

ANALYSIS OF THE BASIC ELEMENTS OF TOURISM DESTINATION AND MARKETING POTENTIAL IN BRAJAN TOURISM VILLAGE

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Abstract

Tourism village is one of the tourism destinations that need to be developed. Brajan is a tourism village that has natural and cultural tourism potential. This village needs promotion in order to attract tourists. The aim of this study is to describe the basic elements of the tourism village and the marketing potential of Brajan as a tourism village. Data were collected through observation and interviews with the local communities in Brajan. After collecting the process, the data analyzed descriptively based on 6 basic elements of a tourism destination and marketing mix. The result showed that Brajan has a complete concept as a tourism destination. Moreover, this village has a lot of potential in terms of marketing. The stakeholders such as local people, manager and the Government need to developing and empowering its potential. The development of its potential is expected to have a positive impact and make the tourism village becomes a sustainable tourism destination

Keyword: Brajan, marketing mix, village tourism

INTRODUCTION

Indonesia is one of the tourism destinations which is has a lot of attractions. Besides, Indonesia is also a destination for domestic tourists and foreign tourists. Some areas in Indonesia helped develop the tourism potential in the hope of obtaining a positive impact. Some of the positive impacts derived from tourism such as create jobs, increase the availability of jobs, improve people's welfare and increase revenues for the regional economy.

In recent years, the tourism village was known as a popular destination in a few countries in the world, particularly in Asia and Europe (Ciolac et al., 2017). The village is one of the tourist attractions of the countryside offering attractions and other supporting facilities. Tourist village usually has natural or cultural characteristics unique as an attraction for tourists (Susyanti, 2013; Triyanto et al., 2018). Sleman district as one of the tourism destinations in Indonesia is also developing several tourism villages. This is in tune with the trend of the traveler where visitors have an interest and travel motivation to keep the natural environment, appreciate the culture and interact with the local community (Giampiccoli & Saayman, 2018). The existence of this tourism village into meets the needs of the traveler types.

One of the tourism villages in Sleman is Brajan Tourism Village. Before becoming a tourist village, Brajan is known as the village where people producing handicrafts from bamboo. Some of the potential of the village Brajan including the village atmosphere and local culture in the form of bamboo handicrafts. The village has a location that can be reached by independent travelers with transport, but public transportation that available for the tourists only taxi. Nevertheless, this village has facilities such as a place to stay (homestay), a flower garden, and a parking area. While some restaurant is not far from Brajan. Brajan potentials need to be identified to be developed further so that the existence of this tourism village can continue to provide a positive impact for the stakeholders.

Previous research has identified the potential of marketing in order to develop a tourist destination through marketing mix done of product development, pricing, distribution channels, and the way the campaign carried out (Abam, 2016). Furthermore, a tourism village as a tourism destination needs to have the basic elements as an attraction for tourists and fulfillment traveled for tourists. World Tourism Organization (2007) mentions six basic

elements that must be owned by tourism destinations namely attraction, the image of the destination, accessibility, facilities, human resources, and price. The previous study also uses the basic elements of a tourism destination as a basis for assessing the level of satisfaction of tourists who visit these destinations (Novitaningtyas, 2015). Based on this, the identification of potential Brajan Tourism Village done through the identification of the basic elements of the tourism destinations and marketing mix.

The identification results are expected to provide an overview of Brajan Tourism Village conditions for managers and Government, in this case is the Department of Tourism Sleman. Besides, through the identification of potential, it can be further developed into a force element and an element that has not been developed to the maximum. The conditions of the element that still weak can be further investigated the cause and how the solution in order to become a strong element. Thus, managers can develop further strategies in order to develop Brajan Tourism Village.

LITERATURE REVIEW

Basic Element of Tourism Destinations

Travel destinations have some elements that are used to identify potential, evaluates the condition, and developing destinations. Several previous studies using elements or components in tourist destinations for traveler's satisfaction levels. Abdulhaji & Joseph (2016) using three components such as attractions, accessibility and facilities in his research that aims to measure the impact of these components on the image of tourism destinations. Meanwhile, another study using a 4A attraction, accessibility, amenities and ancillary (additional facilities) as the basis for measuring the satisfaction of visitors to a destination (Setyanto & Pangestuti, 2019). Furthermore, World Tourism Organization (2007) explains that the basic elements of a tourist destination composed of 6 elements of attraction, image, accessibility, facilities, human resources, and price.

Things are the basic elements that are a major attraction for tourists. Things usually the center of attention from tourists who motivate travelers to visit a tourist destination. The attractions consist of something to see, something to do, and something to buy (Kartika, Fajri, & Kharimah, 2017). Something to see is something that can be seen by tourists is usually in the form of scenery or a particular performance. Something to do in the form of rating activity that can be done for example bird watching, learn to dance, learning to play the gamelan, and other tourist activities. As for something to buy that is something that can be bought by tourists as souvenirs and food or drinks are available at tourist destinations. It is described as a picture or image of the perceived impression of tourists to tourist destinations. Accessibility is described as a transport system including the route and the path traversed by the modes of transport and transport available to reach destination (Sunaryo, 2013). The facility is an infrastructure that serves to support the tourist activities in a destination. While human resources is described as a man who worked to produce goods and services at travel destinations and manage destinations. Furthermore, elements described as a cash price to be paid travelers for goods or services specified travel is available at a tourist destination. Thus, identification of the Brajan Tourism Village done by 6 elements, namely attraction, image, accessibility, facilities, human resources, and price.

Marketing Mix

Several previous studies have emphasized that marketing is becoming one of the factors that influence the success of a business, as well as tourism businesses such as tourist destinations. Marketing mix implemented by the tourism destinations will affect tourists to visit, tourist satisfaction level after a visit, and the potential re-visit for tourists who are loyal. The previous study using the 4P marketing mix consisting of product, price, place (distribution and travel product placement) and promotion to determine the impact of the marketing mix on the decision of visiting tourists (Yulita, 2016). Furthermore, other researchers used 7P marketing mix in an attempt to measure the quality of the destination and the satisfaction of the tourists visiting destinations (Agustinawati & Puspasari, 2018). Marketing mix 7P consists of product, price, promotion, place (distribution and placement of tourist products), people, physical evidence and process. Products are goods or services that can be offered to tourists with the aim to meet the needs, desires and expectations of tourists. Price becomes the consideration from travelers for purchasing decisions on specific tourism products. Promotion is described as an activity to introduce the product to tourists. Place described as a place of tourist products are marketed to tourists, including its

distribution channel. The physical evidence defines as physical characteristics of the environment in tourism destinations which is tangible and visible by tourists. People are elements that run and manage the tourism business and ensure smoothness. The process is described as a transformation, that change resources into tourism products specific goods or services. Based on this, the identification of the marketing strategy that has been done by the Brajan Tourism Village described by 7P marketing mix. Thus the current marketing conditions can be described and analyzed for further development of marketing potential.

METHOD

This study is a descriptive study describing the condition of the basic elements of tourist destinations in the Brajan Tourism Village and marketing mix done by the Brajan Tourism Village. Data collection methods used were observation and interviews. Interviews made to the manager of the tourist village, the local community and tourists who are already visiting the village. Data on observations and interviews described based on six basic elements of tourism destinations and 7P marketing mix.

RESULTS AND DISCUSSION

Analysis of Basic Elements of The Tourism Destinations

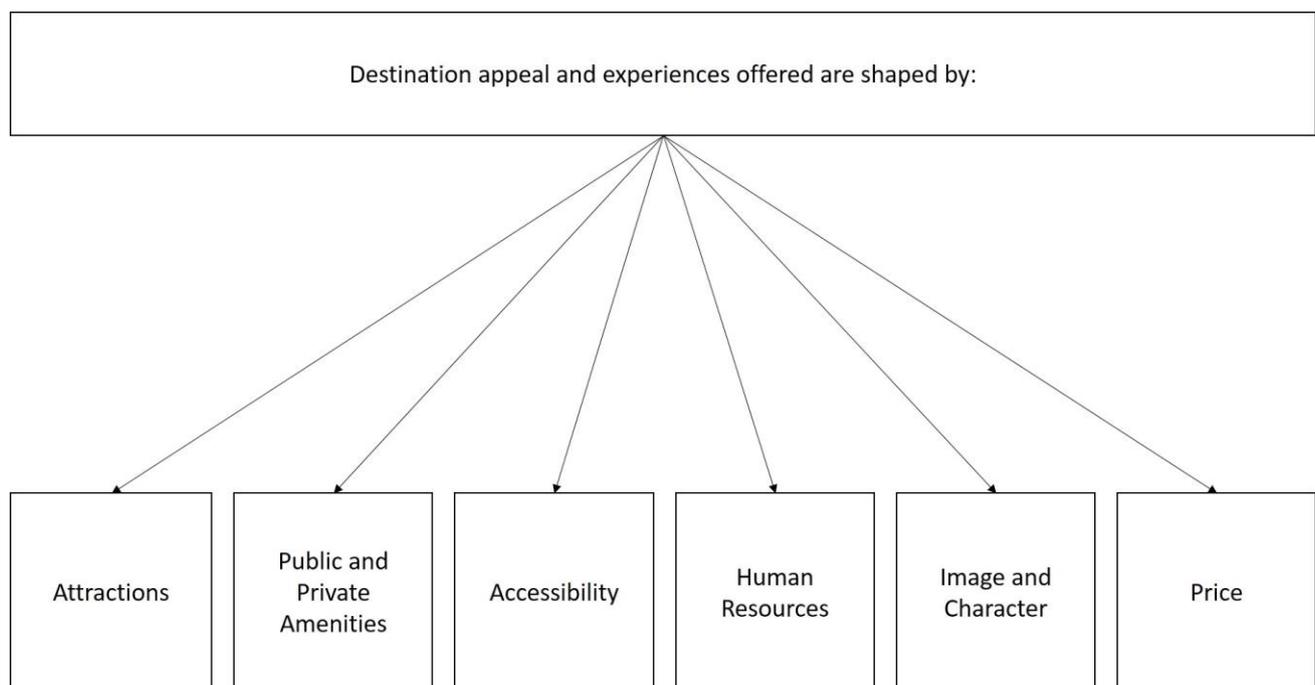


Figure 1 Basic Elements of Tourism Destinations
 Source: UNWTO

1. Attraction

Attraction describes as the focus of the appeal and motivates tourists to visit a tourist destination. Based on the Law Decree No. 9 of 1990 on Tourism, tourist attractions can be divided into three types, namely natural, cultural and special interest (Priyanto & Safitri, 2016). Tourist attractions derived from the utilization of natural resources and environmental governance, while the cultural attractions derived from the use of art and local culture (Kirom, Sudarmiatin, & Adi Putra, 2016). Meanwhile, the attraction of special interest derived from the utilization of natural and cultural potential as a special fascination. Tourism village classified as a special interest attraction that consists of the potential of natural and cultural potential (Priyanto & Safitri, 2016).

Brajan Tourism Village has natural attractions and cultural attractions. Brajan natural attractions in the form of fields and gardens of flowers, while the cultural attractions held in the form of bamboo crafts. Further attractions are also classified by 3S is something to see, something to do, and something to buy (Kartika et al., 2017). Travelers can enjoy the scenery of the countryside, the show of Kuntulan and bamboo craft making process as something that can be seen. In addition, the activity of the attractions include outbound in the countryside, learned to make bamboo handicrafts, learn to dance, plowing the ricefield, or learning to play the gamelan. As for something that could be bought and the main attraction of Brajan is a souvenir of bamboo and traditional food or drink.

2. Image

The image of tourist destinations is a picture of the tourist destinations in the perception of tourists. Travel destinations offer a certain impression to tourists who are perceived by tourists as a picture of the tourist destinations. The image of a destination has a positive impact on tourist satisfaction and loyalty impact on travelers (Novitaningtyas, 2017). Brajan Tourism Village has an image as a tourism village based on cultural bamboo craft. It is apparent from the decoration and arrangement of village environment that is dominated by the use of bamboo handicrafts. In addition, the attractions offered in the form of education see the process of making bamboo craft and learn how to make bamboo handicrafts. Further, souvenir products are available also dominated by the work of bamboo crafts made by local people. Thus, the image presented by Brajan is tourism village based on cultural bamboo craft.

3. Accessibility

Brajan Tourism Village is located in the Brajan Village, Sleman, Yogyakarta. The village is located in the western part of Sleman district. The accessibility described as a tourist destination covering transport system, routes or paths, and modes of transport available (Sunaryo, 2013). Brajan Tourism Village can be reached using private vehicles and public transport. However, public transport is available only taxis and motorcycle taxis. Basically, the route to the Brajan Tourism Village from several major destinations entrance (gateway) as bus stations, train stations and airports quite comfortable with good road facilities. Path through which travelers to the location of the tourist village is quite easy and affordable when travelers use private vehicles. Weakness of the accessibility to the Brajan was the unavailability of bus that pass through the route. Alternative modes of transportation available for tourists is to use private vehicles, taxis, or motorcycles. Thus, the necessary repairs and other transportation alternatives provided by stakeholders, particularly alternative transport modes directly from multiple gateways (terminals, stations, and airports). It aims to facilitate the tourists to reach locations of Brajan Tourism Village, which is expected to increase the number of tourists visiting Brajan Tourism Village.

4. Amenities

Facilities available at tourism destinations become one of the elements that must be met. Facilities to be one of the reasons underlying the intention of visiting tourists to a destination. Past research also uses the facilities as an indicator for measuring the satisfaction level of tourists in the tourism destinations (Novitaningtyas, 2015). Facilities available at the Brajan Tourism Village are parking areas, toilets, facilities for worship (mosque), food stalls, accommodation (homestay), Joglo for meetings, showroom for bamboo craft and souvenir shops. The availability parking area large enough to accommodate bike, car, or bus. Accommodation provided is homestay where tourists are offered to stay with the locals and experience interacting with the local people in Brajan. The homestay also provides a menu of traditional food and beverage. The food stalls are available quite simple. In addition, the souvenir shop is quite good with bamboo handicraft products offered to the tourists. Compared with other tourism villages in Sleman, facilities in Brajan is quite adequate. Even though, this village needs to increase the quantity and quality of the facilities in order to increase the number of visitors.

5. Human Resources

Elements of human resources at the Brajan Tourism Village is the team management of the tourism village. The team management is divided into tourist village chairman, secretary, finance department, public relations, food and beverage department, guiding department, attraction department, environment department and promotion department. It shows that the Brajan Tourism Village already has certain organizational structure management.

Besides, local communities who work as a bamboo craftsman is also a human resource that produces bamboo handicrafts as souvenirs. Results of previous studies about SWOT analysis of Brajan Tourism Village also showed that about 150 bamboo craftsmen in Brajan are a source of strength at the SWOT of Brajan (Widyaningsih, 2016). Qualified human resources are expected to manage the tourism village. Cooperation among human resources is also necessary to improve the performance from them. The hospitality element also needs to be instilled in the entire human resources role thus causing a positive impression for tourists. Furthermore, the stakeholders also need to provide management-related training for human resources in the Brajan Tourism Village in order to improve the quality, skills, and knowledge of human resources.

6. Price

Elements of the price become a consideration of the tourists when visiting tourism destinations. Elements of the price at the Brajan Tourism Village divided into the price of tourism packages, the room rate for accommodation, flower garden entrance fee, souvenir and food beverage prices. The price of tourism packages consists of a package of nature that is the package of the rice harvest, package fishing, sports packages fields. Then, packet crafting such as package staining bamboo, learning packages weaving bamboo and package-making art bamboo. Then package arts are packages of learning gamelan, packages of learning campursari, and packages of Kuntulan. The price of the food and beverage packages consist of a package bancakan and traditional food or beverage packages. The price offered for each tourism product at the Brajan Tourism Village should adjust the ability of consumers who becomes the target markets.

Table 1 Basic Elements of Tourism Destinations in Brajan Tourism Village

Element	Details	Information
Attraction	Nature resources	Village atmosphere, flower garden
	Culture resources	Bamboo craft, art performances
	Something to see	The natural beauty of the village, Kuntulan performances, flower garden
	Something to do	Outbound activities, learning gamelan, learning to make bamboo handicrafts
	Something to buy	Souvenirs from bamboo, traditional food and beverage
Image	Culture-based tourism village of bamboo crafts	The image of the attractions or tourism packages, the village spatial, souvenir products, livelihoods
Accessibility	Route	Comfortable, minimal damage road
	Modes of transportation	Private vehicles, public service vehicles (taxis, motorcycle taxis)
Amenities	Tourism facilities	Flower garden, a showroom, a souvenir shop, Joglo, homestay, fish ponds
	Public facilities	Parking areas, toilets, Mosque
Human Resources	Organizational structure	Already have an organizational structure
	Division of tasks	The core team (chairman, secretary, finance), the division of public relations, Food and Beverages, Guide, Attraction division or tour planner, environmental division, promotion division, bamboo craftsmen
Price	Tourism packages	Nature tourism packages, art tourism packages, crafts tourism packages
	Food and beverages	Bancakan packages, traditional menu packages
	Accommodation	Homestay, room rate
	Other	Parking fee, entrance fee of flower garden

Source: Data processed

Marketing Mix Analysis

1. Product

Product is a major concern of managers of tourism destinations and tourists. Tourism business focus on product development and how to maintain the quality of products offered, while travelers focusing on choosing a quality product, how the product can meet and satisfy the needs of travelers. Past research has proved that the products of tourism destinations have a positive effect on tourist satisfaction (Agustinawati & Puspasari, 2018). Products offered by tourism destinations also proved a positive effect on the intention of re-visit (Rahayu, Nurrochmat, & Fachrodji, 2015). Based on this, the management team of the Brajan Tourism Village should improve the quality of existing products and add new products according to the current trend of tourist interest or innovations to existing products. The products being held this tourist village comprising of tourism packages, accommodation, garden flowers and bamboo craft products. Tourism packages consist of nature (the rice harvest, fishing, sports fields), cultural (learning to weave bamboo, bamboo coloring, Kuntulan performance), and traditional food packages (bancakan, traditional snack). Furthermore, in 2019 the flower garden at Brajan opened for tourists. This is in line with the needs of domestic tourists tendency today is to take pictures selfie. This relatively new product is also a response from the manager against competitors that fellow tourist village began to develop a flower garden as a photo spot for tourists. Furthermore, the manager also needs to provide innovative products for the market segment of foreign tourists. The interest of foreign tourists this time leads to community-based tourism that has an attraction such as interaction with nature and local culture as well as offering experience-based tourism (Lopez-Guzman-Sanchez Canizares, and Pavon, 2011). Based on that, the Brajan Village Tourism needs to develop products for the market share of foreign tourists who prioritize experience and interaction with the local communities.

2. Price

Brajan Tourism Village offers price which is in accordance with the standard price of tourism package in other tourism villages in Sleman, particularly for nature tourism packages and art tourism packages. The craft tourism packages such as learning how to make bamboo handicrafts, learning to weave bamboo, and coloring bamboo offered at a price higher than the natural tourism packages and art tourism packages. This is due to the cost of raw materials such as practice material and practice tools are quite expensive. Moreover, creativity, ability, and skill owned by the craftsmen of bamboo as an instructor also consider as something uniquely, so it is quite appropriate that bamboo craft package offered at a price that is more expensive than other tourism packages. This is the strategy adopted by the Brajan Tourism Village through product line with standard price such as nature tourism packages and art tourism packages and a product line with higher price such as bamboo craft tourism packages. Product line with standard price has a role as an umbrella for fellow competitors which are the other tourism villages in Sleman, while the bamboo craft tourism packages become the unique and superior product that offered to tourists.

3. Place (Distribution channel)

Place is a distribution channel in the form of the suppliers of products to consumers (Djunaid, 2018). Kotler and Keller (2018) explained that the marketing channel not only serves the market but also creating a market. Brajan Tourism Village in cooperation with travel agencies as a distribution channel. The cooperation aims to increase the number of tourists group. Building relationships with distributors also important to do by the tourism destination. This is done with the goal of building long-term partnerships. Brajan Tourism Village also needs to evaluate the distribution channel owned. This is aim to anticipate changes and find the opportunities in the conditions of the target market.

4. Promotion

Promotion is an activity in which marketers communicate information about products offered to consumers or other parties such as sales channels (Djunaid, 2018). Promotion is done with the intent to influence consumer attitudes and behavior, which previously was not interested in buying is expected to be interested in purchasing.

The implementation of promotions on tourism destinations also aims to influence the attitudes and behavior of travelers, who previously did not know these destinations become familiar with, which previously was not interested in visiting be interested in visiting tourist destinations. The ways of promotion consist of advertising, sales promotion, publicity, public relations and direct marketing (Djunaid, 2018; Kotler & Keller, 2018). According to Kotler and Keller (2018) the development of advertising programs should consider 5M mission, money(budget), message, media (the type of media used) and measurement (measurement the impact of advertising). Brajan Tourism Village promotes their tourism products on the website, advertising on social media, and brochures. These promotions have a mission or purpose to inform the prospective tourists and persuade them to visit the Brajan Tourism Village. The decisions of advertising through social media also save the budget spent on advertising. Furthermore, managers in the promotion division should evaluate the advertising that has been done by the impact of communication and sales impact research (Kotler & Keller, 2018).

5. People (Participants)

People are the participants who are involved directly or indirectly in the process of delivering the product to the consumer. At the Brajan Tourism Village, participants involved are the clerk of the ticket counter for flower garden, parking attendants, sellers of souvenirs or souvenirs bamboo handicrafts, division of consumption who prepare food and beverages, division of guides, designer of tourism packages, bamboo craftsmen, travel agency partner, host of homestay and promotion division. All participants should understand that tourists are colleagues who have needs, desires and expectations through tourism activities. Results of previous studies have also explained that the participants had a role in the delivering of tourism products need to have competence, courtesy, and good communication skills (Mulyati & Afrinata, 2018). Thus, participants should provide the best service and quality for the tourist who visit the Brajan Tourism Village, competent, courteous, friendly and able to communicate so it will have effect to make the tourists satisfied with the performance of the participants.

6. Physical Evidence

Physical evidence includes the elements of the physical environment and facilities available at the Brajan Tourism Village. Previous research explains that the infrastructure be one of the things that influence the consumer decision to purchase goods or services offered by manufacturers (Djunaid, 2018). Based on this, the infrastructure available at the Brajan Tourism Village also affect the decision from tourists to visit this village. Physical facilities available in Brajan consists of physical buildings and equipment. The physical building such as joglo, lodging, bamboo handicraft showroom, toilets, flower gardens, parking area and a fish pond. While the equipment consist of equipment for make the bamboo craft, bamboo raw materials, Gamelan, the costumes for Kuntulan, outbound equipment, bicycle and raw materials for bancakan. Some of the things that must be considered by the manager is to provide raw materials supplies with best quality and equipment were adequate and not damaged. In addition, the cleanliness and beauty of the physical building must also be considered to make the visitors or the users feel comfortable.

7. Process

Processes are the procedures, mechanisms and flow of activities where producers deliver services to consumers (Mulyati & Afrinata, 2018). Components of the process in the Brajan Tourism Village service are the procedures for delivering tourism product and service to tourists. As the process begins from the initial contact potential tourists, during the visit, until the end of the travelers finish visiting Brajan Tourism Village. Traveler admission procedure is divided into tourists with booking or booking in advance and tourists who directly visit (walk-in guest). Service procedures for tourists who booked earlier served directly by the communication via media such as WhatsApp, email, or telephone to record the tour package booking, the number of tourists, and the date of the visit. Furthermore, the walk in guest served directly by the field coordinator or guide for those who want to buy a tourism package, while the flower garden visitors are served by ticket officers. Service process performed when tourists are visiting conducted by each divisions. Guides provide guidance for travelers and manage time for each activity in the tourism package. Consumption division will prepare food and beverage. Furthermore, all participants who became server of tourism services for tourists should ensure to meets the tourists needs, the services provided

in accordance with the order of tourists, so it will give effect for the tourists become satisfied and the potential loyal customer.

CONCLUSION

As a tourism destination, the Brajan Tourism Village already meets six basic elements, such as attraction, image, accessibility, facilities, human resources and price. The management team of this tourism village already implemented the marketing mix strategy to generate mutual exchanges with the market of domestic tourists and foreign tourists. Nevertheless, this tourism village has some potential to be developing. Its potential seen from the element of amenities, attractions and accessibility. Facilities available needs to be improved especially the quantity and quality of physical evidence to support the strategy of marketing mix. In addition, the availability of public transportation that passes through the route to Brajan from several major gateways such as bus stations, train stations and airports also need to be considered to support the physical evidence strategy. The management team also needs to develop attractions as the core attractions by adjusting the behavior from the target market. This is done to support the implementation of product strategy in the marketing mix. Improving the quality of human resources through training and education also needs to be done to support people and process strategy in the marketing mix such as improving the performance of participants in the process of delivering products and services to tourists. The development of the basic elements of a tourism destination needs to be done to support the implementation of the marketing mix. Through a marketing mix strategy that is right on target, it is expected that tourists who are visiting the Brajan Tourism Village will satisfied and loyal. The loyal tourists will give impact for the existence of the tourism village. Based on that, it is expected that Brajan becomes one of the tourism destinations remain sustain and have a positive impact on the local communities, the Government and tourists.

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