

Analytical Hierarchy Process for Generating Sustainable Tourism Village Planning Priority

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Abstract — Tourism villages and tourism are two things that cannot be separated. Tourism itself has made a significant contribution to the Indonesian economy. This potential is substantial, considering that developing Indonesian tourism trends are directed at developing tourist villages. Villages in Indonesia have the same potential to develop into tourist villages. However, not all tourist villages can optimize their potential to become advanced and independent sustainable tourism villages. Therefore, efforts are needed to measure the potential of the tourism village. In this study, we processed tourism potential data based on branding elements and indicators of the Indonesian Tourism Village Award (ADWI). Data were collected for the alternative development of tourism villages through questionnaires and in-depth interviews with tourism actors, from the village government to the tourist attraction manager. Data were analyzed through the Analytical Hierarchy Process for each variable and the consistency ratio test. Data processing results synthesize development priorities, then processed using expert choice software. The findings of this study indicate that in order of priority for the development of Genuk Indah Tourism Village are tourist attractions, digital and creative content, souvenirs, and homestays. These findings can provide short and medium-term recommendations for the village government or the Genuk Indah Tourism Village manager so that they can plan for developing a sustainable tourism village in order of priority.

Keywords -- tourism village, sustainable tourism. development planning, priority

I. INTRODUCTION

Tourism is a sector that has a big role in supporting the economy in Indonesia. The tourism sector has an important role as one of the sources for foreign exchange earnings, and can encourage national economic growth, especially in reducing unemployment and increasing the productivity of a country [1]. This is also one of the reasons regions in Indonesia develop tourism that can be used as a source of regional income. Large numbers of tourists from both local and foreign countries who visit tourism destinations will be able to increase regional income.

Tourism in Indonesia is currently leading to the development of tourism villages. A tourist village is an area that has the potential and uniqueness of a typical tourist attraction to experiencing the unique life and traditions of rural communities with all their potential [2]. Tourism villages have great potential as a source of village income and provide employment opportunities for the community. However, the large potential of tourist villages has not been able to be optimized by all tourist villages to become advanced and independent. Therefore, efforts are needed to measure the potential of tourist villages.

This research focuses on Genuk Indah Tourism Village, which is one of 73 tourism villages in Semarang Regency. There are several reasons for the selection of Genuk Indah Tourism Village. First, Genuk Indah is a tourism village with a pioneer category that needs to be developed. Second, Genuk Indah has been designated as a tourism village since 2020 but there has been no development by the village government. Third, Genuk Indah only relies on the tourist attraction of the Watu Lumpang and Singampon swimming pools despite having various other potentials to be developed.

Research on village tourism is important for three reasons. First, in Semarang Regency, the development of tourism villages, although rapid in quantity from year to year, is inversely proportional to their quality.

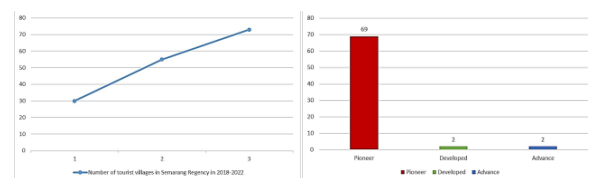


Figure 1. The increase of tourism villages in 2018-2022 and the category comparison in 2022

Based on Figure 1, it is known that the development of the quantity of tourist villages in Semarang Regency has not been followed by the development of quality. It can be seen that 69 out of 73 or 94.5% of tourist villages in Semarang

Regency are still categorized as pioneering, so it is important to make efforts to develop their quality.

Second, the gap in previous research results is due to the lack of solution modeling. Nurhayati et al. [3], who studied three villages in Malang Regency, concluded that the development of tourist villages was carried out through the development of product packaging and the creation of tour packages. Herniansyah et al. [4] who researched in the Bendosari tourist village in Malang which resulted in the development of a tourism village through human resource development. Widiyanti [5] who researched in Wonosobo resulted in the prioritization of promotional development through social media. Meanwhile, Sulistyantara [6] who researched in Mount Tambora National Park resulted in the priority development of improving the creative economy of the community by providing business capital to produce and sell tourism services/products.

Third, the existence of ADWI organized by the Ministry of Tourism can be used as the main guideline in the development of tourism villages in Indonesia. ADWI can be used as a modeling solution as an alternative that needs to be achieved by tourist villages.

Based on this background, this research aims to measure and determine the right priorities for the development of Genuk Indah Tourism Village. This research determines priorities based on branding elements [7] and ADWI indicators that play a role in attracting tourists.

II. METHOD

This research method is descriptive quantitative using Analytical Hierarchy Process (AHP) in determining the development priorities of Genuk Indah Tourism Village. The approach was taken to emphasise the objectivity of phenomena using numbers and statistical calculations [8]. The AHP method in this research is processed using Expert Choice software. The end result of that is numbers that can be reinterpreted by researchers through scientific explanations. AHP is divided into three levels, consist of objectives, criteria, and alternatives. This research will determine the development priorities of Genuk Indah Tourism Village from 4 selected ADWI alternatives using 6 branding element criteria as shown in the Figure 2.

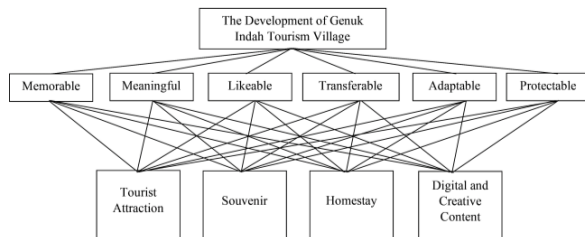


Figure 2. Decomposition in the development of Genuk Indah Tourism Village

The samples in this study were the government of Genuk village, the manager of Watu Lumpang swimming pool, and the manager of Singampon swimming pool, totaling 16 people. The sampling technique uses nonprobability sampling techniques with purposive sampling techniques.

The judgement between one criterion and another cannot be entirely consistent. Inconsistencies can be caused by errors during research, lack of information, lack of concentration, reality facts are not always consistent, or an inappropriate hierarchical structure model. The consistency ratio test is conducted to determine whether the assessments given by respondents/informants in comparing between elements have been carried out consistently. The assessment of informants/respondents about comparisons between elements is considered consistent if the Consistency Ratio (CR) value does not exceed 10% (CR ≤ 0,1). The consistency index is calculated using the following formula.

$$\text{Consistency Ratio (CR)} = \frac{\text{Consistency Index (CI)}}{\text{Random Index (RI)}}$$

III. RESULT AND DISCUSSION

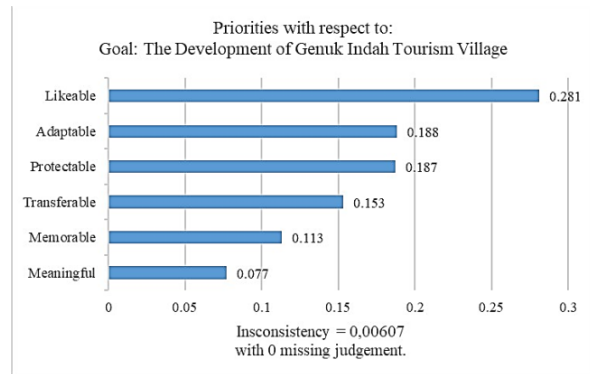


Figure 3. Synthesis of criteria priorities

The criteria based on the branding elements according to Figure 3 produce likeable to be the most influential criterion in the development of Genuk Indah Tourism Village. The consistency ratio at the 0,007 has met the requirements to be consistent where the requirement is an inconsistency of less than or equal ten percent.

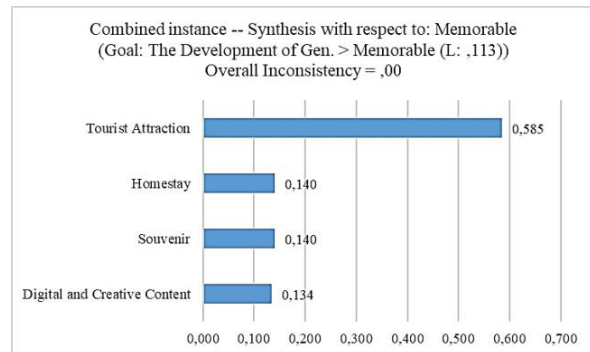


Figure 4. Synthesis of alternative priorities based on memorable criteria

The alternative priority based on the “memorable” criteria according to Figure 4 produce tourist attraction to be the most influential alternative in the development of Genuk Indah Tourism Village. The consistency ratio at the 0,007 has

met the requirements to be consistent where the requirement is an inconsistency of less than or equal to ten percent.

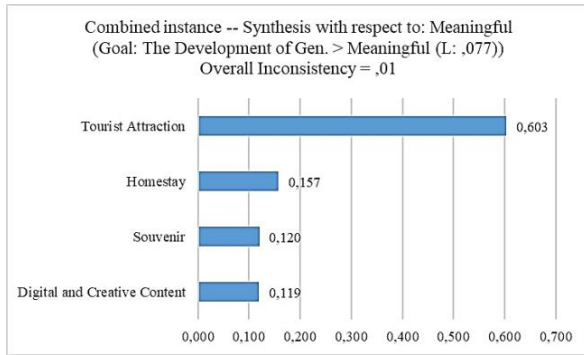


Figure 5. Synthesis of alternative priorities based on meaningful criteria

The alternative priority based on the “meaningful” criteria according to Figure 5 produce tourist attraction to be the most influential alternative in the development of Genuk Indah Tourism Village. The consistency ratio at the 0,008 has met the requirements to be consistent where the requirement is an inconsistency of less than or equal to ten percent.

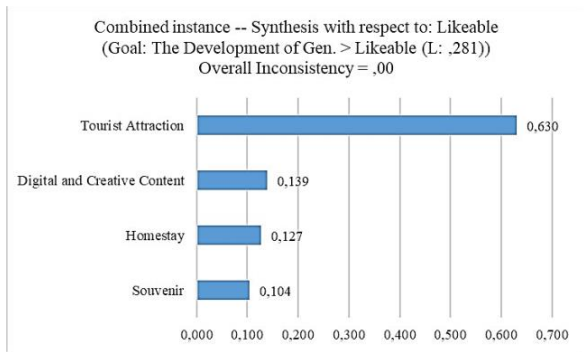


Figure 6. Synthesis of alternative priorities based on likeable criteria

The alternative priority based on the "likeable" criteria according to Figure 6 produce tourist attractions to be the most influential alternative in the development of Genuk Indah Tourism Village. The consistency ratio of 0,007 has met the requirements to be consistent where the requirement is an inconsistency of less than or equal to ten percent.

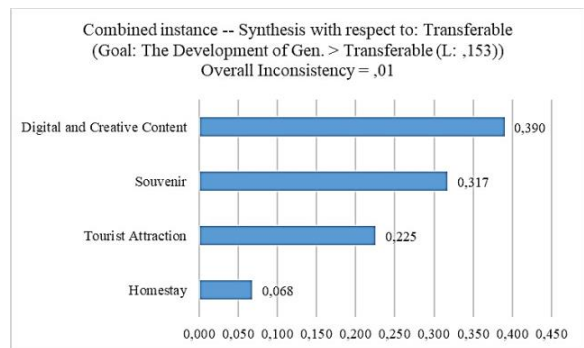


Figure 7. Synthesis of alternative priorities based on transferable criteria

The alternative priority based on the “transferable” criteria according to Figure 7 produce digital and creative

content to be the most influential alternative in the development of Genuk Indah Tourism Village. The consistency ratio at the 0,016 has met the requirements to be consistent where the requirement is an inconsistency of less than or equal to ten percent.

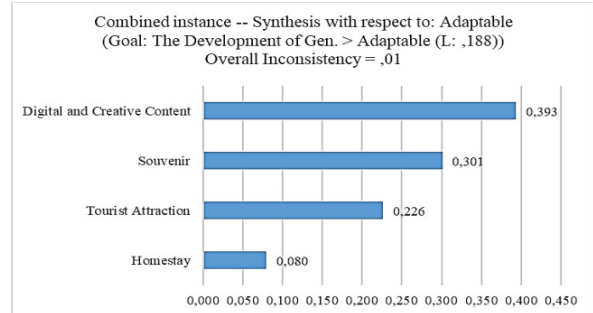


Figure 8. Synthesis of alternative priorities based on adaptable criteria

The alternative priority based on the “adaptable” criteria according to Figure 8 produce digital and creative content to be the most influential alternative in the development of Genuk Indah Tourism Village. The consistency ratio at the 0,009 has met the requirements to be consistent where the requirement is an inconsistency of less than or equal to ten percent.

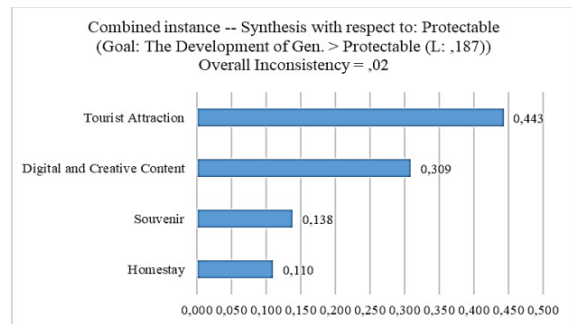


Figure 9. Synthesis of alternative priorities based on protectable criteria

The alternative priority based on the “protectable” criteria according to Figure 9 produce tourist attraction to be the most influential alternative in the development of Genuk Indah Tourism Village. The consistency ratio at the 0,019 has met the requirements to be consistent where the requirement is an inconsistency of less than or equal to ten percent.

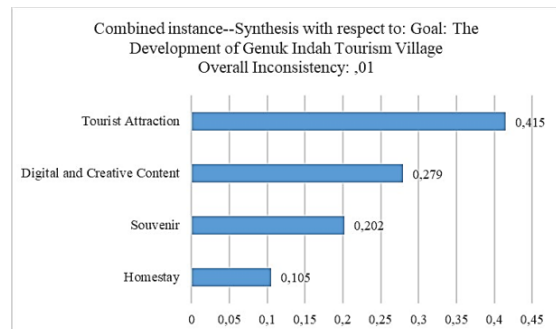


Figure 10. Synthesis of alternative global priorities

The development of tourist attractions is the top priority recommended for the development of Genuk Indah Tourism

Village because it has the highest score of 0,415 according to Figure 10. The consistency ratio at the 0,011 has met the requirements to be consistent where the requirement is an inconsistency of less than or equal to ten percent. The global priority in figure 10 is the result of a combined synthesis of local priorities from all the criteria as in figure 11.

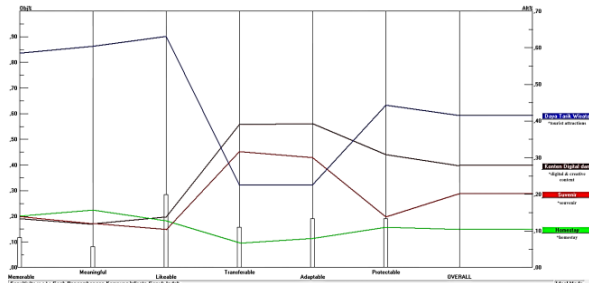


Figure 11. Global priority for the development of Genuk Indah Tourism Village

Based on Figure 11, alternative priorities are known for each criterion. The development of tourist attractions as the top priority has advantages in 4 branding element criteria, consisting of memorable, meaningful, likeable, and protectable. Tourist attractions are the easiest alternative for tourists to remember when they come to travel because tourists get a direct experience while traveling from tourist attractions. Tourist attractions are also the most meaningful alternative for tourists in their traveling activities because the main purpose of visitors traveling is for existing tourist attractions. In addition, tourist attractions are the easiest alternative for tourists to like when traveling because tourists get a direct experience while traveling and the purpose of visitors traveling is primarily for existing tourist attractions compared to other complementary alternatives. Finally, tourism attraction is an alternative that can be protected from competition or able to compete compared to other alternatives because in Kampung Wisata Genuk Indah, tourism attraction is the main thing that is featured for visiting tourists.

The current tourist attraction still relies on the artificial tourist attractions of Watu Lumpang Swimming Pool and Singampon Swimming Pool. However, there is potential for natural attractions due to the geographical location of Genuk at the foot of Mount Ungaran, the Kaligarang River's tourism potential, and the village government's plan to create green open spaces. The development that can be carried out is the utilization of the Kaligarang River as water tourism, continuing the village government plan to create green open spaces, and integrating between tourist attractions and other elements through the creation of tour packages for tourists.

The second priority in the development of Genuk Indah Tourism Village is the development of digital and creative content. The development of digital and creative content as the second priority has advantages in two branding element criteria, consisting of transferable and adaptable. The driving factor for digital and creative content development to be the second priority is that digital and creative content is the easiest alternative to develop because it is flexible and efficient in terms of development costs compared to other alternatives. In addition, digital and creative content is also the easiest alternative to adapt so that it will be able to survive in the various changes that occur.

Digital and creative content is currently not developed at all, but there is potential for digital and creative content with

the existence of a tourism platform owned by the Semarang Regency Government and the existence of Instagram social media as a promotional medium. The development that can be done is to register the information of Genuk Indah Tourism Village on the tourism platform owned by the Semarang Regency Tourism Office to increase digital presence and develop Instagram social media accounts as promotional media to increase opportunities for tourist visits.

The third priority in the development of Genuk Indah Tourism Village is souvenir development. The development of souvenir as a the third priority has advantages in two branding element criteria, consisting of transferable and adaptable. The driving factor for the development of souvenirs to be the third priority is that souvenirs are an alternative that is easier to develop and has better adaptability compared to alternative tourist attractions and homestays although it is still less when compared to digital and creative content alternatives. This means that souvenirs are an alternative that will be easy to develop both in the same and different types and are able to adapt to changes that occur.

Souvenirs are currently not developed at all, but there is potential for culinary souvenirs from the existence of well-known culinary MSMEs in the Genuk area, namely Genthuk Bakar Abimanyu and Papa Singkong. The development that can be done is to work with existing culinary MSMEs to become souvenirs for Genuk Indah Tourism Village.

In fourth or last place in the development of Genuk Indah Tourism Village is homestay development. Homestay development is the last priority because homestay is an alternative that when compared to alternative tourist attractions, souvenirs, and digital and creative content does not have significant advantages on various criteria of branding elements.

The current condition of homestay is less supportive for Genuk Indah Tourism Village because the geographical location of Genuk, which is still close to the main road in the central Semarang Regency area, causes the need for homestay to be less needed for tourists. In addition, the type of attraction in Genuk Indah Tourism Village is a swimming pool that is less supportive to synergize with homestays.

IV. CONCLUSION

The development priorities of Genuk Indah Tourism Village according to the branding elements and ADWI indicators resulted in the main priority development of tourist attractions because it has the highest score of 0,415, the second priority is the development of digital and creative content which has a score of 0,279, the third priority is the development of souvenirs which has a score of 0,202, and the last priority is the development of homestays which has a score of 0,105. The development of tourist attraction as the main priority for the development of Genuk Indah Tourism Village that can be done is the utilization of the Kaligarang River as water tourism, continuing the plan to create green open spaces, and integrating tourist attractions through the creation of tour packages for tourists.

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