

**Creating A Green Tourism Experience Through Development
of Tourism Package as A Tourism Destination Marketing Strategy:
The Case of Kertayasa Tourism Village**

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Abstract. This article aims to concentrate on the subject of destination marketing with a particular focus on the strategy development process through Green Tourism Packages for Tourist Destinations, illustrated by a case of study from Kertayasa Tourism Village in West Java, Indonesia. The concept of Green Tourism as an alternative tourism part of ecotourism is one of the efforts that can improve environmental performance through effective and real environmental management techniques which will certainly give a different color to the development of other types of tourism so that it will certainly be very interesting to be developed as a marketing strategy. Furthermore, the achievement of environmental award-based marketing activities that receive international recognition will become an important instrument in marketing their services. In the end, through the concept of green tourism development, tourists or visitors can enjoy holidays according to their interests while supporting the sustainability of environmental conservation in these tourist destinations. The results of this study are in the form of outline plans and suggestions and primary abstractions in marketing tourist destinations through the packaging of green tour package products for tourists.

Keywords: *Marketing Strategy, Green Tourism, Tourism Package, Tourism Village, Kertayasa*

INTRODUCTION

Singh et al., (2011) stated that the largest economic activity in many countries in the world is tourism. Therefore, tourism activities are able to create jobs and also encourage a better degree of living for the destination community. Similar to Indonesia, the increase in tourism activities in the country has been able to help improve the economic welfare of the local community. These tourism activities never escape the so-called services and services, especially in the form of tour packages. Therefore, tour package services are one of the crucial marketing strategies in developing a tourist destination.

In the business and management literature it is stated that the conceptual couplet that is often used is called strategy and tactics (Mackay and Zundel, 2017). Likewise, the development and implementation of ideas in the form of a project becomes the strategy of every company (Apenko S, 2017). Cetinsoz & Artuger (2014) stated that a number of studies have proven the significant advantages of the tour packages offered.

Liu (2003) stated that sustainable tourism is one of the most important things that affect the tourism industry in recent years. Many third world countries take advantage of the tourism sector as one of the spearheads of economic development in helping to create jobs and develop local infrastructure. Meanwhile, the uncontrolled growth of tourism infrastructure and without good planning in many countries triggers negative impacts in the form of social and environmental damage. On the other hand,

according to Sutiarto (2018), various efforts have been made in order to develop an approach to building sustainable tourism. This is due to the awakening of awareness of the negative effects of tourism on the environment which in the future has grown special interest tourism including green tourism in relation to tourism development and environmental quality in the last two decades. (Erdogan & Tosun, 2010. 2009; Hong et al, 2003). In line with this, the Indonesian government issued Law Number 10 of 2009 Concerning Tourism states that the manifestation of tourism development is carried out through the implementation of tourism development plans by taking into account the diversity, uniqueness as well as cultural and natural specifications as well as human needs for tourism. Kertayasa is one of the villages that is developing into a tourist village so it requires a marketing strategy to be able to attract tourists to visit the area, so it is necessary to provide the best service in the form of tour packages to be able to increase the number of tourist visits to this tourist village.

The idea/concept of making a tour package is based on the potential of the local area, namely a natural tourism area based on environmentally friendly ecotourism. Through the concept of the tour package. It is hoped that the Kertayasa Tourism Village Area can be useful for the entire community.

METHOD

This study uses a qualitative method where data is obtained through library research, as well as primary data (from interviews, field observations with photo shoots) which is supported by secondary data collection (from related internet media).

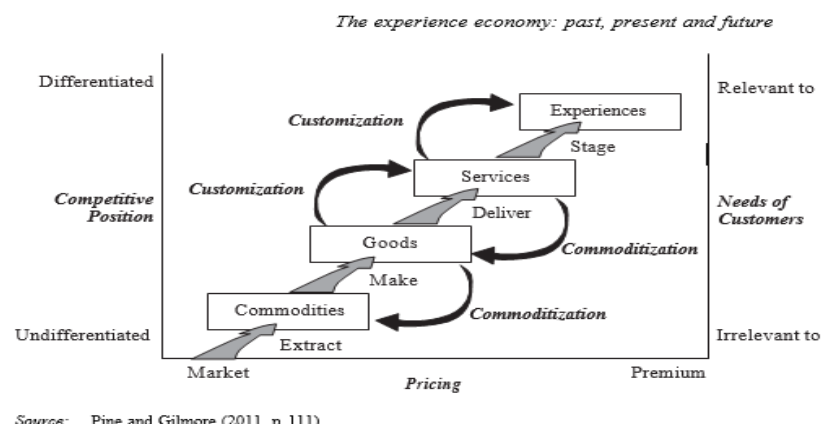
RESULT AND DISCUSSION

Nowadays, the market is increasingly competitive and existing players must compete in it and must be able to survive long, be sustainable, and still exist. Therefore, as market participants must be able to understand consumer psychology. Today, consumers are very informative and they know exactly what they want and what's going on. So, market participants must be very careful in designing marketing strategies to offer the best products that are able to convey messages or communicate consumers about the products they have. They must be able to provide the right service, according to what a person needs at a particular time: past, present and future it becomes an unforgettable event, an experience that offers services that are different from services from goods or services alone. Creating the best product depends on how whether a market participant is able to read the minds of consumers. This all requires a good understanding of consumer psychology in creating the perfect consumer image in the development of marketing strategies. Various marketing techniques are carried out by all market participants in an effort to attract consumer interest, produce new creative products, through various activities such as demonstrations, events, advertisements, as well as celebrity endorsements, and so on. However, success can only be achieved by those who are better at adopting consumer psychology

Meanwhile, Pine and Gilmore (2011) state that the development economy has transformed from an agrarian economy to an industrial economy, and from an industrial economy to a service economy, and now the service economy itself has shifted to an experiential economy. At this stage of the experience economy, it shows an unforgettable experience in consuming a product/service as a result of active interaction between

producers and consumers or their customers as shown in Figure 01 below.

Figure 01.
The Experience Economy: Past, Present, Future



This experience is deeply ingrained in the mind of an emotionally, physically, intellectually and spiritually engaged person. In contrast to goods and services that are more physical in nature. This is what then becomes a benchmark in interpreting the consumer experience which in the realm of tourism is referred to as "Tourist".

In an era where people are increasingly world literate and prefer authenticity over imitation. They now decide where and when their money will be spent based on how real they perceive an offer or it can be said that authenticity has become a new consumer sensitivity. Schmitt (1999) states that consumers' desire to fulfill an entertainment shopping experience is increasing. That is why then the concept of the tourist experience was also developed further. That's why for tourism destinations tying positive memories with the destination is something important. It's because the memory of personal experiences or autobiographical memory is seen as the key in predicting the personal condition and future behavior of individuals and is incorporated into the concept of unforgettable travel experiences (Yin et al., 2017) and autobiographical memory is considered as a tool for sharing and repeating the experiences that occurred after traveling (Agapito et al., 2017; Kim & Chen, 2019). The actions individuals take in the future are determined by their memories and emotional responses as a result of autobiographical memories. This is what affects behavioral intentions such as the desire to revisit tourist destinations. (Barnes et al., 2016; Kim et al., 2021; Yin et al., 2017). In the future, tourism memory will be important in developing better tourism products (Coudounaris & Stapit, 2017). This is because people tend to visit certain places that have ties to images, memories, alliances and emotional ties to a place that is meaningful or memorable to them (Schama, 1996) and this is what has led to the ever-present and sustainable success of film-based tourism. Where we know there are lots of film locations around the world that are an attraction for tourists to visit. The Korean film "Winter Sonata" is one example of a big hit that attracts tourists to the country of ginseng. Figure 2 shows the film location of "Winter Sonata."

Figure 02. Film Location of Winter Sonata



Even a number of spots, restaurants, bars, and shops that are featured in the turn of the film for some reason have recently become mandatory destinations for tourists to visit. In addition, the merchandise worn by the actors/actresses in the film is also an eye-catching item they are looking for.

Today's individual awareness of limitations natural resources and the possible undetected negative impact of tourism activities on the environment of the tourist destinations they visit continues to increase (Arenas Amado et al., 2017). It revealed that the emotional response of each individual to environmental problems is triggered by a sense of environmental concern. Both positive and negative behaviors that become challenges and environmental degradation as well as those related to climate change (Setyorini et al). In addition, as stated by Chen et al (2011); Liu et al (2016); Lu et al. (2017); Poudel & Nyaupane (2013) research on tourism has focused on sustainable experiences as a prospective means of gaining competitive interest, as well as adding to shared experiences. Following the need for sustainable tourism development that has become urgent to design destinations that are able to increase the value of the experience felt by visitors and destinations. Prabensen et al (2013) argue that the involvement of tourists in discovering destination products and tourist experiences as participants in them can be used as an evaluation for the tourism industry through the creation of shared experience value. This statement shifts the perception of connotations towards tourists who were originally only defenders who only watched to become potential contributors who are actively involved in the sustainability of the destination and the value of the experience. It is well known that experience and sustainable tourism are intrinsically linked.

Green tourism is a type of special interest tourism that offers natural areas as tourist destinations as well as invites them to minimize environmental impacts. In short, this type of tourism seeks to suppress and ameliorate the negative effects of travel, for example: globalization, population density, social change, and destruction of heritage and many others. And now more and more tourism companies are focusing on sustainable tourism and encouraging more responsible tourism. Wight (1994) revealed that nature holidays to exotic destinations are labeled with green tourism or similar terms that carry environmental concerns. On the other hand, Font and Tribe (2001) assumes that green tourism claims are used as an impulse if the tourism affair occurs in an environmentally friendly area.

At the same time, on the travel map of a traveler, itineraries can be seen as something important which includes details of the trip to as many places as possible that he can travel as much as possible in a limited time to fulfill his desires and most of the tourists often have difficulty in selecting and planning a P o I (Point of Interests) of their journey towards the goals they want to achieve. This kind of dilemma is referred to as the "tourist design problem" which is a complicated problem for those who are directly involved in tourism marketing. Chung-Ling Kuo (2005) argues that there are at least four tourism resources (nature experiences, cultural exploration, shopping and culinary, and event participation), three traffic and means of transportation (tourist trains, trains, and minibuses) that can be planned as tour packages.

Kertayasa Village is a tourism village located in Sindangagung sub-district, Kuningan Regency, West Java Province. It is very easy to reach by land transportation mode with the distance from Sindangagung Regency approximately 2 km or about 10 minutes by motorbike and at least 8 km or 20 minutes from the sub-district center with the same mode of transportation. Meanwhile, from the center of the province itself, the distance is about 220 km or 4 to 5 hours by private vehicle. This village is divided into 3 (three) Dusun (hamlets), There were: Dusun Manis, Dusun Pahing or better known as Dusun Pajawan, and Dusun Kaliwon or also known as Dusun Pakarden, which is led by a rurah/kadus. Each of these Dusun has different potentials.

Dusun Kaliwon has the potential for organic rice farming due to the growing awareness of the surrounding community about the importance of health which attracts the attention of producers and consumers so that it becomes a tourist attraction. An environment with fresh air, free of pesticides, an environment free of air and water pollution that provides freshness, beauty and comfort and safety for visiting tourists and agricultural products that are safe for public consumption. In addition, the management of organic waste for the cultivation of maggot which is the larvae of Black Soldier Fly (*Hermetia Illucens*, *Stratimydae*, *Diptera*) or BSF strongly supports the development of organic rice farming as well as overcomes waste problems. Furthermore, the existence of Dusun Pahing with three springs is the source of life for the people of Kertayasa Village. This potential can be packaged into traditional organic farming tour packages, agro-edu farming which invites tourists to learn traditional farming, starting from the land preparation stage to the planting process filled with fun games in the rice fields that can provide a memorable experience for tourists.

Dusun Manis with Micro, Small and Medium Enterprises (MSMEs) sticky rice and rattan weaving can be packaged into handicraft tourism packages and Micro, Small and Medium Enterprises (MSMEs) which will present the sustainable production process of making handicrafts and local specialties.

In addition, traditional arts and culture that develop in the local community, such as: wayang golek performances, calung art, jaipong, and gemyung can also be packaged into unique arts and cultural tour packages. Moreover, the myth grows among local people related to the origin of the name of one of its hamlets, Kampung Pajawan which is close to the tomb of Nyi Mas Darmawati who is said to be a beautiful woman, daughter of the king of Surakarta who was forced to leave her palace and then stopped and settled in a place that is now familiarly called Pajawaan (Pajawan) which is another name for Dusun Pahing Kertayasa can be a religious tourism destination.

The theme of designing a tour package that is supported by the natural potential

of the surrounding area which is dominated by natural resources and experiences based on the traditional image of the West Java region that contributes positively to the local community and the surrounding environment is the right step in developing a more attractive, aesthetic, and environmentally friendly tourist area. has been developed compared to before. This is in the same direction as the vision of the Ministry of Tourism and Creative Economy to make Indonesia a global tourist destination (Wartoyo & Haida, 2020). For this reason, the Ministry of Tourism and Creative Economy carries out marketing that focuses on tourism and the mission is to move tourist destinations on a world-class level.

CONCLUSION

Based on the results and discussion of the design of tour packages in Kertayasa Village, Sindangagung, West Java, it can be described as follows:

1. Tourism destinations based on the arts and culture of organic rice farming, magot cultivation, handicrafts and Small and Medium Enterprises (MSMEs), wayang golek performances, calung, jaipong, and gemyung arts, as well as myths related to the tomb of Nyi Mas Darmawati.
2. Based on the potential for cultural tourism in Kertayasa Village, Sindangagung, West Java, it can be arranged into four cultural tourism packages, namely Agricultural Agro-education Tour Packages, Handicrafts and Micro, Small and Medium Enterprises (MSMEs), Cultural Arts, and religious tourism.

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