

A Study of the Tourism Area Life Cycle in Dieng Kulon Village

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ABSTRACT

This study discusses the potential of the Dieng Kulon Tourism village (central java province), as one of the National Strategic Tourism Areas in Indonesia, in the areas of attraction, accessibility, amenities, ancillaries, available package and activity. An observation method, was adopted to analyze ‘tourist area life-cycle’ (TALC) model. Additionally, in-depth interviews were subsequently were combined with secondary data. The research results indicated Dieng Kulon tourism village has the potential to develop as a National Strategic Tourism Area, and based on Tourist Area Life Cycle (TALC) model, Dieng Kulon Tourism village is in the development phase.

Keywords: Dieng Kulon village, National Strategic Tourism Area, Tourist Area life-cyclep

INTRODUCTION

In recent decades, the world tourism has grown significantly. The (World Tourism Organization [UNWTO], 2016) noted that in 2015, there were 1,184 million tourists,

an increase of 4.6% from 2014, with total revenues of US \$1.5 billion. It has a positive impact on income, employment opportunities, and more. However, Goeldner and Ritchie (2009) argued that tourism can also have a negative impact.

There has been a shift in tourism trends. Leksakundilok (2004) found tourism has transformed characterized by the development of modern mass tourism. Alternative tourism has been proposed to prevent overcrowding of tourist spots by emphasizing sustainability, in the context of the environment, economy, social aspects,

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and culture. Based on the principle of sustainability, different types of tourism such as indigenous tourism, pro-poor tourism, ecotourism, adventure tourism, educational tourism, to community-based tourism have been promoted (López-Guzmán, Sánchez-Cañizares, & Pavón, 2011).

In Asia, sustainable tourism, has become a buzzword especially in protecting local communities (Haya, 2008; Herman, Widiyari, Lasmy, & Hartono, 2016). There are ongoing debates on how to balance the benefits and the impact of tourism among its players such as policymakers, professionals, NGOs and researchers. One tourist destination categorized as being in the developing stage is Dieng Kulon tourism village. Dieng Kulon is derived from the Sanskrit word “DI” which means a high place or mountain and “Hyang” means heaven. So, Dieng Kulon means mountainous region where the gods and goddesses reside. The village is located at an altitude of 2093 meters above sea level. Dieng Kulon is famous for its famous temples that have been in existence since the era of Hindu kingdom. Dieng Kulon, with a land mass of approximately 337.846 ha, is scenic and is characterised by rolling hills, agricultural land, and protected forest areas in addition to Dieng Kulon craters/lake, arts and cultural attractions. The village specialises in tourism and also hosts puppet shows and traditional dances, art, and culture.

Based on data from tourism village managers (Dieng pandawa, 2016), most

tourists stay between one and two days. In total, there were 233,281 domestic tourists in 2016, a significant increase of 20% from the previous year. While 129,063 tourists stayed for two days, 59,532 of them stayed for more than two days. Meanwhile, foreign tourists, 3,412 of them stayed for one day, 2,171 stayed for two days, and only 620 tourists stayed more than two days.

Tourism development is expected to have a positive impact on the local community, both economically, socio-culturally while conserving nature. One concept that is being developed is community-based tourism (CBT). Many countries have introduced this concept as a strategy of development in rural areas that have the characteristics of a traditional agrarian industry. CBT is also a type of sustainable tourism that is concerned with the welfare of local communities (Gabito, 2013; Okazaki, 2008).

CBT is a concept that focuses on the active participation of local communities in tourism activities and shares profits from those activities (López-Guzmán et al., 2011; Suriya, 2010). Johnson (2010) added that CBT aims to improve economic, socials, and cultural rights of local communities. However, Okazaki (2008) stated that although many studies have revealed the benefits and importance of CBT, local communities must be enlisted to participate in it right from the planning, implementation and final management stages.

Based on this background, in general, this study aims to assess the potential of Dieng Kulon tourism village to be developed as a national strategic tourism

areas. Specifically, the study will identify the potential at the Dieng Kulon tourism village based on the elements of attraction, accessibility, amenities, available packages, activities, and ancillary service. Furthermore, this study also determines the position of the potential of the Dieng Kulon tourism village in accordance with the tourist area life-cycle (TALC) development model (Butler, 2008).

LITERATURE REVIEW

Tourism Product

Travel destinations are important. According to Leiper (1990), destination is where tourist activity occurs by offering and services are that are characteristic of the place. The selection of destinations is strongly influenced by pull and push factors (Rittichainuwat, 2008 in Prayag, 2010).

A tourist attraction must have accessibility, amenities, and ancillary service (Cooper, Wanhill, Fletcher, Gilbert, & Fyall, 1993). But in subsequent studies, it has been proposed by Buhalis (2000), that the following attributes should be considered: attraction, accessibility, amenities, available package, activities, and ancillary service.

Attraction is a natural potential and traditional heritage.

Accessibility refers to transport, routes, terminals, and the vehicles available in the destination in order to access the tourism destination.

Amenities refer to whole facilities that support the tourism industry such as accommodation, eateries, restaurants, travel agencies handicraft shops.

Available packages refers to the tour packages that are arranged by the intermediaries such as travel agents or tourism bureaus.

Activities refers to a set of activities that can be done at the destination.

Ancillary services refer to facilities, such as banks, communication, post offices, hospitals, destination management organisations, and tourism bureaus.

Tourist Area Lifecycle (TALC)

The TALC was developed by Butler (2008) and provides an overview of the development of a tourism product that is divided into several stages: exploration, empowerment or involvement, development, consolidation, stagnation, decline, and rejuvenation.

Exploration

This phase is the initial stage of the development of a tourism product. This stage is marked by the small number of visitors, where most are classified as visitors who want to enjoy the adventure (adventurous visitor). Tourists who visit more use of facilities used by local communities, so the interaction between tourists and local people at this stage is very high.

Empowerment or involvement

In this phase more local people begin to provide the basic needs of tourists such as temporary shelter as well as dining and drinking facilities. Tourists can take advantage of resources owned by local communities or those specifically tailored to the interests of travelers.

Development

The development stage is characterized by an increase in the number of visits and the involvement of local communities tends to decrease.

Consolidation

In this phase the symptoms of consolidation can be seen in a decrease in the value of a destination. Although the number of tourists continues to increase, there is a decrease in value, which can be seen by increasing price competition.

Stagnation

Saturation is the stage where the number of tourist arrivals has peaked and destinations that start to become outdated, with negative social, economic, and environmental impact. From a business point of view, destinations at this stage only rely on repeat tourism. In this phase, it takes innovation to maintain the existence of a destination and avoid a decrease in quality or even destruction.

Decline

This stage refers to absences of new exciting and things for tourists. In addition, the destination is no longer popular for holidays but short vacations (during the weekend).

Rejuvenation

Rejuvenation refers to reviving the attraction of the place and giving it a makeover and new identity. This revitalisation will extend

the life of a tourist destination for it to remain competitive.

MATERIALS AND METHODS

The field data collection was based on three techniques: in-depth interviews, observation, and inspection documents. Interviews were conducted with local government officials in charge of tourism, local community, and other stakeholders by using purposive sampling and snowball sampling (Ratna, 2010). The researchers was not involved in the observation and only functioned as independent observers of tourism stakeholders' activity in Dieng Kulon village. This technique was useful for obtaining actual data Dieng Kulon on the attractions, facilities, access roads, and activities in Dieng Kulon village. Furthermore, a qualitative approach was used in this study to study the nature, characteristics and relationships between elements of existing or a particular phenomenon (Kaelan, 2005). The TALC was used to analyse the data.

RESULTS AND DISCUSSIONS

Results

The potential of Dieng Kulon tourism village as one of national strategic tourism areas

The village of Dieng Kulon has great potential for tourism due to its cultural and natural tourist attractions.

Natural attraction

In the village of Dieng Kulon, its main tourist attraction is nature and culture. In general, the village has unique characteristics and abundant natural resources and offers attractions such as Kawah Candrodimuka, Kawah Slleri, Telaga Balekambang, Telaga Warna, Telaga Pengilon, Air Terjun Sikarim, Telaga Cebing, and kawah Sikidang.

Cultural attraction

Dieng Kulon has an appeal for art and culture lovers with dances, percussion art, and several other crafts that have now become the livelihood for local residents. Its art-related attractions are *Candi Arjuna*, *Candi Gatotkaca*, and *Candi Bima*. Traditional events are also hosted here such as Ruwat Rambut Gembel, Baritan, Festival Durian, Nyadra Gedhe, Parade Budaya, Prosesi Hari Jadi Kabupaten, Kuduran, Serayu Festival, and Pesta Parak Iwak.

Accessibilities

In general, accessibility is one element that connects tourists, tourist attractions, and other tourism facilities. Dieng Kulon is located strategically and the nearby cities are within easy reach including Wonosobo, Semarang, Banjarnegara, and Pekalongan.

It is also served by good transport facilities with Purwokerto as the main connecting route. The village is about 69 km from Purwokerto City, while it is about 179 km from Semarang City. However,

accessibility to natural attractions is not very good and the government has to play a role in improving this. Lack of information about Dieng village's tourist attractions (heritage sites and traditional events) in the village are an obstacle as well. Therefore, publicity is vital.

Amenities

Amenities or tourism support facilities rely on multi-sectorial approach. There are stalls, traditional market, taxis located at the entrance of the village, and also a bus terminal, Tugu Yogyakarta, located in Yogyakarta district, about 157 km from Dieng Kulon village.

There are several constraints though such as lack of parking area (the quantity) and a less than optimal service for information on tourism activities around the various attractions. Similarly, the public toilet facilities are limited. As for tourists who want to spend the night or stay in the Dieng Kulon village, local communities offer accommodation in their homes, known as homestay which are not intended specifically for tourism.

Ancillary services

Dieng Kulon village is partly managed by the Pokdarwis Dieng Pandawa (tourism awareness group), and is directly under the supervision of Head of 'Pokdarwis' named Alif Faozi. There are multiple stakeholders (tourism players) involved both in the planning, managing, and monitoring of

them are, namely Dieng Kulon village government and Dieng Kulon indigenous village.

Activities

Some of the tourist activities here include photography, recreation, cycling, hiking, meditation, and tracking.

Available package

Tour packages to Lake Toba are also available through various types of online travel agent (OTA) (Paketwisata Tour Dieng Kulon, Dieng Kulon Plateau, Wonderful Dieng Kulon, Dieng Kulon Tour) and through various travel plans such as TripAdvisor. The tour packages on offer are quite diverse, ranging from three days and two nights to two days and one night, and are according to the demand of tourists. In addition, package deals were developed through various social media such as Instagram, WhatsApp, and Facebook.

DISCUSSIONS

According to data, more than half of the tourists visited the village for a day. Local tourism helped to boost the revenue of local guides, photographers, travel agents, and car park operators in addition to contributing to homestay business.

In 2016, the demand for homestay increased by 29% compared to the previous year, generating about Rp.4,350.000 in profit while the revenue from eateries was approximately Rp. 75 million per month. There were 55 local tour guides who earned about 3 million per person. The eight local arts group earned a monthly income of Rp. 4 million per group. The 16 photographers earn about 2.5 million monthly, security and parking service earns an income of Rp. 2.2 million monthly , the 25 transport providers (bike, car and horses) earn approximate Rp. 2.3 million and, the six tent owners earn a monthly income of Rp. 2.5 million (see Figure 1 for details).

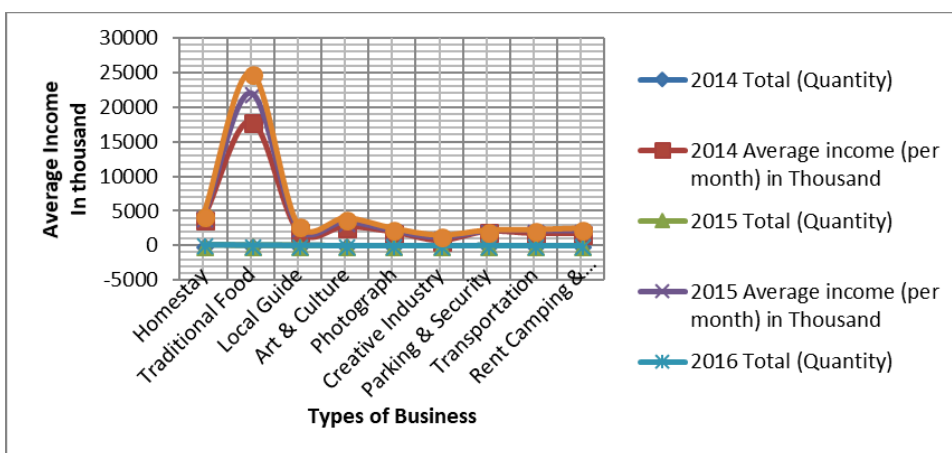


Figure 1. Tourism businesses at Dieng Kulon tourist village 2014-2016
 Source: Primary data 2017

From the foregoing, it is clear Dieng Kulon tourism village is in the 'development' step. There is a steady number of visitors who stay there at least three days. Promotional activity is conducted through various

electronic media and social media for its wider reach. A negative effect of all this is the role of local community who have been side-lined by external tour operators, in particular, big companies.

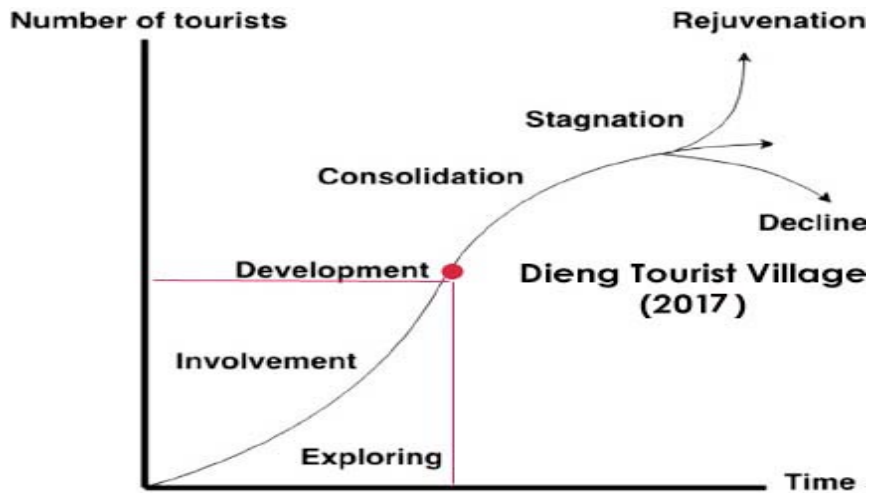


Figure 2. Tourist area lifecycle in Dieng Kulon tourist village
Source: Field research 2017

The right technology will enhance natural attraction and culture to accommodate the rising number of tourists.

CONCLUSION

This study found that in general, Dieng Kulon Kulon tourism village has a strong potential to be developed into one of the national strategic tourism areas in Indonesia. The availability of assets that can be utilized to deepen interest in cultural heritage and historical places. According to the life-cycle tourist area theory (Butler, 2008), Dieng Kulon Tourism village is in the development stage.

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