



# Designing Leisure Experience in Tourism Village a Natural Tourist Typology-Based Action Research

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**Abstract.** This study is a natural tourist typology-based action research where a personal attempt is made to improve the practice of designing tourist experiences in a tourism village. The process starts with the idea that the designing tourist experience would be better considering research of tourist typology as its basis. Preliminary research about natural tourist typology was made through a survey of tourists visiting natural attractions. Factorial and cluster analysis was employed to develop a typology of natural tourists based on their trip activities and motives. The tourist experience design was finally made based on the result which indicated the classification of natural tourists into four clusters: “active tourists”, “nature tourists”, “recreational tourists”, and “passive tourists”. As the action of holding the leisure activities package in the tourism village was implemented for trial, the effect of the action was then evaluated.

**Keywords:** Designing leisure · leisure experience · tourists typology · tourism village

## 1 Introduction

Understanding the diversity of tourists can be accomplished by categorizing them into various groups based on certain characteristics, or typologies. It is argued that focusing on tourists and their typological forms can help explain why people are drawn to specific destinations [1]. Cohen [2] was among the first sociologists to propose a typology to clarify the term “tourist.” His typology’s strength is that it recognizes the tourist as a polymorphous consumer and attempts to specify types using clearly expressed dimensions. His four-tiered typology: drifter, explorer, individual mass, and organized mass is frequently cited in academic studies. Many countries have researched tourist typologies, including Norway, Canada, Kenya, Thailand, South Korea, and others [3–7]. However, research on the typology of tourists in Indonesia is scarce, particularly on natural tourists. Typology can be used for tourism planning, management, and marketing, as well as to adjust between different types of tourists and existing natural resources [4, 8].

Knowledge of leisure experience also has an important role in designing tourists’ activities. The justification for providing tourists’ activities in the future is no longer based on trends but rather on the experience value offered by the provider. This study

seeks to support and enrich studies on the typology of natural tourism in Indonesia, especially in the form of its application in designing leisure experiences for tourists coming to tourism villages.

## 2 Literature Review

Tourist typologies are also commonly used to describe segmentation, classification, and clustering. They are classified into interactional and cognitive-normative [4]. Cohen [2] conducted one of the interactional studies. The development of a typology is based on the level of familiarity of tourists with the location to be visited. He classified tourists into four types: drifters, explorers, individual mass tourists, and organized mass tourists. Smith's [9] tourist typology has comparable dimensions but is more detailed. According to him, there are seven types of tourists: explorer, elite, off-beat, unusual, incipient mass, mass, and charter.

Things influenced by tourist psychology usually determine cognitive-normative typology. Cohen [10] also conducted research using a cognitive-normative model based on the spiritual center, which is based on how tourists seek "meaning" during their travels. Tourists can be existential, experimental, experiential, diversionary, or recreational. The cognitive-normative approach employs a motivation-based approach, which is most influential in shaping the types of tourists and is the primary reason respondents visited the research location.

Activity-based typology is useful for understanding tourist behavior and describing tourist experiences in tourist areas [11]. The level of interest or participation of tourists in carrying out activities while traveling is usually the parameter of the activity-based typology. Tourism activities can describe tourists' behavior and their experiences in tourist destinations. Tourism activities are used in tourist typology not only to observe the choice of tourist activities at the destination, but also to fulfill segmentation criteria such as travel destinations, buyer needs, characteristics, users, demographic factors, economic or geographical characteristics, psychographic characteristics, or price sensitivity through typological research [11].

Motivation can be used as a basic factor in tourist typologies to determine the types of tourists, or it can be used as a supporting factor to make the typology more complex. The role of motivation in the formation of tourist types is to discover the factors that influence tourists' actions, as well as to examine tourists from a psychological standpoint. Mehmetoglu [5] creates a typology of nature tourists based on motivational factors. In tourism research, the 20 most influential tourist motivation items are used. Torbidoni [12] studied climbers in the Catalonia Protected Area, dividing them into three types based on four motivating factors: nature-minded hikers, sporting hikers, and general-purpose hikers. Kruger and Sayman [7] used 17 motivational items as supporting factors in defining the typology of natural-event tourists.

## 3 Methods

The design team consisted of all the authors and one representative from Cipada Village's Tourism Awareness Group (Pokdarwis). Previous to the leisure experience design, the team conducted a preliminary research about natural tourist typology through a survey

of tourists visiting natural attraction sites. Google form questionnaires were distributed online using social media platforms to 250 natural tourists and received 219 responses. Factor analysis of tourists' activities and motivation was first performed and cluster analysis next.

Leisure experience design was then developed based on the result of the tourist typology research and considering tourists' leisure experiences. The design was reviewed by the Cipada Village's Pokdarwis representative before implementation. As it was implemented, the effect was evaluated to improve the design and suggestion for further research.

## 4 Findings and Discussion

### 4.1 Natural Tourists Typology

The factor analysis of tourism activity results in the formation of four factors with eigenvalues of 1.118. Factor 1 (Cultural Activities) can explain 31.092% of tourism activity, factor 2 (Physical Nature Activities) 12.078%, factor 3 (Relaxing Activities) 8.792%, and factor 4 (Pleasure Activities) 7.895%.

The factor analysis of tourist motivation results in the formation of three factors with eigenvalues of 1.268. Factor 1 (Engagement with Nature) explains 43.966% of tourist motivation, factor 2 (Novelty Search) 11.886%, and factor 3 (Self Actualization) 8.453%.

Following the iteration process, four clusters of tourist activities are formed as the final cluster and the ANOVA test is used to validate the clusters. The results of ANOVA and crosstabulation (see Table 1) show that the four clusters have better values than the two and three clusters.

From the results of the analysis, four types of tourists are formed which can be described sequentially as follows:

*ActiveTourist.* Cluster with the largest number of tourists. Tourists in this cluster have a high interest in all types of activities, both cultural, physical, relaxation, and pleasure activities. This type of tourist has been formed several times in previous studies, such as the type of want it all tourist in the rural tourism tourist segment [6], and the comprehensive experience seekers type of tourist in the natural event tourist typology

**Table 1.** Tourists Activities' Final Clusters

Tourists' Activities	Clusters				F-ratio	Sig.
	I (n = 87)	II (n = 54)	III (n = 43)	IV (n = 30)		
Cultural	0,708	-0,348	-1,084	0,187	63,406	,000
Physical nature	0,305	0,553	-0,317	-1,519	60,391	,000
Relaxing	0,050	0,051	0,054	-0,324	1,223	,302
Pleasure	0,510	-0,965	0,829	-0,771	96,217	,000

[7]. Besides having a high interest in all types of tourism activities, these tourists are influenced by nature, novelty, and prestige motivation.

*Nature Tourists.* Type of tourists who are interested in physical nature activities that require physical strength and are carried out in nature, such as hiking, mountain climbing, or riding. This type of tourist is influenced by high motivation for nature and novelty. Usually influenced by their need to feel close to nature, experience firsthand from nature, as well as gain knowledge and learn from nature.

*Recreational Tourists.* This type of tourist has an interest in relaxation and pleasure activities, such as fishing, cycling, swimming, shopping, or enjoying culinary delights. They usually aim to recover their physical conditions due to daily activities.

*Passive Tourists.* Cluster with the lowest number of tourists. This type of tourist has low interest in all types of tourism activities. The low activity-oriented type, which is not too interested in tourism activities, also has low motivation [5].

## 4.2 Leisure Experience Design

Cipada Village is located in Cikalong Wetan District, West Bandung Regency. It has a variety of natural tourism potential, especially in the agricultural and agro-industrial sectors such as tea and coffee plantations and the 300-hectare natural lake. The location which is at an altitude of 1,006 m above sea level makes Cipada Village have several natural attractions such as a natural lake, pine forest, waterfalls, tea gardens with trails for mountain bikes, and also coffee plantations. There are various other tourist attractions such as Burangrang National Park, archaeological sites, and camping areas.

Tourism Awareness Group (Pokdarwis) in collaboration with village officials came up with an idea to develop the village into a tourism village. This group later became the pioneer and spearheaded the Village Owned Enterprise (BUMD) which oversees the Tourism, Plantation, and Agriculture units. They also began to develop a network of cooperation with academics. One of them is with us, lecturers and students of the Resort & Leisure Management Program, Indonesian University of Education.

The initial stage of collaboration was holding an FGD with Pokdarwis representatives to discuss the desired direction of tourism development. This FGD resulted in a decision to develop a tourist activity design that could be managed by the villagers themselves. Next, the team identified tourism potentials and human resources through observation and interviews. The results identified four main tourist attractions: Bukit Senyum, Situ Lembang Dano, vegetable; flower; tea, and coffee plantations owned by villagers, and a coffee bean processing factory. Human resources who can participate include Pokdarwis members, PKK (Family Empowerment and Welfare) women, garden owners, factory owners, and local Vocational High School students.

Furthermore, the team developed a tourist activity design using collected data and use the results of research on natural tourist typology as the basis. The design is tailored to accommodate the interests and motivations of the four types of natural tourists and also considers the leisure experience will be obtained by tourists both during and after the activities. Two designs were proposed and reviewed to determine one design to be tested for implementation.

The trial implementation involved two foreign students, five domestic students, two lecturers, and two volunteers. A total of 11 people played the role of tourists experiencing leisure in Cipada Village. At the end of their activities, they were asked to fill out a questionnaire prepared by the team to assess and evaluate the design and its implementation. The former design was then evaluated and revised. The following is the final design of the leisure experience which has been marketed online via Airbnb, and social media (see Fig. 1).

- Lakeside Cooking Class

A cooking class held at the lakeside of Situ Lembang Dano. A villager will be the cooking teacher who will teach tourists how to make traditional West Javanese cakes. Finally, they can taste their handmade cakes while enjoying the panoramic view of the lake.

- Farming and Harvesting

A gardening activity such as planting vegetables, and giving fertilizer under the guidance of experienced village farmers. Tourists can also harvest vegetables or flowers according to the season for direct consumption or to take home.

- Pine Wood Lunch

A lunch and relaxation activity. Tourists will be served Sundanese cuisine and enjoy it under the shade of pine trees. Tourists can also do various relaxation activities, and take pictures with the backdrop of green tea plantations.



Fig. 1. Marketed Leisure Experience Design

- Tea & Coffee Experience After resting and having lunch tourists continue the journey on foot through the tea and coffee plantations to arrive at the coffee roasting factory. During the trip, tourists will receive education about tea and coffee processing and see first hand how coffee beans are processed. At the end of the experience tourists can taste Burangrang Coffee and buy it to take home as souvenirs.

These activities are designed to accommodate the four types of natural tourists by collaborating the four types of activities, cultural; physical; pleasure; relaxation, in a balanced way. The design also encourages tourists to experience leisure that is self-rewarding, pleasurable and changing social situations.

## 5 Conclusion

Designing tourist activity is not just thinking about what forms of activities, equipment and facilities that are based solely on a needs assessment. Progressive tourist activity design requires an understanding of the typology of tourists being targeted, as well as an understanding of benefits and experiences tourists seek as a result of their involvement in those activities. The design should provide multiple benefits to tourists while creating a sense of enjoyment and satisfaction. Incorporate theory, research, and application will have significant implications for the design, especially for the leisure experiences it can provide.

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