



Post-Pandemic Development Strategy for Cultural Tourism Village

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Abstract. Wukirsari is one of the leading tourist villages in Indonesia. This research aims to formulate a tourism development strategy based on internal and external factors. A development strategy is really needed after the pandemic ends. The SWOT and QSPM approaches were used in this research to formulate an environment-based cultural tourism development strategy. Data was collected from stakeholders such as village officials, tourism village administrators, arts groups, tourism awareness groups, community leaders, youth groups, tourists visiting Wukirsari, and other stakeholders. The results of this research show that the Wukirsari tourist village has many unique features compared to other tourist villages. These results recommend that tourism managers use intensive strategies in marketing tourist attractions so that they become better known internationally.

Keywords: Development Strategy, Cultural Tourism Village, Wukirsari, Indonesia

1 Introduction

The Covid-19 pandemic has caused many tourist destinations to experience significant setbacks. Wukirsari as a cultural tourism village in Indonesia also experiences similar problems to other destinations. During the pandemic, the number of tourist visits was at its lowest, in fact no tourists visited because the area was closed. The Covid-19 pandemic has caused potential tourists to start forgetting Wukirsari as a tourist destination, resulting in tourist visits declining even though the pandemic has ended. This has implications for reducing the number of local people's opinions, thereby increasing the unemployment rate.

This research aims to formulate a tourism development strategy in Wukirsari during the post-Covid-19 pandemic. The results of this research are useful for providing clear direction to tourist destination managers in quickly returning the number of tourist visits. The rapidly growing number of visits has implications for economic growth and the welfare of local communities. Research is quite urgent to be carried out to immediately find the best solution to restore the condition of the tourist village.

Much research has been carried out on tourism strategies, but unfortunately research examining tourism development strategies in the post-pandemic period is still very limited. Changes in consumer behavior have occurred after the pandemic, requiring different strategies in tourism development. Therefore, it is important to carry out this research and implement the results in tourist villages.

2 Literature Review

2.1 Community Based Tourism

López-Guzmán et al. (2011) revealed that Community Based Tourism (CBT) is the creation of tourism products by relying on community participation in its development [1]. The progress of CBT lies in the community's ability to develop local tourism. Generally, CBT relies on local potential that the community has, such as the rural natural environment, unique local culture, distinctive cultural demonstrations, and other unique features. Destination managers come from the local community so capabilities in destination management need to be improved.

The community's enthusiasm for developing tourism must be supported by adequate infrastructure. Cioce et al. (2007) explained the importance of developing infrastructure that encourages good interaction between local communities and visitors [2]. Infrastructure increases tourist attraction by providing many conveniences in transportation and accommodation. Infrastructure development must pay attention to environmental sustainability. Development that does not pay attention to ecosystem sustainability will actually reduce tourist attraction. The World Tourism Organization (WTO) has emphasized that CBT provides a high quality experience to visitors but also provides additional income for local communities without damaging the natural, social and cultural environment. Therefore, the community must be involved in planning, implementing and developing tourism so that the community supports the tourist destinations being developed.

2.2 Stakeholder Theory

Freeman (1984) stated that an organization can handle its responsibilities and continue to exist if it acts according to the demands of all stakeholders [3]. Daub and Ergenzinger [4] strengthen Freeman's argument [3] that the establishment and development of CBT must involve stakeholders. Therefore, all elements of society must be involved from the establishment of a destination, the use of public areas to support tourism, and the development of CBT. Each stakeholder plays an active role in managing CBT. CBT has the potential to provide benefits but also has the potential to harm society. Therefore, the community is involved in evaluating the implementation of CBT so that the community supports CBT optimally. The sustainability of CBT depends on the role of local communities [5], [6].

UNEP and UNWTO [7] recommend that CBT management involve the government, local communities, business people and tourists. Each party has an interest so the results must provide benefits to all parties. The government has an interest in improving people's welfare so the existence of CBT is really needed. The results of CBT must provide benefits to society and not cause economic, social and cultural losses. CBT must ensure general peace in society. CBT must not conflict with the norms that apply in society. Therefore Widjanarko et al. [8] suggest that the planning, implementation, evaluation and development process must always involve the community so that a destination continues to exist and develop. Tourism that is friendly to the surrounding environment (natural environment and cultural norms) gets a positive response from tourists so that tourists give appreciation to environmentally based tourism [9], [10].

Nyaupane et al. (2006) emphasize the importance of the level of local community involvement and level of control [11]. In CBT, the community has higher involvement than in government-managed or private tourism [12]. In some CBTs, managers offer residents' houses as places for tourists to stay. Tourists will get a unique experience while staying at a tourist location. Tourists can be directly involved in artistic attractions, activities on plantations, animal

husbandry and other activities. The culture of visitors is of course different from local culture so that local residents adapt to various characteristics of tourists. In this way, local communities have the potential to be harmed. Therefore, local communities must be involved in the CBT management process.

3 Method

This type of research is descriptive qualitative which aims to formulate a strategy for developing sustainable tourism in the Wukirsari Tourism Village, Yogyakarta, Indonesia. Data was collected from stakeholders such as village officials, tourism village administrators, arts groups, tourism awareness groups, community leaders, youth groups, tourists visiting Wukirsari, and other stakeholders. The data collection techniques used were observation, in-depth interviews, and focus group discussions (FGD). Data validity uses the triangulation method by testing the consistency of answers from groups of respondents. The SWOT and QSPM approaches were used in this research to formulate an environment-based cultural tourism development strategy. Based on the strategy recommendations, action plans are then formulated that must be implemented to develop tourist destinations.

4 Results and Discussion

Based on the results of data analysis, the strengths, weaknesses, opportunities and challenges of the Wukirsari Tourism Village can be mapped as follows:

Strengths

1. Wukirsari has very diverse cultural and natural attractions.
2. The community has realized the importance of exploiting tourism potential to increase income.
3. Tourism management institutions have been formed and are active in managing tourism activities.

Weaknesses

1. Marketing reach is still on a national scale.
2. The competence of tourist destination managers is not yet optimal.
3. Tourism facilities are still relatively limited.
4. Road access to tourist locations is not optimal.
5. Creativity in managing tourism is still relatively weak.

Opportunities

1. The pandemic has ended so foreign tourists are starting to arrive in Yogyakarta.
2. The trend of cultural tourism tends to increase.

Threats

1. Tourist villages are starting to open in many places, giving rise to competition between tourist villages.
2. Prospective tourists rely on online information before deciding to visit.

Based on the results of the SWOT and QSPM analysis, alternative intensive strategies can be determined. Intensive strategies require a proper implementation plan. Based on follow-

up FGDs between stakeholders and tourism experts, this research recommends an action plan for destination managers as follows:

1. Market expansion

Currently, tourists from abroad have not been properly exploited as a new market. Managers need to understand the desires of foreign tourists so that they are interested in visiting and gaining valuable experiences. Managers must expand their business network with tourist agents who often bring in foreign tourists. Managers must also increase foreign language information through online media so that it is easily understood by potential tourists from abroad.

2. Increasing management competency

The competency of managers in developing tourism still needs to be improved. Foreign language skills, especially for tour guides, are very necessary so that foreign tourists can understand them well. Managerial competence must also be improved by increasing knowledge in creating tourism innovation. For example, creating a bicycle tour around Wukirsari village. Foreign tourists can enjoy the village atmosphere and local community traditions.

3. Facility improvements

It is felt that facilities are still limited so that improving road access, souvenir outlets, culinary delights, information centers and local modes of transportation really needs to be improved.

4. Increased cooperation with government and universities

Collaboration with the government and universities will increase access and develop management competencies. The government can allocate funds for developing tourist attractions. Meanwhile, universities can participate in providing training aimed at improving management competency.

This research has limitations in data collection. The data collected does not reflect all stakeholders, especially those from the central government. It is hoped that future research can improve this research by adding data from the central government and provincial government to provide more comprehensive information.

5 Conclusion

The Wukirsari tourist village has many unique features compared to other tourist villages. Uniqueness is an attraction that can be offered to tourists. The main weakness lies in the management's competence in designing international scale destinations. This tourist village has the opportunity to be developed into a world destination. Foreign tourists gain a lot of experience when visiting the Wukirsari tourist village. Based on SWOT and QSPM analysis, it is recommended to use intensive strategies. The intensive strategy allows managers to develop tourist destinations massively by adding a new base, namely foreign tourists. Strategy implementation is carried out by increasing tourism promotion using online media using foreign languages. Apart from that, tour packages are made according to the tastes of foreign tourists. Tourists must gain valuable experiences while visiting tourist villages, such as getting around by bicycle, practicing traditional batik, being involved in work in the rice fields, cultural tourism attractions, making puppets, and other interesting experiences.

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