

visiting the country, which in 2017 reached 14.1 million visits. The period of January-July 2018, foreign tourist arrivals reached 9.06 million, an increase of 12.92% over the same period in the previous year. Efforts to increase the number of foreign tourists to Indonesia need to be pursued more seriously including anticipation of natural and environmental conditions in disaster-prone tourist areas. The occurrence of natural disasters such as the

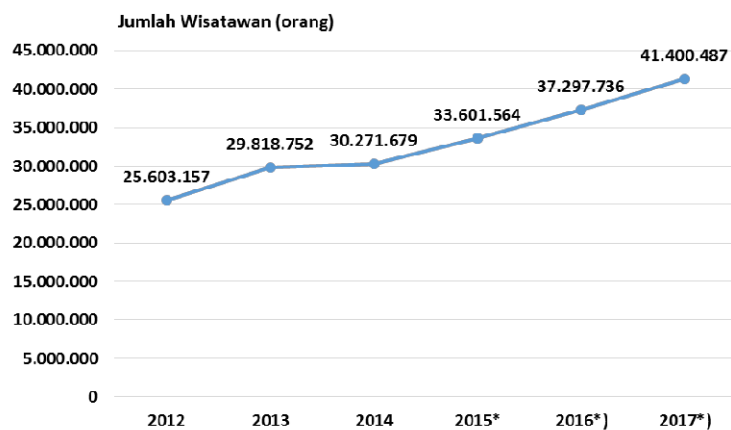
eruption of Mount Agung in Bali and the earthquake in Lombok can burden the target of foreign tourists visiting Indonesia.

Based on BPS data, the length of tourists staying in Central Java in 2013 was 1.56 days. Based on information on the cost per day spent in Central Java, obtained tourist shopping to attractions and staying for one year, as shown in Table 3.

Table 3. Number and Tourist Growth of Central Java (2011-2017)

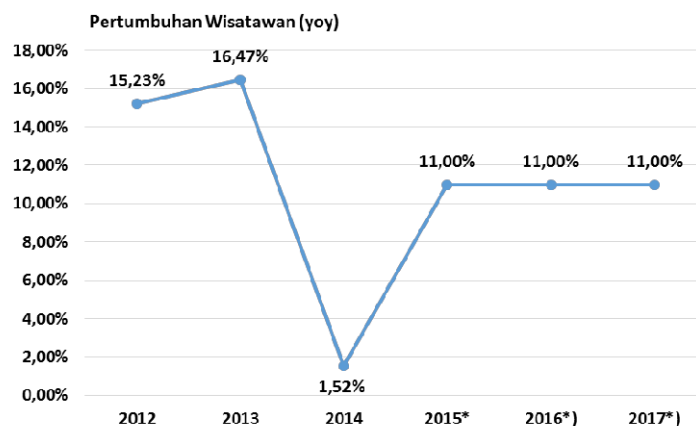
Year	Number of Tourists (people)	Growth (%)
2011	22.219.865	
2012	25.603.157	15.23
2013	29.818.752	16.47
2014	30.271.679	1.52
2015*	33.601.564	11.00
2016*)	37.297.736	11.00
2017*)	41.400.487	11.00

Source: Statistics Indonesia, Central Java; *) Predictions



Source: Statistics Indonesia, Central Java

Figure 11. Number of Central Java Tourists in 2011-2017



Source: Statistics Indonesia, Central Java

Figure 12. Central Java Tourist Growth

4. Conclusion

This study concludes that Dieng natural tourism potential is still very high when viewed from the natural beauty, variety, and types of existing tours. Dieng natural tourism has not been optimally advanced. The prospect of Dieng nature tourism is also very good. This is based on the number of tourist visits and their contribution to the increase in foreign exchange.

To optimize Dieng natural tourism potential, the following ways need to be done:

1. Improving the quality and access of tourism destinations supported by strengthening promotions and increasing the capacity of tourism actors. With various improvements in access and quality of service, it will increase the number of tourist visits.
2. Increasing access to finance to be able to run the economy of the community in the Dieng area.
3. Making intensification of digital payment system services.
4. Strengthening the synergy of the promotion of tourism destinations between the central and regional governments.
5. Arranging tour packages, for example, temple tour packages and agro-tourism packages.

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