

# The Potential of Village Tour in Development Mice Destination

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**Abstract.** The existence of a tourist village in the course of tourism development in the country is very important. He has been able to color a more dynamic variety of destinations in a tourism area so that tourism is not always trapped in the development trend of mass tourism. Constraints and challenges in tourism villages are the limited vision or clear perception of the community about tourism, low interest and public awareness, low human resource capacity, cultural barriers, frequent coercion and deception of tourists. The development of a tourism village can create local tourism products as the basis for planning and marketing products, so as to create economic stability and resilience. What is the potential of Girimulyo Tourism Village (Srambang Park) as a place to develop MICE destinations. This research uses Analytical Hierarchy Process with descriptive qualitative method. The sampling method was carried out based on the purposive sampling method with the assumption that the sample was selected because of certain objectives and criteria that the researcher deemed relevant in relation to data collection. The sampling technique will be used using strata proportional sampling technique. The main priority for developing the potential of MICE in Girimulyo Tourism Village (Srambang Park) is the MICE Facility which leads to the addition of technical equipment for the implementation of an event so that it does not use too many vendors or outside parties. The second priority is in terms of accommodation, where development leads to improving the quality of the guest house. The third development priority is the Image of the Destination Area where the characteristics of the Girimulyo Tourism Village (Srambang Park) Srambang Park need to be improved. The potential of Pariwisata in Girimulyo Tourism Village (Srambang Park). In the identification of natural attractions, there are 2 (two) out of 4 (four) identified attractions, the MICE Potential in Girimulyo Tourism Village (Srambang Park). Generally, the components of MICE activities are integrated into a training or sports package. The approach to developing MICE in Girimulyo Tourism Village is assessed from several main points related to the availability of natural resources, creativity of human resources, as well as readiness and appropriateness of the aspects of facilities, activities, amenities and attractions that support MICE activities..

**Keywords:** Tourism Village, MICE, AHP

## 1 Introduction

The existence of a tourist village in the course of tourism development in the country is very important. He has been able to color a more dynamic variety of destinations in a tourism area so that tourism is not always trapped in the development trend of mass tourism. In the context of tourism in Ngawi Regency, East Java Province, the development of tourism villages is an integral part of the ups and downs of tourism development [1].

Through tourism villages, tourism proves its alignment with the spirit of pro jobs, pro growth, and pro poor (tourism as an absorber of rural labor, as a generator of regional economic growth, and as a tool for poverty alleviation) [2][3].

Tourism Village is a community or community consisting of residents of a limited area who can interact with each other directly under a management and have the care and awareness to play together according to their respective skills and abilities to empower potential conducive to the growth and development of tourism and the realization of Sapta. Enchantment so as to achieve increased regional development through tourism and utilize it for the welfare of the people in the region. Tourism Village is a self-help and community-led group that in its social activities seeks to increase understanding of tourism, accommodate the role and participation of the community in tourism development in its territory, increase the value of tourism and empower it for the welfare of the community, participate in the success of tourism development [4][5].

The Tourism Village was formed to empower the community to be able to act as direct actors in an effort to increase readiness and concern in addressing tourism potential or tourist attraction locations in their region so that they can act as good hosts for visiting tourists, and have awareness of opportunities and opportunities. readiness to capture the benefits that can be developed from tourism activities to improve the economic welfare of the community. The purpose of establishing a Tourism Village is to improve the position and role of the community as an important subject or actor in tourism development, and to synergize and partner with relevant stakeholders in improving the quality of tourism development in the region, building and fostering positive attitudes and support from the community as hosts through the realization Sapta Pesona values for the growth and development of tourism in the region and its benefits for regional development and community welfare and introducing, preserving and utilizing the potential tourist attractions that exist in each region. The function of the Tourism Village is as a direct forum for the community to be aware of the potential for tourism and the creation of Sapta Pesona in the regional environment in tourist destinations and as an element of partnership for both the provincial government and regional (district / city) governments in an effort to realize and develop tourism in the regions. The development of the service industry is now supported by the emergence of an economy and creative industry that is able to support the life of modern society on the basis of independence, which means that many people no longer depend on the opening of jobs but open new jobs in the hope of enlightening economic stability in Indonesia. one of the many creative economy sectors in Indonesia is the MICE sector or what has an abbreviation (Meeting, Incentive, Convention, and Exhibition) [6].

Indonesia is a destination that is starting to be reckoned by the MICE tourism market as an attractive destination. A number of major world events are proof of the trust of the world community to carry out MICE activities. Improved economic growth, political stability and security have attracted many local and foreign investors to invest in Indonesia either as organizers or as participants. Even though at the time of the Covid-19 pandemic, the MICE business was completely doomed, creativity and innovation really need to be done for the

recovery of the national economy, the regions and the improvement of the people's economy. Without leaving the 3M health protocol (wearing masks, washing hands and, avoiding crowds of people), before the Anti Covid-19 vaccine was invented. The MICE sector is a strong indicator of a nation's economic development, organizing an event requires physical infrastructure hardware, and expert HR (Human Resources) software and facilitates first-class services. Good quality infrastructure support is very important including air, road or rail access, good quality convention centers, hotels between three and five stars, attractive and value-added destinations, good marketing, and professional conferences. Local organizer (PCO) who are experts in their fields. On the other hand, there is a need for aggressiveness from MICE service providers in Indonesia to attract foreign markets [7][8]. In this service industry, it is not enough for us to pro-actively seize the MICE market, but we must be aggressive in mobilizing all our resources to lobby and win local / national / international bidding carried out by tourism business actors / PCO with the government. Convention Tour (MICE) is considered to have several advantages compared to other tourism products such as; Multiple impact, potential tourism market segment, involves the organization of local tourist attractions, and the average amount of expenditure is high [9].

This research is focused on the potential of Jogorogo District, Ngawi Regency, which is located in the Northeast at the foot of Mount Lawu. This sub-district area has twelve (12) villages; Brubuh village, Dawung village, Girimulyo village, Jaten village, Jogorogo village, Kletekan village, Macanan village, Ngrayudan village, Soco village, Talang village, Tanjungsari village and Umbulrejo Village. However, this research will also focus on the petition of Girimulyo Tourism Village (Srambang Park). Problems that exist today the obstacles and challenges in tourism villages are the limited vision or clear perception of the community about tourism, low interest and community awareness, low human resource capabilities, cultural barriers, frequent coercion and deception of tourists. The development of a tourism village can create local tourism products as the basis for planning and marketing products, so as to create economic stability and resilience. The problem that is discussed in this research is "What is the potential of Girimulyo Tourism Village (Srambang Park) as a place to develop MICE destinations". The problems that will be studied through several problem identifications are as follows :

- a) What is the tourism potential in Girimulyo Tourism Village (Srambang Park)?
- b) What is the potential of MICE in Girimulyo Tourism Village (Srambang Park)?
- c) How is the development of MICE in accordance with the conditions of tourism in Girimulyo Tourism Village (Srambang Park)?

## **2 Literature Review**

The tourism sector, regardless of its ups and downs of development, will continue to be a sector that never ends.

### **2.1 Approaches in Tourism**

The development of the potential for a tourism village must be carefully planned so that the impacts that arise can be controlled. Based on the results of research and studies from UNDP / WTO and several Indonesian consultants (UNDP and WTO, 1981), two approaches were achieved in developing a work framework / concept from developing a village to a tourism village, through the Market approach and the Physical approach.

## **2.2 Tourism Village Components**

A village that is to be developed into a tourism village must have at least several aspects of tourism components, namely :

- a) Tourist attractions, namely everything that includes nature, culture and human creation. The attractions chosen are the most attractive and attractive in the village.
- b) Mileage, namely the distance from tourist areas, especially tourist residences and also the distance from the provincial capital and the distance from the regency capital.
- c) Village size, regarding the number of houses, population, characteristics and area of the village. This criterion is related to the tourism carrying capacity of a village.
- d) Trust and social systems, are important aspects given the special rules in a village community. It is necessary to consider the religion which is the majority and the existing social system.

## **2.3 Potential Exploration (Natural, Cultural, and Artificial)**

Developing a village into a tourist village must explore and identify the potential of the village that is owned (natural, cultural, man-made) which will be interesting to see and visit by tourists whose uniqueness is second to none elsewhere. Each tourism village must have uniqueness that is second to none in other villages, it is interesting to be packaged into tour packages and offered to tourists, either through a brochure offered to travel agents, or promoted through online media known as the website. In Law no. 9 of 1990 concerning Tourism, it is stated that a tourist attraction is something that is a tourist target consisting of: 1. Natural tourist attraction, namely a tourist attraction created by God Almighty in the form of natural resources, flora and fauna, which have potential and have an attraction for visitors either in a natural state or after there is a cultivation effort. 2. The attractiveness of cultural tourism, namely the mindset and everyday human behavior, such as customs. 3. Man-made tourist attractions, namely attractions of human works in the form of museums, historical relics, art and culture, agro tourism, hunting tours, nature adventure tours, recreational parks and entertainment complexes. 4. The attraction of special interest tours, such as: hunting, mountain climbing, caves, industry and handicrafts, shopping places, fast water rivers, places of worship, places of pilgrimage and others.

## **2.4 Tourism Village Development**

The principle of developing a Tourism Village, several things that are important to note are aspects of the product, Human Resources (HR) Management and Institutions, Promotion and Marketing and investment.

# **3 Results and Discussions**

## **3.1 Tourism Products**

Aspects of tourism products, the development of a Tourism Village must emphasize the following product development principles: Authenticity; Alternative tourism travel patterns bring tourists looking for experiences related to "Authenticity experience" or genuine or authentic experiences. The cultural heritage of the ancestors that is preserved and preserved

from generation to generation by a community in a destination is an authentic experience. Things that are authentic in terms of developing a Tourism Village include maintaining local traditions, attitudes or daily activities, cultural values and the natural uniqueness of a village. Local Traditions; Desa Wisata contains strong traditional meanings from the local community. Tradition is something that is rooted and attached to people's life in an area which is a cultural characteristic or character that is maintained from time to time. Traditions must be preserved and preserved because in addition to maintaining the identity of a community, strong traditions will also be a concern and attraction for tourists. For Tourism Villages, these community traditions can be in the form of local wisdom (Local Wisdom), customs, music and dance, traditional clothing and typical food from tourist villages. Attitudes and Values, Attitudes and values of a culture need to be strongly supported, especially by the local community to avoid a decline in value due to the bad effects that can arise from tourist visits. If tourists respect the attitudes and values of the cultural heritage and lifestyle of a community, then that community will have a special sense of pride in its cultural heritage, which will make the community protect, maintain and preserve their cultural heritage. Tourism Village which has a community with good attitudes and values will create a good image for the Tourism Village. Good attitudes and values can be shown by good behavior, friendly towards tourists, and firm against the rules adopted. Conservation and carrying capacity. Tourism Village development must apply the principles of conservation and enforcement so that it does not exceed the carrying capacity of the environment. This is important so that with the progress of tourism development, the maximum carrying capacity of a destination in supporting the needs of various uses will not damage nature, culture or the environment. In the management of a Tourism Village, conservation efforts can be made in regulating visiting patterns, zoning the area and determining the physical (environmental) and non-physical (cultural and community) carrying capacities.

### **3.2 Competent and Professional Human Resources**

Tourism Village development must be supported by qualified, competent Human Resources, understand and understand the principles and concepts of a Tourism Village, work honestly, in totality and have high loyalty to their obligations. Human Resources managing Village Tourism activities must have the ability to control various elements of the Village locality as the main attraction.

### **3.3 Management of Tourism Village**

Tourism Village development needs to be supported by management or management with a solid, flexible and simple and dynamic institution. Tourism Village management institutions should be independent, involve village leaders and local communities and be based on the principle of benefit not the principle of profit (profit oriented), the involvement of the local community is the main element in the management of this Tourism Village to take an active part in all processes, including planning, implementation and supervision, including the exploitation of economic activities that can be developed from Tourism Villages (Micro Small and Medium Entrepreneurship) so that the community will grow a sense of belonging (sense of belonging) to the development of tourism in their villages, as managers and beneficiaries.

#### 4 Conclusions and Suggestions

The potential of Pariwisata in Girimulyo Tourism Village (Srambang Park). In the identification of natural attractions, there are 2 (two) of 4 (four) identified attractions, namely waterfalls with the theme of Religion and Health activities; then there is the natural attraction of the forest with the theme Religion, Health Activities, Sports, Agro-tourism; Traking route with the theme of Health, Sport and Agro-tourism activities; natural swimming and tree houses, the last one is instagrmable spot attraction with the theme of agro-tourism and art activities. Identification of Cultural Attraction is not found in Girimulyo Tourism Village. Identification of the Attraction of Craft is also not being discovered. In addition to the three attractions above, we also found the identification of other potentials in Wista Girimulyo Village, namely Culinary, where the residents of Girimulyo Tourism Village have a number of agro-processed products that are processed into ready-to-eat food in the form of pecel rice, tempeh chips, sweet potato chips, coffee powder, and others.

The potential for MICE in Girimulyo Tourism Village (Srambang Park). Based on the results of the MICE analysis, it is already up and running in Girimulyo Tourism Village (Srambang Park), where MICE activities are identified as tourism products that are integrated into tourist activities in Girimulyo. Generally, the components of MICE activities are integrated into a training or sport package carried out by groups from institutions / organizations or companies that work together with village managers in achieving certain goals that the company / institution / organization wants to achieve. MICE is able to be implemented in Girimulyo Tourism Village in a stable manner. However, it needs selection and focus on one of them to be a superior product and the rest as an optional product that still needs to be carefully prepared in the future.

The MICE approach in Girimulyo Tourism Village (Srambang Park). The approach to developing MICE in Girimulyo Tourism Village is assessed from several main points related to the availability of natural resources, creativity of human resources, as well as the readiness and feasibility of the aspects of facilities, activities, amenities, and attractions that support MICE activities in Girimulyo Tourism Village. The above conditions have the opportunity to increase the number of tourist visits to Girimulyo Tourism Village. Providing income to Girimulyo Tourism Village in particular and Ngawi Regency in general. As well as improving the ability to do business and manage Girimulyo Tourism Village for the people of Girimulyo Tourism Village.

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