Potential Packaging and Distribution Channel Model for Rural Tourism Packages in Timpag Village, Kerambitan District, Tabanan Regency, Bali

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Abstract
In terms of natural potential, cultural potential, and man-made potential, the Timpag resort region of Tabanan Regency has respectable potential to be developed as a tourist resort. The aim of this research is to find possible rural tour package models, packaging options, and distribution channels in Timpag Village, Tabanan Regency. This research is a type of qualitative research that collects data through techniques such as in-depth interviews and conducting literature studies in addition to direct observation at the research site (observation). By presenting the findings of the in-depth interviews to the informants, especially the Perbekel, Pokdarwis, and Timpag Village residents, the data is presented in the form of a description. From the results of in-depth interviews, observations and studies of secondary data that the main drivers of tourism sustainability in Timpag Village are natural potential, cultural potential and man-made potential. The development of natural tourism involves organizing numerous agricultural pursuits into a singular appeal (USP) that can be promoted. This cultural potential offers a religious destination in the form of a shower with seven springs and shows the life of farmers to tourists. Tourists are invited to get to know the local culture by being welcomed by the Panyembrama dance. The artificial potential in Timpag village through unique and unique crafts can become a tourist destination for village souvenirs. The direct marketing distribution channel model is used to market rural tour packages in Timpag Village. This involves the use of digital media as well as intermediaries which include marketing agencies such as tour drivers, tour guides, travel agents and local marketers.

Keywords: Identify the Potential, Packaging, Tourism Village
INTRODUCTION

Creative tourism villages grow in locations that attract tourists to try them as a means of seeking travel experiences, so the development of tourist villages will show a new dimension. With tourism activities taking place in open spaces, the existence of tourist villages that display a unique environment and culture creates a safe alternative tourist destination (Lumanauw, 2022). As a result, there is pressure to carry out economic socialization activities centered on tourism at the local level. To achieve predetermined goals, tourism development is basically a constant process of matching and adjusting the supply and demand sides available from tourism. However, during the tourism recovery period, tourist villages still need assistance from a number of parties. According to Lumanauw & Gupta (2021), the success of each region in containing the corona virus currently determines the popularity of tourist attractions. One of the things that must be done to revitalize the tourist village business is to provide quality tour packages for tourists.

According to Sinaga, et al. (2019), a tourist village is a way of integrating attractions, accommodation and additional facilities into the fabric of community life with existing practices and traditions and has various facilities to support it as a tourist destination. Therefore, it is hoped that local communities can take advantage of the opportunity to contribute to the development of their village. Rural tourism is a form of tourism that grows in rural areas and focuses on the tourism potential offered by each village, including social life, economy, customs and architectural features. In addition, Puriati and Darma (2021) state that a tourist village is a community or society consisting of people living in a small area who can interact with each other directly, aware of how they can work together to maximize their respective talents and abilities. respectively, and have concern for the expansion and development of tourism in their regions. This is of course an effort to help the community make the best use of the resources it has to achieve independence, progress and community welfare. The community’s ability to maintain prosperity without relying on external sources will increase if they successfully manage village resources (Nurazizah & Darsiharjo, 2018). In reality, it is very difficult to motivate people to pursue education and financial independence, especially considering the circumstances surrounding the emergence of the technology revolution 4.0. People’s perspectives have changed as a result of the rapid development of technology and widespread access to the internet sociologically, politically and economically (Shirky, 2011).
Besides, as a tourist destination, English also needs to be considered to support the success of communication with foreign tourists, English is an essential aspect of communication. English exists as a global language. Therefore English is widely regarded as a global language (Anggayana et al., 2016). It is even known as an international language (Asriyani et al., 2019a). English is an example of a language regarded as a foreign language in Indonesia (Anggayana, 2023). It is done to minimize errors in grammar or English grammar aspects, such as the use of tenses in sentences (Lindawati et al., 2018).

The skills and components of the language contained in them are still general and less relevant to the needs of student (Sudipa et al., 2020). Grammar is a set of rules contained in certain languages (Lindawati et al., 2018b). It is possible to develop their communicative competence in four language skills, namely listening, speaking, reading, and writing skills (Asriyani et al., 2019b). The primary energy source in terms of language sounds is the presence of air through the lungs (Anggayana et al., 2021). Languages studied can contribute to the Language Development and another researcher around the world (Anggayana et al., 2020). Even though Indonesia consists of various dialects, it is not an obstacle (Anggayana et al., 2013).

Speaking English has become a conversation that is often done by foreign tourists (Anggayana et al., 2019). In these services, facilities, and service quality spearhead in terms of giving a good impression of service (Anggayana & Sari, 2017). Produces rules relating to the use and use of language on hospitality students. It uses theories and other disciplines related to the use of language is essential (Anggayana, 2022b). In the cultural tourism industry is included (Redianis et al., 2019). Since Balinese people conduct many cultural and religious activities (Budasi et al., 2021). The tourism sector can provide economic, social and cultural benefits for all stakeholders of tourism stakeholders (Osin et al., 2019).

One of the developments in tourism is to open opportunities for the millennial generations to conduct tourism in tourism village synergizing different parties, namely, the community and the Government (Osin et al., 2021). Observing the growth and development of world tourism which continues to move dynamically and the tendency of tourists to travel in various different patterns is an opportunity as well as a challenge for all destinations (Suarthana et al., 2020). It is not surprising that the tourism industry is an important economic sector, where most people work in the tourism industry (Budasi & Anggayana, 2019). Bali is the center of tourism in Indonesia and one of the world’s leading tourist destinations (Yanti & Anggayana, 2023).
Many language expressions can be used to greet and offer help to the customers. In using those expressions, choosing the proper expression that suits the situation and the degree of the formality is essential (Anggayana, 2022a). The interests of tourism began to explore the potential of the region and as much as possible to package it into alternative tourism products (Suryawati et al., 2021). The existence of the tourism industry today has increased significantly both in quantity and quality, which is able to make an economic contribution to the country’s foreign exchange (Osin et al., 2020). Everyday hospitality students on campus attend lectures and practice according to their respective majors. There are still many found that errors in writing. This is very important to study, considering that hospitality students will often communicate with foreign guests, using English (Anggayana & Wartana, 2022). Technology in this era is increasingly growing, advanced and modern. This requires the existence of quality human resources. Qualified humans are expected to be able to participate in the development of a country (Sengkey et al., 2022).

The growth of rural tourism is reflected in the demand for new visitors and the movement towards sustainable tourism. The creation of tourist villages is anticipated to improve the local economy and serve as a platform to advertise Indonesian tourist villages to domestic and international tourists. The target of 2000 tourist villages has been set by the Ministry of Tourism of the Republic of Indonesia (Patriella, 2019). There is involvement of local communities in the development of tourist villages so that they are evenly distributed in terms of employment. There are 7,275 tourist villages in Indonesia according to the 2020 Village Potential (Podes), and 3,419 of them are competing for the 2022 Indonesian Tourism Village Award (ADWI). Village Potential on the island of Bali has been registered in the Tourism Village Network (Jadesta) in 2023 with a total of 134 tourist villages (bali.jadesta.com). The rise of tourist villages in Bali is not in line with the development of quality because there are more of them than high quality ones. As a result, Bali tourist settlements still have very limited impact. This is caused by a lack of socialization in developing tourist villages. Apart from that, people do not understand the packaging of tourism products, lack of coordination between governments, unsatisfactory tourist visits, instant community desires, and problems with promoting tourist attractions in a village. Timpag Village has various potentials that can amaze visitors with its enchanting natural beauty and various cultures, customs, agricultural products and arts. The views and expanse of fertile rice fields covering an area of 375 hectares with a rural atmosphere provide natural potential. Following current tourism trends, such as sustainable tourism and the needs of new tourism markets, packaging tourism potential through rural tourism packages has
become very relevant and vital. To reach consumers and ultimately increase tourist visits, the potential of Timpag Village requires rural tourism packages and marketing distribution channel strategies. The tourist village component is divided into two basic ideas (Zebua, 2016). The first is accommodation which is used as a location for tourists to stay. Tourist villages often make use of houses built by local residents and space set aside around tourist villages. The second is attractions, which refers to the attractiveness of a tourist village in terms of the routines of local residents and a distinctive rural atmosphere that encourages visitors to actively participate in environmental activities. At tourist locations, amenities are additional services that visitors need. According to Cooper et al. (2000), amenities include various facilities to meet demand for accommodation, food & beverage services, recreation areas, shopping centers, banks, hospitals, security and insurance. Likewise, according to Sugiama (2011), amenities are various services that meet the needs of tourists, including housing, food and beverages, as well as lodging service providers such as hotels, motels and other lodging services.

The following problem formulation can be formed based on the context above: (a) What potential can be developed in Timpag Village, Tabanan Regency? What is the distribution channel model for tour packages in Timpag Village, Tabanan Regency? The author hopes to use this information to investigate the potential and model of marketing distribution channels in Timpag Village, Tabanan Regency.

The following previous research was used as the basis for this research, namely research from Lumanauw and Gupta (2023) with the title "Identification of Village Potential through Tourism Product Packaging in Wanagiri Village, Buleleng, Bali". Wanagiri Village with various untapped potential resources including local wood, medicinal plants, coffee plantations, fisheries and livestock were identified through this study. Artificial tourism and natural tourism are the two most popular types of tourism in this village, but the packaging needs to be improved. This activity produces a number of tourism product packages, including half-day, one-day and overnight travel packages. This research has something in common, namely identifying the potential of villages to be managed into tourism products. This will have a positive impact and travel options for tourists to stay long in the village. However, the difference lies in the research location.

Further research was conducted by Ratu and Adikampana (2016) with the title "Marketing Strategy for Blimbingsari Tourism Village, Jembrana Regency". Finding effective Blimbingsari Village tourism marketing methods is the main objective of this research. The data collection method was carried out by direct observation inspecting the research
location, namely the Blimbingsari Tourism Village, literature review was used to support this research by searching for previous research documents, and interviews with the tourism manager responsible for tourism in Blimbingsari Village, namely the tourism committee. The analytical method used in this research is SWOT analysis. Analysis of this research data shows that supporting strategies for village tourism marketing such as repositioning and offering additional services to visitors can be developed based on the strengths, weaknesses, opportunities and threats of tourism in Blimbingsari Village. The SO strategy which focuses on product packaging, the WO strategy which focuses on marketing, the ST strategy which focuses on repositioning, and the WT strategy which offers additional services to customers are the strategies. This research has similarities in finding marketing strategies, namely tourism product distribution channels.

RESEARCH METHODOLOGY

This research uses a qualitative descriptive approach, with data collection through direct observation, interviews and document study. The scope of the problems raised in this research relates to the potential and distribution channels for Timpag Village packages as a pilot in Tabanan Regency. Purposive sampling was used to select informants in this research interview. In this case, the author’s criteria for informants are those who have knowledge about Timpag Village, tourism package marketing, and local communities with typical activities. The data sources used in this research are primary data sources and secondary data sources. In this research, the research subjects were key informants (Timpag Village Headquarters and 3 managers who played a role in tourism activities in Timpag Village). The tourism potential of Timpag Village is one of the main data sources. The geographical location of Timpag Village as secondary data. After data collection, qualitative descriptive analysis methods were used to examine the data. The three stages of data analysis used in this research are data reduction, data presentation, and drawing conclusions or verification.

RESEARCH RESULTS AND DISCUSSION

This research was designed to explore the potential and model of marketing distribution channels in Timpag Village. The icons or characteristics of Timpag Village are divided into natural potential, cultural potential and artificial potential. The data is presented in the form of a description by showing the results of in-depth interviews with informants,
namely Perbeken in Tabanan Regency. Timpag is a village located in Kerambitan District, Tabanan Regency, Bali Province. Timpag Village has 375 hectares of rice fields, a rural atmosphere with farms in the fields, rivers, and a sanctuary for owls such as the Tyto Alba Owl. Pura Desa-Puseh Dalem, Nangkluk Merana Tradition, and Pura Beji with a shower for cleansing oneself (melukat) are some examples of cultural potential. Artificial potential, such as irrigation and the Telaga Tunjung Dam, also provides several crafts such as coconut shell knick-knacks and Gonde snack chips.

From the results of this interview, Mr. I Nyoman Ardika (on 19 May 2023) as Head of Timpag Village decided to exploit the potential of the village and its people as a tourist destination. A Tourism Awareness Group decision has been issued, and infrastructure and human resource development has also been undertaken as part of the preparations. The idea behind the tour packages they will provide is to give visitors the opportunity to learn more about Timpag village and do something fun to make their trip memorable. Visitors enjoy the splendor of the village and the daily life of its residents. It can be concluded through in-depth interviews, observation and secondary data investigation. First, natural potential, cultural potential and artificial potential are key forces for the sustainability of tourism in Timpag Village. By promoting agriculture as a tourist attraction and integrating the creation and management of natural, cultural and artificial tourist sites can be maximized.
Natural potential by creating horticultural agrotourism, plantation agrotourism or various plant gardens as a model for packaging natural potential, so as to be able to preserve agricultural activities (Department of Agriculture of the Republic of Indonesia, 2009). Packaging various agricultural businesses to produce their own attractions that can be promoted by developing natural potential. This can be done by utilizing the natural potential of Timpag village by creating a trekking route for tourists to tour the rice fields, stay in touch with local residents, take selfies, and observe the Tyto alba owl by involving the entire local community. Furthermore, there is the Desa-Puseh Dalem Temple, the Nangkluk Merana Tradition, and the Beji Temple with a shower for cleansing oneself (melukat) are some examples of the cultural potential of Timpag village. This cultural potential provides a glimpse of agricultural life and a place of worship in the form of a fountain with seven springs. By embracing the Panyembrama Dance, tourists are invited to learn more about the local community's way of life. This dance is used to welcome guests of honor, so its meaning is "welcome". In addition, tourists offer accommodation, especially in local residents' homes.

Exploring the Banjar Sambian Undagi route, making traditional coconut oil in people's homes, and taking cooking classes with housewives are activities that can be done at this tourist destination.

The Telaga Tunjung Dam, which functions as irrigation water, is an example of artificial potential that offers very interesting views, including crafts such as knick-knacks made from coconut shells, and typical Gonde chip snacks. If the village produces typical crafts, it will attract tourists looking for local merchandise.

Gambar. 2
The coconut shell crafts and gonde chips of Timpag village
The direct marketing distribution channel approach, namely via email regarding promotions and the latest information about Timpag Village, can help to advertise rural tourism packages in Timpag Village. There are booklets and contract rates as an agreement to sell tour packages in Timpag Village with marketing agents who also act as intermediaries involving marketing agents, such as tourism drivers, tour guides, travel agents, and market places such as Traveloka and Tripadvisor. By taking into account the predetermined commission amount when estimating the cost of creating a travel package, the price offered is a deal.

Conclusion

Packaging natural potential, cultural potential and artificial potential are three types of tourism potential that Timpag village can create. The growth of natural tourism combines various agricultural activities into a single displayable attraction. This cultural potential provides a glimpse into the life of local people and a place of worship in the form of a fountain with seven springs. By showing the Panyembrama Dance, tourists are invited to learn more about the way of life of the local community. Timpag Village has the potential to produce local souvenirs through its distinctive and unique crafts. A direct marketing distribution channel model, which includes the use of digital media and other online channels, was created to advertise rural tourism packages in Timpag Village.

REFERENCES


