

Tourist Attraction Strategies In The Destination Development Stage For Tourism Village Sustainability

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Abstract. *The development of tourism villages in Indonesia is expected to improve the village economy and be sustainable. In reality, not all tourist villages can be sustainable through all stages of destination development. Central Java Province Tourism Board has reported that only 4 per cent of villages survive through all of destination development stages. However, previous research has little attention in exploring strategies for change and innovation in tourist attractions at each stage of destination development. The purpose of this study is to explore the strategy of developing tourist attractions in the pioneer, developing and developed stages in Lerep Village Tourism. The method used is interactive qualitative research, data was collected by in-depth interviews with informants, observation and documentation. The results showed that Lerep Tourism Village focused on the development of natural and cultural tourism attractions in the pioneer stages, then in the developing stage it is strengthened by the presence of traditional culinary markets, as well as artificial tourism. In the developed stage, Lerep Tourism Village issued natural and cultural tourism packages with the concept of eco-educational tourism, strengthening agricultural tradition events and innovations in developing welcome dances for tourism.*

Keywords. *Destination Development Stage; Tourism Village; Tourist Attraction; Sustainability.*

INTRODUCTION

Tourism development is expected to improve the economic environment of a destination, among others, in the form of increased income, living standards and increased employment opportunities (Baloch et al. 2023). Tourism development is also considered as a means of improving the quality of human life in the perspective of sustainability (Dwyer 2023). In order to develop the rural economy, the Indonesian government encourages the establishment of tourism villages throughout Indonesia. Tourism village development is considered as one of the driving forces of the rural economy and is expected to improve the village economy and be sustainable. In reality, not all tourist villages can be sustainable through all stages of destination development.

The development of tourism villages to achieve sustainability is divided into four stages of development, namely: Pioneer, Developing, Developed and independent Tourism Village. Data from the Central Java Province Tourism, Youth and Sports Office explained that until 2022, there are a total of 818 tourist villages in Central Java, of which only 4% of tourism villages can reached developed stage, the rest are still left in the pioneer and developing stages. From the data above, empirically it can be said that not all tourist villages can reach all stages of destination development and achieve sustainability.

To encourage tourism villages to go through all these stages of development, the Ministry of Tourism and Creative Economy of Indonesia annually organizes an appreciation of tourism villages called Anugerah Desa Wisata Indonesia (ADWI). Several tourist villages in Central Java that received awards at the Anugerah Desa Wisata Indonesia (ADWI) 2021, namely Sangiran Tourism Village (Sragen) won in the homestay category, Sumberbulu Tourism Village (Karanganyar) won in the souvenir category, Cikakak Tourism Village (Banyumas) won in the souvenir category, Pandajero Tourism Village (Purworejo) won in the pilot tourism village category, Karanganyar Tourism Village (Magelang) won in developing tourism village, Dieng Kulon (Banjarnegara) and Candirejo (Magelang) Tourism Village won in the advanced tourism village category, (Prakoso, 2021). In 2022, Lerep Tourism Village received a national award in the sustainable tourism village category, for its success in surviving the pandemic and being able to implement aspects of Cleanliness, Health, Safety and Environment Sustainability or CHSE as part of the tourism village resilience strategy. Lerep Tourism Village is a village in the developed stage category.

In destination development, there are 3 important aspects as a strategy to attract tourists consisting of the 3A elements (Attraction, Amenity and Accessibility). One of the most important aspects in the development strategy of a destination is tourist attraction which is an asset that attracts tourists who are able to provide initial motivation for tourists to visit. Attractions are divided into 3 categories including natural, cultural and artificial.

Initially in 2007 Lerep Village encountered a problem of pollution in the residents' drinking water due to mismanagement of waste in cattle farming, this challenge then solved by involving researchers to develop biogas and the research was published by environmentalists this attracted many visitors to the village to learn how to make biogas production from cow dung. Visitors from domestic and international then stay or live in the village of Lerep. The presence of many tourists has led to Lerep village being recognized for its potential as a tourist village by the local tourism office, so in 2015 Lerep was designated as a tourist village.

In developing the Lerep tourism village, it is realized the challenge on how the community can maintains the natural preservation but can generate sufficient income from tourism village activities. Many challenges also need to be solved, such as managing the tourist attraction, amenity, accessibility, and community. However, with the strategy they succeeded in making Lerep village survive until now getting more and more tourist visits with various destination product innovations carried out. This research was made to be a reference to the

resolution of the above problems, namely regarding the tourist attraction strategy in the development of sustainable tourism village along the development stages.

Some previous studies have emphasized different aspects of successful destination development. Some studies emphasize the importance of institutional aspects (Listyorini et al. 2021, 2022; Prafitri and Damayanti 2016; Putri, Hardiyanti, and Wijayanti 2019; Sutrisno and Achmad 2021), the importance of amenity development strategies, especially tourism facilities for tourists (Taning et al. 2022), community engagement (Sesotyaningtyas and Manaf 2015); community empowerment (Arida, Suryasih, and Parthama 2019; Habib et al. 2022; Soedarwo et al. 2022), tourist attraction especially local wisdom attraction (Augusty et al. 2022; Lubis, Rohmatillah, and Rahmatina 2020; Ramadhani et al. 2021), cultural attractions (Yoga Kharisma Pradana and Pantiyasa 2018) and cultural ecology (Sumarmi et al. 2020). The importance of e-marketing (Ramadhani et al. 2021) assistance (Putri et al. 2019). Stakeholders' role (Soedarwo et al. 2022). In order to be a sustain tourism village, a tourist attraction strategy is needed in addition to several other factors such as community empowerment (Habib et al. 2022), institutional capacity (Prafitri and Damayanti 2016), e-marketing (Ramadhani et al. 2021), tourist facility improvement (Taning et al. 2022).

From a review of previous research, there is limited research that deeply explores tourist attraction innovation strategies to be successful through all stages of destination development. Therefore, based on the study of (Butler 1980) in tourist area cycle of evolution, this research aims to explore the strategy of Lerep Tourism Village. This village has successfully reached the third stage, namely the developed stage, by formulating three research problems on how Lerep Village develop tourist attraction strategy in the pioneer, developing and developed stages.

METHOD

This research uses an interactive qualitative method approach with a single case study design in Lerep village because it aims to explore in depth about the strategies that have been carried out by Lerep tourism village when it is pioneering, developing and developed so that it can sustain. Data collection in the field used in-depth interview techniques with informants, field observation and documentation. to maintain data validity, multi-source and multi-technique data collection is carried out.

RESULTS AND DISCUSSION

Lerep Village Tourism Attraction Development Strategy at the Pilot Stage

The development of Lerep tourism village at the pilot stage is divided into 2 stages, namely the Pre-pioneer and the pioneer stage of the tourism village. The pre-pioneer period lasted from 2007-2015 when the village made the strategy of "Tunggu Gunung Kudu Wareg", or the people who live on the slopes of the mountain still preserve the mountain, but must still be able to make a living without encroaching on the forest. The Pre-pioneer period is a time when a number of steps have been taken that lead to the development of a tourist village attraction. These included the creation of a communal corral for the localization of cattle farm, which brought together all of the community's cattle on 3 hectares of land owned by the village treasury. Although the initial aim was to prevent forest encroachment, the communal pen program unwittingly developed into a research center and the forerunner of Lerep's future tourism activities. Community involvement in the environmental research center during pre-pioneering development in Lerep Village is the source of the community's environmental awareness. The community had awareness on the sustainability of tourism and they had commitment in maintaining cultural and natural conservation (Astawa, Triyuni, and Santosa 2018).

The village's pre-pioneer era received financial support from Bank Indonesia for food and energy security credits, Ministry of Agriculture funds with indigenous Australian Cattle breeds. Although the communal development initially caused problems with cow dung, the problem was solved by making biogas from cow dung. The cattle farming activities and biogas management have led to Lerep village becoming a center for educational tourism visits, with visitors from within and outside the country, becoming a center for environmental and biological research. Although it is not yet a tourist village, in order to serve guests doing research or study activities in the Lerep village environment, the Lerep community provides lodging for guests, even foreign guests such as guests of Non-Government Organizations (NGOs) from Japan and GTZET from Germany. Guest activities in Lerep include staying overnight, eating local drinks, learning about agriculture/livestock, getting to know the daily life of the community, and local traditional culture. Later on, these activities became known as Live In activities.

The presence of many tourists to Lerep Village was finally recognized by the Semarang Regency Tourism Office in 2015, so the Office then designated Lerep Village as a Tourism Village and entered the pioneer stage starting in 2015 - 2017. During the pioneer stage, Lerep Village had many guests because it became an educational destination for livestock and biogas.

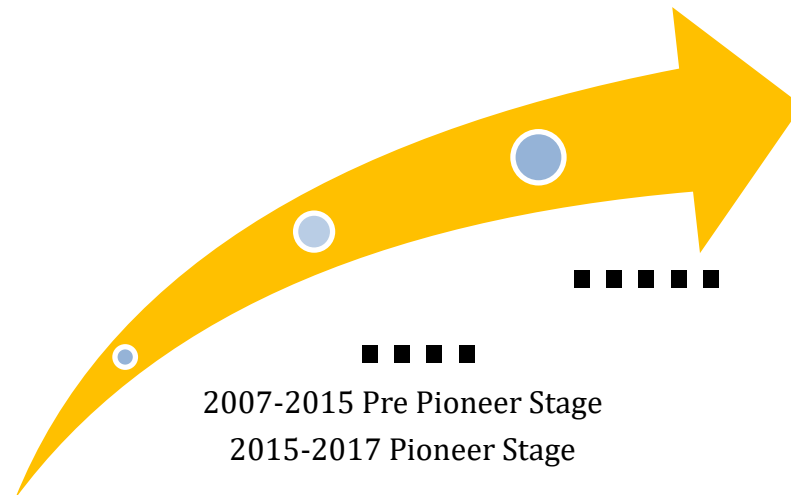


Figure 1. Pre and Pilot Stage of Tourism Village Development

In the pioneer stage, the Regency Tourism Office and Central Java Province provided training on strengthening tourism both on tour packages, homestays and tour guides. In this pioneer stage, the existing and developed tourist attractions include natural attractions Curug Indrokilo and Puncak Bidadari which have beautiful scenery, rice fields, salak and coffee plantations, Live In experience, cool air, and Pokdarwis institutions began to be introduced.

Tourism attractions include natural and cultural tourism as follows:

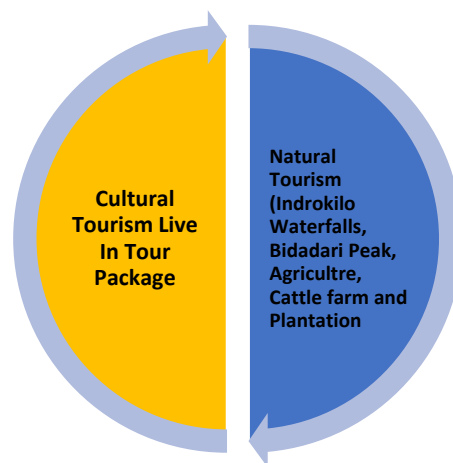


Figure 2. Strategy in Attraction for Pioneering Stage

In its development, Lerep tourism village activities can turn a poor village into a productive village that generates income from tourists. The obstacles at the pioneer stage are inadequate access and facilities.

Lerep Village Tourism Attraction Development Strategy at the Developing Stage

In 2017, they began to develop access and amenities, and Lerep Village won 4 competitions at the provincial tourism village festival in Magelang. After winning the competition and being popular, tourist visits began to increase, this made the community race

to organize the village and complete facilities and improve access. Amenities developed include a welcoming place for guests in the field, eating and drinking at the Djajanan Ndeso Market located in the center of the village, and adding 32 homestays.

In 2017-2018, Lerep Tourism Village entered the developing stage. At this stage, the number of visitors increased sharply and the village strengthened the position of the culinary market from an amenity to a tourist attraction by moving the location of the Djajanan Ndeso Market to a special area of Embung Sebligo in 2018. This culinary tourism attraction is packaged with a go green concept. Starting from transactions using money from coconut shells, food wrapped in teak leaves or banana leaves, coconut tree blarak leaves, food mats from woven bamboo. Vendor stalls are made of wood, bamboo, woven with a swallow leaf roof. This traditional market activity is displayed as original as possible to the process of making and serving food using the go green concept where all the ingredients use natural materials such as food mats using banana leaves to reduce plastic waste, plates using bamboo materials and dyes using natural dyes derived from pandan leaves or fruits such as dragon fruit, in addition to reducing plastic waste, leaves that are no longer used can be used as compost.

The culinary market is held twice a month, namely every Sunday Pon and Sunday Pahing with a community empowerment model. The market location at Embung Sebligo is village-owned land along with stalls built by the village. In the traditional culinary market, visitors are treated to food and drinks that are sold in the market with very varied types such as sego iriban, sego tonjok, dawet brokohan, dawet nganten, krowodan udan angin, samber bledeg, ndok gluduk, cetil, gatot, tiwul, tetek melek, etc. The payment method is unique in that it uses temporal pieces to pay for the food. The payment method is unique by using pieces of coconut shell from 2,500 to 20,000 rupiahs.

In addition, the culinary market also has a Joglo facility that is used to hold meetings, village activities or family activities and can even be used for wedding receptions. This attraction is done in collaboration with the village head with BUMDES (Village owned Enterprise) and Karangtaruna (village youth organization) to promote Lerep Village online every time there are tourism activities carried out in Lerep village. These activities will be uploaded to social media. At this stage, several joint events are also held, for example cultural events combined with tourism events and MSME activities that are packaged in tour packages to promote Lerep Village and attract many tourist visits. This developing stage only lasts 1 year, 2018.

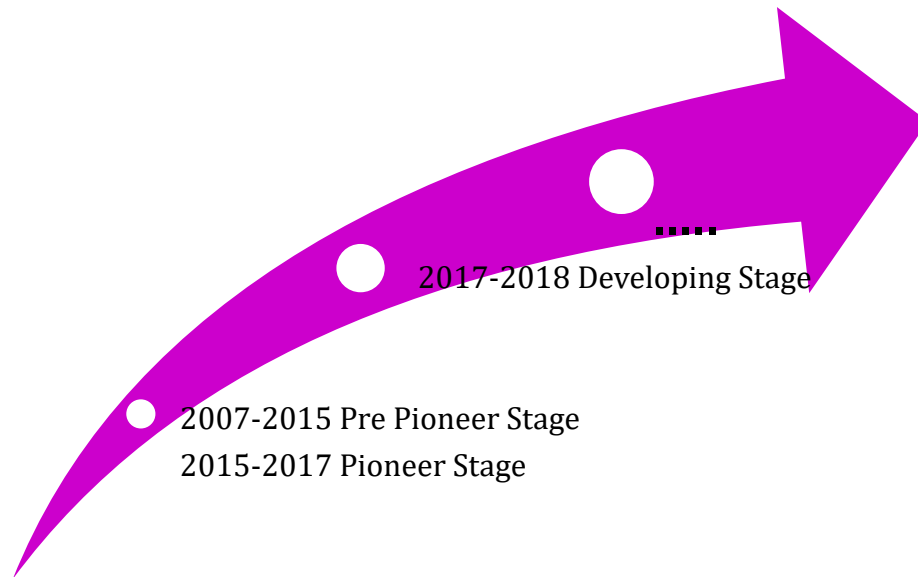


Figure 3. Developing Stage

After winning the competition, pokdarwis (Tourism Group Awareness) were formed to develop tourism activities and pokdarwis began to make tour packages and promote them. The creation of this tour package was assisted by trainings provided by the tourism office. The tour packages are none other than the daily activities of the community or live in such as ploughing rice fields, planting vegetables, roasting coffee. Tourists can learn and watch the process of ploughing rice fields or roasting coffee. this turns out to be an interesting activity for tourists who come from the city.

Tourism attractions strategy during the developing stage as follows:

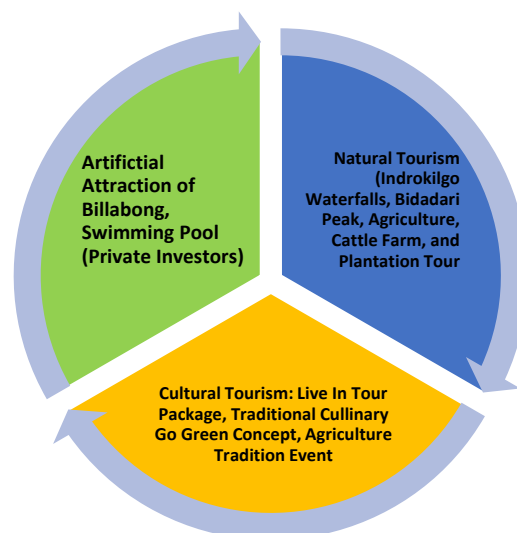


Figure 4. Strategy in Tourist Attraction in the Developing Stage

Artificial tourism developed at the developing stage is in the form of a mini billabong reservoir for water tourism in Lerep Hamlet, the initial function is to collect rainwater to irrigate

the plantations around the billabong, especially durian gardens. But it is also utilized as water tourism. In Lerep Village, the private sector has also invested in developing the Bukit Lerep Indah swimming pool, Fountain Water Park swimming pool and Watu Gunung Swimming Pool, which can add to the artificial tourism attractions utilized by Pokdarwis into tour packages in Lerep Village. In addition to artificial tourism, cultural tourism attractions such as dance, *gejuk lesung*, *gamelan art*, *Iriban culture*, *reog*, *Kadeso ceremony*, and *Wayangan* were also developed. This long-running village culture is packaged as a tourist treat.

Cultural tourism developed as a tourism event is the *iriban ceremony*, a tradition held every year on Wednesday *Kliwon* in the village spring area. People walk hand in hand to the location of the spring by carrying rice, *gudangan* vegetables, additional side dishes, fruits, and also *ndeso* snacks. Uniquely, the food is carried using containers made of woven palm leaves to reduce plastic waste. In addition, they use bamboo jugs and cups for drinking.

At this stage of development, the educational tour packages managed by Pokdarwis Rukun Santoso are growing rapidly, including coffee making, rice planting, outbound, and others. At this stage, there are several obstacles starting from the lack of capital for village development and human resources whose knowledge is still minimal about tourism, but this can be overcome by attending training so that the community is aware of the importance of tourism and begins to understand the purpose of developing the Lerep tourism village.

Lerep Village Tourism Attraction Development Strategy at the Developed Stage

The developed stage was reached in 2019, at this stage the village prepared a coffee tent tourist attraction, to take advantage of the moment development of life style, namely the trend of drinking coffee among young people, which is located in the Pokdarwis field. This field has facilities in the form of resting places, has various photo spots for visitors as well as a small mosque and clean public bathrooms. The field is also equipped with a large parking area. In this field, every weekend afternoon, *Kopi Tenda* is held from 5pm to 10pm. The coffee tent is a place where visitors can relax while sitting on the pavilion. In the coffee tent, visitors can order various kinds of coffee with special Lerep coffee that has a jackfruit aroma. In addition, visitors will also be entertained by music and singing presented by the village. This tent coffee tour is also a strategy to serve guests who do not know the schedule of the *Djajanan Ndeso* Culinary market, so as not to experience disappointment. The food and beverages provided are similar to those at *Pasar Djajanan Ndeso*, but with fewer options.

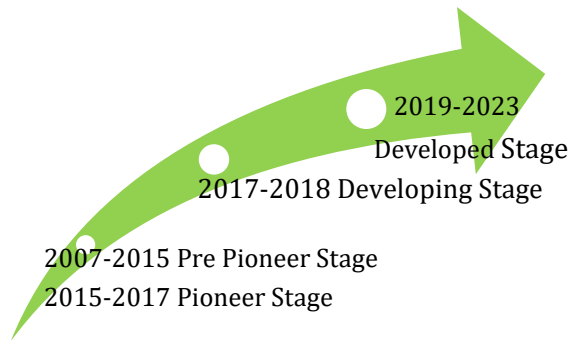


Figure 5. Developed Stage

According to the informant, the advanced stage began when entering 2019. At this stage, after selling the package, it began to develop products and several other tour packages and facilities that have been equipped, for example, the location of the reception is much wider, there are more and more capping properties. Entering 2020 in March during the pandemic, the Lerep tourist village was forced to close but it did not reduce our enthusiasm to improve. The community began to work together to repair and organize the village as well as routine plants to be maintained together to prepare themselves when the pandemic was over so that when the new normal began and the tourist attractions re-open, the villagers were ready to receive guests and immediately had visits because our social media was also still updated. After the new normal taken place, Lerep Tourism Village obtained CHSE certificate (Cleanliness, Health, Safety, and Environment Sustainability). Lerep Amenity has 62 houses available as guest facilities to stay in Lerep Village with a capacity of 140 rooms.

In 2020-2021 Lerep village focused on handling Covid for 2 years, during this time no development at all occurred. Then in 2022 the Lerep tourist village began operating to continue the developed stage by building an artificial tourist attraction in the form of a pond located in the Pokdarwis field in 2023 which is currently still under construction. During the pandemic, the community only relied on financial assistance from the government every month.

The obstacles experienced in the developed stage after the pandemic ended the number of visitors is still somewhat declined because maybe people are still afraid of being exposed to the covid19 virus. This is what causes a small number of tourists, besides that it is also a matter of sharing sales profits for some communities and try to embrace all parties of the community to get equal income.

In the developed stage, the village has been actively making eco-educational tour packages with a variety of educational options including waste material souvenir education, making bamboo crafts, making milk candy, making milk soap, making palm sugar, raising rabbits, planting rice. Preparing drinks and appetizers, opening dances, fun games, sunrise,

campfire, entertainment, sports events, gymnastics and swimming,

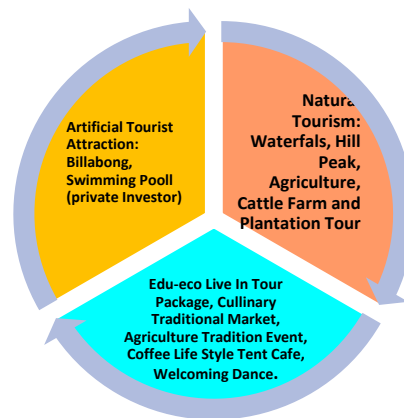


Figure 6. Tourist Attraction Strategy in the Developed Stage

The possibility of a village evolving into a tourist destination is not necessarily contingent on pre-planning. Nonetheless, experts can readily identify the potential, with the local government's endorsement proving instrumental in the official recognition of Lerep tourism village. The village leaders' pivotal consideration in necessitating not just the preservation of its mountainous surroundings but also the generation of income by the community underscores their support for the establishment of a tourist village in Lerep.

The aim of developing a tourist village in its early stages is to effectively utilize the existing village resources, namely nature-based attractions originating from the surrounding mountains and agricultural landscape. The village has also implemented cultural tourism, with the Live in package. This attraction initially catered to researchers and environmentalists but has since expanded to include various markets, such as the family and student segments. The village aimed to gain recognition through its achievements in regional and national inter-village competitions.

Building on this popularity, the village progressed to the development stage, where an innovative tourist attraction in line with current tourism trends was created: culinary tourism with a traditional market concept. This traditional cuisine utilizes all of the village's food sources, thereby increasing the value of the village's agricultural commodities. This market showcasing traditional culinary delights attracts tourists with a passion for classic cuisine. A village's capacity to identify and cater to market preferences is pivotal in the development of successful touristic hotspots. Additionally, artificial attractions and revitalized traditional events are integrated and marketed as touristic offerings aligned with the village's financial means during the developmental phase.

During the developed stage, it is vital for tourism villages to keep innovating attraction

offerings by enhancing the live-in theme within the concept of eco-education tourism. Tourist village management now possesses more advanced capabilities to curate tour packages incorporating natural, cultural, and man-made destinations. In the developed stages, the village has partnered with external investors to create artificial tourism amenities for tourist facilities.

CONCLUSION

1. The development of Lerep village's tourism attraction began with the pre-pioneering stage, the stage that was not realized as the era of preparing Lerep village to become a tourism village. In the pre-pioneering stage, Lerep village became an environmental education destination. The pioneering stage begins with the introduction of natural tourism attractions, and cultural tourism into live-in tourism, which is a form of tourism that educates guests about the daily life of the community.
2. In the developing stage, the popularity of Lerep Village increased due to achievements and many developed tourist attractions, namely artificial tourism, culinary tourism and the intensity of sales of educational and live-in tour packages, supported by the development of artificial tourist attractions from the private sector in Lerep Village.
3. In the advanced stage, the strengthening of educational tourism attractions is carried out as an eco-educational tourism, with various choices of educational types, the development of coffee life style tourism, while strengthening aspects of sustainability of cleanliness, health, safety and environment sustainability, amenity and accessibility.

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