

Integration of Community-Based on Tour Packages to Realize A Sustainable Tourism Village: The Case of Penadaran Tourism Village Grobogan Regency Central Java

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Abstract

Penadaran Village, Gubug District, Grobogan Regency, Central Java, is a village that has very diverse tourism potential, both natural, cultural, and artificial potentials. Currently, the village has been included in the top 300 of the Indonesian Tourism Village Award in 2023. Initial studies show that Penadaran Village does not yet have a strategy on how to develop a tourism village, even though the village has the potential to be used as tourism activities such as tour packages, homestays and traditional culinary. This is because there are still many elements of society who do not understand about tourism villages and the management of tourism village products. Based on this, the purpose of this study is to integrate the tourism potential of Penadaran Village into a tour package that involves the community. The primary data collection technique used in the study was using focus group discussion (FGD) which was attended by the community, tourism awareness groups, village government officials and local entrepreneurs. The data analysis technique used is descriptive analysis that describes the results of FGD. The results of the study show that the community together has been able to create an integrated tour package into several tour packages, namely one-day tour packages, two-day one-night tour packages and three-day and two-night tour packages.

Keywords: community-based tourism; tourism package; tourism village; sustainability.

INTRODUCTION

Background

The development of tourism villages in Indonesia has increased, data from the

Ministry of Villages of the Republic of Indonesia shows that in Indonesia there are 7,275 tourist villages (Wirdayanti et al., 2021). Of course, the development of the tourism village is the community's

awareness to make their village a tourist destination based on community-based tourism (Utami et al., 2019; Zainal et al., 2022). The community has an important role in planning, implementing, and monitoring and evaluating all forms of activities in tourism villages (García-Rosell & Mäkinen, 2013; Guo & Sun, 2016; Sudirtha, 2019). One planning that must be done by the village community is to compile a tourist travel route in the village. The preparation of tourist travel routes is important so that tourists visiting tourist villages can choose the desired tourist activities in tourist villages (Dewi et al., 2017; Komesty et al., 2021). Based on the results of research conducted by (Naufal & Fitria, 2020) it is stated that there is a positive influence between tour packages and tourist interest in visiting. Thus, it is expected that every tourist village must have a tour package so that tourists can enjoy the various potentials contained in their village.

As one of the tourism villages included in the category of advanced tourism villages, Penadaran Tourism Village must also be able to compile tour packages based on its local potential. Penadaran Tourism Village is one of the villages in Grobogan Regency, Central Java Province. Penadaran Tourism Village has a variety of tourist charms in almost every aspect of village life and its community such as Nature, Culture, Agriculture, Art, Social, Culinary, Sports and various other special characteristics such as creative industries that continue to grow. Research conducted by (Thinggani, 2022), found that Penadaran Tourism Village has implemented strategies in tourism development based on tourism village guidelines issued by the Ministry of Tourism and Creative Economy of the Republic of Indonesia.

However, in its development, Penadaran tourism village has not prepared a tour package that integrates one tourism potential with other tourism potentials in the village. Another problem faced is the marketing of tourism products that are not optimal. Low knowledge and ability of

tourism village managers, especially in the preparation of tour packages and marketing (especially digitally) is one of the causes of this problem. Based on the various problems faced by the management of the Penadaran Tourism Village, Agung Podomoro University collaborated with the Penadaran Village Government through the Matching Fun Kedaireka 2023 program to provide solutions to overcome these problems.

Research Objectives

The purpose of this study was to analyze the tourism potential contained in the Penadaran tourism village and compile an integrated tourism package based on the applicable arrangement pattern, namely: one-day tour packages, two-day one-night tour packages and three-day and two-night tour packages.

LITERATURE REVIEW

Travel Behavior

Tourism in the world today continues to develop in line with changes in human behavior in traveling (Cohen et al., 2014). The characteristics of tourists, such as tourist origin, gender, livelihood, and level of education will also affect the desire to travel and tourist activities to be carried out (Bernini & Cracolici, 2015). Research conducted by (Kasapi & Koc, 2012) found that changes in travel behavior will affect income and people in the tourist area. Therefore, the packaging of tourism products such as social marketing, sustainable tourism campaigns and the existence of small and medium enterprises has a very important role in addressing current tourism behavior (Borden et al., 2017).

In tourism villages, the results of research conducted by (Osin et al., 2021) found that most of the millennial generation who visit Bali are very interested in doing tourism activities in nature. This is also in line with research conducted by (Lestari & Muttaqin, 2022) who said that tourism behavior in tourist village areas is

more emphasized on tourists' desire to increase knowledge, see performances, and know various kinds of local wisdom. Thus, the behavior of traveling in tourist villages more precipitates the desire of tourists to enjoy the uniqueness and authenticity possessed by tourist villages both natural, cultural, and artificial.

Tourism Village

Tourism Village is a village development concept that utilizes the potential of nature, culture, and local resources for tourism purposes (A'inun et al., 2015). This concept aims to improve the welfare of the local community through sustainable tourism development. Tourism villages usually offer authentic tourist experiences and are different from conventional tourism destinations (Sugiarti et al., 2016). Tourism villages can also be an alternative tourist destination that is closer to people's daily lives, so as to provide a more authentic and meaningful experience for tourists (Kusuma & Salindri, 2022).

The aspects contained in the tourism village are aspects of sustainable development. This aspect is a development principle that covers the economy, social and environment by precipitating community empowerment and fair income distribution (Alhada & Habib, 2021). The development of tourism villages will not be separated from the process of community participation in planning and decision making as well as tourism management (Ramadhan & Khadiyanto, 2014). The aspect of preserving culture and tradition is one of the aspects that is the main goal of developing tourism villages (Dharma & Pradana, 2022). In order to support the development of tourism villages, aspects of infrastructure, marketing and promotion as well as tourism education are aspects that can have a positive impact on the development of tourism villages (Arjana et al., 2021; Hapsari & Mutawali, 2019; Novitaningtyas et al., 2020).

Scope of Tour Package Preparation

The preparation of tour packages is one of the processes carried out by tourism organizers to update the various facilities, activities, and tourism products offered to tourists (Fajri & Hidayat, 2022). Tour packages can be in the form of tours, trips, or tour programs tailored to the needs, interests, and budgets of tourists. Tour packages can also be based on certain concepts, such as nature, culture, history, religion, sports, or others (Dewi, 2022). Based on the results of research conducted by (Manafe et al., 2019), explained that in compiling tour packages there are the following steps; determine the goals and objectives of the tour package; identify the potential and advantages of tour packages; determine the type and characteristics of tour packages; determine the price and operational costs of tour packages; determine marketing and promotion strategies for tour packages; and evaluate the results and impact of tour packages.

There are factors that influence the development of tour packages, including internal factors (human resources, information technology, capital, management) and external factors (environmental conditions, market demand, competition) as well as macro factors (such as government policies, legal regulations, economic development) (Madubun & Latupapua, 2021). Research conducted by (Iswandari & Noor, 2017), explained that the development of tour packages based on local wisdom can be through a creative approach. This model includes: identification of potential local wisdom; SWOT analysis (Strengths, Weaknesses, Opportunities, Threats); designing the concept and design of tour packages; implementation and implementation of tour packages; as well as evaluation and monitoring of the results of tour packages.

The Concept of Travel Patterns

Tourist travel patterns are the structure, framework, and flow of tourist travel from one destination point to another that

are interrelated containing information about facilities, activities and services that provide various travel options for industries and individual tourists to influence decision making in traveling (Basoeki, 2014). According to (Nuriata, 2014), a travel pattern is something specifically designed or planned for travel plans that are in accordance with applicable standards to achieve tourism product destinations in tourist destinations. The elements that must be owned in making a travel pattern are: tourist character profiles, tourist attractions, tourist facilities, and time allocation.

Travel patterns in general can certainly be viewed from two perspectives, the first is from the supply side and the second is from the demand side. If travel patterns are viewed from the supply side, then the starting point of a study will look at the product side, such as the availability of tourist attractions (DTW), accessibility/routes, trip duration, available facilities, activities that may be done and other things from the supply side as the definition conveyed (Nuriata, 2014). While the study of travel patterns from the demand side will tend to look at wants, needs and behaviors as well as motivations from the tourist side.


Study of travel patterns conducted by (The Association of Southeast Asian Nations (ASEAN), 2018; Breyer et al., 2020; Gunn, 1994) examine the phenomenon of travel patterns or tourist movements from the supply side While articles published by (Simasima et al., 2017; Zhao et al., 2018), tried to unravel the phenomenon of travel patterns from a demand perspective. This study tries to review from both

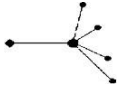
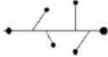



sides, namely the perspective of supply and demand in a pragmatic empirical study by trying to examine aspects of ecotourism, existing ecotourism DTW, supporting facilities and infrastructure, accessibility, duration of tourist visits, and distance dimensions.

Travel Pattern Cluster

According to Basoeki (2014), in general, the cluster of tourist travel patterns is divided into six, namely: (1) Single Point, namely tourists visiting a tourism destination and returning with the same route, while this pattern is named Direct Route or Single Destination; (2) Base Site, namely tourists to a main destination as Base Camp, then visiting other destinations or tourist attractions that are secondary, this pattern is named Base Camp Day Trip; (3) Stop Over, namely tourists visiting a main destination, where during the trip there are tourist attractions visited while heading to the main destination or returning from the main destination, this pattern is named En Route Stop Over; (4) Chaining Loop, where tourists visit several destinations or tourist attractions without repeating, this pattern is named Full Orbit Round Trip; (5) Destination Region Loop, which is a combination of Single Point and Chaining Loop known as Regional Tour Destination Area Loop; and (6) Complex Neighborhood, that is a combination of several or all travel patterns, tourists go from one destination to another without repeating, this pattern is known as the Multiple Destination Area Loop.

Table 1. Forms of Travel Patterns

Travel Patterns	Explanation
Single Point 	Travel pattern that goes to only one destination point without visiting another destination point and returning to the place of origin using the same route.

Travel Patterns	Explanation
<p>Base Site</p> 	<p>Travel Pattern that resembles a scattering of rays with one central point. Tourists start the journey from the place of origin and to the main destination and continue to visit secondary destinations within a certain area.</p>
<p>Stop Over</p> 	<p>Travel Pattern that goes to one main destination point where visiting another destination point (secondary) in the process of Travel Pattern.</p>
<p>Chaining Loop</p> 	<p>Travel pattern by rotating like a ring that connects 2 or more points and does not repeat the route.</p>
<p>Destination Region Loop</p> 	<p>A traveler's journey that begins with a route around other destinations. After completing the tour in a circular (circle pattern), they return to their place of origin via the shortest route between the main destination and the place of origin of departure. It is a combination of a single point pattern and a chaining loop.</p>
<p>Complex Neighborhood</p> 	<p>Is a combination of two or more patterns mentioned above.</p>

Source: Basoeki (2014).

METHODS

To obtain data in this study, several data collection techniques were used, including: interviews, FGDs, observations, literature studies, and documentation studies. Participants were taken in this study, namely: Penadaran Village Government, POKDARWIS, PKK's mother, youth organization (*karang taruna*) and the Association of Farmer Groups (GAPOKTAN). Interview guidelines defined by Moleong, (2017), were completeness of research prepared as a guide or reference for conducting interviews, focus group discussion (FGD) is a data collection technique that is generally carried out in qualitative research with the aim of finding the meaning of a theme according to the understanding of a

group (Sugiarto & Herawan, 2023).

The study used interview guidelines as a data collection tool. In addition to interview guidelines, another data collection tool that will be used is a checklist. Checklists are used to obtain information and data about tourist attractions, accommodation, restaurants, shopping places, distance, and time of tourist visits. Data analysis techniques in this study use qualitative analysis techniques.

Qualitative data analysis according to Moleong (2017), is data reduction, data presentation, and conclusions. In testing the validity of the data, researchers use source triangulation techniques so that researchers can conduct examinations and by comparing data obtained from many sources.

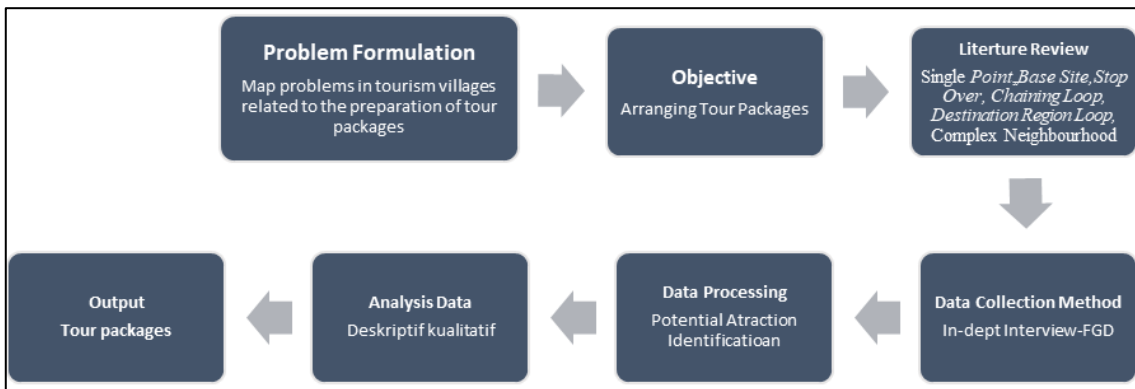


Figure 1. Conceptual Framework

RESULTS AND DISCUSSIONS

Identify Tourism Potential

In accordance with in-depth inter-views conducted with resource persons from the management of BUMDes

Penadaran Village and other stakeholders related to the potential of tourist attractions in Penadaran Village can be categorized into three types of attractions: natural, man-made, and cultural attractions (Table 2).

Table 2. Attractions of Penadaran Tourism Village

Tourist Attractions	Types of Tourists Attractions	Information
Nature	Sendang	Sendang Sumber is one of the springs in the village that is never dry and sacred
	Bukit Bayangkaki	This hill is a place to enjoy the natural beauty around Bayangkaki hill with a panorama of teak trees, rice fields, corn fields, and also a row of mountains that are visible when the weather is sunny.
	Agriculture	Agricultural area with a wide variety of horticultural crops
	Bukit jetis	This hill is a place to enjoy the natural beauty around sendang with a panorama of food crops and landfills, rice fields, corn fields, and also A mountain range that is visible when the weather is clear.
Culture	Traditional Culinary and Cuisine	The village also offers a variety of culinary specialties, including snacks.
	Traditional dances	Traditional dances, often referred to as singo baron, Javanese nari are often performed in the area.
	Rumah ibadah	There is an architectural house of worship that was built during the Walisongo era

Source: Primary Data (2023).

Based on the table, it can be seen that in general the tourism potential owned by Penadaran Village is tourism potential based on nature and culture-based tourism potential.

Network and Location Analysis

Penadaran Village is located in a radius of 40 Km with several cities including Semarang, Demak, Ungaran, Bergas, Bawen, Ambarawa, Salatiga and Purwodadi. Proximity to some of these cities can be a potential market for tourism in Penadaran Village.

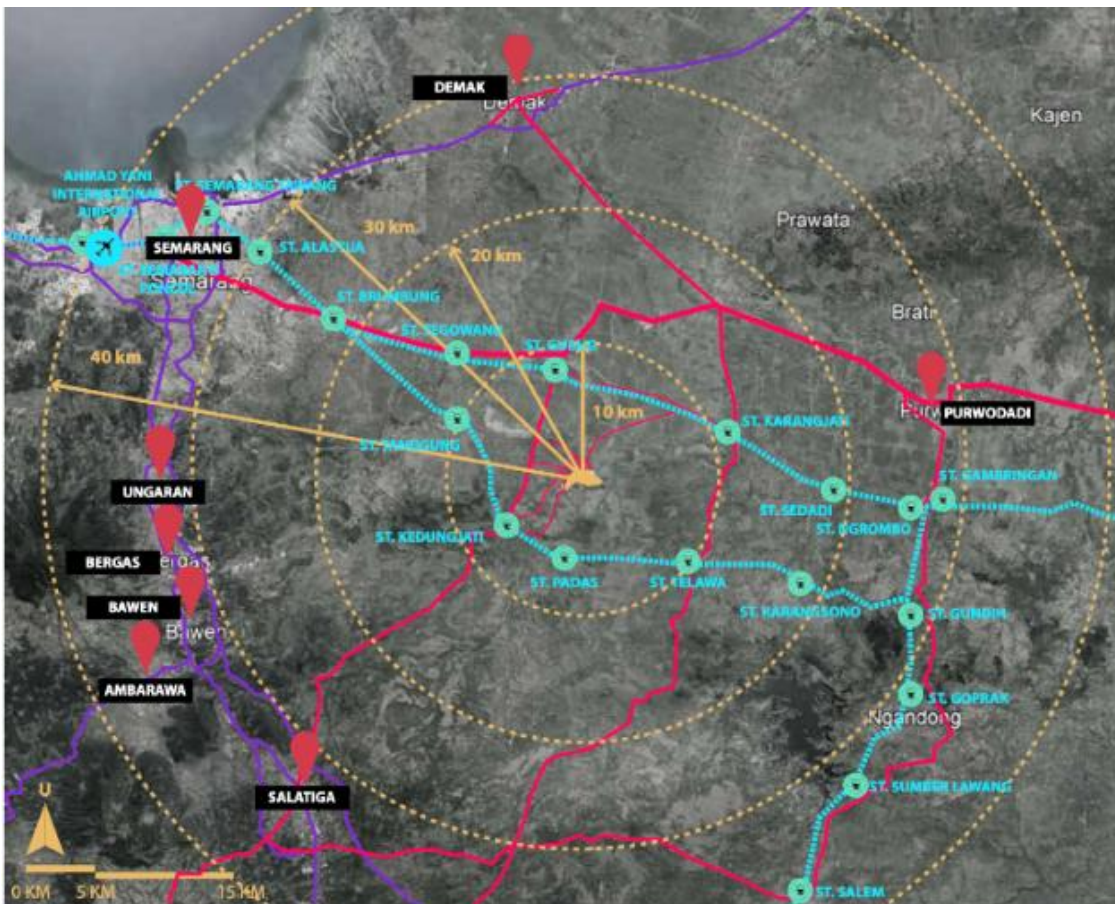


Figure 2. Macro Condition of Panadaran Village (Source: Primary Data, 2023)

Penadaran Village can be accessed by land (toll, protocol road and rail) as well as by air. Ahmad Yani International Airport is within a range of 40 Km or can be reached in about 1.5 hours. This shows that Penadaran village has the potential to attract tourists from outside the province and abroad.

Accommodation Condition

The accommodation available in Penadaran Tourism Village is only a homestay. Currently, there are 10 homestays that tourists can use to stay.

There are various ratings that can be seen from the accommodation provided. According to the research conducted, to see and rate accommodation can be judged by security, comfort and safety. Based on the results of observation and analysis, it can be said that accommodation conditions in Penadaran Village are included in the category of safe, comfortable and provide security for tourists.

Scenario Based Tour Packages Development

Based on the results of research and

analysis that has been carried out in Penadaran Tourism Village, there is tourism potential that can be used as a tourist attraction and used as an attractive tour package for tourists. The results of the analysis show that there are three choices of tour packages that can be offered to tourists, namely one-day tour packages, two-day one-night tour packages and three-day and two-night tour packages. The design of this tour package is adjusted to the length of tourist visits to Penadaran Tourism Village, of course, by paying attention to the type of tourist visit, both individuals and groups. The following is a discussion of each travel route design.

One-Day Tour Packages

One-Day Tour Packages in Penadaran Tourism Village have a single point and base site design where the form of half-day tour packages has the following routes:

1. Tugu Lumpang —> Sendang Sumber

Tourists have lunch at Warung Tugu Lumpang, served culinary Penadaran Tourism Village. Then tourists continue the journey to Sendang Sumber which is one of the destinations sacred by the residents of Penadaran Tourism Village. Tourists can go on foot/rent electric bikes provided by the village.



Figure 3. Tugu Lumpang and Sendang Sumber (Source: Primary Data, 2023)

2. Tugu Lumpang —> House of Culture

Tourists have lunch at Warung Tugu Lumpang. Then tourists continue the journey to Rumah Budaya which is one of the

destinations that features various cultural activities such as gamelan, dance, and performances. Tourists can go on foot/rent electric bikes provided by the village.



Figure 4. Tugu Lumpang and House of Culture (Source: Primary Data, 2023)

Two-Day One-Night Tour Packages

Two-Day One-Night Tour Packages in Penadaran Tourism Village have a

chaining loop route where the shape rotates like a ring that connects one point to another. The tour packages for Two-Day

One-Night Tour Packages are as follows:

1. Cultural Package and Small and Medium Enterprises

- a. Day 1 - Culture (Telang Homestay) Joglo Alit - Tugu Lumpang → Gong House → Goa Maria Sendang Jati → Baituddin Mosque → Rumah Budaya (Singo Barong). Tourists on the first day will be welcomed at Joglo Alit and provided with a typical village welcome drink, after welcoming tourists will be invited to Tugu Lumpang to enjoy a typical village lunch, after that tourists will be invited to the gong house, goa maria and sendang teak as well as to the oldest mosque in Penadaran village and head to the Cultural House to watch Singo Barong. After the event is over, tourists will return to their respective homestays.
- b. Day 2 – Small and Medium Enterprises Tugu Lumpang → Wedang Jelung → Tempe → Jamu → Village Crafts. Tourists will have breakfast at Tugu Lumpang and at the same time witness the making of a typical drink, namely Wedang Jelung, then will be invited to the community industry center such as tempeh, herbal medicine, and village handicrafts.

2. Agriculture Package and Small and Medium Enterprises

- a. Day 1 (Agriculture) Joglo Alit → Tugu Lumpang → Sendang Sumber → Harvesting (Guava, Corn, Pumpkin / Waluh) → Rumah Budaya (Singo Barong). Tourists will do tracking activities to Bukit Bayangkaki and have breakfast at Tugu Lumpang, after that tourists will harvest. The harvest is adjusted to the type of agricultural crops that when tourists visit are harvesting. In the evening, tourists will be invited to see the barong lion show at the cultural house.

- b. Day 2 (Small and Secondary Venture) Tugu Lumpang → Wedang Jelung → tempe → Jamu → a typical village handicraft. In this tour package, tourists eat breakfast by being served typical village food. After enjoying Typical village food, tourists will be taught various kinds of making typical village meals and visiting small and medium enterprises in Penadaran Tourism Village.

Three-Day And Two-Night Tour Packages

Three-Day And Two-Night Tour Packages in Penadaran Tourism Village have a Destination region loop route. A traveler's journey that begins with a route around other destinations. After completing the tour in a circular (circle pattern), they return to their place of origin via the shortest route between the main destination and the place of origin of departure. It is a combination of a single point pattern and a chaining loop. The tour packages for full day tour packages are as follows:

1. Day 1 - Culture (Telang Homestay)

Joglo Alit → Tugu Lumpang → Rumah Gong → Goa Maria Sendang Jati → Baituddin mosque. Tourists on the first day will be welcomed at Joglo Alit and provided with a typical village welcome drink, after welcoming tourists will be invited to Tugu Lumpang to enjoy a typical village lunch, after that tourists will be invited to the gong house, Goa Maria and Sendang Jait as well as to the oldest mosque in Penadaran Village. After the event is over, tourists will be escorted to their respective homestays.

2. Day 2 - Agriculture

Bayangkaki (Sunrise) → Tugu Lumpang → Harvesting (Guava, Corn, Pumpkin / Waluh) → Rumah Budaya (Singo Barong). The next day tourists will see the sunrise on Bayangkaki hill and have breakfast at the lumping monument, then tourists will be invited to harvest,

especially on agricultural commodities which at that time were harvesting and at the same time doing post-harvest processing, in the evening tourists will be presented with a cultural performance at the Cultural House (Singo Barong).

3. Day 3 – Small and secondary ventures

Tugu Lumpang → Wedang Jelung → tempe → Jamu → a typical village handicraft. On the third day, tourists had breakfast at Tugu Lumpang as well as served typical village drinks, namely wedang jelung, especially in the manufacturing process and continued to visit small and medium enterprises such as tempeh, herbal medicine, and village handicrafts.

CONCLUSION

Based on the results of the design analysis of the preparation of tour packages, there are three tour package designs that can be used in Penadaran Tourism Village, namely one-day tour packages, two-day one-night tour packages and three-day and two-night tour packages. The tour package that has been designed integrates various kinds of tourism potentials found in Penadaran Tourism Village, both natural, cultural, and artificial. The integrated packaging provides an opportunity to realize the Penadaran Tourism Village into an advanced and sustainable tourism village.

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