

The New Normal Era in Yogyakarta City Tourism Village Through the Involvement of Four Helix - Quadruple Helix

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Abstract—The Covid 19 pandemic has changed everything and is the cause of delays in development tourism in Yogyakarta City. Yogyakarta, which is currently still improving itself to introduce several tourism destinations besides Malioboro, is constrained by the existence of Covid 19. Actually, tourism villages can be an alternative tourism destination because they are closely related to historical and cultural elements as well as several sites in a tourism village. However, the tourism villages are not yet widely known by tourists. Therefore, it is feasible to develop a tourism village in the new normal era according to standard health protocols. The researchers used a qualitative method to describe the involvement of the Yogyakarta City Government, industry, universities and the tourism village community in introducing the tourism village in the new normal era. The novelty of this research is that the study was carried out through the involvement of four helixes in tourist villages that most of which held artistic and cultural attractions. This is different with other tourist villages that choose to campaign natural destinations. The results of the study indicate that the involvement of the four helix (quadruple helix), namely the government, industry, universities and the community supported the development of tourism in the tourism village in the new normal era and was able to introduce tourism villages as one of the tourism destinations in Yogyakarta City.

Keywords—new normal era, quadruple helix, tourism village

I. INTRODUCTION

Tourists who come to Special Region of Yogyakarta basically prefer to travel to Bantul, Sleman, Kulon Progo, and Gunungkidul which have natural tourism objects. Although the Yogyakarta City has minimal natural tourism, several tourism destinations are well known to tourists including Malioboro and Taman Sari. However, tourism villages that have artistic and cultural potential as well as historical sites have not been widely known by tourists.

In the 2018 Special Region of Yogyakarta Tourism Statistics Book [1], tourism villages in four regencies were recorded in the book. Meanwhile, there is only 1 tourism

village in the Yogyakarta City that was documented in the book. On the list of 66 popular tourist attractions in Yogyakarta, only Taman Sari which was part of Taman Sari Tourism Village was mentioned in the list.

There are 66 popular tourist attractions in Jogja, one of which is Taman Sari. Taman Sari is a place of recreation and meditation for the Yogyakarta royal family [2].

Although the tourism villages do not have natural tourism object, they have other significant potential to be developed, especially in arts and cultural activities.

Jogjadaily. To introduce tourism village, the Culture and Tourism Office of Yogyakarta held a *Gelar Potensi Kampung Wisata 2016 (2016 Tourism Village Potential)*. *Bregada* shows that a tourism village is ready to become the foundation of a cultural village [3].

Art and cultural activities in tourism villages can become tourist icons. However, in the new normal era, the Yogyakarta City Government had to work extra in the tourism sector, including developing tourism in tourism villages. Apart from trying to introduce tourism villages, tourism villages must also create a tourism climate that is safe and comfortable for tourists.

The Daily Chairperson of the Covid 19 Handling Task Force of Yogyakarta City, said that:

The Yogyakarta City Government implements protocols ranging from dividing visitor zones, installing 'Quick Response Code' to monitor tourist movement, announcing obligation to wear masks, increasing hand washing places, and so on [4].

Traveling in the new normal era must comply with health protocols, including in the tourism village of Yogyakarta City so that tourist activities can run smoothly and safely.

By looking at the conditions of tourism villages, the Yogyakarta City Government cannot develop tourism villages

independently. The government needs the involvement of other stakeholders who jointly develop tourism villages.

In the triple helix, the government, universities and industry collaborate to develop tourism in the tourism village of Yogyakarta City. Triple helix was proposed by Etzkowitz [5], Etzkowitz and Leydesdorff [6], Etzkowitz [7]. Etzkowitz [5], Etzkowitz [7], Etzkowitz and Leydesdorff [6] argued that the government has a role in formulating policies for innovation. Industrial helix markets products. Universities generates knowledge and supports the development of new products and services. For industry, Suwena and Widyatmaja [8] added that the industry in the tourism sector plays a role in producing goods and services to meet tourist needs.

However, the involvement of the three helix in the triple helix is not enough to develop tourism in the tourism village. Tourism development in tourism villages requires community involvement. Community involvement is an addition to the quadruple helix, in addition to government, universities and industry. Society acts as a helix addition to the triple helix on the quadruple helix. Carayannis and Campbell [9], Carayannis and Campbell [6] suggested that media and culture-based societies are added to the quadruple helix of the triple helix. The community needs to be involved in collaboration between the government, universities and industry in relation to innovation in the current democratic climate. Also Markkula [10] added that people are motivated to think entrepreneurial ways and take advantage of digital services. For the problem of tourism villages that are not widely known by tourists, the community is significant in introducing tourism villages to tourists.

Research on quadruple helix was conducted by Huong Nguyen and Pilar Marques [11] which identified the benefits and challenges of implementing the four helix (citizens, government, industry and universities) through the Living Laboratory case study. Mulyana [12] examined the impact of the quadruple helix in increasing creativity, innovation capability and its impact on competitive advantage and performance in the fashion sector in Central Java. Sun et al. [13] studied nucleic acids in the form of quadruple helix.

Previous research discussed the quadruple helix, but the research was not carried out in the tourism sector. On the other hand, this research aimed to describe the involvement of the four helix, namely the government, universities, industry and the community in introducing the tourism village of Yogyakarta City to tourists. With the increasing recognition of tourists, tourists are interested in visiting these places. Therefore, the existence of tourism villages in Yogyakarta City can be maintained.

II. METHODS

In this research, the researchers used a qualitative research approach. According to Bogdan and Taylor [14], qualitative research is a study that generates descriptive data from the results of data collection. Researchers collected data through interviews, observations, and documents related to the tourism

village in Yogyakarta. For the validity of the data, researchers tested the credibility of the data by extending observations at the research site, performing a triangulation, and having discussions with supervisors [15].

III. RESULTS

The majority of tourism villages in the Yogyakarta City hold art and cultural activities as icons of tourism villages. The attractions displayed are interesting because they are adapted to the current situation and conditions. The introduction of tourism villages to tourists cannot be separated from the role of the government. The role of the government is to formulate policies through Mayor Regulation Number 115 of 2016 [16] concerning the Implementation of Tourism Villages. Article 14 deals with accreditation activities. One of the accredited tourism villages is Dewo Bronto Tourism Village. Dewo Bronto Tourism Village is a tourism village that is active in promoting tourism villages to tourists. With accreditation, this village is more active in arranging tourism villages based on input from assessors.

For industry, tourism villages provide goods and services for the needs of tourists. Purbayan Tourism Village is famous for its silver industry.

Mr. Edy, the manager of Purbayan Tourism Village, said that many silver craftsmen are creative in their production so that their products are liked by tourists (Interview conducted on August 30, 2019).

In the service sector, Pandeyan Tourism Village regularly holds art and cultural attractions. Mrs. Citra said that:

Pandeyan Tourism Village has a regular program of art and cultural attractions. In addition, Tourism Village also provides homestays for tourists (Interview conducted on August 24, 2019).

Tour packages offered in Pandeyan Tourism Village are covered by online media.

Tribunjogja.Com, Yogya - Tourists will be invited to tour the village to have a close look at people's lives and watch traditional art performances. This Pandeyan Tourism Village is a reference for tourists who want to watch traditional performances [17].

Industries in tourism villages are able to provide tourists needs both for goods and services.

The role of universities in tourism villages is to produce knowledge for the development of new products and services. This role is realized by the Indonesian Institute of Arts.

The Indonesian Institute of Arts collaborates with the Yogyakarta City Government in the fields of developing cultural performances and attractions, namely developing *batik* and handicraft production for souvenirs of tourists. The collaboration is carried out at the Annual Tourism Village through training on *batik jumputan* creation

(Interview with Mr. Agus, Head of the Entrepreneurship and Tourism Center on August 1, 2019).

The role of universities is significant in supporting tourism villages in developing products and services to meet the needs of tourists.

The role of the community in the use of digital services is carried out in Dewo Bronto Tourism Village (See Figure 1). Mr. Marsudi stated that:

Our village uses Facebook, Instagram, YouTube to introduce the village to tourists (Interview conducted on August 26, 2019).



Fig. 1. Customary ceremony, king against the current. Source: Facebook Page of Dewo Bronto Tourism Village.

In the new normal era, tourist visits to tourism villages are carried out using health protocols. The government plays a role in drafting tourism regulations in the new normal era. The government issued Yogyakarta Mayor Regulation Number 51 of 2020 [18] concerning Guidelines for the Prevention and Control of Corona Virus Disease-19 during the New Normal Order Period in Yogyakarta City. Article 2 paragraph 2 states that the special protocol covers various fields including tourism.

The role of universities in the new normal era is to produce knowledge to answer the needs of the tourism industry [19].

For tours in tourism villages in the new normal era, Mr. Marsudi, the Head of Dewo Bronto Tourism Village, said that:

We upload the health protocol on YouTube as a means of information for tourists. This health protocol is also applied in the industrial sector (interview conducted on August 17, 2020).

The involvement of four helix together is needed to introduce tourism villages to tourists, including in the new normal era to support tourism with health protocols so that tourists feel safe and comfortable when visiting tourism villages.

IV. DISCUSSION

Tourism in Yogyakarta City cannot be managed by the government alone, but needs to involve other helices such as universities and industry. Yogyakarta City Government, universities and industry are involved together in introducing tourism villages to tourists. The involvement of government,

universities and industry is consistent with the involvement of the three helix in the triple helix proposed by Etzkowitz [5], Etzkowitz and Leydesdorff [6], Etzkowitz [7].

In tourism villages, government formulates a policy by issuing a regulation through Mayor Regulation Number 115 of 2016 concerning the Implementation of Tourism Village. One of the articles mentions accreditation which is useful for improving the quality of tourism villages in terms of products, services and management. In the new normal era, health protocol regulations in tourism destinations are also rolled out by the government.

The role of government is in accordance with the theory of the triple helix proposed by Etzkowitz [5], Etzkowitz and Leydesdorff [6], namely the government formulates policies for innovation. With the existence of regulations, the tourism village is increasingly developing and known by tourists.

The role of industry is to provide goods and services for the needs of tourists. Industry players in Purbayan Tourism Village have innovated in designing silver so as to attract tourists to buy silver. The role of industry in the service sector is carried out in Pandeyan Tourism Village by regularly holding art and cultural attractions. The role of industry is in accordance with the theory proposed in the triple helix by Etzkowitz [5], Etzkowitz [7], Etzkowitz and Leydesdorff [6] namely industrial helix provides markets production. Suwena and Widyatmaja [8] added that the industry in the tourism sector plays a role in producing goods and services to meet tourist needs.

The role of universities is realized by the Indonesian Institute of Arts which provides various trainings for the development of new products and services. The role of universities is in accordance with the theory proposed in the triple helix, namely that universities produce innovations to support the development of products and services (Etzkowitz [7], Etzkowitz and Leydesdorff [6]).

However, it is not enough to introduce the tourism village through the involvement of three helix in the triple helix. The community needs to be involved because people live and carry out activities in tourism village. Carayannis and Campbell [9], Carayannis and Campbell [6] suggested that media and culture-based societies are added to the quadruple helix of the triple helix. The community is involved in collaboration between government, universities and industry in relation to innovation. The role of the community in the use of digital services is realized in Dewo Bronto Tourism Village through Facebook, YouTube and Instagram. In this new normal era, Dewo Bronto Tourism Village also uploaded videos on YouTube for the village's health protocol. The role of the community in the village is in accordance with the theory proposed in the quadruple helix, namely the community plays a role in the use of digital services (Also Markkula [10]).

The quadruple helix in the tourism village of Yogyakarta City is significant for developing tourism villages through the involvement of the government, universities, industry and the community so that tourists get to know tourism villages and are

interested in visiting tourism villages in Yogyakarta City in the new normal era [20].

V. CONCLUSION

The involvement of the four helix in the quadruple helix, namely the government, universities, industry and the community is significant in introducing the tourism village of Yogyakarta City to tourists, including in the new normal era so that tourists are interested in visiting and the existence of the tourism village of Yogyakarta City can be maintained.

This study is different from other studies in which the novelty of this study is that it involves four helixes (quadruple helix) and the community holds more art and cultural attractions to introduce tourism villages to tourists. The tourism village of Yogyakarta is different from other tourist villages that prioritize natural destinations.

This research can be a reference for the Yogyakarta City Government to introduce tourism villages through government involvement with universities, industry and tourism village communities.

The limitation of this research is that this research was only conducted in the tourism villages of Yogyakarta City. In the future, it is expected that the quadruple helix research can be extended to other tourism villages.

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