

An Analysis of Factors Affecting on the Success of Natural Tourism Villages (Case Study at Kandri Nature Tourism Village, Semarang City)

Titik Kurniawati¹, Mahfudz²

^{1,2}Universitas Diponegoro, Indonesia

ttk.kurniaw@gmail.com, mahfudz@lecturer.undip.ac.id

Abstract

The purpose of this study is to find out the factors that influence the success of a tourist village. Qualitative methods were used in this study with a case study approach. The data was collected through in-depth interviews conducted in person and online with participants as well as direct observations conducted as supporting materials. The results of this study show that there are several factors that influence the success of tourism villages, namely the participation of local communities and communities in developing tourism villages, marketing activities carried out to attract tourists to visit there, sufficient funding to support tourism activities, networking with relations so that they can cooperate. The efforts made to achieve this success, namely tourism activists as the main motorbikes in tourism villages must have a common vision, totality and solidarity in driving tourism village activities, hubungan managers with the general public must be well fostered, intensify marketing activities so that many tourists visit and benefit the network of relationships to get investors or sources of funds and media marketing.

Keywords

rural tourism; success factors; success efforts



I. Introduction

The tourism sector contributes to the country's foreign exchange income which comes from the large number of foreign or foreign tourist visits (tourists). In 2017 the contribution of the tourism sector to the country's foreign exchange amounted to USD 15.2 billion where previously in 2014 it was only able to contribute USD 11.2 billion and this shows that tourism contributes to increasing the country's foreign exchange (Bappenas, 2019). In the 2015-2019 National Medium-Term Development Plan (RPJMN), the *leading sector* is the tourism sector. This happens because the tourism sector in the short, medium to long term shows growth in a positive direction both. Another role of tourism is to encourage public awareness and pride in the nation's culture and its own natural wealth by introducing it and tourism also has a role in improving the nation's identity.

The natural atmosphere of rural areas and their lives can be enjoyed by anyone who visits the village and makes rural tourism an alternative vacation. Rural tourism is considered to be able to be the key in carrying out rural development which is expected to increase income, community welfare and be able to alleviate poverty (Gao & Wu, 2017).

The geographical condition of Semarang City in the form of hills and beaches has great potential to be processed as an interesting natural tourist attraction. In 2016 the addition of the number of tourist attractions has increased, although the number of increases is not too significant, especially for the number of natural tourisms. Table 1.1 shows the number of tourist attractions owned by the city of Semarang from 2011 to 2017, both natural, cultural and artificial tourism objects.

Table 1. Number of Attractions in Semarang City

No	Description	Year					
		2011	2012	2013	2014	2015	2016
	Number of attractions	38	39	44	45	62	64
a	Natural attractions	4	4	8	8	10	11
b	Cultural attractions	16	16	17	17	23	24
c	Artificial attractions	18	19	20	20	29	29

Source: Departement of tourism and culture in Semarang, 2016

The table below is a table of the number of tourist visits in the city of Semarang in 2015-2019. From this table, it can be seen that there is an increase in the number of tourist visits to the city of Semarang.

Table 2. Number of Tourist Visits in Semarang City

No	Year	Wisman	Vishnus	Total
1	2015	51.880	4.324.479	4.376.359
2	2016	55.252	4.705.570	4.760.822
3	2017	59.672	4.964.804	5.024.476
4	2018	66.107	5.703.282	5.769.389
5	2019	82.030	7.223.529	7.305.559

Source: Departement of tourism and culture in Semarang, 2020

As one of the government's efforts in optimizing the management and development of attractions and tourism objects in Semarang City, namely the establishment of a tourist village where from 2012 to 2019 in the city of Semarang there have been eight tourist villages that have had a decree. The eight villages include Nongkosawit Tourism Village, Kandri Tourism Village, Kedungpane Tourism Village, Wonolopo Tourism Village, Purwosari Tourism Village, Tugurejo Tourism Village, Jatirejo Tourism Village and Cepoko Tourism Village. Each tourist village has its own tourist advantages such as Nongkosawit Tourism Village with its gamelan, Kandri with Jatibarang reservoir tourism, Wonolopo is famous by the name of Jamu Village, Purwosari with orchid flowers as an advantage, so it is known as orchid village, Kedungpane Tourism Village has the advantage of panorama jatibarang reservoir and education, Tugurejo Tourism Village has the advantages of mangrove cultivation tourism, Jatirejo Tourism Village is known as Kolaka village, namely producer of kolang-kaling products and the last one is Cepoko Tourism Village which is famous for its orchards.

The existence of their respective advantages in each tourist village is expected to be able to bring in many tourists in each tourist village. In table 3 shows the number of tourists who have visited tourist villages in the city of Semarang.

Table 3. Number of Tourist Village Tourists in Semarang City Year 2017- March 2019

Tourism Village	SK Deswita	2017	2018	2019 (March)
Nongko Palm	Year 2012	214	66	33
Kandri	Year 2012	8.873	12.125	7.000
Wonolopo	Year 2012	3.707	3.782	3.971
Purwosari	Year 2016	0	0	0
Kedungpane	Year 2016	400	18.299	8.671
Jatirejo	Year 2016	455	3.019	926
Cepoko	Year 2016	34	238	0
Tugurejo	Year 2016	-	-	-

Source: Primary data, 2019.

Over time, the development of tourist villages can be seen from the number of tourists visiting (see table 3). From the table, it can be seen that there is an inequality in the number of visitors between tourist villages. The villages of Kandri, Wonolopo and Nongkosawit received a Deswita decree in the same year, namely in 2012 and Kandri has the most compared to Nongkosawit and Wonolopo. This research aims to find success factors and efforts to achieve success from a tourist village.

II. Review of Literature

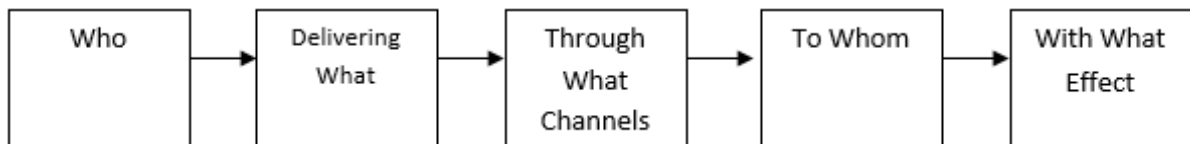
Rural tourism in research conducted by Ramakumar & Rajashree (2008) is defined as a rural tourist destination that is largely dependent on the natural environment, and is involved with various forms of local activities based on the preservation of historical heritage, customs and traditions, as well as various arts and cultures of the local community that allow it to create a natural experience for tourists during the visit. Regional Regulation of Central Java Province No. 2 of 2019 concerning The Empowerment of Tourism Villages of Central Java Province states that the development of tourism villages includes: a) development of tourism village infrastructure; b) marketing of tourist villages; c) institutional strengthening of Tourism villages; and d) partnership cooperation.

In tourism management in addition to involving the government and the private sector, it also involves the host community in the destination under development. If you leave one of these parties, it can damage the sustainability of the business. The community must be included in the management of rural tourism development. Involvement in management encourages interest and participation among the community because they will feel that they are part of the development of tourism

The success of rural tourism can be determined by several factors. In Wilson's research, et.al (2001) revealed that there are at least 10 conditions or important factors in determining success in the development of tourism in rural areas. These factors include; 1) a complete tour package, 2) good community leadership, 3) support and participation of local governments, 4) adequate funds for tourism development, 5) strategic planning, 6) coordination and cooperation between business actors and local leadership, 7) coordination and cooperation between rural tourism entrepreneurs, 8) information and technical assistance for tourism development and promotion, 9) good convention and visitor bureaus, and 10) broad community support for tourism.

The communication model conveyed by Lasswell is several verbal expressions in the form of:

- a. *Who* (Who)?
- b. *Says What* (Conveying what)?
- c. *In Which Channel* (Through which channel)?
- d. *To Whom* (To Whom)?
- e. *With What Effect*?



Source: Introduction to Communication Science (Wiryanto)

Figure 1. Model Lasswell

The source element (*who*) raises questions about message control. The message element (*says what*) is material for content analysis. Communication channels (*in which channels*) are interesting for studying media analysis. The receiving element (*to whom*) is widely used for the study of audience analysis. The element of influence (*with what effect*) is closely related to the study of the effect of the message on the audience. Therefore, this Lasswell model is widely applied in mass communication.

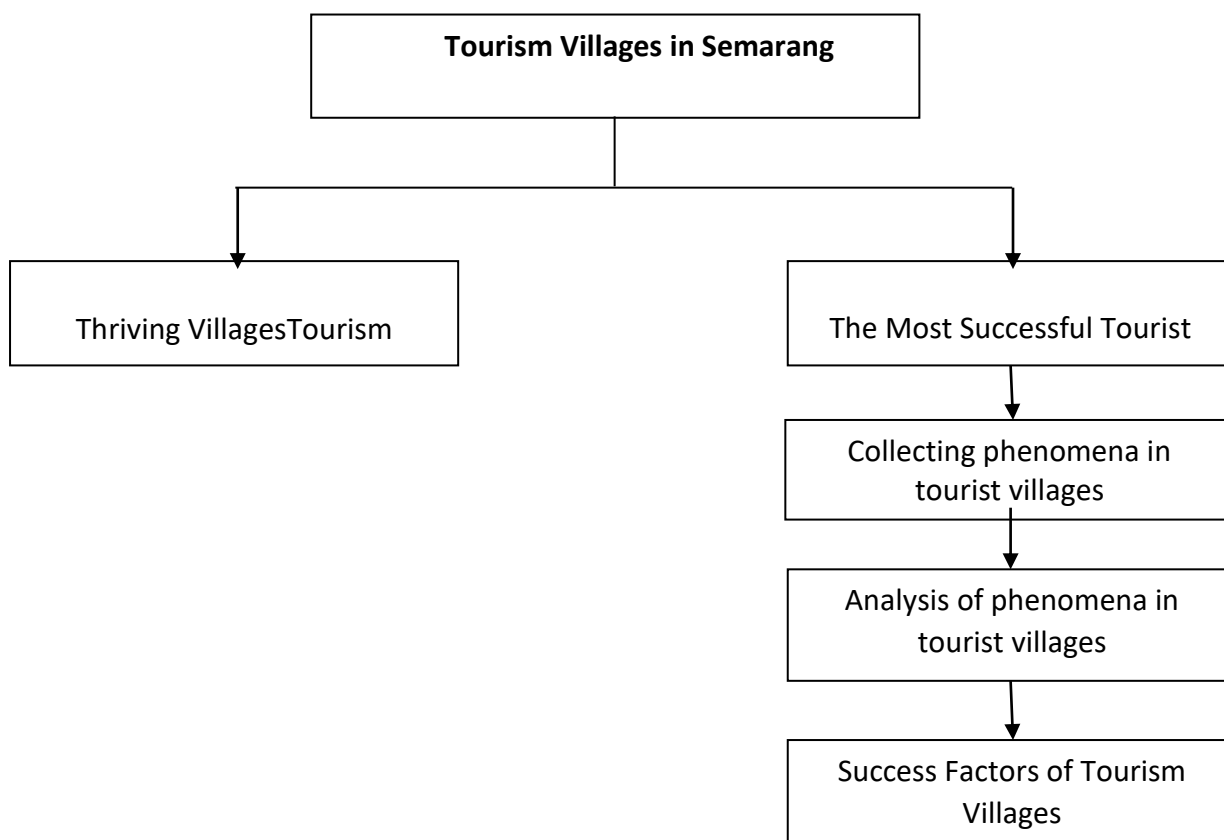
However, the disadvantage of the Lasswell model is that it only focuses on audience influence and ignores the feedback factor (*feed back*), so that the communication process described is linear/unidirectional. Feedback is very important for the communicator to know if the message is getting a positive, neutral or negative response.

Communication is the process of delivering messages by someone to other people to tell, change attitudes, opinions or behavior either directly orally or indirectly through the media. In this communication requires a reciprocal relationship between the delivery of messages and recipients namely communicators and communicants (Hasbullah, et al: 2018).

The policy direction regarding the development of tourism destinations is the development of competitive and sustainable tourism destinations in priority tourism destinations. The strategies carried out by the government related to the development of tourism destinations are: Development of the pariwisata ecosystem, development of tourism investment, development of sustainable tourism destinations, development of amenity, development of accessibility and connectivity and development of attractions.

III. Research Method

This research uses qualitative data, namely data obtained and presented based on observations, someone's experiences, someone's life story, interviews, history, observation, analysis of words and others which are carried out in detail according to the informant's point of view and behavior with a natural setting (Creswell, 2014). Qualitative data is obtained from the results of data analysis or information obtained that is descriptive and cannot be quantified, so that qualitative data in this study uses the profile of the place where this research will be carried out as well as descriptions of informants.



Source: Developed by researchers for the study (2019)

IV. Results and Discussion

4.1 Lasswell's Theory of Communication

Starting from the possible impacts that will arise from Jatibarang reservoir development plan located in the Kandri area and its surroundings, the community moves to find solutions for communities that will be economically affected. The livelihood of the average person is to work in agriculture and when their farmland is converted into a reservoir, then they will lose their source of income. So there needs to be another concept to return their income, one of which is in the field of tourism. Therefore, the community and the government jointly formed the tourist village of Kandri.

The toughest challenge at the beginning of the formation of a tourist village was to change the impression and behavior of the community. At the beginning of the Kandri tourist village, there was resistance from some residents because in the minds of the community the words "tourism" had a negative connotation, especially for religious people. They think that if there are tourist attractions there will be hotels, bars, entertainment venues, prostitution, liquor and others. Therefore, pokdarwis was formed with the first task of socializing the Sapta pesona movement, equalizing vision, changing negative mindsets regarding tourism, changing the thinking of traditional people whose income depends on traditional agricultural businesses to tourism businesses (agrotourism).

In establishing a tourist village, support from various lines of society is needed. Using the communication model presented by Lasswell, the pokdarwis administrators socialized the matter of Kandri tourism village to the community. In this model Lasswell conveys that there are several elements of verbal expression that are *Who, Conveying What, Through What Channels, To Whom, With What Effect?* Using lasswell's model of

communication, Pokdarwis collaborated with community leaders and religious leaders (ustadz) as a source to socialize it. The message conveyed by these figures was about the formation of the Kandri tourism village, positive and negative impacts, equalizing the vision and changing the negative mindset regarding tourism. Socialization activities that collaborate with religious leaders are usually delivered at recitation events, both weekly and monthly recitations. As for those whose delivery of community leaders is usually carried out when there are community associations, for example the activities of Neighbourhood (RT (*Rukun Tetangga*)) associations, Hamlet (RW (*Rukun Warga*)) or associations at the village level. In this socialization activity, the community as recipients of information is expected to understand the benefits to the community from the existence of the Kandri tourist village and things that are worried by the community can be avoided.

"... the toughest challenge is indeed to make the tourist village one, change the image of the community, change the behavior, which is the most difficult thing to establish this tourist village is really supported from various lines." (Masduki)

4.2 Local and Community Participation

Community-based tourism can be considered as a community development tool which is the ability of rural communities to manage tourism resources while ensuring the participation of local communities. This community-based tourism can assist local communities in generating income, diversifying the local economy, preserving culture, preserving the environment and providing educational opportunities. Because community-based tourism can provide an alternative source of income for local communities, so it can be a tool for poverty alleviation. Community-based tourism requires a long-term approach and should aim to maximize benefits for local communities and limit the negative impact of tourism on their communities and environmental resources.

At the time of the formation of the tourist village there were several of the Kandri people who had initially worked as tourist actors. Of course, this is an advantage that Kandri has compared to other tourist villages. It is also supported by his awareness and knowledge of the world of tourism itself, so as to be able to accelerate the process of forming and developing tourist villages. In addition, there are also Kandri people who are willing to leave their jobs in order to focus on developing tourist villages.

The participation of MSME mobilizers, both handicrafts and culinary, artist communities, coral youth cadets, etc. is very helpful for Pokdarwis in making tourism activities a success. The innovations made by the community have also become a strength for the Kandri tourist village, for example; innovations carried out by MSMEs are making new products, artists are adding to performance activities. The existence of these innovations can add to the portfolio of tour packages offered. Meanwhile, the young coral cadets in Kandri village in tourism activities are included as tour guides.

4.3 Collaborate

The target market of Kandri tourism village is school children from the PAUD (Early Childhood Education) level to the university level. In promoting the tourist village, Kandri uses friends, relationships or acquaintances as a medium to get potential consumers. Because what is targeted is not only schools in Semarang, the Kandri tourist village needs to promote and offer tour packages outside the area. Kandri tourism village often participates in activities carried out by the tourism office, participating in business convention activities carried out not only in the city of Semarang, but also carried out outside the city and outside the province, etc. By participating in these activities, Kandri tourism village can collaborate with travel agencies outside Semarang to make tour

packages to Kandri tourism village. In addition to collaborating with travel agencies, Kandri tourism village also cooperates with transportation service providers and usually this is done when the bus fleet of tourists cannot enter the Kandri tourist village area or when tourists visit via stations or airports and needs to be picked up. During the tourism activities carried out, Kandri tourism village cooperated with and collaborated with many parties outside the two fields, including the Semarang City Disbudpar, village government, FKK, culinary, MSMEs, universities, private or government agencies and so on.

4.4 Funding

In 2013, Kandri tourism village once received a grant from the National Program for Community Empowerment (PNPM) Tourism of 75 million rupiah. The assistance was the first and last aid from PNPM Pariwisata because after that there was a change of new president with a new policy in 2014. The tourist villages that received the assistance were only kandri tourist village and Nongkosawit tourist village. In addition, kandri tourist village also received grant assistance in the form of homestay facilities including air conditioning, wifi, TV, beds and toilet seats. Kandri tourism village also collaborates with third parties regarding funding to continue to support tourism activities there. Kandri tourism village cooperates with Corporate Social Responsibility (CSR) programs from various agencies, including the procurement of halls and toilets which are assistance from PT Pertamina (Persero), the procurement of multipurpose halls, kamplang posts, parks, etc. by PT Angkasa Pura (Persero), and so on.

V. Conclusion

1. The success of Kandri tourism village is obtained because there are several factors that influence it, namely the participation of local communities and communities in developing tourism villages, marketing activities carried out to attract tourists to visit there, sufficient funding to support tourism activities, networking with relationships so that they can cooperate.
2. The efforts made to achieve this success are
 - a. Tourism activists as the main motorbikes in tourism villages must have a common vision, totality and solidarity in driving tourism village activities. This can be pursued by always maintaining communication between activists whether there is a problem or not.
 - b. Because Kandri tourism village is a community-based business, the role of the community is very important to achieve success. Therefore, the management in this case Pokdarwis Pandanaran with the general public must be well fostered, communication is always carried out so that the community always supports and participates in every activity carried out in the Kandri tourist village.
 - c. When the activists are solid, it is necessary to intensify marketing activities so that many tourists visit the Kandri tourist village. The target market of Kandri tourism village is school children from early childhood to college and Kandri uses parents or guardians as people who recommend traveling there. In addition, Kandri also promoted outside Semarang by participating in business conventions organized by the government.
3. The use of the relationship network is carried out to obtain investors or sources of funds and marketing media. In this case, the source of funds for Kandri Tourism Village comes from tour packages offered, non-governmental organizations and the use of CSR funds from various state and private agencies.

Managerial Implications

1. The use of community and religious leaders is carried out in communicating and socializing about tourism villages to the Kandri community.
2. With the target market of school children, one of the strategies carried out to attract tourists to visit the Kandri tourist village is to find potential consumers through information on where children or relations go to school.
3. Kandri Tourism Village is a community-based business, so the role and participation of the community is very important. This empowerment is a form of maximizing social and environmental benefits.

Research Limitations

In this study, there are several obstacles and limitations in presentation and discussion. Data and information collection is very limited during the pandemic due to the ban on leaving the house and social distancing rules.

References

- Bappenas, (2019). *National Medium-Term Development Plan IV 2020-2024*, Ministry of National Development Planning/Bappenas: Jakarta.
- Barbosa, L.G., Oliveira, C.T. & Rezende, C. (2010). *Competitiveness of Tourist Destinations: The Study of 65 Key Destinations for The Development of Regional Tourism*. *RAP*, 44(5), 1067-1065
- Carius, F. and Job, H. (2019), “*Community involvement and tourism revenue sharing as contributing factors to the UN sustainable development goals in Jozani–Chwaka Bay National Park and Biosphere Reserve, Zanzibar*”, *Journal of Sustainable Tourism*, Vol. 27 No. 6, pp. 826-846.
- Chin, C.H., Thian, S.S. & Lo, M.C. (2017). *Community’s Experiential Knowledge on the development of Rural Tourism Competitive Advantage: A Study on Kampung Semadang-Borneo Height, Sarawak*, *Tourism Review*, Vol. 72 Issue: 2
- Cracolici, M.F., Nijkamp, P. & Rietveld, P. (2006). *Assessment of Tourist Competitiveness by Analyzing Destination Efficiency*.
- Creswell, John W. (2014). *Qualitative Research & Desai Research*. Student Library: Yogyakarta.
- Cunha, C., Kastenholz, E. and Carneiro, M.J. (2020), “*Entrepreneurs in rural tourism: do lifestyle motivations contribute to management practices that enhance sustainable entrepreneurial ecosystems?*”, *Journal of Hospitality and Tourism Management*, Vol. 44, pp. 215-226.
- Easterling, Debbie (2005). *Resident and Tourism*, *Journal of Travel & Tourism Marketing*, Vol. 18 (4)
- Everett, S. & Slocum, S.L. (2013). *Food and Tourism: An Effective Partnership? A UK-Based Review*, *Journal of Sustainable Tourism*, Vol. 21, No. 6, pp: 789-809
- Ezeuduji, I.O. & Rid, W. (2011). *Rural Tourism Offer and Local Community Participation in The Gambia*, *Tourismos: An International Multidisciplinary Journal of Tourism*, Vol. 6 No. 2, pp: 187-211.
- Gao, J & Wu, B(2017). *Revitalizing traditional villages through rural tourism: A case study of Yuanjia Village, Shaanxi Province, China*. *Journal of Tourist m Management* 63, 223-233

- Hasbullah, Hatta, M., and Arifin, Z. (2018). Communication Pattern of Wilayatul Hisbah, Lhokseumawe City in Implementing Amar Makruf Nahi Mungkar. *Budapest International Research and Critics Institute Journal*, Vol. 1, No. 4, 194-205.
- Jamal, T.B. and Getz, D. (1995). *Collaboration Theory and Community Tourism Planning*, Annals of Tourism Research, Vol. 22 No. 1, pp. 186-204.
- Kontogeorgopoulos, N., Churyen, A. & Duangsaeng, V. (2014). *Success Factors in Community-Based Tourism in Thailand: The Role of Luck, External Support, and Local Leadership*. Tourism Planning & Development, Vol. 11 No. 1, pp 106-124
- Lane B (1994). *Sustainable Rural Tourism Strategies: A Tool for Development and Conservation*. Journal of Sustainable Tourism 2(1-2): 102-115.
- Latkova, P., & Vogt, C.A (2011). *Residents' Attitudes toward Existing and Future Tourism Development in Rural Communities*. Journal of Travel Research 51 pp.50-67
- Lebe, S.S. & Milfelner, B. (2006). *Innovative organisation approach to sustainable tourism development in rural areas*. Vol. 35 No. 7/8, pp. 1136-1146
- Lekaota, L. (2015). *The importance of rural communities' participation in the management of tourism management*. Worldwide Hospitality and Tourism Themes, Vol. 7 Iss 5 pp. 453 – 462
- Litavniece, L., Silicka, I. , Garanti, Z. , Berjozkina, G. and Kolongou, S. (2021), "Under-tourism regions and destinations: what are their opportunities to succeed?", *Worldwide Hospitality and Tourism Themes*, Vol. 13 No. 6, pp. 763-772
- Mason, P. (2008). *Tourism Impacts, Planning and Management*, 2nd ed., Routledge, Burlington, MA.
- Mayaka, M., Croy, W.G. and Cox, J.W. (2019), "A dimensional approach to community-based tourism: recognising and differentiating form and context", *Annals of Tourism Research*, Vol. 74, pp. 177-190.
- McComb, E.J., Boyd, S. & Boluk, K. (2016). *Stakeholder collaboration: A means to the success of rural tourism destinations? A critical evaluation of the existence of stakeholder collaboration within the Mourne, Northern Ireland*. Tourism and Hospitality Research 0(0) 1-12
- Middleton, V.T.C. and Hawkins, R. (1998). *Sustainable Tourism: A Marketing Perspectives*, Butterworth-Heinemann, London.
- Murphy, P.E. and Murphy, A.E. (2004). *Strategic Management for Tourism Communities: Bridging the Gaps*, Channel View Publications, Clevedon.
- Naidoo, R., Beytell, P., Malherbe, A., Middleton, A., Perche, J. and Muntifering, J.R. (2021), "Heterogeneous consumer preferences for local community involvement in nature-based tourism drive triple-bottom-line gains", *Conservation Science and Practice*, Vol. 3 No. 6, p. e425.
- Nair, V. & Hamzah, A. (2015). *Successful Community-Based Tourism Approaches for Rural Destinations*, Worldwide Hospitality and Tourism Themes, Vol. 7 Iss 5 pp. 429 – 439
- Obonyo, G.O. & Fwaya, E.V.O. (2012). *Integrating Tourism with Rural Development Strategies in Western Kenya*, International Journal of Hospitality & Tourism Systems, Vol. 5.
- Panyik, E., Costa, C. & Ratz, T. (2011). *Implementing Integrated Rural Tourism: An Event-Based Approach*, Tourism Management 32, pp 1352-1363.
- PP No. 50 of 2011 concerning *the National Tourism Development Master Plan 2010-2025*
Regional Regulation of Central Java Province No. 2 of 2019 concerning *Empowerment of Tourism Villages of Central Java Province*
- Sanusi, Anwar (2012). *Business Research Methods*, Jakarta: Salemba Empat.

- Sdrali, D. & Chazapi, K. (2007). *Cultural tourism in a Greek insular community: The residents' perspective*. *Tourismos*, Vol. 2, No.2, pp.61-75.
- Sekaran, Uma (2006). *Research Methodology for Business, Fourth Edition*. Jakarta: Salemba Empat Publishers.
- Sekaran, Uma (2011). *Research Methods for Business*. Jakarta: Salemba Empat Publishers.
- Tosun, C. & Timothy, D.J. (2003). *Arguments for Community Participation in The Tourism Development Process*, *Journal of Tourism Studies*, Vol. 14 No. 2, pp. 2-15
- Tosun, Cevat (2000). *Limits to Cparticipation in The Development Process in Developing Countries*. *Tourism Management*, pp. 613-633
- Vinerean, A. (2013). *The Influence of Hedonic and Utilitarian Motivators on Likelihood to Buy a Tourism Package*, *Expert Journal of Marketing*, 1(1), pp.28-37
- Wilson, et. al. (2001). *Factors for Success in Rural Tourism Development*, *Journal of Travel Research* 2001 40: 132
- Xu, H., Jiang, F., Wall, G. and Wang, Y. (2019), "The evolving path of community participation in tourism in China", *Journal of Sustainable Tourism*, Vol. 27 No. 8, pp. 1239-1258.
- Yaniv, E. & Farkas, F. (2005). *The Impact of Person-Organization Fit on The Corporate Brand Perception of Employees and of Customers*, *Journal of Change Management*, Vol. 5, No. 4, pp: 447-461
- Yin, Robert, (2015). *Case Study (Design and Method)*, Raja Grafindo Persada: Jakarta.