

Opportunities & Challenges for Developing Potential Village Tourism Case Study of Pagak Tourism Village in Banjarnegara Central Jawa

Priyanto

Tourism Vocational Program, Universitas Indonesia, Depok, Indonesia

Keywords: Tourism Village, Cultural Tourism, Digitalization.

Abstract: Opportunities and challenges for the development of tourism potential in the industrial revolution era 4.0 need to get serious attention from various parties so that the tourism industry in Indonesia can survive and be able to provide benefits to the community. This study aims to explore the multiple opportunities and challenges of developing the potential of the village of Pagak as a tourism village and present some fundamental issues related to the existence of cultural tourism village Pagak, Purwareja Subdistrict, Klampok Banjarnegara, Central Java. This study uses a qualitative research methodology, based on the tourism village of Pagak in Banjarnegara, Central Java. The results of the study show that in general, the potential opportunities of Pagak Village's cultural tourism village are relatively large, such as nature tourism and cultural tourism. Some of the problems include such as not yet optimal quality of human resources, facilities and infrastructure, promotion. This article provides a discussion about the use of digital facilities as an alternative to developing the potential of tourism villages so that they have a positive impact on the community. Efforts in developing tourism village potential cannot be separated from the active participation of various parties, especially the Pagak village community. This study broadens the existing literature on tourism by providing theoretical support relating to the development of tourism village potential. This study also strengthens Review's research that the digital era adds to the increasing opportunities for the tourism industry.

1 INTRODUCTION

Tourism is a whole series of activities related to the movement of people who travel or stopover from their place of residence to one or several destinations outside their home environment that is driven by several needs without intending to make a living. Tourism is one of the essential sectors because it is one of the country's foreign exchange sources and is able to contribute significantly to the nation's development. At present the tourism trend is changing, from the previous one, conventional tourism is changing to special interest tourism. In the particular interest of tourism, tourists prefer to appreciate the environment, nature, culture and attractions in particular. One of the special attention of tourism that is developing in Indonesia is the tourism village.

Some research that discusses village tourism was presented by Vitasurya (2016), debating the use of local wisdom that characterizes tourism villages to be sustainable with an environment that can be used

for the development of rural tourism in Indonesia on the basis of the preservation of local wisdom. Andayani et al. (2017) reviewed the process of community empowerment through the event of a tourism village in the Penglipuran Tourism Village which discussed the process of community empowerment, which is related to the operation of empowerment and the results of empowerment and the application of the implications of community empowerment for the protection of the region's social culture and culture. This research is descriptive qualitative. Wiwiek Rabiatul Adawiyah et al. (2017) assessed community empowerment by optimizing the development of economic potential and human resources in the village by identifying the potential of Paripringan Purwokwero village to be developed in order to prepare community-based tourism villages. Zakaria and Suprihardjo (2014) studied the Development of Tourism Village Area Concept in Bandungan Village, Pakong District, Pamekasan Regency. Discuss one of the developments of alternative tourism villages for

sustainable rural development that has some unique characteristics to become a tourist destination. With supporting factors such as the existence of residents who have traditional traditions and culture, exceptional food, agricultural systems, social systems, nature and the environment are the most critical factors of the tourist destination (Zakaria & Suprihardjo, 2014).

Related to the above, the development of the tourism industry is also caused by the impact of the development of globalization with the presence of the industrial era 4.0 by the use of information technology and information digitalization. Chiao et al. (2018) discussed the event of an online platform in collaboration with various business people in Taiwan who implemented a factory tour for the community by adapting specific content into the platform. This platform helps universities and helps instructors as an alternative learning tool to get maximum learning satisfaction. Divinagracia et al. (2012) discussed the use of digital media as a source of information and a communication platform for tourism. Websites, e-mails, web advertisements, blogs and social networking sites can be used to communicate the experiences and results of tourist trips to the broader community. Hojehghan and Esangareh (2011) discussed tourism innovation by utilizing internet technology for the tourism business with a relatively low cost that can communicate between tourism suppliers, intermediaries and also consumers. Laddha et al. (2018) discussed the design and implementation of an effective information retrieval system for tourism which is used to describe Indian tourism data. Reichstein and Härting (2018) presented the conceptual model and provides recommendations for the tourism industry so that it not only provides more in-depth insights about customer needs but also provides more customer-oriented services. Vecchio (2018) discussed the use of big social data for tourist destinations. Aquino (2018) discussed social entrepreneurship in tourism by utilizing information technology. Hongcun and Jihun discuss the impact of tourism on two neighbouring communities in China (Xu et al., 2018).

It is fascinating to look at various writings on special interest tourism, one of which is the existence of a tourism village that cannot be separated from the effects of globalization, namely the coming of the industrial era 4.0. Utilization of information technology becomes the main thing in order to move the tourism village so that it can develop and progress. Likewise, the entrepreneurial,

creative and innovative spirit is very much needed in the context of developing tourist villages.

Some regions in Indonesia have not also been spared trying to develop this type of tourism village tourism, one of which is in Central Java Province. According to Data from the Culture and Tourism Office of Central Java Province, in Central Java, there are 145 Tourism Villages. Call it the Kliwonan Tourism Village, Masaran Subdistrict, Sragen Regency with the leading tourist attraction of batik culture. Candirejo village, Magelang regency with leading tourist attraction data making various kinds of souvenirs. Samiran tourism village in the Boyolali Regency region with superior tourism of agrarian nuances through its agro-tourism. Dieng Kulon cultural tourism village, Batur Subdistrict, Banjarnegara Regency with excellent tourist attractions of various temples and grand events of the Dieng Culture Festival. Pagak Village in Purwareja Klampok District, Banjarnegara Regency is one of the villages that is trying to develop itself into a tourist village. Several efforts have been and are being made to make it worth mentioning as a tourist village.

It is interesting to examine the development of cultural-based tourism villages in various regions, especially in Central Java Province. For one thing, this phenomenon as an alternative solution to respond to the current world tourism trend that has changed from conventional tourism to special interest tourism. However, on the other hand, various problems arise, including the readiness of multiple parties related to the existence of cultural tourism villages, packaging of the potential of cultural tourism village attractions, issues of facilities and infrastructure, human resource problems, and others.

Based on the description above, the problems that will be raised in this study are what are the various potentials that exist in the village of Pagak, what are the primary issues related to the development of the town of Pagak as a tourist village and how are efforts as alternative solutions to these problems. The purpose of this research is to explore/identify the potential of Pagak village as a tourist village, various fundamental issues related to the existence of a tourism village. This research also provides alternative solutions to multiple efforts in dealing with these problems.

2 LITERATURE REVIEW

Inskeep (1991) said that tourism could be interpreted as an activity carried out by tourists to travel to a tourist destination outside their daily lives and environment to make a temporary stopover from a place to stay, which is driven by several needs without intending to make a living but based to get pleasure, accompanied to enjoy a variety of entertainment that can release the fatigue and produce travel experiences and hospitality services. The tour activity takes place due to many factors; one of them is the tourist attraction factor in the tourist destination. According to the Tourism Law No. 10 of 2009, tourist attractions are all things that have uniqueness, beauty, and value in the form of diversity in natural, cultural, and man-made products that are targeted or the purpose of tourist visits. One type of tourism is cultural tourism, which is a tour that utilizes the development of the potential of human artistic output as an object of attraction. This type of trip can provide benefits in the field of social culture because it can help preserve cultural heritage as the identity of local people who have that culture. Pedit (1990), mentions cultural tourism is a trip made on the basis of a desire to broaden one's outlook on life by making visits to other places or abroad, studying the condition of the people, their habits and customs, their way of life, their culture and arts. Today, cultural tourism develops rapidly because of a new trend among tourists, namely the tendency to look for something unique and authentic from a culture.

One of the forms of cultural tourism activities is by visiting tourist villages. Understanding the term village tourism is quite diverse. Nuryanti (1993) stated that tourism village is defined as a form of integration between attractions, accommodation, and supporting facilities that are presented in a structure of community life that integrates with traditional procedures that apply. Its designation must fulfil the requirements including:

- 1) Good accessibility, making it easy for tourists to visit using various types of transportation.
- 2) Having moving objects in the form of nature, arts and culture, legends, local food, and so on to be developed as tourist attractions.
- 3) The community and village officials receive and provide excellent support to the tourist village and tourists who come to the town.
- 4) Security in the city is guaranteed.
- 5) Adequate accommodation, telecommunications and manpower are available.
- 6) Cool or cold climate.

- 7) Connect with other tourism objects that are well known by the wider community.

Not only that, to enrich the objects and tourist attractions in a tourist village, but several facilities and activities can also be built starting from:

- 1) Eco-lodge: Renovate homestays to meet tourist accommodation requirements, or build guest houses in the form of bamboo houses, traditional houses, log houses, and so on.
- 2) Eco-recreation: Agricultural activities, local art performances, fishing in the pond, hiking in the village (hiking), biking in the town and so forth.
- 3) Eco-education: Educating tourists about environmental education and introducing flora and fauna in the village concerned.
- 4) Eco-research: Researching flora and fauna in the town, and developing products produced in the city, as well as examining the socio-economic and cultural conditions of the community in the village, and so on.
- 5) Eco-energy: Building a solar or hydropower energy source for Eco-lodge.
- 6) Eco-development: Planting tree species whose fruit is for the food of birds or wild animals, ornamental plants, medicinal plants, in order to increase its population.
- 7) Eco-promotion: Promotion through print or electronic media by inviting mass media.

3 RESEARCH METHODOLOGY

This research is a qualitative research. Primary data were obtained from informants who had been designated for the purpose. This primary data is supported by field observations. While secondary information is collected from existing research documents, literature studies from related books and also various other sources. Data collection is carried out through field observations, interviews, and discussions with key informants and selected stakeholders to answer the research theme. The research of the Pagak tourism village was carried out on June 1-8, 2019. The writer went straight to the field and conducted an interview with the role of the Pagak village, Mr. Ahmad Fauzi, to explore related Pagak village policies in the development of the tourism village. The author also conducted in-depth interviews with the tour conscious group of the town of Pagak and also visited, observed and stayed in the village to obtain more in-depth information.

4 RESULTS AND DISCUSSIONS

4.1 Potential of Pagak Village

Pagak Village is one of the villages in Purwareja Klampok District, Banjarnegara Regency, Central Java Province. The location of Pagak Village is in the west of the centre of Banjarnegara City, approximately 30 km away. Pagak Village has an area of 168.95 hectares with a population of 3442 inhabitants, and a population density of 1910 people / km² and the majority of Pagak villagers earn a living as farmers. The idea of developing Pagak Village as a tourist village is the Government Work Program of Pagak Village which is supported by students who are conducting a Real Work Lecture in the town of Pagak namely the Banjarnegara Tamansiswa College of Economics in mid-August 2017. Various initial activities have been carried out to revive tourism in the village of Pagak, namely the kite festival activity, the inauguration of the kampiran kitiran, and various other entertainments that were carried out on 17 September 2017 and on 11 November 2018 the Pagak village officially received a decree on Tourism Village from the District Government Banjarnegara Central Java Province.

4.1.1 Natural Attraction

1. Agricultural Education

One of the natural tourist attractions of the village of Pagak is rice farming culture. Rice farming as a source of life, rice farming is also a tourist attraction for tourists to be able to experience firsthand the activity of growing rice. The location of the Kampak village close to Purwareja Job Training Center in Klampok will be straightforward to bring in visitors to study agriculture in the town of Pagak, the collaboration established between the pagak village government and Purwareja Klampok Vocational Training Center can be a means of promoting agricultural education in the pagak village.

2. Organic Vegetable Education

Is an agricultural cultivation system that relies on natural ingredients without using synthetic chemicals. Some organic plants that have the potential to be developed in the village of Pagak with these techniques are rice, vegetable horticulture and fruit and spices. Natural farming processing is based on the principles of health, ecology, fairness, and protection. What is meant by the policy of health in organic agriculture is that agricultural

activities must pay attention to the preservation and improvement of the health of the soil, plants, animals, earth, and humans as a single unit because all these components are interconnected and inseparable.

3. Organic Fertilizer Education

Organic fertilizer as a fertilizer for plants to produce more fertile and fresher plants with assistance through the garbage bank program in the village of Pagak is beneficial for the community in maintaining environmental cleanliness.

4. Chicken Farm

In the town of Pagak there are both chicken farms with enlarged chicken farms and laying chicken farms

5. Hanging Horn (rice field irrigation)

Hanging gutters were corned around the year 2014 by the village government of Pagak at that time using PNPM Mandiri Rural funds, built to resemble ancient blanda buildings to be attractive and could be a tourist visit for the community

6. Ramonan Kaliboga (Kaliboga irrigation river)

Ramonan, in other words from Tubing or mini-rafting, is one form of outdoor adventure activities. In carrying out this activity, rivers that become the primary media and used rubber tires, buses and Tronton trucks, and, buoys, foot and knee safety as well as helmets are the tools used to navigate the Boga rivers.

7. Ndut-ndutan Rawa Lutung

We are utilizing mud for children's and adult play activities such as playing mud soccer, playing volleyball and other mud playing activities.

4.1.2 Cultural & Handicraft Tourism Attraction

1. Traditional Art of Gumbeng Music

Traditional Gumbeng musical instrument made of bamboo. This art instrument is played by a minimum of 12 people in one group. Previously, this musical instrument was used for the ritual process to pay homage to Dewi Sri (Goddess of Rice). Gumbeng is played during ceremonies related to agriculture, rain request or tradition to reject reinforcements. Gumbeng is not just a musical instrument, but there is local wisdom that has a positive impact on citizens, especially the younger generation.

2. Traditional Games

Various traditional games in the village of Pagak that can be used to attract tourists are Gandon, Benthik, Becak-Becakan, Gobag Sodor, Jonjang, Lumbungan / Dakon, Plot Umpet, Anjung, Stilts, Sunda Manda, Cawuk, Sur Glendung, Kasti, Ramonan, Catch Fish

3. Bamboo Woven Crafts

Pagak village people generally can make piti which is woven bamboo which functions as a food gasket such as fried rice and the like.

4. Craft Pot of Cement

Various types of pots are made such as wine pots, bowl pots, cup pots, box plots of various sizes.

4.1.3 Culinary Potential

1. Sroto Pagak Cuisine
2. Snack ampyang mountain
3. Instant Ginger

When referring to the requirements of a cultural tourism village (Nuryanti, 1993), several aspects have been fulfilled such as good accessibility, moving objects, community support, security, availability of accommodation, fresh and cold climate, related to other familiar objects. But on the other hand, there are various problems.

4.2 Quality of Human Resources That Are Not yet Optimal

Tourists who visit the village of Pagak hope it will be able to enjoy the rural nature that is still clean and feel life in a village atmosphere with a number of customs. Tourists stay with residents, sleep in a simple but clean and healthy room, traditional food is the main dish to be served while in the tourist village, tourists feel satisfaction because of the reception, and service from the villagers.

According to the Culture and Tourism Office of Banjarnegara District, some of the village's cultural tourism villages do not have adequate knowledge and skills in managing cultural tourism villages. This becomes important so that the provision of increased awareness about the management of tourism villages is a skill that is actually needed by the existing tourism village community or for people who want to develop their village into a tourist village. This expectation will be realized if all realize the importance of improving the quality of human resources associated with the implementation

of cultural tourism villages. The role of government, universities, and non-governmental organizations is needed to improve the quality of human resources by providing training, adding insight into tourism so that people can directly feel the impact of the implementation of cultural tourism villages. They are learning how to make tour packages related to tourism villages because, through these tour packages, tourists will know and feel the travel experiences and uniqueness as what will be enjoyed during the trip. Likewise, training in the field of technical guidance to serve tourists during tourist activities.

Based on information from the cultural and tourism service in Banjarnegara District, the sustainability of the cultural tourism village is inseparable from the participation of tourism awareness groups (Pokdarwis) which become a kind of activator of the cultural tourism village activities. For information, the god of Pagak tourism currently has 25 people who are aware of tourism awareness groups. Every two weeks, regular meetings are held to encourage and develop village tourism. Some tourism village activists have participated in tourism activities organized by the tourism and cultural department of the Banjarnegara District. They are also conducting similar study activities to more developed tourist village areas to spur the development of the Pagak tourism village. The existence of the tourism awareness group has become so important given the lack of optimal public awareness, especially the readiness of the entire community to open up and change to be able to manage cultural tourism villages. If this step goes optically, the community and towns will grow into tourism-oriented products and have sale value, as well as will elevate local cultural importance to the outside world and cultural preservation and development activities will certainly run optimally.

4.3 Constraints Facilities and Infrastructure Cultural Tourism Village

Some cultural tourism villages are constrained in their development due to lack of optimal accessibility (ease in reaching the destination of the cultural tourism village). The availability of infrastructure such as roads that are suitable for tourism activities to the tourist village and also provide travel routes that surround the tourist village area that can show the daily operations of the community are indeed a necessity. Likewise, the availability of specialized transportation to

attractions that cannot yet be reached by tourists and also right road conditions for the convenience of tourists traveling to cultural attractions. Not all cultural tourism villages are optimal in providing adequate lodging facilities. Lodging needed by tourists who stay in a tourist village does not have to be expensive and luxurious accommodation, but at least clean, healthy and affordable. There is also a need to provide a restaurant that offers a rural atmosphere, maintained cleanliness and serves a menu of the distinctive flavour of the local cultural tourism village. No less important is the availability of souvenir shops that sell local produce typical village produce, souvenirs that are characterized by local tourism villages so that they can be a memory for tourists who have visited so that they can be known by the outside community. At present, the development of the new Pagak tourism village is at the stage of developing tourism destinations. Since 2018 the Pagak tourism village has built and developed tourist destinations including the Rawa Lutung Field which has been created as a park and the construction of the Rawa Lutung tower. Paving blocks have also been made for connecting village destinations. This destination can be used by tourists to take pictures and enjoy views of the village. When this touring park has also been completed in the form of a swimming pool as an alternative tourist who likes water tourism. Related to lodging for the village, there are about ten houses of villagers who are in the process of preparation to be conditioned as a place to stay.

4.4 Constraints on Promotion of Village Cultural Tourism

The cultural tourism village in the Banjarnegara district is generally an area rich in a variety of uniqueness in the village, but both the community and the destination manager have not been optimal in promoting the tourism village. Therefore we need promotional media by means of making a web about cultural tourism villages and also working with existing promotional media. In terms of the promotion of village tourism, the village of Pagak has utilized social media to develop village tourism. There is an official website of the village of Pagak which informs about the development of the village of Pagak tourism and also various village tourism activities. Likewise social media in the form of face books and instragrams have also been utilized. Some people are also actively involved in promoting the village tourism through various events held.

5 CONCLUSIONS

The potential of Pagak village as one of the cultural tourism villages in Purwareja Klampok District, Banjarnegara Regency, Central Java Province is quite a lot and has been identified. Some problems have arisen related to the management of tourism villages such as the lack of optimal quality of human resources, facilities and infrastructure that are not yet optimal, and obstacles in a promotion. These problems can be overcome by the cooperation of various parties, not only the role of government, universities and non-governmental organizations but also more important is the active participation of the local cultural tourism village community.

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