

Sumber Pakem Tourism Development Strategy through Tourism Area Life Cycle Analysis

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Abstract

Tourism Area life cycle analysis is one of the steps in determining the right strategic steps in developing tourism objects. Based on the observations that have been made, Sumberpakem tourism has experienced ups and downs despite repeated revitalization. The number of visits is not significant, and even once dropped to a no-tourist phase. The concern is, without proper countermeasures, tourism in SumberPakem will be in a decline phase. The decline phase according to Buttlar (2011) is the stage where the destination starts to get saturated, visitors start to get bored so that visits start to show a significant decrease and discontinue. Therefore a research is needed to formulate the right strategy in developing SumberPakem tourism. However, so far no study or research has been conducted. The specific objective of this study is to determine the position of the tourism area life cycle of the SumberPakem tourism area so that strengths, weaknesses, opportunities and threats can be analyzed. The result of this analysis is the formulation of prioritized strategies for sustainable tourism development at SumberPakem.

The theory used in this study is the Tourism Area Life Cycle to develop strategy for developing tourist attractions and sustainable tourism. A qualitative descriptive analysis technique was applied to identify data in the form of natural, cultural and man-made potential in SumberPakem. The data were collected by doing a participatory observation technique. The analysis was done by using the Tourism Area Life Cycle theory to identify tourism potential and determine the position of tourism development, and then continued with a SWOT matrix analysis to formulate a tourism development strategy based on its development position.

Keywords: *Tourism Development Strategy, Tourism Area Life Cycle.*

INTRODUCTION

This journal is the result of research conducted to identify the right strategy in developing tourism in Sumber Pakem District, where the research case study was located in Sumber Pakem Village. The motivation for choosing this location was the existence of an initiative from the village government which was very strong in developing tourism in Sumber Pakem Village, the various potentials of the village were managed in such a way as to become a tourist attraction that could be offered to tourists. The tourism potential that is owned is natural tourism in the form of river flows which can be developed into river tubing tourism, cultural tourism, namely the typical Batik of Sumber Pakem and artificial tourism in the form of fishing gardens.

This initiative is one of the strategies to improve the welfare of the people of Sumber Pakem Village through the development of its tourism potential. It is not an easy thing to determine and implement the right strategy, implementing the wrong strategy will result

in problematic tourism development. This is what is being experienced by the Village Government of Sumber Pakem. On December 5, 2021, Sumber Pakem Village inaugurated the Eduwisata Village with its main attraction, the Sumber Pakem Batik Culture House. It turns out that the sustainability of this tourist attraction has had its ups and downs. At the beginning of the opening of tourist sites, so many tourists visited but gradually the number of tourists decreased. Until now, batik house edutours are often not operational because of the lack of tourist visits, and only open when there are special requests from tourists. The village government of Sumber Pakem has finally tried to develop a new tourist attraction, namely a fishing garden tour which also sells typical culinary delights from Sumber Pakem, but this is almost the same as the condition experienced by batik edutours which were only busy with visits at the start of the opening, but over time there were fewer visitors.

Based on interviews and observations conducted by researchers, one of the factors causing this is the tourism development strategy carried out by the Village Government is not optimal. If not followed up properly, tourism in Sumber Pakem will be in a decline phase. The decline phase is a phase in the tourism life cycle, according to Butler (2011) the decline phase is the stage where the destination is getting saturated, visitors are getting bored so that visits start to show a significant decrease and gradually die. Therefore a study is needed to formulate a tourism strategy that is appropriate to the situation and conditions of Sumber Pakem Village, before formulating the right strategy it is necessary to carry out an analysis to show how far the position of Sumber Pakem Village is in the tourist attraction life cycle or tourism area life cycle analysis. However, so far no study or research has been conducted so this research is felt to be very much needed so that Sumber Pakem tourism can become sustainable tourism. The specific objective of this study was to determine the life cycle position of Sumber Pakem Village so that strengths, weaknesses, opportunities and threats can be analyzed. Then from the results of this analysis, a strategy for sustainable tourism development will be formulated.

The tourism area life cycle (TALC) or the theory of the tourism area life cycle introduced by Butler (1980) is used to determine the developmental phases of Sumber Pakem District. Pranata (2018) describes the seven stages of TALC. The exploration stage is the stage where the tourist destination is still new, there is no development, and only relies on natural attractions, so the number of visits is still small. The involvement stage where residents around the destination start to build tourism support facilities in a simple and unofficial manner which results in the number of tourists starting to increase but not significantly. The development stage where there are investors or those who are interested in building and managing the destination so that the destination is built with official and conceptual facilities, natural and artificial attractions, and marketing is carried out intensively. As a result of the development of these investors, the number of tourists has increased significantly. The consolidation stage where attractions and facilities are considered old and outdated by tourists so that the number of visits increases but not significantly. The consolidation stage of promotional efforts is carried out with a farther reach to bring in tourists. If the manager does not take action to update the destination,

the destination enters the stagnation stage where tourists are bored with the attractions and facilities so that the number of visits does not increase. Declination stage where at this stage tourists are no longer interested in destinations with old and outdated attractions so that the number of visits decreases. At this stage the manager no longer has the role of managing the destination so that residents return to the role of managing the destination. The rejuvenation stage is rejuvenating attractions and facilities that are more artistic, this can increase the attractiveness of tourist destinations so that the number of return visits increases and the destination is protected from environmental degradation.

The Tourism Development Strategy according to Paturusi in (Nainggolan and Adikampana, 2015) is a strategy that is used to advance, improve and improve the tourism conditions of an object and tourist attraction so that it can be visited by tourists and is able to provide benefits to the community around tourist objects and attractions as well as to government. Meanwhile, according to Alwi, et al in (Pekon, Economy, & Ilham, 2020) a development strategy is a process, method, making something better, advanced, perfect and useful.

METHODS

The research uses descriptive qualitative analysis techniques to identify data in the form of natural, cultural and man-made potential in Sumber Pakem. The data collection technique uses participatory observation techniques by observing, recording and directly recording research data from the Sumber Jambe District regarding potentials and problems. In carrying out the observation technique, the researcher also conducted in-depth and targeted interviews and documentation to obtain primary data and secondary data obtained directly from government elements, Sumber Pakem NGOs, Pokdarwis and the Jember Regency Tourism and Culture Office.

The analytical method uses the Tourism Area Life Cycle to identify tourism potential and determine the position of tourism development, then a SWOT matrix analysis to formulate a tourism development strategy for Sumber Pakem Village.

First of all the data that has been collected through observation and interviews is described and analyzed descriptively based on the Tourism Area Life Cycle concept , then after being matched it will be known the position of Sumber Jambe District. The following are variables from the Tourism Area Life Cycle Concept .

No	Life Cycle Stage	Indicator
1	Exploration Stage	New tourism potential discovered
		The location and access to the location is quite difficult
		Natural conditions are still very natural and there are no tourist facilities
		Tourist visits are still very limited
2	Involvement	The increase in the number of tourist visits,

	Stage	especially on holidays
		There are promotional activities to introduce tourism on a small scale
		There are initiatives from the local community in supporting tourism activities at these tourist objects
		There is local government involvement in the provision of facilities although it is still limited
3	Development Stage	Investments have started coming in
		Facility local created _ public previously the more left out Because replaced by facility standard international made by investors
		Artificial attractions have begun to be developed
		Workers outside the area began to enter
4	Consolidation Stage	This regional and economic dominance is held by international networks.
		The number of tourist visits is still increasing, although not significantly
		Tourist facilities are changed and repaired to increase the standard
		Tourism is starting to become the concept of mass tourism and MICE
5	Stagnation Stage	The capacity of various factors has exceeded the carrying capacity, causing economic, social and environmental problems.
		Artificial attractions have dominated the original natural attractions (both cultural and natural),
		The initial image has started to fade, and the destination is no longer popular.
6.	Decline Stage	Tourists have switched to new tourist destinations or booked
		Many tourism facilities have practiced or transferred their functions to non-tourism activities, so that destinations are increasingly unattractive to tourists
		Local participation may increase again as prices slump with the weakening market.
		Destinations can develop into low-class destinations (atourism slum) or completely lose themselves as tourist destinations.
7	Rejuvenation Stage	Dramatic changes can occur (as a result of various efforts from various parties) towards repair or rejuvenation.
		There is innovation in developing new products and

		exploring or utilizing natural and cultural resources that were previously untapped.
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After knowing the position of tourism development from Sumber Jambe District, the strategy formulation will be identified with a SWOT analysis. SWOT analysis is a method for knowing the internal environment of Strengths and Weaknesses as well as the external environment of Opportunities and Threats faced (Rangkuti, 2018).

	Internals	Strength	Weaknesses
external			
	Opportunities	SO strategy	WO strategy
	Threats	ST Strategy	WT Strategy

RESULTS AND DISCUSSION

1. Component 4A (Attraction, Amenities, Accessibility and Ancillary) Sumber Pakem Village

a. Attraction

Sumber Pakem Village is one of the leading batik artisan villages in Jember Regency and is known as the Sumberpakem batik educational village. This educational tour is located in the batik village, which is one of the community-owned business units named Mr. Mawardi. Apart from being an educational tour, it can also be a creative tour that involves tourists when visiting and participating in the batik production process. So that during the activity of making written batik, tourists are given the opportunity to draw patterns creatively, then they are taught how to draw using a batik tool called a canting which contains colored wax inside. There are 2 types of batik owned by Sumberpakem, namely written and dyed, with different types the manufacturing process is also different when making patterns where dyed batik is the initial process by tying the cloth, and what is more famous in Sumberpakem is the written batik.

Not only batik tourism, Sumberpakem also has artificial tours, namely fishing ponds on the side of the road offering views of green rice fields and mountains. Tourists who want to visit just to relax are the right time, namely in the afternoon if they want to enjoy the evening atmosphere in Sumberpakem Village because they can see the sunset, while the right time for fishing is in the morning with a calm atmosphere and cool air so that anglers can catch fish. concentrate. Utilization of fishing ponds by providing views of rice fields as a beautiful attraction . In this fishing pond there is also a food court, which is a place to eat with a variety of foods sold by the community. In this place, it can be used as a place for fish competitions as well as a training ground for making Sumberpakem typical batik and a souvenir shop can be built that sells Sumberpakem batik.

Sumberpakem also has a special coffee, namely cardamom coffee which is the branding of Sumberpakem Village because it has a distinctive taste from cardamom spices. From this coffee can become a potential sub-sector for plantation tourism and coffee making because it utilizes plantation products which become a livelihood for the community. And it can be developed into agro-creative tourism where tourists can find out directly information related to coffee beans, how to plant and care for them and how to harvest the seeds correctly, besides that tourists can also observe and participate in the activities of making processed coffee products.

b. Amenities

Amenities refer to additional facilities, services or benefits provided to meet the needs or increase the comfort, convenience and satisfaction of guests/tourists. Amenities can cover a variety of things, depending on the context. Some examples of common amenities such as accommodation facilities, public facilities, additional services, security facilities.

Based on observations made by researchers in the field, it was found that facilities to support tourism activities were still lacking. Accommodation facilities at Sumber Pakem are still not available, both lodging facilities such as hotels and homestays do not yet exist. If there are out-of-town tourists, they will stay at the nearest hotel from the location, which is in Jember City Center with a distance of approximately 20 KM. Public facilities available are banking facilities such as ATM outlets, health service facilities, namely puskesmas. In addition, there are also toilet facilities, parking lots, and food and beverage kiosks.

c. Accessibility

Accessibility is the ease of reaching a destination or a tourist attraction, where this convenience concerns transportation facilities and infrastructure, comfort, security, travel time and convenience for tourists to get to tourist attractions. This is very important to note because the higher the accessibility, the easier it is for tourists to visit.

Accessibility to Sumber Pakem Village can be said to be quite good, this can be seen from the main route which is qualified, the condition of the asphalt road is very good and wide so that it is very easy for two-wheeled and four-wheeled vehicles to pass and along the way there are also signboards that make it easier for tourists visit. Public transportation is still not available in Sumber Pakem Village, both from Jember City Center and local transportation, so tourists must use private transportation or rent a vehicle.

d. Ancillary

Ancillary or supporting facilities include the existence of various organizations that facilitate and encourage the development and marketing of a tourist attraction. Sumber Pakem Village has a tourism organization, namely Pokdarwis Demodhe which was just inaugurated on July 20, 2023. Pokdarwis

Demodhe is under the auspices of the Bumdes of Sumber Pakem Village.

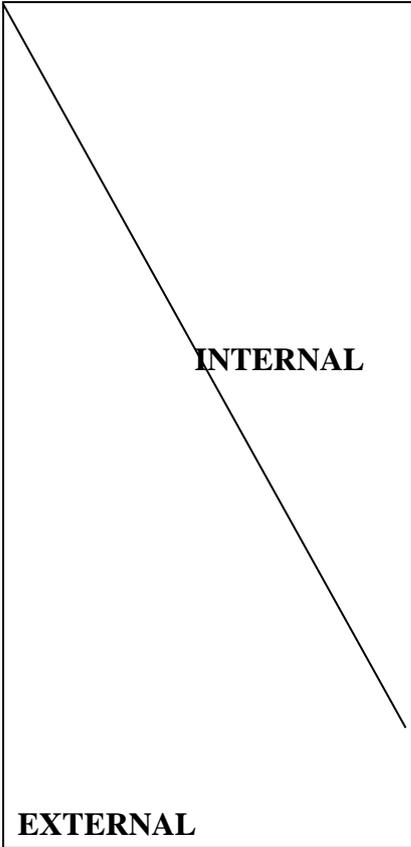
2. Analysis of the Tourism Area Life Cycle of Sumber Pakem Village

Based on observations made by researchers, it shows that Sumber Pakem Village Tourism is included in the stage or **life cycle of Involvement tourism**, several indicators that can explain this cycle can be described as follows :

- a. Enhancement amount visit traveler especially on days holiday
Tourist visits to tourist objects in Sumber Pakem Village are classified as low on effective days, namely Monday to Friday, with a total number of visits of approximately only 5-10 people. On weekends, namely Saturday and Sunday, the number of visits can reach 15-20 people. This very small number actually occurred in Sumber Pakem Village, even though the tourist attractions offered were very attractive. After conducting an interview with Mr. Mahfud as the chairman of the Pokdarwis, it was found that Sumber Pakem Village focuses on special interest tourism, namely cultural edutourism of batik with the attraction of learning batik. Where this tour package is sold with the concept of a group tour, such as for school students from elementary to high school levels or for tour groups who really want to learn batik. To be able to enjoy batik tour packages, a minimum of 15 people with tour package prices is between 30,000-35,000. The average number of school-level tourists can reach 50-100 people.
- b. There is activity promotion For introduce tour in scale small
Attractions tourism in the village _ Source Grip during This promoted offline and online . _ Featured tourism that is often promoted is batik edutourism. So far, the promotion that is often carried out is offline, that is directly socializing to schools both at the elementary, junior high and high school levels across Jember Regency. Online promotions are carried out Instagram @explore_sourcepakem.
- c. There is initiative from public local in support activity tourism in object tour the
The local community of Sumber Pakem Village is very supportive of tourism activities by participating as the main actors, namely as managers and tourist companions. Tourism managers are members of the Demodhe Tourism Awareness Group (Pokdarwis) and as tourist companions in batik attractions are members of the Batik Making Community Group. Pokdarwis plays a very big role in preparing tour packages, selling tour packages and arranging tourists while traveling in Sumber Pakem Village. Batik-making community groups play a major role in preparing batik materials, providing education on how to make batik and accompanying tourists to practice batik directly.
- d. There is involvement government local in provision facility although Still limited
The Tourism and Culture Office of Jember Regency participates in improving the human resources of Sumber Pakem Village in the field of tourism, namely by providing training from tourism experts to the local community, Pokdarwis and Batik Community Groups.

3. Sumber Pakem Village Tourism Development Strategy

The determination of the tourism development strategy is preceded by identifying the evidence from the data in the field, where the researcher conducts an analysis to classify each SWOT matrix consisting of Strength. Weaknesses, Opportunities and Threats. The Sumber Pakem Village tourism development strategy is carried out by choosing a combination by bringing together all factors, starting from the SO strategy (Strategy by exploiting potential strengths by seeing opportunities), WO Strategy (Strategy by overcoming weaknesses by using opportunities), ST Strategy (utilizing strengths to deal with threats) and WT Strategy (overcoming weaknesses using opportunities). Here is the description.

	<p>Strengths (S)</p> <ol style="list-style-type: none"> 1. Has a Variety of Nature Tourism Potential 2. Having local community support for tourism development is very large 3. Having a cultural product, namely batik 4. There is an artificial fishing pond tour which is equipped with a Pujasera 5. Having a Pokdarwis as a tourism institution. 6. Local community participation is very high in tourism development 	<p>Weaknesses (W)</p> <ol style="list-style-type: none"> 1. There is still tourism potential that has not been intensively developed. 2. Lack of tourist infrastructure 3. Promotional efforts made by the manager are very limited. 4. Lack of batik cultural tour guides 5. Lack of Tourism Sector Training for Village Government, Pokdarwis and Batik Community Groups.
<p>Opportunities (O)</p> <p>Jember Regency tourism development through JFC (Jember Fashion Carnaval) The development of information technology as a media campaign There is still high tourist interest in cultural tourism</p>	<p>SO strategy</p> <ol style="list-style-type: none"> 1. Developing new tourism objects, namely rafting and tubing to increase tourist visits and increase market share 2. Developing batik crafts for typical souvenirs from 	<p>WO strategy</p> <ol style="list-style-type: none"> 1. Increased training in the field of tourism for village governments, Pokdarwis and batik community groups 2. Increasing the use of information technology for promotional media

<p>Close to Rowosari Village which has a leading tourist attraction 7 Bidadari Waterfall Absorption of labor in the tourism sector</p>	<p>Sumber Pakem Village, such as batik key chains. 3. Improving tourism facilities such as toilets, homestays, and tour guide services 4. Collaborating with JFC</p>	<p>3. Building cooperation with Rowosari Village to promote Sumber Pakem Village tourism by distributing brochures to tourists at 7 Bidadari Waterfall</p>
<p>Threats (T)</p> <p>There is no public transportation to the Sumber Pakem Village tourist site Lack of cooperation with travel agents to sell Sumber Pakem Village tour packages. Lack of local government support in improving tourism facilities and infrastructure.</p>	<p>ST Strategy</p> <ol style="list-style-type: none"> 1. Providing public transportation services by utilizing vehicles belonging to local communities. Such as car rental and motorbike rental. 2. Building cooperation with travel agents 	<p>WT Strategy</p> <ol style="list-style-type: none"> 1. Initiated collaboration with the Jember Regency government and the Jember Tourism and Culture Office in providing funding for the development of tourism infrastructure. 2. Increasing collaboration with Academics, Practitioners and the Media.

Based on the results of the tourism area life cycle analysis which states that Sumber Pakem Village is in an Involvement cycle or Involvement cycle, the appropriate strategy to implement is a tourism development strategy by further increasing the element of involvement of the Village government, Pokdarwis and Batik Community Groups with the government, academics, practitioners, institutions, society and the media. The Waturaka Village tourist attraction development program is described based on the SO (Strength-Opportunities) strategy, the WO (Weakness-Opportunities) strategy, the ST (Strength-Threat) strategy, and the WT (Weakness-Threat) strategy.

- 1) **SO strategy**. Increasing community involvement by developing new tourist objects, developing batik crafts for souvenirs typical of Sumber Pakem Village, building cooperation between batik community groups and tourism awareness groups with JFC, such as batik key chains and improving tourism facilities such as toilets and homestays using residents' homes, as well as providing tour guide services from the local community.
- 2) **WO strategy**. Increasing the involvement of the community's role in increasing training in the field of tourism for the Village government, Pokdarwis and Batik

Community Groups, in the use of information technology for promotional media, in building collaboration with Rowosari Village to promote Sumber Pakem Village tourism by distributing brochures to tourists at 7 Bidadari Waterfall.

- 3) **Strategy S -T**. Increasing the involvement of the community's role in providing public transportation services by utilizing vehicles owned by local communities. Such as car rental and motorcycle rental and building cooperation between the village government, Pokdarwis and Batik Community Groups with travel agents
- 4) **WT Strategy** . Increasing the involvement of the community's role in initiating cooperation between the Village government, Pokdarwis and Batik Community Groups with the Jember Regency government and the Jember Regency Tourism and Culture Office in submitting assistance for funding the construction of tourism infrastructure. Increasing cooperation between the village government, Pokdarwis and Batik Community Groups with Academics, Practitioners and Media.

CONCLUSION

Based on the results of the study, it can be concluded that Sumber Pakem Village has natural tourism potential, namely river flow as rafting and tubing tourism, cultural tourism potential, namely batik, and artificial tourism potential, namely fishing parks and food courts.

The tourism life cycle based on the tourism area life cycle analysis is Involvement. The right strategy to implement in Sumber Pakem Village is to increase the involvement of the village government, Pokdarwis and batik community groups with the government, academics, practitioners, institutions, the public and the media. This is implemented based on the SO (Strength-Opportunities) strategy , the WO (Weakness-Opportunities) strategy , the ST (Strength-Threat) strategy , and the WT (Weakness-Threat) strategy.

The tourism development strategy consists of **the SO Strategy** . Increasing community involvement by developing new tourist objects, developing batik crafts for souvenirs typical of Sumber Pakem Village, building cooperation between batik community groups and tourism awareness groups with JFC, such as batik key chains and improving tourism facilities such as toilets and homestays using residents' homes, as well as providing tour guide services from the local community. **WO strategy** . Increasing the involvement of the community's role in increasing training in the field of tourism for the Village government, Pokdarwis and Batik Community Groups , in the use of information technology for promotional media, in building cooperation with Rowosari Village to promote Sumber Pakem Village tourism by distributing brochures to tourists at 7 Bidadari Waterfall . **Strategy S -T**. Increasing the involvement of the community's role in providing public transportation services by utilizing vehicles owned by local communities. Such as renting cars and motorbikes and building cooperation between the village government, Pokdarwis and Batik Community Groups with travel agents . **WT Strategy** . Increasing the involvement of the community's role in initiating cooperation between the Village government, Pokdarwis and Batik Community Groups with the Jember Regency government and the Jember Regency Tourism and Culture Office in

submitting assistance for funding the construction of tourism infrastructure. Increasing cooperation between the village government, Pokdarwis and Batik Community Groups with Academics, Practitioners and Media.

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