Potential development strategy of Gumeng tourism village, Jenawi District, Karanganyar Regency

M D Kuninggar*, C Muryani, Y Yusup
Faculty of Geography Education, Sebelas Maret University
*maulidakuninggar66@gmail.com

Abstract. This study aims to determine the development strategy of Gumeng Tourism Village, Jenawi District, Karanganyar Regency. Data collection was conducted through field observations, documentation, and interviews with stakeholders, and tourists in the Gumeng Tourism Village Area. Data analysis used qualitative descriptive analysis and SWOT accompanied by analysis of tourism development 6A attractions, activity, accessibility, amenities (basic facilities and infrastructure), ancillary services and available packages available tour packages as props) as supporting data. The result of this study indicates that the potential of tourism objects contains of 3 tourist objects including highly potential class, possibly potential class and less potential class. Based on the SWOT analysis, the strategy in managing Gumeng Tourism Village includes: 1) Creating Regional Regulations on Tourism Village Management by Regional Government. 2) Creating a grand design of tourism village development by the government. 3) Mapping of village potential and development of tourism villages based on the tourism cluster model and village potential base. 4) Increasing the use of information technology by utilizing social media for promotion. 5) Collaborating between Tourism Awareness Group and the travel bureau owners. 6) Improving the quality of training and coaching with constant training for tourism agents in Gumeng Village.

1. Introduction
Tourism is one of the most important features for the development of the service field and indeed an activity of considerable global economic importance and also one of the fastest growing market environments [1] [2]. Tourism is one of the most vital and profitable modern industrial sectors [3]. Tourism is widely believed to be a panacea for economic development in several countries around the world, therefore the development of tourism is encouraged to stimulate the economy especially in developing countries [4]. According to Edward Inskeep in the book the Integrated Tourism Planning and Sustainable Development Approach [5] it is an attractive tourist destination and needs careful planning that includes nine components of tourist destinations, namely: 1. Tourist attraction & activities 2. Accommodation 3. Facilities and other tourism services 4. Transportation facilities & services 5. Other infrastructures 6. The need of institutional elements for developing and managing tourism 7. Natural and socio-economic environment 8. Domestic and international market groups. Tourist destinations are the target of trips and tourist stays. Tourism destination products are made by several stakeholders; therefore the fragmented nature of the product requires a substantial level of collaboration [6].

Village tourism is a form of integration between attractions, accommodation and supporting facilities that are presented in the structure of community life that integrates with traditional rules and traditions [7]
The tourism village is a rural area that has several special characteristics to become a tourist destination. In this region, the population still has relatively original traditions and culture. In addition, several supporting factors such as special food, agricultural systems and social systems also color a tourist village area. Apart from these factors, nature and the environment that are still original and maintained is one of the most important factors of a tourist destination [8]. The beauty of nature and the environment is also needed to become an attractive or unique place for tourists to visit. Supporting facilities such as accommodation and additional services that facilitate tourists in carrying out tourism activities must in presence [9].

Establish a village that is used as a tourist village must meet several requirements, namely a) have good accessibility so that it is easy for tourists to visit by using various types of transportation or there is transportation that reaches the area; b) available tourist attractions that have interesting objects in the form of nature, cultural arts, legends, local food and so on to be developed as a tourist attraction; c) the community and village apparatus receive and provide high support to the tourist village and tourists who come to the village; d) guaranteed security; e) adequate accommodation, telecommunications and labor facilities are available; f) cool or cold climate, and g) associated with other tourist objects that are already known by the community [10].

The development of a tourism village requires skilled and creative resources. Over time, tourism travel is a new trend in this century, so new tourism locations emerge. The development of tourism that involves the community, does not occur in conventional tourism which prioritizes the number of visitors by ignoring or paying little attention to the participation of local communities [11]. The Development of Gumeng Tourism Village faces several challenges, especially the challenge to develop tourism-aware human resources. Gumeng Village has experienced many developments from various attractions, institutions and products. As well as an increase in the interest of visiting local and foreign tourists from various countries, especially for Cetho Temple tourism objects that have potential appeal compared to other attractions in Gumeng Village. Gumeng Village has crafts, culture, and traditions that are still maintained. In visiting Gumeng Tourism Village, infrastructure and facilities that support the development of tourism must be provided. In developing tourism objects in Gumeng Village, cooperation between community groups, stakeholders and the government is needed. In developing the existing tourism potential, for this reason, this study aims to analyze the development strategy of tourism villages in the Gumeng Village, Jenawi District, Karanganyar Regency.

2. Method

This research is a descriptive qualitative research (data presentation, data reduction, and conclusion) using a spatial approach. The population in this study were all objects and tourism actors in Gumeng Village. Tourism stakeholders consisted of tourists, tourism managers, tourism industry / service providers, support travel services, government, local community, and non-governmental organizations. Sampling was conducted by purposive sampling, which is finding trusted informants to provide information about the correct source of information and know the research problems, such as the government, managers / stakeholders, local community, and accidental sampling used for interviews with tourists. Data collection techniques in this study used observation, interviews and documentation. Data validity used the source triangulation technique. The data analysis technique used in this study was SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats). SWOT Analysis is a strong methodology to achieve an orderly approach in accurate decision making [13]. Besides using SWOT analysis, this study also used analysis to find out the development of sustainable tourism with 6A (attractions, activity, accessibility, amenities, ancillary services and available packages). Guidelines of Assessment Criteria of A6 can be seen in the following table:
Table 1. Assessment Criteria of 6A (attractions, activity, accessibility, amenities, ancillary services and available packages)

| Attractions                     | Activity                                      | Accessibility                          | Amenities         | Ancillary Services | Available Packages |
|---------------------------------|-----------------------------------------------|----------------------------------------|-------------------|--------------------|--------------------|
| Rareness/Uniqueness Level       | Various tourists activities in tourist destination | Distance from main road (regency road access) | Clean water access | Security post      | Travelling bureau |
| The beauty of the tourist destination (geology, flora, fauna, air) | Various events in a month | Road access to tourist destination | Religious service | Information Centre | Travelling bureau agency |
| Tourism value (recreation, knowledge, culture, medication, belief) | Transportation availability | Electricity | Post office |
| Recreation field (relaxation, playing, sports) | Number of available transportation | Parking area | Hospital |
|                                 |                                               | Garbage can | Telecommunication network (cellular signal, Wi-Fi, and phone network) |
|                                 |                                               |             | Restaurant |
|                                 |                                               | Restroom | Bank |
|                                 |                                               | Homestay | |
|                                 |                                               | Souvenir shop | |

Source: [14]

3. Results and Discussion

3.1. Results

3.1.1. Tourism Potential
Potential Analysis of Tourism Objects aims to determine the potential of tourism objects in Gumeng Village area. The analysis of tourism object potential was carried out on 6 variables, namely attractions, accessibility, amenities (basic facilities / infrastructure), available packages, activity and ancillary services with the classification of the potential level of tourism objects in the form of highly potential tourism objects, possibly potential tourism objects and less potential tourism objects.

Table 2. Data of Potential Tourism Objects

| No. | Tourism Object                  | Potential Parameter of Tourism Object | Total Score | Potential level |
|-----|---------------------------------|----------------------------------------|-------------|----------------|
|     |                                 | Attractions Activity Accessibility Amenities Ancillary Services Available Packages |             |                |
| 1.  | Lembah Kateresnan               | 11 5 13 25 14 5 73 PP                  |             |                |
| 2.  | Red guava agro tourism          | 11 4 13 27 15 4 74 PP                  |             |                |
| 3.  | Bukit Ganduman                  | 11 4 13 24 13 5 70 PP                  |             |                |
| 4.  | Bangqueland                     | 10 4 12 20 7 2 55 PP                   |             |                |
| 5.  | Wana Wisata Batur indah         | 10 3 9 15 11 2 50 LP                   |             |                |
Based on the table of potential tourism objects above, 3 groups of tourism objects were formed:

1) The first group is a group of tourism objects that have an assessment of highly potential tourism objects which include the Cetho Temple, Kethek Temple, Saraswati Temple.
2) The second group is a group with possibly potential tourism objects including Lembah Katresnan, Bukit Ganduman, Red Guava Agro Tourism & Tanggul Asri, hiking Mount Lawu through Cetho Temple track, Sarendeng Waterfall.
3) The third group is a potential assessment with less potential tourism objects containing Bangqueland, Pengantin 1 waterfall and Pengantin 2 Waterfall, Seloumeng Cave, and Wana Wisata Batur Indah.

3.1.2. Potential Development Strategy for Gumeng Tourism Village

As a formulation of a competitive strategy, the marketing of the diversity of tourist and cultural objects in this Gumeng Village was used SWOT Analysis (Strengths, Weaknesses, Opportunities, dan Threats). The results of the SWOT analysis can be seen in the following table 3:

Based on table 2: there are 9 internal strengths and 6 external opportunities determined in the Gumeng tourism village and 9 internal weaknesses and 6 external opportunities, among others, presented in the following table:

| Strength (S) | Weaknesses (W) |
|--------------|----------------|
| S1- has a potential tourist attraction to become a leading tourist attraction and has an image that is known regionally to internationally. | W1- lack of public awareness in the development of tourism villages, because in Gumeng Village only youth groups are active in developing village tourism potential. |
| S2- has 13 potential tourism potentials to become tourist village destinations | W2- unequal tourist distribution is only focused on a number of superior objects such as the Cetho Temple tourist attraction. |
| S3- local traditions and culture of the Gumeng Village community which are still preserved and preserved. | W3 - lack of trained and experienced workers in managing tourist objects |
| S4 - calm environment, cool and fresh air due to the geographical condition of the location of Gumeng Village on the slopes of Mount Lawu | W4- lack of cooperation with outside parties in the development of tourist objects, and promotion of tourist objects |
| S5- still adheres to the culture, traditions and customs that exist in the village of Gumeng | W5 - lack of organization of tourism education and training to the local community. |
S6- has excellent tourism of Cetho Temple which has great potential as a special attraction in the management of tourism villages

W6- lack of government planning and investment in public facilities and infrastructure at locations and pathways to tourist attractions in Gumeng Village

S7- High community participation in maintaining harmony in the community and working together in developing villages.

W7- lack of public transportation facilities to the location of the tourist attraction of Gumeng Village

S8- Tourism management is carried out directly from the Pokdarwis and the local community in several tourist attractions

W8- Inadequate or less varied tourism activities

| Opportunities (O)                                                                 | Threats (T)                                                                 |
|----------------------------------------------------------------------------------|------------------------------------------------------------------------------|
| O1- development of quality and uniqueness of tourist attractions and service facilities | T1- increased construction of tourist attractions and buildings supporting tourist facilities in any place |
| O2- increasing the government's attention to the planning and investment development of attractions in Gumeng Village | T2- excessive development to make attractions unique and attract tourists is a challenge for the government |
| O3- improvement of functions and strategic roles in the preservation and utilization of cultural assets, including historical and archeological aspects. | T3 - low public and visitor awareness about the importance of protecting the environment and tourist attraction facilities |
| O4- support from each of the institutions and organizations in the construction of infrastructure facilities at tourist attractions in Gumeng Village | T4- the misuse of the location of a tourist attraction by a visitor to do something bad, will spoil the view of visitors such as infrastructure vandalism |
| O5 - increase private sector incentives for investment in rural tourism development | T5- changes in traditional and local culture that are affected by the presence of tourists. |
| O6- road network development, especially road networks that have access to tourist destinations | T6- Lack of coordination between the government and the community and the management of attractions |
| O7- community awareness of the preservation of the environment and native culture | T7- increases social crime by tourists |
| O8- increasing community and business participation in the field of tourism | T8 - environmental pollution in the form of garbage from visitors |

After analyzing the Inhibiting and Driving Factors, and Strategic Issues, so they are formulated in SO, WO, WT and ST strategies as follows:

**S-O (Strength Opportunity)**
1) Village Potential Mapping and Tourism Village development based on the tourism cluster model and village potential base
2) Perform improvements to the facilities and infrastructure of the attractions of Gumeng Village
3) Socializing the culture and traditions of the wider community as well as increasing the intensity of the appearance of the local culture and traditions of the community at each event and tourist attraction in Desa Gumeng
4) Making economical tour packages by Pokdarwis to be marketed to tourists.
5) The main focus of tourism activities is to take advantage of the resources and attractions available for income, employment and village development.
6) Conduct counseling on the importance of maintaining cleanliness and environmental conservation.

**W-O (Weakness-Opportunity)**
1) Increased coordination and cooperation between the government, community, Pokdarwis and the private sector
2) Training and counseling to improve the quality of community human resources
3) Increased attractions that prioritize local wisdom.
4) Cooperation between the Pokdarwis and the government for the procurement of information equipment
5) Increased use of information technology for promotional media
6) Increased community expertise in terms of making craftsmanship with craft training

S-T (Strength-Threats)
1) Increasing performance innovation (tourist attractions) and revamping tourist attractions
2) Improving the quality of training and coaching for tourism actors in Gumeng Village
3) Pokdarwis and the Tourism Office are pushing for a special regulation to be made in the management of tourism villages in Karanganyar Regency
4) Strengthening local culture in every element of society and the appearance of local culture in every tourism activity
5) Planning a long-term tourism village development
6) Increase public awareness and visitors to maintain the cleanliness of the tourist attraction and the authenticity of attractions by providing cleaning facilities.

W-T (Weakness-Threats)
1) Making a map of the direction of the development of Gumeng Tourism Village by the Regional Government
2) Infrastructure development, facilities, infrastructure and facilities to support tourism activities by local governments
3) Local community empowerment
4) Regulate specific rules and regulations for the optimal use of tourism objects and tourism products, prevention of damage and pollution and loss of other resources in the area.
5) People with low education are directed to take part in training in the arts and crafts to support the progress of Gumeng Village tourism.
6) The socialization of the tourism village management program by the regional government to synchronize the vision and mission

3.2. Discussion
From the results of the study it can be produced that the analysis of the potential of tourist objects aims to determine the potential of tourism objects in the Gumeng Village area. It is known that there are 13 tourism objects in the Gumeng Village area, Jenawi District, Karanganyar Regency. From the data, there are 13 tourist objects which are then divided into 3 potential classes of tourism objects, namely very potential, quite potential and less potential classes. There is a potential class of 3 attractions, namely Cetho Temple, Kethek Temple, and Puri Saraswati. The 3 attractions are very potential because they have the highest value among other tourist objects and have cultural values and unique characteristics compared to other objects, Cetho Temple, Puri Saraswati and Kethek temples are one tourist complex but have an entrance counter itself on each object, and this tourist complex has a historical heritage of Hindu culture. Almost all tourism supporting facilities in Gumeng Village are centered on the three area object. Tourists who come to these 3 tourist objects have the most diverse and the most numerous tourists every day, ranging from local tourists to foreign tourists. The tourist activities in these 3 objects are very diverse, there are those who just want to enjoy the temple atmosphere, take pictures and spend time on vacation with family.

Potential classes have 6 attractions, namely the Lembah Katresnan, Bukit Ganduman, Red Guava Travel Agro Tourism Attractions & Tanggul Asri, Bangqueland, Sarendeng Waterfall and Climbing Lawu Path Cetho Temple. The hiking path of Mount Lawu via Cetho Temple is adventure tour and attracts visitors who like challenges and hiking. For the four other tourist objects in the class, this potential is a new tour...
that is packed for tourists who like selfie because many supporting facilities are made for selfie photo enthusiasts, each month at the tourist attraction always add facilities for spot selfies, in addition to these facilities, location this tourist attraction is in the plantation area and has cool air to relax and enjoy the scenery.

Less potential classes have 4 attractions, namely Pengantin Waterfall (1) and Pengantin Waterfall (2), Seloumeng Cave, Wana Wisata Batur Indah. Pengantin Waterfall attractions have 2 sites, namely groom (pengantin lanang) waterfall and bride (pengantin wedok) waterfall which the location is separated by cliffs and in the middle of the cliff, there is a Seloumeng cave tourist attraction. To access the 3 objects, it can only use wheeled vehicles and after arriving at the ticket window, we must walk with steep terrain to the location of the waterfall and also to Seloumeng Cave.

The tourism development strategy is based on the results of the SWOT analysis along with 6A analysis for the development of tourism potential, namely (attractions, accessibility, amenities, available packages, activity and ancillary services). As follows: Involving the community in developing tourism potential from planning to evaluation, such as: Making tourism development policy decisions more concerned with the community; Local residents provide their homes as a place of rest for visitors who want to stay overnight; community groups participate in local cultural arts attractions and sales of food and beverage businesses and souvenirs typical of Gumeng Village. (i) Increase the readiness of public human resources and establish tourism support institutions or organizations such as tourism conscious groups. Village community organizations/organizations have an important role in the sustainability of tourism villages so that organizations need to be established such as tourism conscious groups. Increasing the capacity of the human resources of the Gumeng Village community by conducting training, especially in the field of tourism, such as the initial travel service program, training program and improvement of local arts and culture, a program to process agricultural products as a typical product of Gumeng Village. (ii) Providing counseling and explanation to the public, especially those living around tourism for tourism awareness related to the importance of tourism or the benefits of tourism development in an effort to support regional economic development and improve the welfare of rural communities living around tourist attractions. This counseling will increase knowledge about behavior change from the Gumeng Village community about how to maintain the village environment and increase public awareness for the progress of the area by making it a tourist village. (iii) Arranging the arrangement of facilities and infrastructure so that they are not centralized in one location. (iv) Promotion of tourism villages: Print Media Promotion, this kind of promotion is done by making banners, advertisements in newspapers, magazines, books, stickers, pamphlets, leaflets and so on; Electronic Media Promotion, electronic media is one way to promote using television and radio; Media Promotion The internet, the internet media used is creating websites, and social media (facebook, Instagram, youtube, twitter, etc.); Other Media Promotion. That can be done by holding or organizing events or art performances that are routinely held every day with the aim of attracting people to visit. (v) Make village regulations and regional regulations regarding the management and development of tourism villages by the local government to support tourism progress in the area. (vi) Create a grand design and map out the tourism potential in the village for the development of tourism villages based on the cluster model of tourism and the potential base of tourism villages.

4. Conclusion
Based on the assessment of the potential of tourism objects, there are 3 tourism objects which include very potential classes, namely Cetho Temple Object, Kethek Temple, and Puri Saraswati. There are 6 tourism objects that belong to the potential class, namely Lembah Katresnan Tourism Object, Bukit Ganduman, Bangqueland, Red Guava Picking Agro Tourism & Tanggul Asri, Climbing Lawu Mountain Cetho Temple Line. While, there are 4 tourism objects including the less potential class, Pengantin Waterfall 1 & 2, Seloumeng cave, and Wana Wisata Batur Indah.
Based on the results of the analysis of the strategic issues written above, the results will be used as a reference in the formulation of the strategy for developing Gumeng Tourism Village. This will be easy if it has been made into a strategic program. The strategies in managing the tourism village include: 1) Making Regional Regulations on Tourism Village Management by Regional Governments. 2) Making a grand design of tourism village development by the Government. 3) Mapping of village potential and development of tourism villages based on the tourism cluster model and village potential base. 4) Increased use of information technology by using social media for promotion. 5) Collaborating between Pokdarwis and the travel bureau owner. 6) Improving the quality of training and coaching with ongoing training for tourism actors in Gumeng Village.

References
[1] Monica K R K 2014 Sustainable Tourism Development In Neringa Region *19th Int. Sci. Conf. Econ. Manag* vol 156 pp 208–212
[2] Zejda P and Zejda D 2016 Exploitation of the Virtual Worlds in Tourism and Tourism Education *Czech J. Tour.*, vol. 33 pp 173–188.
[3] Zhensikbayeva N Z, Saparov K T, Chilachula J, Yegerina A V, Uruzbayeva N A and Wendi J A 2018 Natural Potential For Tourism Development In Southern Altai (Kazakhstan) *Geoj. Tour. Geosites* ISSN 2065-0817, E-ISSN 2065-1198 vol 21 no 1 pp 200–212
[4] Huttasin N 2008 Perceived Social Impacts of Tourism by Residents in the OTOP Tourism Village , Thailand Perceived Social Impacts of Tourism by Residents in the OTOP Tourism Village Thailand *Asia Pacific J. Tour. Res.* vol 13 pp 37–41.
[5] M. Dinamayasari 2016 Exploring the Readiness of Betawi Cultural Village as a Sustainable Cultural Tourism Destination in Jakarta *Asia Tour. Forum 2016 – 12th Bienn. Conf. Hosp. Tour. Ind. Asia* pp 89–94
[6] T. Gajdošik 2015 Network Analysis of Cooperation in Tourism Destinations *Netw. Anal. Coop. Tour. Destin. Czech J. Tour.* vol 4 pp 26–44.
[7] Irfan M and Suryani A 2017 Local Wisdom Based Tourist Village Organization in Lombok Tourist Area *Int. J. English Lit. Soc. Sci.*, vol 2 pp 73–82
[8] Faris Z and Rima D S 2014 Konsep Pengembangan Kawasan Desa Wisata di Desa Bandungan Kecamatan Pakong Kabupaten Pamekasan *J. Tek. Pomits vol 3 no 2*
[9] Andriani D M and Sunarta I N 2015 Pengelolaan Desa Wisata Belimbing Menuju Pariwisata Berkelanjutan *J. Destin. Pariwisata*, vol 3 pp. 17–23
[10] Dewi M H U, Fandeli C and Baiquni M 2013 Pengembangan Desa Wisata Berbasis Partisipasi Masyarakat Lokal di Desa Wisata Jatiluwih Tabanan, Bali *Kavistara vol. 3 no 2* pp 129–139
[11] E Maryani, et al. 2018. Hospitality Skills of Homestay’s Hosts at Ciletuh Palabuhanratu National Geopark, Indonesia IOP Conf. Ser. Earth Environ. Sci. 145 012075
[12] Abdel-basset M, Mohamed M, and Smarandache F 2018 An Extension of Neutrosophic AHP–SWOT Analysis for Strategic Planning and Decision-Making *Symmetry vol 10 pp 116*
[13] Jannah E U 2018 Pengembangan Ekowisata Berbasis Masyarakat Di Kawasan Wisata Waduk Gajah Mungkur Kabupaten Wonogiri *Universitas Sebelas Maret*