

NYAMPLUNG, NEW OPPORTUNITIES TO IMPROVE TOURISM INDUSTRY

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Abstract: *Nyamplung (*Calophyllum inophyllum* L.) is a tropical evergreen tree with potential for use in the tourism industry due to its unique characteristics and versatile applications. The plant's ornamental potential, medicinal properties, and potential as a biodiesel feedstock contribute to its value in various industries, such as horticulture, traditional medicine, and renewable energy. This study examines the role of Nyamplung in improving the tourism industry, highlighting the potential of indigenous plant species in rural tourism development and the importance of utilizing Nyamplung for sustainable tourism development. Recommendations for future research and implementation include raising awareness, conducting further research and development, and fostering collaboration and partnerships to overcome obstacles in adopting Nyamplung in the tourism industry. By integrating Nyamplung into existing tourism products and experiences, the industry can contribute to sustainable development, cultural preservation, and economic opportunities for local communities.*

Keywords: *Nyamplung, Tourism, Indigenous Plants, Sustainable Development, Rural Tourism*

Abstrak: Nyamplung (**Calophyllum inophyllum** L.) merupakan pohon tropis yang selalu hijau dan memiliki potensi untuk dimanfaatkan dalam industri pariwisata berkat karakteristik unik serta kegunaannya yang beragam. Potensi tanaman ini sebagai tanaman hias, khasiat obatnya, serta perannya sebagai bahan baku biodiesel memberikan nilai tambah bagi berbagai sektor industri, seperti hortikultura, pengobatan tradisional, dan energi terbarukan. Studi ini mengkaji peran Nyamplung dalam memajukan industri pariwisata, dengan menyoroti potensi spesies tanaman lokal dalam pengembangan pariwisata perdesaan serta pentingnya pemanfaatan Nyamplung demi pengembangan pariwisata berkelanjutan. Rekomendasi untuk penelitian dan implementasi di masa mendatang mencakup peningkatan kesadaran, pelaksanaan penelitian dan pengembangan lebih lanjut, serta pembangunan kolaborasi dan kemitraan guna mengatasi hambatan dalam penerapan Nyamplung di industri pariwisata. Dengan mengintegrasikan Nyamplung ke dalam produk dan pengalaman wisata yang sudah ada, industri ini dapat berkontribusi pada pembangunan berkelanjutan, pelestarian budaya, dan penciptaan peluang ekonomi bagi masyarakat setempat.

Kata Kunci: Nyamplung, Pariwisata, Tanaman Lokal, Pembangunan Berkelanjutan, Pariwisata Perdesaan.

INTRODUCTION

Nyamplung is one type of plant that has potential for the tourism industry because of its unique characteristics and medicinal properties (Wijana et al., 2022). As a medicinal plant, Nyamplung has been utilized for its healing properties and proven to have various health benefits (Vellore & Vudhayaraju, 2020). In addition to its medicinal properties, this plant is also famous for its ornamental potential so that it is attractive to be used as an additional garden and public space (Kuswanto et al., 2022). In addition, plant growth in various habitats, including forests and mountains, contributes to their potential utilization in rural tourism development (Hapsari et al., 2014). By promoting the use of Nyamplung both as medicine and plantations, the plant can contribute to the growth of the tourism industry, particularly in regions where traditional medicine and sustainable tourism are important (Sarioğlu & İskenderoğlu, 2016).



Figure 1. Nyamplung Plant
(Source: Researcher Documentation)

The Nyamplung plant, known for its medicinal properties, has historically been utilized for its proven healing abilities and diverse health benefits (Vellore & Vudhayaraju, 2020). Beyond its medicinal value, this plant is famous for its ornamental

potential and ability to reduce air pollution, making it an attractive addition to parks, public spaces, and potential educational tourism resources (Kuswanto et al., 2022) (Sutrisno et al., 2020). In addition, its growth in various habitats, including forests and mountains, also contributes significantly to its potential for rural tourism development (Hapsari et al., 2014). By encouraging the use of Nyamplung as a medicinal plant and plantation that can reduce pollution and dust, this flora has the potential to encourage the growth of the tourism industry. Especially in regions where traditional medicine and sustainable tourism are of paramount importance (Sarioğlu & İskenderoğlu, 2016).

The tourism industry has become one of the most important and promising industries globally, with rapid growth and development in recent years (Cui, 2019). However, the industry faces several challenges and requires innovation to remain competitive and relevant in an ever-evolving market. Some important aspects of today's tourism industry and the need for innovation include:

Urbanization and technological development: The rapid urbanization and technological advancements have led to an increased demand for rural tourism, along with people's efforts to escape the chaos and pressures of city life (Sarioğlu & İskenderoğlu, 2016). This provides an opportunity for the industry to innovate and promote sustainable rural tourism experiences, including culinary tourism and the use of Nyamplung plant species.

Medical tourism: The medical tourism sector, which includes traditional medicine and health practices, has expanded significantly in recent years (Vellore & Vudhayaraju, 2020). Innovations in this area can help attract more medical tourists and promote the benefits of traditional medicine, such as Ayurveda, Yoga, Unani, Siddha, and Homeopathy (AYUSH).

Local wisdom and conservation: Conservation of medicinal plants and promotion of traditional knowledge are essential for the sustainable development of rural tourism (Wijana et al., 2022). By incorporating local wisdom and traditional practices into the tourism experience, businesses can contribute to the preservation of cultural and natural resources while providing unique and authentic experiences for visitors.

The tourism industry needs to embrace innovation to adapt to changing demands and market challenges. By focusing on rural tourism, medical tourism, and local wisdom, the industry can create new and exciting experiences that attract visitors and foster sustainable development. So in this context, the formulation of the problem in the journal focuses on the potential of Nyamplung as a new opportunity that can improve the tourism industry.

LITERATURE REVIEW

1. Profile Nyamplung

a. Description of Nyamplung Botany

Nyamplung (*Calophyllum inophyllum* L.) is a tropical tree that is famous for its characteristics and versatile uses (Yuniarti, 2015). This plant usually reaches a height of 8-20 meters and has a dense crown of round shape with shiny elliptical leaves (Kurniati et al., 2018). The flowers are fragrant, white, and clustered, while the fruit is a green round drupe containing one large seed (Kurniati et al., 2018). This tree adapts well to coastal environments and is often found in sandy or rocky soils, making it suitable for coastal landscaping and erosion control (Kurniati et al., 2018). Nyamplung's strong nature and attractive appearance contribute to its potential as a plantation in a variety of settings, including parks and public spaces.



Figure 2. Dried Nyamplung Seeds that are Siap Diolah
(Source: Researcher documentation)

b. History of Nyamplung Utilization in Local or Traditional Culture

Nyamplung has a rich history of traditional use in various cultures, particularly in Southeast Asia and the Pacific. The plant is valued for its medicinal properties, with traditional uses including the treatment of skin diseases, rheumatism, and inflammation (Wijana et al., 2022). In addition, Nyamplung has been used in traditional medicine due to its antimicrobial and anti-inflammatory properties, which shows its significance in local healing practices (Wijana et al., 2022). In addition, the oil extracted from Nyamplung seeds has historically been used for lighting, waterproofing, and traditional medicine in many coastal communities (Kustanto et al., 2022). Its historical use in traditional medicine and everyday application underscores its cultural importance and potential for further exploration in modern industry.

c. Benefits of Nyamplung in Various Industries

Nyamplung offers a variety of benefits in various industries, including food, cosmetics, and tourism (Kaffah, 2019). Oil extracted from Nyamplung seeds has received attention as a potential biodiesel feedstock because it is clean, biodegradable, and low in emissions, making it environmentally friendly and suitable for reducing pollution levels (Kurniati et al., 2018). In the food industry, Nyamplung vegetable oil has been used in traditional cuisine and has the potential to be further explored in culinary applications (Sarioğlu & İskenderoğlu, 2016). In addition, the ornamental potential of the plant makes it valuable for landscaping and horticultural purposes, contributing to its role in enhancing the aesthetic appeal of tourist destinations and public spaces (Kuswanto et al., 2022). In addition, the Nyamplung garden can be used as an educational tour of the usefulness of Nyamplung plants. So that Nyamplung can be a new innovation from the tourism industry that has a unique attraction.

2. The Role of Nyamplung in the Tourism Industry

Nyamplung, one of the local plant species that has the potential to contribute to the growth of the tourism industry in various ways. Here are some of his roles in the industry:

a. The potential of Nyamplung as a tourist attraction

The uniqueness of Nyamplung, ranging from its charming appearance to its medicinal properties, makes it a potential attraction in the tourism industry. For example, Nyamplung Park within Banten Gumi Forest Park in Bali, which is managed by a local traditional village and maintained sustainably for generations, offers a unique and culturally rich experience for visitors (Wijana et al., 2022).

The construction of a special Nyamplung Park within the Gumi Banten Forest Park presents an exemplary sustainable tourism model combined with cultural heritage. Managed by indigenous peoples, the park not only showcases the aesthetic appeal of Nyamplung but also serves as an educational platform, spreading traditional knowledge about its medicinal uses and cultural significance.

The holistic management and preservation of the park by indigenous villages ensures the preservation of Nyamplung trees and surrounding ecosystems, increasing biodiversity while fostering a deeper understanding of the indigenous traditions associated with this species. Therefore, visitors have the opportunity to interact with the local community, learn about their customs, and gain insight into the sustainable practices applied for the preservation of Nyamplung and its cultural relevance.

Nyamplung Park stands as a testament to the continuous fusion of nature, culture, and tourism. Its existence not only enhances the tourism landscape by providing unique and culturally immersive experiences, but also promotes the principles of responsible tourism. The site exemplifies the potential to integrate traditional ecological knowledge and sustainable practices into tourism initiatives, creating a harmonious balance between conservation efforts and visitor engagement.

In addition, the success of the initiative encourages similar efforts in other regions, developing community-based tourism models that prioritize environmental and cultural heritage conservation. These initiatives not only contribute to the economic empowerment of local communities but also act as catalysts to safeguard indigenous knowledge and biodiversity, ultimately enriching the structure of sustainable tourism practices globally.

b. Nyamplung's contribution to the development of ecotourism and environmental sustainability

The potential of Nyamplung as a biodiesel feedstock and its utilization in traditional medicine contribute significantly to its role in ecotourism and sustainable development (Kurniati et al., 2018). By advocating for the incorporation of Nyamplung in the region, the tourism industry can play an important role in environmental preservation and the promotion of sustainable practices.

The diverse nature of Nyamplung, which not only serves as a biodiesel resource but also as an important element in traditional medicine practices, accentuates its significance in the context of ecotourism. Integrating its presence within the tourism sector not only highlights the importance of ecology but also emphasizes the cultural and indigenous knowledge associated with its use.

The promotion of Nyamplung in this arena can be a catalyst for a paradigm shift towards sustainable tourism practices. The emphasis on ecological benefits, particularly in biodiesel production, is in line with the global movement towards renewable and environmentally friendly energy sources. In addition, its role in traditional medicine adds layers of cultural richness, attracting visitors interested in traditional healing practices, thus fostering a more comprehensive and diverse tourism landscape.

In addition, the use of Nyamplung's sustainability attributes in the tourism industry can encourage collaboration between stakeholders, including local communities, environmentalists, and tourism authorities. This collaborative effort can lead to the establishment of eco-friendly initiatives, such as educational tours, workshops, or eco-friendly lodgings centered around Nyamplung, thus creating a symbiotic relationship between tourism development and environmental conservation.

Nyamplung's proactive integration into the tourism sector not only diversifies tourism offerings but also creates opportunities for responsible and sustainable tourism practices. Its promotion serves as a catalyst for preserving biodiversity, local wisdom, and fostering a deeper appreciation of the interconnectedness between nature, culture, and sustainable tourism development. Therefore, advocating the use of Nyamplung in

the tourism industry is an important step towards developing sustainable tourism practices and holistic environmental conservation. .

c. Case studies or examples of the application of Nyamplung in tour packages or tourist destinations

In the framework of increasing the potential of tourist destinations, the integration of Nyamplung into the context of established tourist sites raises attractive prospects. Although there are no specific examples of tourist destinations explicitly focusing on Nyamplung, integrating this plant into existing tourist environments can change the dynamics and increase overall appeal.

The importance of considering the potential of Nyamplung in the context of tourism is not only about its existence as a single object, but also how its presence can enrich the experience of tourists who visit the location. For example, in some tourist destinations, the use of special plants such as the Red Sandalwood Plant Species in India has become a very popular attraction (Vellore & Vudhayaraju, 2020). The use of this plant in the realm of medical tourism has not only enriched the visitor experience, but also contributed significantly to the growth of the medical tourism industry there.

By taking lessons from the integration of specific plants in the context of tourism in various parts of the world, the application of Nyamplung in the overall theme of existing tourist destinations can be an innovative step. This step can not only improve the quality of the tourist experience, but also expand the potential of related industries, such as medical tourism or creative industries that involve sustainable use of natural resources.

The right strategy in integrating Nyamplung into existing tourist destinations requires a holistic approach involving local stakeholders, environmental experts, and tourism industry practitioners. Such collaborative measures are key in ensuring that the utilization of Nyamplung as a tourism asset not only provides economic benefits, but also supports the preservation of the local environment and culture.

In the context of globalization and increasing awareness of sustainability, the application of Nyamplung in established tourist destinations can be one example of how wise integration of natural resources can increase the added value of tourist destinations

as a whole. It is hoped that such measures will inspire further developments in the development of sustainable and comprehensive tourist destinations.

Nyamplung has the potential to play an important role in the tourism industry through its utilization in ecotourism, sustainable development, and the improvement of existing tourism destinations. By incorporating Nyamplung into this aspect of the tourism industry, it can contribute to conservation efforts and provide unique and culturally rich experiences for visitors.

RESEARCH RESULTS AND DISCUSSION

Challenges and Opportunities

1. The Challenge of Integrating Nyamplung into the Tourism Industry

- Lack of awareness: Many people, including locals and tourists, may not be familiar with Nyamplung and its potential use in the tourism industry, making it difficult to promote and market the plant as a tourist attraction.
- Limited resources: The tourism industry may face challenges in terms of resources, such as funding and personnel, to conduct research and develop Nyamplung-based travel products and experiences.
- Competition: Nyamplung may face competition from plant species and other attractions in the tourism industry, making it difficult to stand out and gain recognition.

2. Economic Opportunities of Local Communities by Developing Nyamplung

- New revenue streams: The development and promotion of Nyamplung-based travel experience products can provide new sources of income for local communities, diversifying their economies and potentially improving their standard of living.
- Job creation: The growth of Nyamplung's tourism industry can open up job creation opportunities for local communities, help reduce unemployment and boost economic development.
- Cultural preservation: The promotion of Nyamplung in the tourism industry can contribute to the preservation of local culture and traditions, as well as the conservation of plant species.

3. Efforts That Can Be Made to Overcome the Obstacles of Nyamplung Adoption in the Tourism Industry

- Education and awareness: Raising awareness about Nyamplung's potential in the tourism industry is essential to address the challenges and encourage its application in various travel products and experiences.
- Research and development: Conducting research on Nyamplung and its potential utilization in the tourism industry can help identify innovative and exciting ways to incorporate this plant into various offerings, such as edible plant species, medicinal plants, and plantations.
- Collaboration and partnerships: Collaboration with local communities, tourism businesses, and government agencies can help facilitate the integration of Nyamplung into the tourism industry, ensuring that the plant is promoted and utilized sustainably and responsibly.

CONCLUSIONS AND RECOMMENDATIONS

Nyamplung's potential in strengthening the tourism sector is not just a botanical attribute. Its role in ecotourism and sustainable development is highly influential, offering diverse appeal to different aspects of the industry. The appeal of Nyamplung, which comes from its charming aesthetic and medicinal value, promises to be an element of attraction in the tourism landscape. However, its transformative impact goes beyond aesthetics, thus providing opportunities to create Nyamplung tourism products and immersive experiences, thereby empowering local communities by encouraging alternative income streams and enriching their socio-economic landscape.

Nevertheless, the integration of Nyamplung faces formidable challenges. The lack of widespread recognition, coupled with limited resources and market competition, poses obstacles in its assimilation into the tourism sector. To overcome these barriers, a concerted effort in education and awareness campaigns is essential. Research and development initiatives can uncover the plant's diverse potential, paving the way for innovative tourism offerings. Collaborative efforts and strategic partnerships also play an important role in strengthening Nyamplung's presence in the tourism arena.

In addition, the use of Nyamplung in tourism must be supported by a commitment to sustainable practices. Thus, it not only adds economic value but becomes the custodian of local heritage, preserving the nuances of indigenous culture and traditions. Incorporating Nyamplung into the tourism framework will not only diversify the offering but also underscore the collective commitment to environmental preservation and cultural management, as well as developing a holistic and sustainable tourism ecosystem..

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