

Research Article

Florenza Angeli Nazaretha Aling^{1*}, Gusti Ngurah Yoga Semadi²

Planning Of 4A-Based Tourism Packages in Buah Village, Payangan, Gianyar

*Corresponding Author: **Florenza Angeli Nazaretha Aling**; Institut Pariwisata dan Bisnis Internasional, Bali, Indonesia; flawrenscorner@gmail.com

Gusti Ngurah Yoga Semadi; Institut Pariwisata dan Bisnis Internasional, Bali, Indonesia; yogasemadi@ipb-intl.ac.id

Abstract: *Buahan Village, Payangan District, Gianyar Regency is a village that has the potential to become a tourist village with its attractions. However, this potential is not balanced with public awareness to develop tourism in their area. This research focuses on identifying potential through 4A theory, namely Attraction, Accessibility, Amenities, and Ancillary. The results of this identification will result in the development of a tourist village by making tour packages according to the existing potential. To achieve the successful development of Buah Village as a tourist village, awareness from the community is needed to manage tourism which will be carried out in a sustainable manner.*

Keywords: *planning, tour packages, potential*

Introduction

Gianyar Regency is one of the regencies in Bali which has trending tourist attractions, namely senior and nomadic tourism (Trends of the Tourism Industry 2022 - 2023, 2022). The Gianyar area, which provides tranquility for tourists, especially senior tourists, is different from the South Bali area, such as Seminyak, which targets young tourists. The serenity of Gianyar Regency is supported by its art and nature (Good & Main, 2012). As the center of artistic activity in Bali, Gianyar is also a destination for domestic and international tourists for its nature. Waterfalls, rivers, and various other natural attractions are very attractive to tourists, so Gianyar Regency was chosen as a tourist destination (Atmojo, 2008; Yasintha et al., 2022).

Fruits Village which is an official village in Payangan District, Gianyar, with cool weather is suitable for agricultural land and plantations. Fruits Village to the north is bordered by Buah Village, then to the east it is bordered by Puhu Village. While in the south it is directly adjacent to Melinggih Village and in the west it is bordered by Petang Village (Profile of Fruit Village, 2022). Buah Village is also close to famous tourist destinations in Bali, namely Kintamani and also a tourist village that is being developed, namely Sayan Village. The view of the mountains that many tourists are aiming for is also owned by Buah Village, so it is used to build accommodation, such as star hotels, for example Nandini Jungle by Hanging Gardens.

Special interest tourism is a type of tourism that prioritizes tourism based on the specificity or interests of each individual. With this special interest tourism becomes an alternative to mass tourism in tourism development (Kiskenda & Agus Trimandala, 2023). One type of special interest tourism is agro-tourism which emphasizes local culture in utilizing agricultural land and increasing farmers' income. According to Supjipta (2008), agro-tourism is a type of tourism that utilizes agricultural business (agro) to become a tourist attraction. (Dewi et al., 2018).

An agro-tourism packaging can add an education in it. In the sense that an agro-tourism can provide knowledge in doing tourism or it can be called edutourism (edutourism). According to Tkachuk (in Akhmedova, 2016) Edutourism (Educational Tourism) is a journey, after tourists combine leisure and learning, such as attending classes, direction to develop limited knowledge, satisfy curiosity, and achieve

learning goals (Aldriani & Andra, 2019). From this theory, agro-tourism can collaborate with edu-tourism to increase the quality of agro-tourism.

The attractions or attractions offered by Buahan Village include agro-tourism attractions in collaboration with edutourism. The village with a green area of 150 hectares makes agro-tourism attractions grow rapidly here (Profile of Fruit Village, 2022). One of the attractions offered is the honey bee farm which is managed privately by the local people of Buahan Village. The private house is filled with hundreds of bees ready to be harvested so that if there are tourists or honey fans who come they can immediately experience the honey harvest.

In addition to honey bees, there is the Puspa Aman program which aims to increase labor-intensive activities to reduce unemployment and especially to maintain community food security and increase household consumption (Puspaningtyas, 2021). Inside Puspa Aman, various food seeds are planted for the surrounding community and tourists who come can also plant seeds or seedlings provided by the manager.

The next attraction is a tofu factory called Umah Tahu. Umah Tahu which is managed privately is one of the SMEs that focuses on the production of white tofu which is mixed with vinegar in the manufacturing process so that the taste becomes slightly sour. This business still uses traditional techniques so that this uniqueness is developed into an attraction in Buahan Village.

With the existing potential, Buahan Village can develop tourism to improve the economic aspects and other related aspects. Tourism development according to Munasef (Shafira et al., 2020) are all coordinated activities and efforts to attract tourists, provide all infrastructure, goods and services, facilities needed to meet the needs of tourists. However, the development of these potentials has not been carried out, plus a Tourism Awareness Group organization (POKDARWIS) has just been formed so that a tour and travel plan is formed in the form of a tour package in Buahan Village.

To form a tour package in Buahan Village, the components that must be owned by a tourist destination are analyzed for the development of tourism potential. According to Cooper et al (1997) in (Safitri et al., 2021) the components are: Attraction, Accommodation, Amenities, and Ancillary. To support the 4A potential, then look for tourism activity factors which are described according to Yoeti (Helpiastuti, 2018), such as: 1) Something to see; 2) Something to do; and 3) Something to buy. After being analyzed, Fruits Village has a fourth factor, namely Something to learn.

Literature Review

There has been no previous 4A-based tour package planning research. The previous research used as a reference in this study was research conducted by Ida Bagus Setiawan, SST. Par., M.Par with the title Identification of Tourism Potential with 4A (Attraction, Amenity, Accessibility, Ancillary) in Sumber Wangi Hamlet, Pemuteran Village, Gerokgak District, Buleleng Regency, Bali. From this research, it was found that the obstacles faced in Sumber Wangi Hamlet were in the human resources so that there was no 4A potential that could be developed.

While research by Farizah Junizar, Ute Lies Khadijah, and Edwil Rizal in 2019 also conducted similar research on planning tour packages carried out by the Kadingeh Tourism Village, Baraka District, Enrekang Regency. From this research, the Kadingeh Tourism Village has a very wide opportunity to develop tourism. The many attractions and adequate accommodations make this village have a very big opportunity in making tour packages, but several things are still an obstacle in making tour packages in this village, especially the lack of 4A potential in which there is still weak accessibility and amenity, besides that institutions and information must also be repaired and developed so that tourism activities can run well.

Based on this, every tourist village must pay attention to the potential through the 4A approach, therefore the two studies above will become a reference for forming this research.

Methods

In this study, the type of approach used is a qualitative approach in which this method intends to understand the phenomena that occur by the research subjects. The information collected in this research is related to Buahan Village as the research location. The data sources used are primary data including interviews and secondary data derived from books, journals and internet articles. The subjects of this study were determined through a purposive sampling technique, which is a technique used based on the characteristics of the selected subjects, namely the Head of the Buahan Village and the local community.(Adhandayani, 2020). To obtain data, data triangulation techniques were used, namely surveys (observations), interviews, and literature studies.

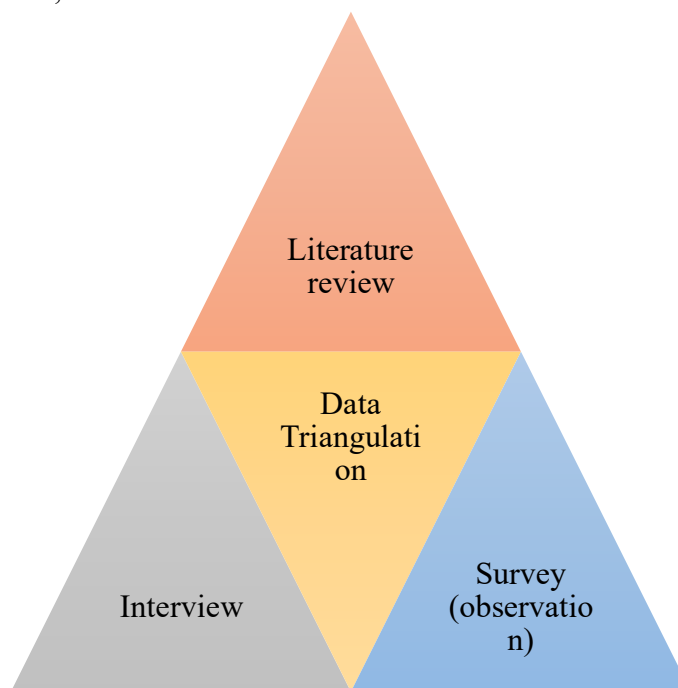


Figure 1. Data Triangulation

RESULTS AND DISCUSSION

In this study, 4 aspects were used to identify potential in Buahan Village, namely Attraction, Accessibility, Amenities, and Ancillary.

Attraction

It's not without reason that Fruit Village is named that way. The fertile soil allows any plants to grow there, including various types of fruits. The types of tourist attractions provided include various kinds of educational tours, agro-tourism, and cultural arts attractions such as the Nyekjek, Nyelung, and Nyepi Kasa Traditions which are usually held every Kasa month. The historical stories of the founding of Buahan Village are also an attraction that can make tourists interested in visiting Buahan Village.

In an effort to increase tourist attraction, tourist attractions are needed to be developed in Buahan Village. The attraction that will be developed from this research is the Kele-Kele Honey Bee Farm which is an agro-tourism type where tourists can get education as well as harvest honey and also buy honey from the harvest.

Another attraction that will be developed is Puspa Aman or short for Asri Mandiri Food Center. This is a government program for the food security of the people of Buahan Village. Activities that can be done at Puspa Aman are planting seeds or seeds.

Furthermore, the attractions in Buahan Village are a tofu factory called Umah Tahu which is managed by one of the local residents of Buahan Village personally. The factory, which was still running during COVID-19, produces a type of vinegary tofu that has a slightly sour taste. The traditional way that is still maintained by the owner has become the main attraction of this Umah Tahu.

Accessibility

Access includes the facilities and infrastructure needed by tourists to get to destinations from their place of origin. Therefore, it is necessary to develop local transportation service providers, routes or travel patterns. The journey from I Gusti Ngurah Rai airport to Buahan Village takes around 2 hours and covers a distance of 50 kilometers. The distance between Buahan Village and Jalan Raya Payangan is around 5 minutes or 2 km. Meanwhile, from the Fruits Village Worker's Office to the Puspa Aman tourist attraction it takes about 2 minutes and to the Kele-kele Honey Farm about 5 minutes. Most of the people of Buahan Village use land transportation, such as motorbikes and cars. For communication access for the people of Buahan Village, there is already a telephone network and an internet network that is not very good.

Amenities

The supporting facilities in Buahan Village are somewhat inadequate. There are only food stalls, Hindu worship facilities, and small stalls selling basic necessities. Facilities such as clinics, ATMs, banks and others are located outside the Fruits Village so that tourists or local people have to travel quite a distance.

However, privately run food stalls are quite easy to find as well as small stalls selling groceries for local people and tourists. In addition to the absence of the facilities mentioned above, public toilets and souvenir shops have not been built in Buahan Village because most people work in agriculture, plantations, animal husbandry, and work outside of Buahan Village.

For accommodation in Buahan Village, it is quite sufficient with the existence of a five-star hotel there with very satisfying service, for example, Nandini Jungle by Hanging Gardens.

Ancillary

Additional services as a support for tourism must be provided by the local government so that the objectives of the tourism itself will be fulfilled. These services include marketing, physical development (roads, railroads, drinking water, electricity, telephone, etc.) as well as coordinating all kinds of activities and all laws and regulations both on roads and in tourist attractions. Ancillary is also matters relating to tourism, such as management agencies, Tourist Information, Travel Agents, and stakeholders who play a role.

The main roads in Buahan Village are considered good because they have minimal potholes and tend to be smooth. Passing vehicles can pass smoothly through the road, but the only obstacle is a fairly steep incline. Meanwhile, the tourism management agency in Buahan Village is at the formation stage, but has not yet been formalized.

After analyzing the potential of the 4A, the next step is setting standards and procedures. The stages that will be carried out are carried out seriously in order to achieve a tour package that can satisfy tourists. Therefore, to produce quality tour packages, planning must be done by considering the elements that can affect tour packages. The stages of planning a tour package are as follows:

1. Observation

The first thing to do in making a tour package is to carry out observations to find out about Buahan Village as a whole and in depth. The information obtained from this observation is in the form of attractions, accommodation as a place to stay, transportation that can be used, and eating and drinking activities.

From direct observation to Buahan Village, it provides an overview of the trip to be carried out, such as travel time and location conditions so that obstacles that are likely to occur can be overcome easily. In this observation, data was also obtained regarding the Fruit Village which will then be used as a tour package. These data were obtained from direct observations and interviews with local people because the attractions had not been managed.

2. 4S formulation

Something to see

Buahan Village is considered to have quite a lot of potential to support the movement of tourism. With a very cool atmosphere and the majority of the people work as farmers so that the scenery in the Fruits Village is the beautiful rice fields and beautified with mountains and hills that are visible from the Fruits Village. So that in the tour package made, to be precise at the first destination, namely Puspa Aman, tourists can see the expanse of green and wide rice fields and if they are lucky they will see the beautiful hills and mountains in that place.

Something to do

Buahan Village also has many activities that can be done by tourists who visit there. Buahan Village has a very good cycling path. In addition, tourists can also participate in several community activities such as planting and harvesting honey.

Something to buy

From the activities carried out by tourists as explained above, tourists can buy harvested honey and tofu products to be enjoyed on their return from Buahan Village. The honey harvest has been packaged in bottles with prices according to the benefits provided. Soy tofu is soaked in vinegar and then packaged simply, giving it a unique taste when consumed.

Something to learn

The last thing tourists get is learning or new knowledge from tourism activities in Buahan Village. The knowledge provided by the attractions at the Honey Kele-Kele attraction is about the honey kele-kele itself which is explained by the owner, information about the type of honey, the taste of honey, how to breed bees, and so on.

Apart from honey, the visit to the tofu factory also provided knowledge about making tofu from soaking the soybeans to packing the tofu ready for sale. This method of making tofu, which still uses traditional methods, can attract tourists because it is unique from making tofu in urban areas, (there is a lack of understanding about seeds and proper procedures for planting seeds).

3. Data analysis

After observing and analyzing the 4S, the next stage is data analysis which carries out the following activities.

- a) Preparation of tour packages based on tourism products that already exist in Buahan Village or can be referred to as ready made tours.
- b) There is still a lack of tourism activities in Buahan Village due to tourism potential that has not been managed properly so that a lot of tourism potential is not developed. The dominant occupational factor in Buahan Village, namely as a farmer, makes this tourism activity unmanageable.
- c) Efforts are being made to keep making tour packages running by encouraging the village government and Tourism Awareness Group (POKDARWIS) organizations to maximize existing potential.

4. Plan setting

Tour packages that have been made are tested in advance by selected tourists. With this tourist visit, it is hoped that it will improve the community's economy so that in the future the tourism sector can develop. The tour packages that have been tested are then submitted to the village government and POKDARWIS for further follow-up.

Closing

Conclusion

There is still a lack of awareness from the POKDARWIS available in the village regarding the development and marketing of tourist attraction destinations in Buahan Village. Meanwhile, from the natural potential possessed by the Fruit Village itself, it has been very supportive both from agro-tourism and culture. From the 4A theory previously described, Buahan Village already has standards to be called a tourist destination for tourists.

The impact of the lack of awareness from the community and POKDARWIS in Buahan Village is that it is difficult to develop the potential that is already owned, whereas if the community works closely with Pokdarwis and the local government, the potential that is owned can be developed very well, because this village is also close to the Sayan and Kintamani Tourism Villages.

Therefore it can be concluded that this village already has the potential for tourist attraction and has not been fully developed by the village and community due to a lack of knowledge and awareness.

Suggestion

Based on the conclusions that have been explained, the author can provide suggestions so that the community and government in Buahan Village are more aware of the tourism potential that is already available, a tour package has been designed with a tourist brochure that has been given to the local POKDARWIS. Both the trial run of the tour package, the provision of materials submitted by the supervisor, and coordination with all work program members, this aims to awaken a spirit of tourism awareness that has not been instilled in Buahan Village. The author hopes that POKDARWIS, assisted by the community, will redevelop the tour packages that have been designed so that tourism in Buahan Village becomes sustainable tourism.

References

Adhandayani, A. (2020). MODUL METODE PENELITIAN 2 (KUALITATIF) Penentuan Subjek dan Sumber Data.

- Aldriani, S., & Andra, J. B. (2019). MANAJEMEN RISIKO WISATAWAN TANGGUH BENCANA DI KAWASAN WISATA ALAM MELALUI PENDEKATAN EDUWISATA (STUDI KASUS: HULU DAS ASAHAN DI SUMATERA UTARA). *Jurnal Tunas Geografi*, 08(02). <http://jurnal.unimed.ac.id/2012/index.php/tgeo>
- Atmojo, W. T. (2008). PARIWISATA DI GIANYAR BALI DARI WISATA BUDAYA SAMPAI WISATA WANA. Fakultas Bahasa Dan Seni Universitas Negeri Medan.
- Bagus, G., & Utama, R. (2012). TREND WISATAWAN SENIOR DALAM MEMILIH AKTIVITAS WISATA DAN HARAPANNYA TERHADAP SEBUAH DESTINASI PARIWISATA. 7(1).
- Dewi, I. A. L., Yudhari, I. D. A. S., & Mega, I. M. (2018). PENGEMBANGAN AGROWISATA SUBAK GULINGAN DI KECAMATAN MENGWI KABUPATEN BADUNG (Vol. 17).
- Helpiastuti, S. B. (2018). Pengembangan Destinasi Pariwisata Kreatif Melalui Pasar Lumpur (Analisis Wacana Grand Opening “Pasar Lumpur” Kawasan Wisata Lumpur, Kecamatan Ledokombo, Kabupaten Jember). *Journal of Tourism and Creativity*, 2.
- Kiskenda, D. P., & Agus Trimandala, N. (2023). PENGEMBANGAN DESA WISATA EKOLOGIS SEBAGAI PARIWISATA MINAT KHUSUS DI DESA BELOK SIDAN (Studi Kasus Ekowisata Jempanang D’ Alas, Desa Belok Sidan, Kabupaten Badung Bali). 6.
- Puspaningtyas, A. (2021). Optimalisasi Sektor Unggulan Kota Surabaya dalam Pemulihan Ekonomi Pasca Pandemi Covid-19. *Dinamika Governance: Jurnal Ilmu Administrasi Negara*, 11(1). <https://doi.org/10.33005/jdg.v11i1.2484>
- Safitri, H., Kurniansyah, D., & Singaperbangsa, U. (2021). Analisis komponen daya tarik desa wisata. 18(4). <http://journal.feb.unmul.ac.id/index.php/KINERJA>
- Selayang Pandang Desa Buahhan. (2022). PEMERINTAH DESA BUAHAN.
- Shafira, O., Chaerunissa, F., & Yuniningsih, T. (2020). ANALISIS KOMPONEN PENGEMBANGAN PARIWISATA DESA WISATA WONOLOPO KOTA SEMARANG.
- Tren Industri Pariwisata 2022 - 2023. (2022). <https://tasranselparekraf.id/tren-industri-pariwisata-2022-2023/show>
- Yasinta, P. N., Amanda Gelgel, N. M. R., Romadhon Sukadi, B. D. N., Mirna Sari, N. P., & Intan Pinatih, D. A. A. (2022). Resiliensi Pemerintah Kabupaten Gianyar dalam Mewujudkan Pariwisata Berkelanjutan di Tengah Pandemi Covid-19. *Jurnal Transformative*, 8(1), 57–80. <https://doi.org/10.21776/ub.transformative.2022.008.01.3>

