



# Analysis of Three Levels of Product Potential of Rural Tourism Areas as A Buffer for the Borobudur National Strategic Area

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**Abstract.** Pagoda Flower Park, Nepal Van Java, and Silancur Highland are three tourist sites initiated by the community, which have received great attention from visitors. The three locations in Kaliangkrik District have tourist attractions with uniqueness in each location. However, in its implementation, there are still various obstacles and structured problems within the boundaries of experience, organization, people, places, and ideas because the planning was not carried out properly and optimally. Knowing the potential of rural areas that can be standardized as leading tourism destinations through three-level a product approaches, providing recommendation options as the formation of a forerunner of rural areas with tourism potential. Qualitative description is used as a method in this study. Locus in Ketangi Village, Temanggung Village, and Mangli Village, Kaliangkrik District, Magelang Regency, Central Java Province, Indonesia. The focus of the study carried out includes mapping the potential / embryo of rural tourism areas. The secondary database comes from the planning results of the Magelang Regency Government, then the primary data comes from interviews and observations of three tourist destination managers. Three level of a product analysis is used to get a core picture of tourism products, core supporters/supporters, and supporting supporters. The three locations together have a position as a tourism product, core supporter/supporter, and buffer supporter. Pagoda Flower Park is based on artificial tourism, Nepal Van Java is based on residents' houses and Silancur Highland is based on regional conditions. Tourism management by paying attention to the continuity of the visitor experience, the organization as a structured institution, the people who manage it, the places that are regularly maintained, and the ideas developed to maintain interest are the recommendations in this study.

**Keywords:** Three Levels of a Product, Potential Tourism, Rural Tourism Areas, Borobudur Temple, National Strategic Area.

## 1 Introduction

The Flower Garden Pagoda, Nepal Van Java, and the Silancur Plateau are three tourist destinations initiated by the community [1]–[3], which have received great attention from visitors. The third location in Kaliangkrik District, Magelang Regency, Central Java Province, Indonesia provides a unique experience in enjoying views of mountains and gardens. The topography of these three tourist destinations is managed by the community in the form of an organization that is non-formal and area-based. The development of this third destination has a dynamic trend in line with the development of visitor response. Even if it is worked on in collaboration [4]–[7] between these three tourist destinations it can provide multi-mutualism. However, in practice, there are still various obstacles and problems that are structured within the limits of experience [8]–[10], organizations [11]–[15], people [16]–[18], places [19], and ideas because the planning is not carried out properly and optimally.

In the tourist destination approach as one of the products being promoted, it can be categorized in the form of core products and their derivative products. Linkages between tourist destinations can provide social [20]–[22], economic [18], [23]–[28], and cultural [29]–[34] benefits for tourist destinations and better community empowerment [1]–[3], [35]–[39]. The organizations [13], [40]–[44] approach as one of the accelerations in categorizing tourist destinations provide mutual added value, with organizational governance [21], [45]–[47], offering more varied and integrative tour packages, strengthening the internal and external interactions of tourist destinations through developing entrepreneurial [27], [48] potential and community empowerment, as well as providing facilities that support strengthening the Pagoda Flower Park, Nepal Van Java, and the Silancur Plateau are the leading village destinations in Magelang Regency. The perspective of a tourist destination as a product within marketing boundaries is important in boosting tourist visits.

A product is more than just physical. A product is anything that can be offered to a market for attention, possession, or use or something that can satisfy a need or want. Therefore, a product can be a physical good, a service, a retail store, a person, an organization, a place, or even an idea. The product is a means to an end where the end is the satisfaction of customer needs or wants.

Co-creation efforts in to turn tourist destinations into core products, it is important to understand the management organization. Organizations [13], [44], [49], [50] that explore, and understand the needs and desires of tourists that need to be met can be implemented through a series of strategies by differentiating and reducing barriers/challenges by not having to compete between three tourist destinations (similarity with competitors). Because an organization has its uniqueness combined with (unmet) needs creating new products and experiences. In understanding the needs of tourists, the desire for special requirements that suit the needs of tourists in the three destinations can be mutually agreed upon. Opening up the product development process, integrating [51]–[56] the three destinations to elicit repeat responses from tourists and engaging external stakeholders will achieve increased effectiveness and decreased barriers/challenges. Adjustment to these three destinations can be started by categorizing tourist

destinations as a 'standard'/basic product that can be enjoyed by tourists, by encouraging the personalization of output according to the wishes of tourists, it is believed to be able to advance the perception of the tourist experience in a positive way.

At the next level, customization of tourist destinations by personalizing additional features and benefits, all of which are tailored to the needs of tourists, is important to explore. The process of defining and co-creating additional features and benefits that tourists can enjoy at a destination can increase effectiveness and value.

Knowing the potential of a village that can be standardized as a leading tourist destination through a three level a product approach, provides a choice of recommendations as the forerunner of a village with tourism potential.

## **2 Method**

Qualitative description is used as a method in this study. Locus in Ketangi Village, Temanggung Village, and Mangli Village, Kaliangkrik District, Magelang Regency, Central Java Province, Indonesia. The focus of the study carried out includes mapping the potential / embryo of rural tourism areas. The secondary database comes from the planning results of the Magelang Regency Government, then the primary data comes from interviews and observations of three tourist destination managers. Three level of a product [57]analysis is used to get a core picture of tourism products, core supporters/supporters, and supporting supporters.

## **3 Result and Discussion**

The three locations together have a position as tourism [2], [58]–[64] products, core supporter/supporter, and buffer supporter. Pagoda Flower Park is based on artificial tourism, Nepal Van Java is based on residents' houses and Silancur Highland is based on regional conditions. Tourism management [10], [56], [65]–[68] by paying attention to the continuity of the visitor experience, the organization as a structured institution [69], the people who manage it, the places that are regularly maintained, and the ideas developed to maintain interest are the recommendations in this study.

### **3.1 Pagoda Flower Park, Nepal Van Java, and Silancur Highland**

Pagoda Park is unique with an expanse of various colors of Celosia flowers arranged to resemble a labyrinth, located on the slopes of Mount Sumbing, Magelang Regency. Buildings resembling a twelve-meter-high pagoda surrounded by rice fields are the centerpiece of this destination. Other facilities that can be accessed by tourists in the Pagoda Flower Garden include buildings in the form of a Chinese fortress, Dutch-style waterwheels, Javanese buildings, houses in the style of Pokemon cartoon films, and costume rentals. such as kimonos, a handbook, to Javanese lurik clothes. Every tourist who comes has the opportunity to go up to the pagoda and enjoy the natural scenery around it. Pagoda Flower Garden is located in the Kaliangkrik area, Magelang Regency,

Central Java, 30 kilometers from the center of Magelang City and takes about thirty minutes. Various facilities are also available there, starting from a large parking area, gazebo, culinary area, and hall.

Then the Nepal Van Java tourist destination became a tourist attraction and viral which offers a beautiful view because it has a landscape of residents' houses as if stacked up like a rural area in Nepal. Nepal Van Java is the nickname for Hamlet Need, a village located on the slopes of Mount Sumbing. The location is in Need Hamlet, Kaliangkrik District, Magelang, Central Java. This artificial tourist destination, located at an altitude of 1600 meters above sea level, is the highest hamlet located in Magelang Regency, Central Java Province. With this attitude, this rural area offers a cool, beautiful, fresh atmosphere, as well as a feast for the eyes. One of the reasons for the emergence of Nepal Van Java is the access to the hiking trail to Mount Sumbing. In 2019, this hamlet has been transformed into a famous tourist spot with colorfully painted local houses and stacked layers. This presents a new atmosphere, like the rural Namche Bazaar in Nepal which is located in the Himalayas. The existing condition of this tourist destination has had an impact on the regional economy, as most tourist attractions, Nepal Van Java, also have entrance fees charged for tourists, although they are still managed traditionally and the prices are very affordable. The facilities available come from the involvement of residents in this tourist destination, such as motorbike parking, car parking, motorbike taxis (according to destination), Nepal Van Java Terrace, and Mount Sumbing hiking trails through the Neighborhood Need aka Nepal Van Java and basecamp facilities. Access to this tourist destination has two options, via Yogyakarta, which takes around two hours, and Semarang, using the toll road, which requires approximately two point five hours of travel.

The next area-based artificial tourism destination is Silancur Highland, which only opened in 2019, before the emergence of the co-19 pandemic. Located at the foot of Mount Sumbing, Silancur Highland promises stunning natural views, with panoramic views of six mountains that can be seen as well as this tourist destination. The facilities prepared by residents and tourism industry players are camping activities and acoustic music events. Economic interactions in this tourist destination are like the other two destinations, namely parking, toilets, places of worship, food stalls, and entrance tickets to tourist destinations. Generally, in the form of sitting areas scattered at various points between flower and vegetable gardens. Complete camping equipment rental is available. Camping in Silancur is recommended by the manager of this tourist destination, especially to watch the sunrise or sunset. Meanwhile, at night, tourists can fill their time with bonfire activities. The manager will also provide an acoustic music stage to warm up the atmosphere. Apart from camping, there are many other recreational activities that families can enjoy in Silancur. Flying fox, for example, is an activity that depends on climbing a rope which is quite challenging. Other products when tourists end their visit, can bring souvenirs in the form of vegetables grown by residents around Silancur Highland. This hilly tourist attraction is located in Mangli Village, Kaliangkrik District, Magelang Regency, Central Java. The location is at the foot of Mount Sumbing in the east with an altitude of 1,300 meters above sea level. Access to this tourist destination from the city of Magelang reaches about fifteen kilometers to the west and takes about 30 minutes. The Kaliangkrik District Map shown in Fig. 1.



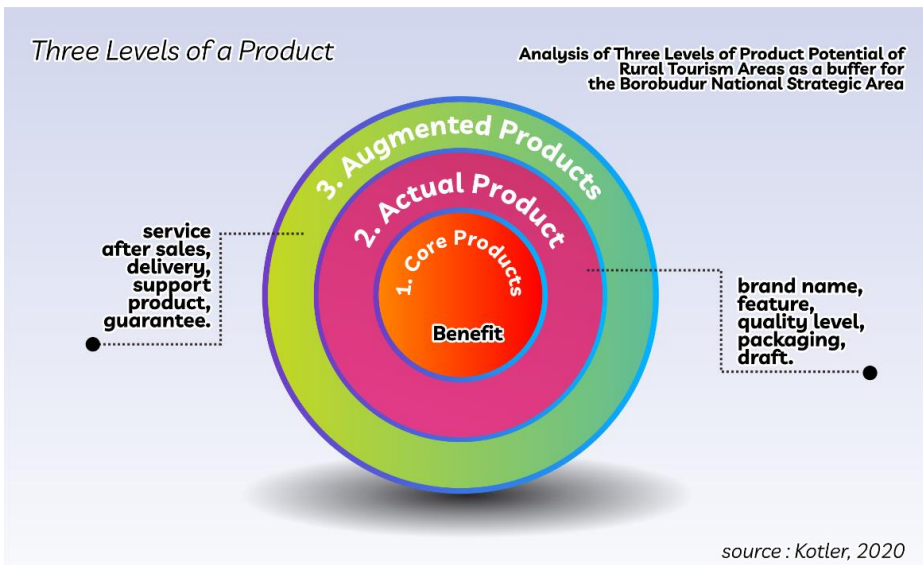
Fig. 1. Kaliangkrik District Map

### 3.2 Scenario Three Level of a Product

This study is limited to the analysis of the Three Levels of a product externally [44], [70]–[73] and integrated between the three regional destinations (Fig.2.). Access to the location is one of the critical determinants [9] that can be argued to describe stakeholders and tourists. Follow-up studies have important potential for internal [44], [72], [74] critical factors in driving tourist destinations towards these tourist destinations which have an economic impact on the community around tourist destinations and policies [18], [26], [54], [75]–[79] for stakeholders.

In a distance scale with three scenarios based on the starting point and ending point from Borobudur Temple, it can be found that the same conditions [59], [80]–[85] are found between the first scenario and the second scenario based on the length of time it takes to travel to the three tourist destinations (Fig. 3.). The first scenario is Borobudur Temple, Pagoda Flower Garden, Nepal Van Java, Silancur Mountains, and back to Borobudur Temple. The estimated time required is two hours and forty-nine minutes

with an estimated distance of 82.5 km. This scenario places the Pagoda Flower Garden as the main product, and two other tourist destinations as supporting products. However, if the Pagoda Flower Garden becomes a core product, it still requires greater ability and effort because this tourist destination is managed by individuals. Opportunities to place the Pagoda Flower Garden into a core product need to be encouraged by strengthening the product in serving visitors, responding after visitors have finished enjoying the destination, and introducing destinations in the form of innovative [53], [86]–[89] packages, supporting products that are in one region (Nepal Van Java and Silancur Highland), guaranteeing the convenience of visitors while enjoying the Pagoda Flower Park destination. In the internal context, it is necessary to develop innovative efforts involving the interaction of residents, creating start-ups, utilizing health protocols [90]–[93], and empowering community [35], [94], [95] institutions.



**Fig. 2.** Three level of a product

The second scenario is shorter with an estimated distance of 80.1 km, but the estimated time is the same as the first scenario. This scenario places the Silancur Highland tourist destination as the core product and two other tourist destination areas as supporters. In general, Silancur Highland has a stronger brand name than the other two tourist destinations. The features of this destination are also dynamically developing due to governance which provides opportunities for outsiders to complete the comfort side while enjoying Silancur Highland. The concept level of quality [89], [96]–[99] is also better compared to the other two destinations, besides that the packaging is presented as a higher response which is indicated by a large number of followers of this destination.

The third scenario places Nepal Van Java as the core product, with the lowest coverage compared to the first and second scenarios. The estimated distance from Borobudur Temple to Nepal Van Java continues to Silancur Highland and the Pagoda

Flower Park being the last destination, then Return to Borobudur Temple has an estimated travel time of two hours forty minutes and an estimated distance of 76.4 km. The scenario produces a better model than the previous two scenarios in terms of time and distance. In Nepal Van Java destinations are managed by village institutions that involve residents both at the entry and exit points of tourist destinations. Overall the three tourist destinations have the same potential as core products and supporting products. The ability to interact between managers of these tourist destinations is needed to increase the benefits of the three tourist destinations.

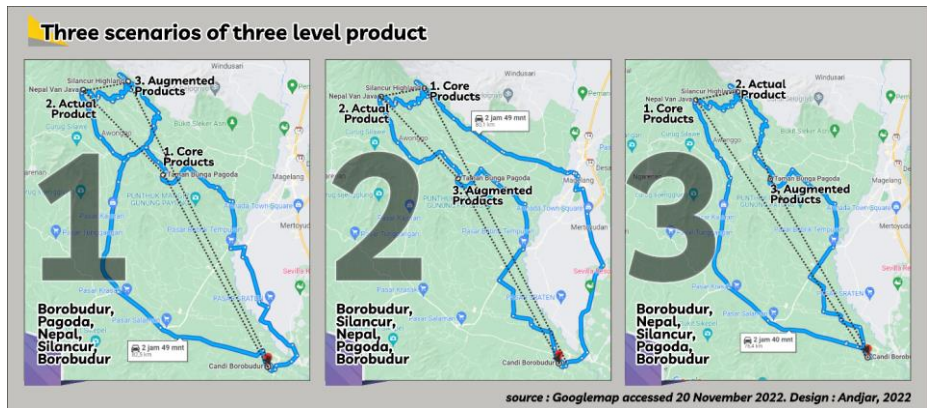


Fig. 3. Three scenarios of three level product

## 4 Conclusion

Pagoda Flower Park, Nepal Van Java, and Silancur Highland have developed in line with the dynamics of tourists visiting Borobudur Temple even though they are not yet integrated. Management of the tourist experience, management organizations, people involved, places that support tourist comfort, and interesting ideas realized by managers, have been partially developed in the three tourist destinations. Stakeholders need to prepare integration scenarios for this tourist destination and other tourist destinations, a conclusion that can be used as consideration for strengthening these three destinations.

The implications of this study are directed at the stakeholders of Borobudur Temple, Pagoda Flower Park, Nepal Van Java, and Silancur Highland. Tourism management by paying attention to the continuity of the visitor experience, the organization as a structured institution, the people who manage it, the places that are regularly maintained, and the ideas developed to maintain interest are the recommendations in this study.

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