

Tourism Development Patterns In An Effort To Attract Tourists As A Challenge In The Next Normal Era (Case Study On Mgm Jeep Lava Tour Yogyakarta)

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Abstract. During the Next Normal era, Indonesian people are very free to carry out daily activities such as work, vacations and long-term interactions. This also has an impact on tourist visits to the Jeep Lava Tour, of course with trends in tourist behavior that have changed. Tourists tend to choose outdoor tours such as the Lava Tour, where tourists don't want to gather for too long in a closed place. Management efforts not only include setting health protocols, but also various other aspects such as developing tourist experiences, interaction with local communities, and strategies for handling increased tourist visits. The aim of this research is to find out and describe the management and development patterns of the MGM Jeep Lava Tour in the next normal era in an effort to attract tourists. The method used in this research is qualitative method. The results of research on the management and development patterns of MGM's Jeep Lava Tour in the next normal era, namely innovation in the tourist experience and maximizing coordination with the use of technology in operations are key components. Collaboration with related parties maintains the sustainability of destinations and provides positive benefits for the environment and society.

Keywords: Tourism Development Patterns; Next Normal; Jeep; Lava Tour; Yogyakarta.

INTRODUCTION

The COVID-19 pandemic has changed the tourism landscape around the world, posing serious challenges in attracting tourist visits. Travel restrictions, closures of tourist attractions and health concerns have led to a drastic decline in tourist numbers. Therefore, there is an urgent need to evaluate and adapt tourism development patterns to remain in line with these new conditions (Ministry of Tourism and Creative Economy/Tourism and Creative Economy Agency of the Republic of Indonesia, 2021)

One tourist destination that is trying to overcome this challenge is the Jeep Lava Tour in Kaliurang, Yogyakarta. There are 29 communities in this place that are part of the Merapi Slope Tour Jeep Association (AJWLM), one of the groups in the Merapi Tour Jeep community is MGM Lava Tour. Lava Tour has succeeded in attracting tourists by offering a jeep ride experience through volcanic lava and stunning natural sites. However, the presence of the COVID-19 pandemic has changed travel patterns and tourist behavior. "New normal" conditions require adaptation in the operations of tourist destinations, including the Jeep Lava Tour. Strict health protocols, capacity restrictions and a focus on cleanliness are essential to maintain the safety of tourists and the surrounding community (Lumanaw, 2020)

After the new normal period has passed, the Ministry of Tourism and Creative Economy (2021) is bringing forward a new strategy, namely a travel pattern which aims to encourage

increased competitiveness in the tourism sector. A travel pattern is the structure, framework and flow of a tourist trip from one destination point to another, which are interconnected and contain information about facilities, activities and services in choosing travel options.(Siregar, Murtopo, & Sari, 2022). Jeep Lava Tour managers are expected to be able to understand the deep changes in behavioral patterns and culture after this crisis situation hit. This of course focuses on management innovation and development patterns for Jeep Lava Tour managers.

During the Next Normal era, Indonesian people are very free to carry out daily activities such as work, vacations and long-term interactions. So people are interested in traveling after a long period of restrictions on activities during the pandemic. This also has an impact on tourist visits to the Jeep Lava Tour, of course with trends in tourist behavior that have changed. Tourists also still pay attention to health protocols, especially cleanliness. Tourists tend to choose outdoor tours such as the Lava Tour, where they don't want to gather for too long in a closed place. Tourists certainly want to experience a more enjoyable, educational and fitness-influencing experience after they stay at home during the Covid-19 pandemic.

The efforts to manage the Jeep Lava Tour are becoming increasingly interesting and important. Management not only includes setting health protocols, but also various other aspects such as developing tourist experiences, interaction with local communities, and strategies for handling increased tourist visits. Proper management will ensure that this destination remains attractive to tourists in the next normal era, even though conditions are very different.

The challenges faced in attracting tourist visits in the next normal era are not only limited to the health aspect. In an effort to handle the increase in visits, Jeep Lava Tour managers need to design a strategy for coordinating arrivals so as not to cause a buildup of tourists. Apart from that, in handling the increasing number of tourist visits in the Next Normal era, it is necessary to collaborate with parties related to the operation of the Jeep Lava Tour tour. Jeep managers must collaborate with jeep drivers who act as guides. However, so far only collaboration with jeep drivers has been carried out by the Jeep Lava Tour management. There has been no development of local community activities with the Jeep Lava Tour management which could become a new attraction.

The success of the Jeep Lava Tour in attracting tourist visits in the next normal era will depend on how well the management, development and strategy adapt to these changes. The uniqueness of the Jeep Lava Tour as a true adventure destination can be the main key in overcoming challenges and maintaining tourist attraction. By striking a balance between safety,

sustainability and a unique experience, the Jeep Lava Tour can remain an exciting destination in an ever-changing era.

Based on the description above, the author took the title "Tourism Development Patterns in an Effort to Attract Tourists as a Challenge in the Next Normal Era (Case Study of Mgm Jeep Lava Tour Yogyakarta)".

If there are problems identified, the problem that can be formulated is how to manage the MGM Jeep Lava Tour in the next normal era in an effort to attract tourists? Then what is the development pattern for the MGM Jeep Lava Tour in the next normal era in an effort to attract tourists? The problem formulation identified, the research objective is to know and describe the management of the MGM Jeep Lava Tour in the next normal era in an effort to attract tourists, as well as to know and describe the development pattern of the MGM Jeep Lava Tour in the next normal era in an effort to attract tourists.

METHOD

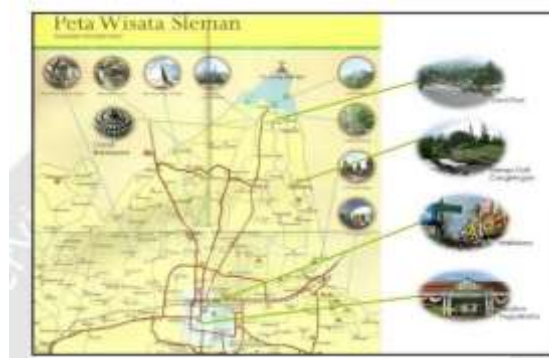
The method used in this research is a descriptive qualitative method. The qualitative data is analyzed in detail and structured so that the data collected and the analysis is descriptive (PD Sugiyono, 2020; S. Sugiyono & Lestari, 2021). The location of this research was carried out at the MGM Jeep Lava Tour Merapi which is in the parking area of the Merapi Volcano Museum, Jalan Kaliurang, Kec. Pakem, Sleman Regency, Yogyakarta Special Region. Researchers and resource persons here have the same position, therefore the resource person does not just provide responses to what the researcher asks, but can choose more direction and taste in presenting the existing information. Human data sources in qualitative research are more accurately referred to as informants rather than respondents (Sutopo, 2021). Based on these provisions, the informants in this research are as follows:

1. Mr. Eko is the founder of the Jeep MGM Lava Tour manager
2. Mr. Rico as a Jeep MGM Lava Tour tourist

RESULTS AND DISCUSSION

MGM Lava Tour is a jeep Merapi adventure tour service that was established since the eruption of Merapi in 2014. MGM Lava Tour (Mount Merapi Museum) where the name of this operator was coined because the basecamp is located in the Merapi museum area, so the name is MGM. The basecamp location is located on JL. Kaliurang KM. 22.6 Yogyakarta which is managed by Mr. Eko Cahyono, one of the residents around Mount Merapi.

Figure 1



Source: Department of Culture and Tourism, 2012

MGM Basecamp has 130 jeeps with 2 types, namely Willys jeeps and Land Cruiser jeeps which accompany the tourist experience around the areas affected by the 2010 Merapi eruption safely, comfortably and accompanied by competent drivers. The type of jeep often used by tourists is the Willys type, which is the type that takes tourists on regular offroad packages, while land cruiser type jeeps are usually used on sunrise packages which require more power and are covered to get around all terrain in the early morning.

Table 1

Position	Manager Name
Chief Manager	Eko Cahyono, ST
Vice Chairman	Andik Priyatno
Treasurer	Samuel
Finance	Noviyanti
Secretary	Nia Damayanti
Driver Coordinator	Mulyono
Documentation	Nice

Source: MGM Lava Tour, 2022

The lava tour has become a new icon when visiting Mount Merapi, so many tourists visit and spend time in the Mount Merapi area. It has been proven that the number of tourist visits recorded in the last 5 years.

Table 2

	2018	2019	2020	2021	2022
Foreign tourists	8,292	-	-	38,741	128,639
Vishnus	152,906	-	-	291,945	332,802

Source: MGM Lava Tour, 2022

The decrease in the number of visitors from 2019 to 2020 could be caused by several factors. One of the contributing factors is, due to the Covid-19 pandemic, tourist attractions have disappeared and are not operating (totally closed). In 2021 - 2022 there will be a significant increase in the number of tourist visits because in the next normal era tourists really

need holidays after the pandemic. Apart from that, the manager provides fantastic prices to attract tourists to come to visit. The following is data on tourist visits based on the region of origin of tourists recorded on the MGM Lava Tour:

Table 3

	2018	2019	2020	2021	2022
West Java	52,860	-	-	128,599	200,429
Central Java	23,117	-	-	73,771	101.119
East Java	2,187	-	-	12,633	8,880
Sumatra	41,082	-	-	55,901	12,141
Sulawesi	871	-	-	1,099	84
Kalimantan	12,962	-	-	15,093	193
Bali	19,827	-	-	4,849	9,956

Source: MGM Lava Tour, 2022

Based on this data, the areas of West Java and Central Java which have the most tourists using the services of the MGM Lava Tour operator have seen a significant increase from year to year. This is because MGM Lava Tour's target market is focused on West Java and Central Java.

Findings in the management of the MGM Jeep Lava Tour in an effort to attract tourists. Based on an interview on 11/08/2023 with Mr. Eko regarding the use of technology in managing the visiting capacity of the MGM Jeep Lava Tour as follows:

MGM Lava Tour has 130 jeeps which will facilitate the operation of MGM Jeep Lava Tour visits, where tourists do not have to wait too long to enjoy the Jeep Lava Tour trip. Moreover, tourist visits are currently increasing after the exemption from wearing masks. However, with the increase in visits, management of group arrival times is also being paid attention to so that there are no queues of tourists who will enjoy the Jeep Lava Tour. For tourists who will come, they usually have ordered a jeep according to their request via WhatsApp message or telephone. Apart from that, you can also make orders via DM on the MGM Jeep Lava Tour Instagram. We also provide brief information about the Lava Tour trip and how to order the Lava Tour package on the MGM Jeep Lava Tour Instagram. Even our payment transactions can also be transferred.

MGM Lava Tour traveler Rico explains:

Even though there are lots of jeeps, when I arrived there was still a queue waiting for their turn to get on a jeep, whereas all the jeeps at MGM were still in the tourist attraction area that was the site of the eruption of Mount Merapi. There was not only one group queuing, but there were approximately 5 groups with quite a large number of tourists. Maybe there is a lack of coordination on the arrival time of jeep orders with the MGM jeep order coordinator department.

The use of technology has become an important element in developing the Jeep Lava Tour tourism pattern.(Gretzel, Fuchs, Baggio, Hoepken, & ..., 2020; Mizrachi & Gretzel, 2020)stated the importance of using mobile applications, online bookings, managing capacity and visiting time for each group, and utilizing social media to increase the tourist attraction of the Jeep Lava Tour.

MGM Jeep Lava Tour offers several lava tour packages where tourists will be invited to

enter villages affected by the eruption of Mount Merapi and explore the foot of Mount Merapi. Based on an interview with Mr. Eko regarding the Lava Tour package and route, he said that:

There are several Lava Tour packages provided by MGM, including Package 1 for Rp. 400,000,- with 3 destinations visited, Package 2 costs Rp. 450,000,- with 4 destinations, Package 3 costs Rp. 550,000,- with 5 destinations, 4 complete packages with 6 destinations visited, and finally the Sunrise Package for Rp. 500,000,- with 4 destinations. Of course, in a package, the destinations to be visited are specified, such as the My Remains Treasure Museum, Alien Stone, Kaliadem Bunker, Mbah Marijan's Petilasan, Mbah Marijan's Tomb, Kalikuning Water Spot. At each destination, tourists will be given time to explore the destination for approximately 15-30 minutes.

MGM Lava Tour traveler Rico explains:

Although there have been no additional new destinations in disaster-prone areas. However, each manager has a different route to get to several tourist attractions in the former Merapi eruption area so it is very interesting. However, the choice of attractions that we will visit is limited according to the package offered, without us being able to request according to our wishes and needs.

The results of the interview with Rico are in line with research(Cohen & Cohen, 2019)stated that the pandemic has triggered changes in tourist behavior, creating significantly changed preferences and expectations. This means tourists adjust their destinations and adventure routes according to new tourist preferences.

MGM Jeep Lava Tour's close collaboration with the local community opens up opportunities to introduce local culture, traditions and lifestyle to tourists. Based on an interview with Mr. Eko regarding the local community, he said that:

MGM Jeep has collaborated with several jeep drivers, the majority of whom are natives of the slopes of Merapi. Jeep drivers also act as guides who direct tourists to several attractions from the eruption of Mount Merapi.

Meanwhile, MGM Lava Tour tourist Rico explained:

I see that here there is no collaboration with the local community to show the original culture or traditions of the Merapi people which could be one of the attractions apart from the scars of the Merapi eruption. Even in the lava tour package offered by MGM management, there are no tourist options that create interaction between tourists and local residents

like in a tourist village.

The results of the interviews conducted can be concluded that cooperation in introducing the culture of the native Merapi community has not been maximized. This is not in line with research(Ramírez-Gutiérrez, Santana-Talavera, & ..., 2021)which shows that interaction with the local community can enhance the tourist experience through introduction to local culture, unique stories, and participation in local activities.

Implementation of the MGM Jeep Lava Tour Yogyakarta management with the following studies:

Management of the MGM Jeep Lava Tour in the next normal era involves a series of strategies and actions aimed at maintaining operational continuity, attracting tourists, and providing a safe and meaningful tourism experience. In facing the challenges of the pandemic and changes in tourist preferences, this management may involve: **Innovation in Tourism Experiences:** Developing tourist experiences that suit the preferences of tourists in the next normal era. This may include adjusting travel routes, offering outdoor experiences, and utilizing technology to provide guidance and information. **Collaboration with Related Parties:** Working together with the government, environmental organizations and local communities to develop joint solutions to maintain destination sustainability and provide positive benefits for the environment and society. **Maximizing Coordination with the Use of Technology in Operations:** The use of technology in carrying out tours in the Merapi area with limited cell phone signals is quite difficult, but you can still use Handy Talkie for communication flexibility for jeep drivers. Good coordination must also be carried out by MGM officers who handle tourist jeep reservations, where tourist arrival times must be reconfirmed on the day of arrival so that groups do not accumulate at the jeep base camp.

The development pattern for the MGM Jeep Lava Tour in the next normal era involves an adaptive and responsive approach to changes in the operational environment and tourist preferences. These include: **Diversification of experiences** developing variations in travel packages and tourism experiences to meet various traveler preferences. This may include adventure tours, nature education, or cultural experiences. **Investments in security and technology** allocate resources to ensure traveler safety through advanced technology and staff training. **Technology** can also be used to increase tourist interactions with destinations. **Emphasis on sustainability**, integrating sustainability principles into every aspect of operations, from waste management to interactions with local communities. This can increase the destination's attractiveness among environmentally conscious tourists. **Listening to and responding to this feedback** can collect feedback from tourists and use it as a basis for improving the tourism experience. **Quick responses to traveler feedback** can help create a more satisfying experience. **Develop partnerships with other stakeholders**, such as hotels, restaurants or other activity providers, to create more comprehensive and attractive tourism packages.

CONCLUSION

Based on the description above, it can be concluded as follows:

Management of the MGM Jeep Lava Tour in the next normal era shows the need for adaptation and flexibility in maintaining sustainable operations. Innovation in the tourism experience and maximizing coordination with the use of technology in operations are key components. Collaboration with related parties and emphasis on social and environmental responsibility also helps build a positive image and provide a positive impact on society and the environment.

MGM's Jeep Lava Tour development pattern in the next normal era highlights the importance of diversification of experience, coordination and sustainability empowerment. Responses to traveler feedback and evolving partnerships also provide a stronger attraction for tourists. The emphasis on sustainability not only meets the expectations of environmentally conscious tourists, but also supports efforts to preserve nature and culture. Overall, the management and development pattern of MGM's Jeep Lava Tour in the next normal era encourages practices that are adaptive, responsive to change and sustainable. Understanding these dynamics provides valuable guidance for the tourism industry in facing the challenges and opportunities it faces in the future. By prioritizing experience, sustainability, good coordination and response to tourist expectations, Jeep Lava Tour MGM has the potential to remain an attractive and memorable destination in this increasingly dynamic era.

The direct implications or consequences provided by the case study regarding Tourism Development Patterns in Efforts to Attract Tourists as a Challenge in the Next Normal Era (Case Study at MGM Jeep Lava Tour Yogyakarta) include:

The first implication is the importance of implementing sustainable and adaptive development strategies in tourist destination operations. This case study shows that the management of the MGM Jeep Lava Tour has succeeded in developing a sustainable adventure route by considering environmental impacts and positive involvement with the local community. This underlines the importance of integrating sustainability principles in the development of tourism products and services. These implications include the need for strong environmental management plans, active engagement with local communities, and efforts to reduce negative impacts on local nature and culture.

The second implication is the need for continuous innovation to maintain the relevance of tourist destinations in the next normal era. This case study illustrates how MGM Jeep Lava Tour managers strive to remain attractive to tourists by adapting the tour experience to changing tourist preferences and expectations. This highlights the need for the ability to respond to market dynamics with innovation in experience, technology and services. These

implications also include the importance of listening to tourist feedback, identifying new trends, and delivering experiences that meet tourist expectations in the next normal era.

The suggestions given by the author in a case study regarding Tourism Development Patterns in Efforts to Attract Tourists as a Challenge in the Next Normal Era (Case Study on Mgm Jeep Lava Tour Yogyakarta) are:

The first suggestion is that managers can collaborate more closely with other related parties, such as the government, environmental organizations and local communities. This collaboration can produce stronger joint initiatives in maintaining destination sustainability, developing infrastructure in accordance with sustainability principles, and providing social benefits to the surrounding community. Collaboration with other parties can also help managers to obtain more comprehensive advice and guidance in developing sustainable tourism development strategies.

The second suggestion is that managers can continue to innovate in developing tourist experiences that are interesting and in line with tourist preferences in the next normal era. This may include the introduction of new technology in travel, the development of flexible travel packages, or the incorporation of educational and interactive elements in the travel experience. By remaining relevant and offering unique experiences, managers can continue to attract tourist interest and maintain the long-term attractiveness of the destination.

The third suggestion is that the manager can communicate effectively between the team and prospective tourists well. Arrange your work and Jeep Lava Tour travel schedule wisely. Make sure that the number of jeeps available and operating times match the visit request. Poor time management can result in traffic jams and a poor visiting experience.

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