

Business Development Strategy Analysis to Increase Visitors at Kampoeng Vietnam Tourism Attraction in Bandar Lampung

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Abstract

Tourism destinations must continuously develop business strategies to remain competitive and attract visitors. Kampoeng Vietnam in Sumber Agung, Kemiling, Bandar Lampung, is a nature-based destination offering mountain views, green hills, sea scenery, cool air, and instagramable photo spots. However, it still faces challenges such as limited attraction variety, undeveloped cultural and special-interest tourism, poor road accessibility, and limited use of digital marketing. This study aims to analyze business development strategies for increasing visitors to Kampoeng Vietnam. Using a descriptive qualitative case study approach, data were collected through observation, interviews with the owner, staff, and visitors, documentation, and visitor data analysis. The analysis applied the 4A tourism concept, consisting of attraction, accessibility, amenities, and ancillary services, supported by SWOT analysis. The findings show that Kampoeng Vietnam has strong natural tourism potential, affordable entrance fees, adequate facilities, live music, and supporting services. Therefore, integrated strategies involving attraction diversification, digital marketing optimization, improved access, better signage, facility enhancement, and community collaboration are needed to increase visitor interest and support sustainable tourism development. These efforts can significantly strengthen competitiveness and encourage repeat tourist visits.

Keywords: Business strategy, tourism development, Kampoeng Vietnam, SWOT analysis, visitor increase

INTRODUCTION

Tourism is a strategic sector that plays an important role in supporting regional economic development. Indonesia possesses abundant natural resources, diverse cultural heritage, and various artificial attractions that can be developed into competitive tourism destinations. In this regard, tourism is not merely associated with recreational activities, but also contributes to employment creation, community income improvement, local business growth, and regional revenue generation. Lampung Province is one of the regions in Indonesia with considerable tourism potential, including natural tourism, cultural tourism, historical sites, religious tourism, agrotourism, marine tourism, and artificial tourism attractions.

The development of tourism in Lampung Province has shown a fluctuating yet generally positive trend. Based on visitor data, the number of tourists visiting Lampung reached 6,153,283 in 2016, declined to 6,002,487 in 2017, increased to 6,881,006 in 2018, and rose significantly to 17,957,376 in 2019. During the pandemic period, the number of visitors declined to 7,870,192 in 2020 and 8,656,920 in 2021. However, tourism visits began to recover in the following years, increasing to 9,877,922 in 2022, 10,789,654 in 2023, 11,989,098 in 2024, and 12,908,678 in 2025 (BPS Lampung, 2025). These data indicate that the tourism sector in Lampung has strong potential for recovery and further development.

Bandar Lampung, as the capital city of Lampung Province, also has substantial tourism potential. The city offers various natural, cultural, and artificial attractions that can support regional tourism growth. Tourism data for Bandar Lampung show that the number of visitors reached 1,086,711 in 2019, decreased to 821,259 in 2020, increased to 854,084 in 2021, and continued to rise to 1,374,742 in 2022 and 1,567,907 in 2023. Nevertheless, the number of visitors decreased to 1,356,879 in 2024 and 1,256,908 in 2025 (Dinas Pariwisata Bandar Lampung, 2025). This condition suggests that although tourism activities in Bandar Lampung continue to develop, tourism destinations in the city still require appropriate development strategies to maintain visitor interest and strengthen their competitiveness.

One area with significant tourism potential is Sumber Agung, located in Kemiling District, Bandar Lampung. This area is situated near Mount Betung and is characterized by natural scenery, cool weather, green hills, and several tourism attractions. One of the destinations in this area is Kampoeng Vietnam. Kampoeng Vietnam is a nature-based tourism destination that combines natural landscapes with artificial photo spots, cafés, live music, gazebos, children's play areas, and family-oriented services. Its relatively close distance from the city center also makes it accessible for local tourists.

Visitor numbers at Kampoeng Vietnam have also experienced fluctuations. In 2021, the destination recorded 25,620 visitors. This number decreased to 18,276 in 2022, increased to 22,782 in 2023, and rose significantly to 65,097 in 2024 and 71,564 in 2025 (Kampung Vietnam, 2025). This growth indicates that Kampoeng Vietnam has considerable potential to attract tourists, particularly during the post-pandemic recovery period. However, this increasing number of visitors needs to be supported by a clear and systematic business development strategy in order to sustain competitiveness and enhance visitor loyalty.

The main issue faced by Kampoeng Vietnam is the need for more structured tourism business development, particularly in terms of attraction development, accessibility, digital promotion, and supporting facilities. Although the destination offers attractive natural scenery and unique photo spots, it still requires greater variety in entertainment, stronger digital marketing efforts, improved road access, and more integrated tourism facilities. Therefore, this study focuses on the following research question: what business development strategies should be implemented by Kampoeng Vietnam to increase visitor numbers?

This study aims to analyze the business development strategies required by Kampoeng Vietnam by identifying its internal strengths and weaknesses as well as external opportunities and threats. The findings of this study are expected to provide practical recommendations for the management of Kampoeng Vietnam and contribute to the development of tourism business strategy studies.

THEORETICAL REVIEW

Merton's Strain Theory provides a sociological perspective on deviant behavior by explaining how individuals resort to unconventional or illegal means when they experience a disconnect between societal expectations and the available opportunities to achieve them. Merton argued that societies establish culturally approved goals, such as financial success, but not all individuals have equal access to the legitimate means of achieving these goals. When people, particularly those from lower socio-economic backgrounds, are unable to attain success through conventional pathways, they would turn to alternative strategies, including crime and deviant behavior, to bridge this gap.

In the context of reckless driving among commercial drivers, Strain Theory offers a useful framework for understanding why many drivers engage in traffic violations despite the known risks. Many commercial drivers operate under extreme financial pressure, and the nature of their job demands that they maximize their daily earnings. When the formal economic structure does not provide sufficient opportunities for financial stability, drivers would feel compelled to engage

in risky behaviors such as over-speeding, overloading passengers, running red lights, and ignoring road regulations to complete more trips and increase their incomes. The constant struggle to meet financial obligations, such as vehicle maintenance costs, daily remittances to transport unions, and family responsibilities, places them in a position where reckless driving becomes an attractive alternative to simply adhering to traffic laws and risking low earnings, thus leading to frequent road traffic accidents.

Some studies have supported the validity of strain theory when applied to reckless driving and road traffic accidents. For instance, Agbiboa (2020) found that commercial drivers who experienced economic strain were significantly more likely to engage in reckless driving. Similarly, Onyema and Uche (2021) found in a study in Port Harcourt that financial stress was a major factor predicting drivers' disregard for road safety regulations. Finally, Adams and Mbah (2022) reported how transport union levies and competitions among drivers created an environment where reckless driving became a necessity rather than a choice. These studies supported the idea that reckless driving is often not an individual moral failing, but rather a structural issue rooted in economic strain and social pressures.

The study tested the hypothesis that reckless driving will significantly predict road traffic accidents among commercial drivers in Obio/Akpor in Rivers State, Nigeria.

METHOD

Research Design

This study used a descriptive qualitative case study approach. A qualitative approach was used because the study aimed to understand the actual condition of Kampoeng Vietnam in depth, including its tourism potential, attraction development, accessibility, facilities, services, and business strategy needs. The case study approach was selected because the research focused on one specific tourism attraction, namely Kampoeng Vietnam in Bandar Lampung.

Setting and Study Object

The research was conducted at Kampoeng Vietnam, located in Sumber Agung, Kemiling, Bandar Lampung. The destination was selected because it has strong natural tourism potential and has experienced an increase in visitor numbers, but still faces several business development challenges related to attraction variety, accessibility, digital promotion, and supporting facilities.

Informants

Informants were selected using purposive sampling. The informants consisted of internal and external parties who were considered able to provide relevant information about Kampoeng Vietnam. Internal informants included the owner and staff, while external informants included visitors.

Table 1: Informant Profile

NO.	NAME	POSITION	AGE	CATEGORY
1	Julida	Owner	39 years	Internal
2	Setio	Staff	43 years	Internal
3	Dewa	Visitor	23 years	External
4	Arjan	Visitor	23 years	External

Source: Processed research data (2025)

Data Collection

Data were collected through field observation, interviews, documentation, and literature review. Observation was conducted to identify the actual condition of Kampoeng Vietnam, including natural potential, attraction availability, access roads, signage, facilities, parking areas, and supporting services. Interviews were conducted with the owner, staff, and visitors to obtain information about strengths, weaknesses, visitor experiences, and development needs. Documentation was used to support the findings through photographs, visitor data, and destination-related records. Literature review was used to strengthen the theoretical basis, especially regarding business strategy, strategic management, SWOT analysis, and the 4A tourism concept.

Data Collection

Potential participants were met in their respective motor parks, transport union offices and commercial taxi-cab parks. They were approached by the researchers with a letter of identification. They were briefly informed of the purpose of the study and asked for their consent to participate in the study. Those who agreed to participate were assured of confidentiality of their responses and were given the questionnaires to fill and collected on the spot with a total of 238 questionnaires that were used for the analysis.

Data Analysis

The data were analyzed using descriptive qualitative analysis. The analysis process included data collection, data reduction, data presentation, conclusion drawing, and

triangulation. The study also used the 4A tourism concept to analyze attraction, accessibility, amenities, and ancillary services. SWOT analysis was used to identify internal strengths and weaknesses as well as external opportunities and threats. The SWOT matrix was then used to formulate SO, WO, ST, and WT strategies.

RESULTS

General Description of Kampoeng Vietnam

Potential participants were met in their respective motor parks, transport union offices and commercial taxi-cab parks. They were approached by the researchers with a letter of identification. They were briefly informed of the purpose of the study and asked for their consent to participate in the study. Those who agreed to participate were assured of confidentiality of their responses and were given the questionnaires to fill and collected on the spot with a total of 238 questionnaires that were used for the analysis.

Visitor Data

Kampoeng Vietnam experienced fluctuating visitor numbers from 2021 to 2025. The data are presented in Table 2.

Table 2: Visitor Data of Kampoeng Vietnam, 2021–2025

NO.	YEAR	NUMBER OF VISITORS
1	2021	25,620
2	2022	18,276
3	2023	22,782
4	2024	65,097
5	2025	71,564

Source: Kampung Vietnam (2025)

The table shows that the number of visitors decreased from 25,620 in 2021 to 18,276 in 2022. However, the number increased to 22,782 in 2023, 65,097 in 2024, and 71,564 in 2025. This increase indicates that Kampoeng Vietnam has strong potential to attract visitors, especially if supported by consistent business development strategies.

Tourism Potential of Kampoeng Vietnam

The findings show that Kampoeng Vietnam has strong natural tourism potential. The destination offers beautiful scenery, green trees, hills, sea views, cool air, and a highland layout

that gives visitors a unique visual experience. The natural atmosphere is one of the main reasons visitors are interested in coming to Kampoeng Vietnam.

The owner explained that the potential of Kampoeng Vietnam is aligned with the theme of natural charm and instagramable photo spots. This is supported by green scenery, fresh air, sea views, and a unique layout that provides comfort and calmness for visitors. The staff also emphasized that the natural scenery and unique photo spots are the main advantages of the destination. Visitors also stated that the destination offers a village-like natural atmosphere and attractive locations for taking photos and videos.

However, Kampoeng Vietnam has not yet developed cultural tourism potential. The destination does not currently provide local cultural performances, craft exhibitions, or cultural activities. This limitation is related to the absence of collaboration between the management and local youth or cultural organizations. The findings indicate that cultural potential could become an additional attraction if developed in collaboration with local communities.

Special-interest tourism potential is also still limited. Currently, the available special-interest activity is mainly live music or karaoke, which allows visitors to sing and enjoy music. Although this activity adds entertainment value, the destination still needs other special-interest activities or events that can attract different visitor segments.

Attraction

The main attractions of Kampoeng Vietnam include natural scenery, photo spots, live music, karaoke, and Saturday-night music performances. Live music is available every day during operational hours, approximately from 09.00 to 22.00 WIB, while koplo and oldies band performances are usually held on Saturday night from around 19.00 to 23.00 WIB.

The attraction is considered interesting because visitors can enjoy both natural scenery and entertainment. The affordable entrance fee also allows visitors from different backgrounds to access the destination. Nevertheless, the attraction variety is still limited. Not all visitors are interested in music-based entertainment; therefore, the management needs to add other types of attractions, such as cultural performances, art exhibitions, themed events, family activities, community festivals, or seasonal tourism programs.

Another weakness is the placement of the live music area, which is located inside the restaurant area. This layout makes the music attraction less visible to visitors in the lower area of the destination. A more strategic placement or supporting signage could improve visitor awareness and participation.



Accessibility

Accessibility is one of the important factors in increasing visitor numbers. Kampoeng Vietnam can be accessed through two routes, namely the Pesawaran route and the Kota Karang or Kemiling route. Travel time varies between approximately 30 minutes and one hour depending on the route and road condition.

The main accessibility problem is road condition. The road to the destination is described as rocky, uneven, narrow, and partly unpaved. The road is also located between residential and plantation areas, which can create challenges when large vehicles or tourism buses pass through, especially on weekends. In addition, road signage is still limited. Some signboards are damaged, while others are only available near the entrance.

Information accessibility is relatively good because visitors can find information through Instagram, Google, and Maps. The official Instagram account @kampoengvietnam has around 11,500 followers and contains information such as contact persons, address, maps, views, and entrance fee. However, the destination has not yet optimized official TikTok, YouTube, and Facebook accounts. Much of the viral promotion on TikTok, YouTube, and Facebook has been created by visitors rather than by the management. This indicates an opportunity for the management to strengthen official digital marketing.

Amenities

Kampoeng Vietnam provides various supporting facilities, including an information center, live music area, one prayer room, four toilets for men and women, one restaurant, one reflexology area, children's playground, gazebos, seating areas, tables, and various photo spots. Available photo spots include bird-cage spots, glass triangle spots, glass boat, glass background, glass diamond, bamboo circle with lights, swings, and lamp-decorated board areas with chairs.

The facilities are generally considered safe, clean, complete, and comfortable. These amenities support visitor satisfaction and can encourage repeat visits. However, some facility layouts still need improvement. Outdoor seating and tables are not optimally positioned near the best viewing areas, making it less convenient for visitors who want to enjoy the scenery while resting. In addition, some photo spots need to be developed further to align more strongly with the natural tourism theme.

Ancillary Services

Ancillary services around Kampoeng Vietnam are relatively supportive. Visitors can find fuel stations, pharmacies, health facilities, accommodation, ATMs, and other services before



reaching the tourism area. The presence of these services supports visitor safety, convenience, and confidence. The surrounding environment is also considered relatively safe because the tourism area is active and visited by many people.

SWOT Analysis

Based on the findings, the internal and external conditions of Kampoeng Vietnam can be summarized as follows.

Table 3: SWOT Identification of Kampoeng Vietnam

STRENGTHS	WEAKNESSES
Beautiful natural scenery, including hills, green trees, sea views, and cool air.	Limited variety of attractions beyond live music and photo spots.
Affordable entrance fee and parking fee.	Cultural tourism potential has not been developed.
Instagramable Photo Spots And Unique Highland Layout.	Special-interest tourism is limited mainly to singing or live music.
Supporting Facilities Such As Prayer Room, Toilets, Restaurant, Gazebos, Playground, And Seating Areas.	Road access is narrow, rocky, uneven, and partly unpaved.
Existing Instagram Account And Word-Of-Mouth Promotion.	Official TikTok, YouTube, and Facebook accounts are not optimized.
Ancillary Services Around The Destination Are Relatively Complete.	Signage and facility layout still need improvement.
OPPORTUNITIES	THREATS
Tourism recovery and increasing visitor interest in nature-based tourism.	Competition from other tourism destinations in Bandar Lampung and Kemiling.
Growth of digital marketing through instagram, tiktok, youtube, facebook, google, and maps.	Changes in visitor preferences toward more varied attractions.
Potential collaboration with local youth organizations and cultural groups.	Road access problems may reduce visitor comfort and safety.
Potential to develop cultural, family, community, and event-based tourism.	Dependence on visitor-generated viral promotion may make marketing inconsistent.



Increasing demand for instagramable and family-friendly tourism experiences.

Limited innovation may reduce repeat visits.

DISCUSSION

The findings indicate that Kampoeng Vietnam has strong natural tourism potential that can become the foundation of its business development strategy. The scenery of hills, sea views, green trees, and cool air creates a distinctive tourism experience. This strength aligns with the concept of competitive advantage, where a business must identify specific values that differentiate it from competitors (Annisa, 2022; Susanthi, 2022). For Kampoeng Vietnam, the main competitive advantage is the combination of natural scenery, affordable prices, and instagramable facilities.

However, relying only on natural scenery is not sufficient for long-term tourism business sustainability. Visitor preferences continue to change, and tourism destinations need to provide varied experiences. The current attraction is dominated by live music, karaoke, and photo spots. These attractions are useful, but still limited. Therefore, attraction diversification is needed. Kampoeng Vietnam can develop cultural performances, local craft exhibitions, thematic photo events, outdoor family activities, small festivals, and community-based tourism programs. This strategy can expand visitor segments and encourage repeat visits.

Digital marketing is another important strategy. The findings show that Kampoeng Vietnam already has an official Instagram account and receives support from word-of-mouth promotion. However, official TikTok, YouTube, and Facebook channels have not been maximized. In the current tourism market, digital visibility strongly influences visitor decisions. Visitors often search for destinations through social media, Google, and Maps before deciding to visit. Therefore, the management needs to create consistent official content that includes visitor information, ticket prices, facilities, road access, event schedules, photo spot updates, and visitor testimonials.

Accessibility remains one of the most urgent issues. Although Kampoeng Vietnam is relatively close to the city center, road conditions and limited signage may reduce visitor comfort. If accessibility is not improved, potential visitors may hesitate to come, especially families, elderly visitors, and tour groups using buses. Improving access roads may require cooperation with local government and surrounding communities. In the short term, the management can improve directional signage, create road condition information on social media, provide route recommendations, and improve parking management.



Amenities at Kampoeng Vietnam are relatively complete, including toilets, prayer room, restaurant, gazebos, playground, seating areas, and photo spots. These facilities support visitor satisfaction. However, facility layout needs further improvement, especially outdoor seating placement and photo spot development. Since the destination promotes natural tourism, supporting facilities should be designed to strengthen the natural theme, for example through wooden materials, green landscaping, natural lighting, and panoramic seating areas.

Ancillary services around the destination are considered supportive, with fuel stations, health facilities, accommodation, and ATMs available along the route. This condition helps increase visitor confidence. Nevertheless, ancillary services should also be communicated clearly through digital media so that visitors know the available facilities around the destination.

Based on SWOT analysis, Kampoeng Vietnam should implement an integrated growth strategy. The destination already has strengths and opportunities, especially natural attractions, affordable prices, social media potential, and increasing interest in nature-based tourism. However, weaknesses such as attraction limitation, access issues, and limited official digital platforms must be addressed. The most relevant business development strategies are attraction diversification, digital marketing optimization, accessibility improvement, facility enhancement, and collaboration with local communities.

CONCLUSION

This study concludes that Kampoeng Vietnam is a nature-based tourism destination with strong potential to increase visitor numbers. The destination has attractive natural scenery, cool air, green hills, sea views, affordable entrance fees, instagramable photo spots, live music, and adequate supporting facilities. These strengths create a competitive advantage and support visitor interest.

However, several aspects still need improvement. Cultural tourism has not been developed, special-interest tourism is still limited, attraction variety remains insufficient, road access and signage need improvement, and official social media channels beyond Instagram have not been optimized. Based on the 4A analysis, the destination is relatively strong in natural attractions, amenities, and ancillary services, but needs significant improvement in attraction diversification, accessibility, and digital information management.

The most appropriate business development strategy for Kampoeng Vietnam is an integrated strategy that combines attraction diversification, official digital marketing optimization, accessibility improvement, nature-themed facility enhancement, and collaboration with local youth or cultural organizations. These strategies are expected to increase visitor

satisfaction, encourage repeat visits, strengthen competitiveness, and support sustainable tourism business development.

Recommendations

The study proposes several recommendations for Kampoeng Vietnam management.

First, the management should strengthen special-interest tourism by collaborating with local youth organizations, such as LK2 Sumber Agung, and local cultural communities to organize events, performances, creative activities, or community-based tourism programs.

Second, Kampoeng Vietnam should add more attraction variety. Besides live music, the destination can provide cultural performances, local product exhibitions, thematic photo events, family games, outdoor activities, and scheduled weekend programs.

Third, accessibility should be improved. The management should coordinate with relevant parties to improve road conditions, add clear directional signage, create a more attractive natural-themed entrance gate, and arrange roadside greenery to strengthen the destination's natural identity.

Fourth, official digital marketing should be optimized. The management should actively manage Instagram, TikTok, YouTube, Facebook, Google, and Maps as official information channels. Content should include road access, ticket prices, opening hours, facilities, events, visitor testimonials, and current destination conditions.

Fifth, supporting facilities should be improved and maintained. The management should develop more nature-themed photo spots, improve seating layout, maintain toilets and prayer room cleanliness, and ensure that gazebos, playgrounds, and restaurant facilities remain comfortable and safe.

Limitations and suggestions for further study

This study has several limitations. First, the study used a qualitative case study approach focusing only on Kampoeng Vietnam, so the findings cannot be generalized to all tourism destinations. Second, the number of informants was limited, and the analysis mainly relied on observation, interviews, and documentation. Third, the study did not conduct quantitative measurement of visitor satisfaction, loyalty, or willingness to revisit.

Future research is suggested to involve more informants and use quantitative methods to measure visitor satisfaction, service quality, destination image, digital marketing effectiveness, and revisit intention. Further studies may also compare Kampoeng Vietnam with

other tourism destinations in Bandar Lampung to identify broader tourism business development strategies.

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