income from the management of existing village potential. The higher the local original income, the greater the freedom the village government has to utilize it for village development, allowing it to be used optimally (Waspada & Maharani, 2019).

#### *4.2.4. The Alas Perhutani Rest Area*

A rest area is a designated resting place for road users, including motorcyclists, private cars, and other vehicles (Suryawati et al., 2022). Rest areas play a crucial role in ensuring safe and comfortable travel by providing drivers with a place to rest and reducing fatigue, which can potentially lead to accidents. Initially, the Alas Perhutani Rest Area was a forested area designated by the village government as a tourist rest area, with a greenhouse serving as the primary resting spot.

Currently, the Alas Perhutani Rest Area, located in Krajan Hamlet, Seputih Village, serves as a rest stop for drivers from Pace Village, Harjomulyo Village, and other areas of Silo, en route to Jember City. Based on observations and interviews, in addition to being a rest area, the forest surrounding The Alas Perhutani Rest Area also has the potential to be developed into a tourist attraction, such as an amphitheater and hammocks. Both of these potential attractions are likely to attract tourists and become a trend among them. It aligns with research conducted by Kustiandi et al., (2021) that Hammocks are no longer a place to relax, but have become a trend among the public and are used as interesting content on social media.

### **4.3. Cultural Tourism Potential**

Cultural tourism potential encompasses all cultural heritage, both tangible and intangible, that can be developed into tourist attractions. Cultural tourism emphasizes the promotion, utilization, and preservation of cultural resources as the main attraction. In addition to its natural resources, Seputih Village boasts diverse cultural tourism potential, including the Sarcophagus Site, Ludruk Bintang Jaya, and Campursari Sinar Jaya. From a sustainable tourism perspective, the development of cultural potential must consider the principles of preservation, community participation, and adaptation to market needs without losing its authentic value. Hence, preserving cultural and historical tourism potential is a shared responsibility to maintain the continuity of history, culture, and religion in the future (Kamiliyah NH, 2023).



#### 4.3.1. *Sarcophagus Site*

Sarcophagi are megalithic cultural relics of high historical value, serving as evidence of the development of belief systems in ancient societies. Sarcophagus sites generally consist of stone coffins used to store bodies and are believed to be closely linked to ancestral worship traditions. In the context of cultural tourism, these sarcophagus sites have great potential as educational attractions, as they can provide tourists with an understanding of history, archaeology, and the local wisdom of the local community. The development of tourism potential at these sites must be carried out carefully, paying attention to aspects of conservation, authenticity, and local community involvement to ensure the preservation of their historical and cultural values while providing economic benefits to the surrounding community. It is in line with research conducted by Lestari & Kamiliyah NH, (2025), cultural tourism has a dual role, not only as a tourist attraction but also as a medium for preserving cultural heritage while enhancing the welfare of the local community.

#### 4.3.2. *Ludruk Bintang Jaya*

Ludruk Bintang Jaya, originating from Seputih Village, Jember Regency, is a traditional performing arts group that plays a significant role in preserving the distinctive East Javanese Ludruk art form. As a folk theatre, Ludruk not only provides entertainment through performances of folk tales, stories of struggle, and social criticism, but also serves as a medium for cultural education for the local community (Putra et al., 2024). The existence of Ludruk Bintang Jaya demonstrates that traditional arts continue to hold a place in the lives of rural communities, despite facing the challenges of modernization and shifting entertainment preferences. The group's activities are concrete evidence of how intangible cultural heritage can survive through the involvement of local communities committed to preserving regional artistic identity. Thus, Ludruk Bintang Jaya is not only a means of entertainment but also an instrument for cultural preservation and strengthening the cultural identity of the Seputih Village community in Jember.

#### 4.3.3. *Campursari Sinar Jaya*

The Sinar Jaya Campursari group, originating from Seputih Village, Jember Regency, represents a fusion of traditional Javanese gamelan instruments and modern musical instruments, such as guitars, keyboards, and drums, through a process of acculturation. As a performing art, campursari functions not only as entertainment at community social events, but also as a medium for preserving Javanese cultural values that are still upheld by rural communities. The presence of the Sinar Jaya Campursari demonstrates how local



arts can survive and adapt to the changing times, where traditional music is combined with popular music styles to make it more easily accepted by the younger generation. Furthermore, the existence of this group also plays a role in strengthening the cultural identity of the Seputih Village community, while serving as a means of strengthening social ties through performances held at significant moments, such as celebrations, village anniversaries, and cultural events. Thus, the Sinar Jaya Campursari functions not only as entertainment, but also as an instrument for strengthening the culture and social life of the local community.

#### **4.4. Mapping The Natural and Cultural Tourism Potential**

Mapping natural and cultural tourism potential is a strategic step in developing tourism based on local wisdom. Tourism potential encompasses all aspects and events that are regulated and made available for tourism development, whether in the form of atmosphere, events, objects, or services (Fadjarajani et al., 2021).

In the context of Seputih Village, Jember Regency, mapping natural tourism potential can be directed at natural resources that possess aesthetic value and promote ecosystem sustainability, such as waterfalls, dams, rivers, and The Alas Perhutani Rest Area, which boasts a pristine rural panorama. Meanwhile, in terms of cultural aspects, potential areas that can be mapped include sarcophagi, the traditional art of Ludruk Bintang Jaya, and Campursari Sinar Jaya. These potentials are not only valuable as tourist attractions but also serve a social function, strengthening local community identity and fostering pride in cultural heritage.

This analysis is supported by tourism potential mapping using Geographic Information System (GIS) software to visualize the spatial distribution of natural and cultural tourism objects. The resulting thematic maps serve as key instruments for identifying, planning, and prioritizing tourism potential for development. The application of GIS to map the natural and cultural tourism potential in Seputih Village enables the identification of strategic locations, distribution patterns of tourist attractions, and spatial relationships with supporting infrastructure, such as road access and public facilities.

The identification of strategic locations through GIS mapping involves determining areas with the highest potential for tourism development based on their accessibility, attractiveness, and proximity to existing amenities. By analysing spatial data, researchers can pinpoint zones that offer a combination of natural beauty, cultural significance, and ease of access, which makes them suitable for investment or tourism facilities.

The distribution patterns of tourist attractions refer to how natural and cultural sites are spatially spread across Seputih Village. GIS helps visualize whether attractions are



clustered in certain hamlets, evenly distributed, or isolated, providing insights into regional tourism balance. This information is useful for planners to identify underdeveloped areas that could be promoted or to design tour routes connecting closely located destinations.

The spatial relationships with supporting infrastructure highlight how tourist attractions are connected to essential facilities such as roads, public transportation, accommodations, restaurants, and public utilities. Through spatial overlay and proximity analysis, GIS can reveal whether these infrastructures adequately support tourism activities or if improvements are needed. For example, a site located far from main roads or lacking nearby rest areas may require infrastructure upgrades to enhance accessibility and visitor comfort.

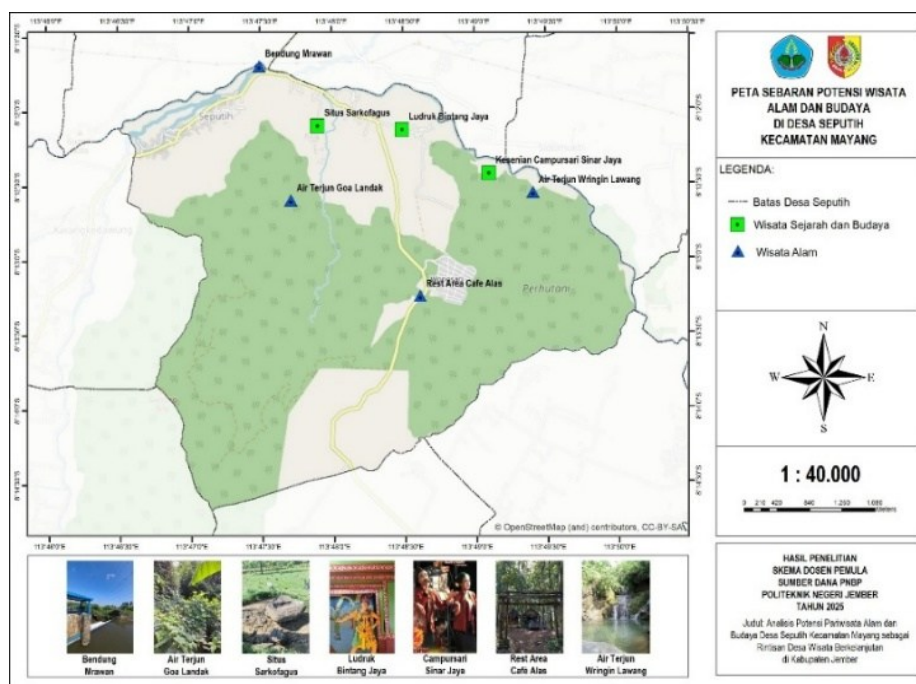


Figure 1 Map of the Distribution of Natural and Cultural Tourism Potential in Seputih Village  
Source: Data Processing Researcher, 2025

The mapping results serve as the basis for formulating a sustainable tourism development strategy, one that strikes a balance between economic benefits, environmental preservation, and cultural sustainability. This map illustrates the spatial distribution of natural and cultural tourism potentials within Seputih Village, located in Mayang District, Jember Regency. The visualization was developed using GIS (Geographic Information System) tools to identify and analyze the locations, distribution



patterns, and spatial relationships of various tourism assets. The map distinguishes two main categories of tourist attractions: natural tourism sites (marked with blue triangles) and cultural or historical tourism sites (marked with green squares).

Natural attractions include Mrawan Dam, Goa Landak waterfall, Wringin Lawang waterfall, and The Alas Perhutani Rest Area, which are predominantly situated along forested areas and near river networks, indicating a strong association with natural landscapes. Meanwhile, cultural and historical attractions - such as Sarcophagus Site, Ludruk Bintang Jaya, and Campursari Sinar Jaya - are concentrated in the northern and northeastern parts of the village, closer to settlements and accessible road networks.

The spatial pattern revealed by the map demonstrates that Seputih Village's tourism potential is geographically diverse, combining both natural and cultural elements. The proximity of these attractions to main roads and village centers highlights the strategic opportunities for developing integrated tourism routes. This spatial information provides an essential reference for local stakeholders and planners in designing sustainable tourism development strategies that balance accessibility, conservation, and community engagement.

## 5. Conclusion

Seputih Village, Mayang District, Jember Regency, is the largest village in the sub-district with diverse natural and cultural potential. From a natural potential, this village has several main attractions, including Goa Landak Waterfall, Wringin Lawang Waterfall, Mrawan Dam, and The Alas Perhutani Rest Area, which support the development of ecotourism and adventure-based tourism. The village's cultural potential encompasses the Sarcophagus site as a megalithic heritage, the traditional art form of Ludruk Bintang Jaya, and Campursari Sinar Jaya, which represents the fusion of traditional and modern music. Mapping tourism potential using Geographic Information Systems (GIS) visualizes the distribution of natural and cultural attractions, while also serving as the basis for strategic planning. With the integration of local wisdom, community participation, and sustainability principles, Seputih Village has strong potential to become a Sustainable Tourism Village that balances environmental conservation, cultural preservation, and community economic empowerment. The current study is limited to identifying tourism potentials and spatial mapping without assessing visitor perceptions or the economic impact of tourism development. Recommendation for future research should include community-based surveys and economic feasibility analyses to provide more comprehensive insights for sustainable tourism planning and policy implementation.



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