

Research Article

Unleashing the green potential: incorporating eco-business and key tourism elements in Kandri Semarang's Villages

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Abstract

This paper aims to explore the potential of eco-business and key tourism elements in Kandri Semarang's villages. The purpose of the study is to identify and analyze the key elements required to incorporate eco-business and sustainable tourism practices in the villages. The research was conducted using a qualitative approach that included interviews and surveys with residents and business owners. The results of the study indicate that there is significant potential for eco-business and sustainable tourism development in Kandri Semarang's villages. The key elements identified include natural resources, cultural heritage, community involvement, and infrastructure development. The research also highlighted the importance of involving local communities in the planning and implementation of eco-business and sustainable tourism initiatives. Based on the research findings, we recommend that local governments, businesses, and community members work together to develop and promote eco-business and sustainable tourism practices in Kandri Semarang's villages. This can be achieved through the development of appropriate infrastructure, marketing strategies, and capacity building programs for residents and businesses. Furthermore, it is important to prioritize the conservation of natural resources and cultural heritage to ensure the long-term sustainability of these initiatives.

Keywords: eco-business; competitive advantage; kandri semarang; key tourism elements; suburban areas; sustainable tourism

1. Introduction

Eco-business refers to businesses that operate in an environmentally sustainable manner, while also generating profits. These businesses adopt sustainable practices such as reducing waste and pollution, conserving natural resources, using renewable energy sources, and implementing environmentally friendly technologies in their operations (Dauvergne & Lister, 2013). The aim of eco-business is to balance economic growth with environmental sustainability by minimizing negative impacts on the environment and maximizing positive impacts on society. Examples of eco-businesses include organic farming, eco-tourism, renewable energy companies, and businesses that provide environmentally friendly products and services.

Eco-business can be integrated with key tourism elements by incorporating sustainable practices into the tourism industry (Hietala, 2015). The key tourism elements that can be

integrated with eco-business include: (i) Natural resources: Eco-tourism businesses can promote the conservation of natural resources such as forests, oceans, and wildlife, by offering sustainable tourism experiences that do not harm the environment; (ii) Cultural heritage: Eco-tourism businesses can promote cultural heritage by offering authentic experiences that respect the local culture and traditions, and by supporting local artisans and businesses; (iii) Community involvement: Eco-tourism businesses can involve local communities in their operations by hiring local staff, sourcing local products, and involving the community in decision-making processes; (iv) Infrastructure development: Eco-tourism businesses can work with local governments to develop infrastructure that supports sustainable tourism, such as eco-friendly accommodations, public transportation, and waste management systems (Kondoh et al., 2012).

By integrating eco-business with these key tourism elements, it is possible to create sustainable tourism experiences that benefit both the environment and the local community. This can lead to economic growth, job creation, and a positive impact on the environment and local culture.

Tourism has become a significant contributor to the economy of many regions, and villages in suburban areas are increasingly leveraging their unique natural and cultural resources to attract tourists. However, intense competition in the tourism industry requires villages to develop strategies to differentiate themselves from competitors and provide memorable experiences for visitors. Kandri Semarang, a suburban area in Indonesia, has many tourism villages that are yet to reach their full potential due to a lack of differentiation and sustainable practices. This paper aims to explore the potential of incorporating eco-business and key tourism elements in Kandri Semarang's villages to enhance their competitive advantage. The paper begins by reviewing relevant literature on sustainable tourism, eco-business, and key tourism elements. Next, it adopts a case study approach to examine the status of tourism villages in Kandri Semarang and identify the key tourism elements that can be integrated with eco-business practices. The paper concludes by providing practical recommendations for stakeholders to collaborate and create a sustainable tourism ecosystem that benefits both the local community and the environment.

Lane, (1994b) presents a general review of the emergence of rural tourism as a nontraditional rural development strategy, offering potential benefits such as income generation, employment, and retail growth. It is suggesting that rural tourism has become a popular development strategy due to its potential to bring economic benefits to rural areas. It highlights the importance of exploring new strategies and alternatives to foster growth and development in rural areas. The statement implies that rural tourism can play a significant role in promoting economic opportunities in rural areas and may be a viable solution for regions facing challenges in other economic sectors.

The study by Wilson et al., (2001) recognizes the key factors that contribute to the prosperous development of tourism and entrepreneurship in rural communities. This implies that Wilson identified critical factors that contribute to successful tourism and entrepreneurship development in rural areas. Understanding these factors is essential in creating an environment that fosters successful development of rural tourism and entrepreneurship. Policymakers, planners, and tourism entrepreneurs can use this information to create effective strategies and policies that support the growth and development of rural communities. The research highlights the importance of a targeted approach to rural tourism development, which considers the unique features and challenges of each rural area.

Liu, (2006) assesses the suitability of planning and establishment types in fostering rural tourism development in Malaysia, emphasizing rural areas' capacity to handle tourism. Gao et al. (2009) present a comprehensive analysis and evaluation of rural tourism in China. McAreavey et al. (2011) investigate the potential of adaptive tourism in overcoming challenges in the LEADER approach, and Haven-Tang et al. (2012) examine the leadership function of Adventa, Monmouthshire's LEADER+ program, in advancing small-scale rural tourism businesses. The studies mentioned provide critical information and analysis of the rural tourism industry in different countries. Policymakers, planners, and tourism entrepreneurs can use this information to develop effective strategies and policies that promote rural tourism development. The studies also emphasize the importance of considering the unique context and needs of each rural area when developing tourism initiatives. Furthermore, the research highlights the potential of adaptive tourism and the leadership role that programs like LEADER+ can play in promoting sustainable rural tourism businesses. By taking these insights into account, stakeholders can create a sustainable and inclusive rural tourism ecosystem that benefits both the local community and the environment.

This body of literature provides insight into the development of rural tourism and its potential to generate income, jobs, and retail growth in rural communities. The research also highlights the importance of adopting sustainable development approaches to address the challenges facing rural resources, and the role of adaptive tourism in overcoming these challenges. The findings suggest that successful rural tourism development requires careful planning, leadership, and collaboration among stakeholders to create a sustainable tourism ecosystem that benefits the local community and the environment. The research has practical implications for policymakers, planners, and tourism entrepreneurs seeking to develop and promote rural tourism in their regions.

This paper provides actionable suggestions for different groups involved in the tourism industry (i.e., stakeholders), to work together and create a sustainable tourism ecosystem. This ecosystem aims to benefit not only the environment but also the local community, such as improving their economic livelihood, quality of life, and cultural preservation. The recommendations could include specific actions such as adopting sustainable tourism practices, promoting local cultural heritage, preserving natural resources, improving local infrastructure, and involving the community in the decision-making process. By implementing these practical recommendations, stakeholders can work together to ensure that tourism activities have a positive impact on the community and environment in the long run.

2. Literature Review

2.1. RURAL TOURISM

The term "rural tourism" refers to the practice of traveling to rural areas for the purpose of recreation, with stays often ranging from 24 to 60 days. When we talk about "rural tourism," we're talking about all types of tourism that take place in rural settings. Rural tourism entails visiting non-urbanized areas with a low population. A fantastic opportunity to connect with local communities, assist them, and immerse yourself in their culture. Tourism both local and foreign that takes place in rural areas and includes rural experiences (Parantika et al., 2020). Rural tourism refers to the activity of traveling to rural areas for leisure or recreational purposes, which involves staying in rural accommodations and engaging in various activities that take place in non-urbanized areas with low population density.

Rural tourism encompasses a wide range of experiences that take place in rural settings, such as agritourism, ecotourism, cultural tourism, adventure tourism, and heritage tourism. These experiences allow visitors to immerse themselves in the local culture, learn about the history and traditions of the region, and participate in various activities, such as hiking, camping, fishing, bird watching, and farm visits. The main purpose of rural tourism is to provide visitors with a unique and authentic experience of rural life and to promote sustainable development in rural areas. By engaging in rural tourism, visitors can also support local communities and contribute to the preservation of rural heritage and traditions.

Rural tourism can benefit both the visitors and the local communities. Visitors can enjoy the peace and tranquility of rural areas and learn about different cultures, while local communities can benefit from the economic opportunities that tourism provides, such as increased job opportunities, higher income, and improved infrastructure. Rural tourism offers a fantastic opportunity for travelers to experience the beauty and charm of rural areas and to connect with local communities while promoting sustainable development and preserving rural heritage and traditions.

Rural tourism refers to any sort of tourism that highlights rural life, art, culture, and tradition in rural areas, thereby economically and socially benefiting the local population and facilitating contact between tourists and locals for a fuller tourism experience. Tourism centered on actively participating in a rural way of life. It could be a type of ecotourism (Wall, 1997). Many rural communities can benefit from tourism because many locals are welcoming and ready to welcome, and occasionally even host, guests. Agriculture is becoming increasingly mechanized, necessitating less manual labor. This tendency is putting economic pressure on certain communities, pushing young people to migrate to cities. However, there is a portion of the metropolitan population that is interested in visiting rural areas and learning about the way of life. This section of the tourism industry has grown dramatically in the last decade, resulting in rural tourism being more than simply a fantastic economic opportunity, but also a genuine vacation trend (Munt, 1994).

The growing trend of rural tourism offers several benefits for both rural communities and the tourism industry. By promoting rural tourism, rural communities can attract visitors, generate income, and create job opportunities, which can help to offset the economic pressures caused by the decline in agriculture and migration to cities. Furthermore, rural tourism can provide visitors with unique and authentic experiences, allowing them to learn about local cultures, traditions, and ways of life. This can lead to a deeper appreciation for rural areas and the people who live there, as well as promote cultural exchange and understanding. From a broader perspective, rural tourism can also contribute to the sustainable development of the tourism industry, by diversifying tourism offerings and promoting less crowded destinations. This can help to alleviate the negative impacts of over tourism in urban and coastal areas, while supporting the conservation of natural and cultural resources in rural areas. In summary, rural tourism represents an important opportunity for the sustainable development of rural communities and the tourism industry. By promoting and supporting rural tourism, we can create a win-win situation, where visitors can enjoy unique and authentic experiences, while rural communities can benefit from increased economic opportunities and cultural exchange.

Rural tourism is a unique subcategory of tourism from city breaks and popular tourist locations. Visits to natural places that are not urbanized, rely primarily on agriculture, and have tiny populations, such as villages and cottages, homestays, farms, ranches, and eco

lodges, are examples of rural tourism. Camping, hiking, outdoor sports, and spending time interacting with nature are all options for countryside tourism. It is linked to ethical and sustainable tourism, off-the-beaten-path travel, outdoor activities and sports, and time spent in nature. It has the potential to make travel more responsible and enjoyable (Long & Lane, 2000). When traveling in rural locations, the visitor can observe local life, avoid crowds and touristy pricing, and appreciate the pleasures of being outside. Rural tourism is very important in developing countries. It immediately benefits families who live in rural, otherwise non-touristy, remote areas. It also provides prospects for growth. It allows for leisure and rest from otherwise hectic lives in wealthy countries. It aids in reducing the negative impacts of over tourism in any country (Ramaswamy & Sathis Kumar, 2010).

2.2. AUTHENTICITY AND DNA OF CITY

Modern visitors have been found to prefer true behind-the-scenes experiences over participation in fake events and large gatherings, resulting in an increase in academic interest in authenticity in contemporary tourism consumption (Jyotsna & Maurya, 2019). The authenticity was conducted to provide an overview of traveler reviews of village destinations and explore how authenticity is experienced by travelers in village environments and the indicators associated with this. Authenticity is regarded as a primary factor that inspires tourists to travel to far-off locations. (Yoon & Uysal, 2005). Different tourist goals, such as getting away from daily routines, spending time with family, education, appreciation of health and natural resources, relaxation, and rejuvenation, have resulted in the development of numerous types of tourism, including adventure, luxury, wellness, gastro-tourism, cultural, and travel-related. However, modern tourists are no longer satisfied with superficial tourism activities and overcrowded tourist destinations. People seek a "genuine vacation experience" that is true and real to escape the synthetic world verging on fakery and daily boredom. Tourists are drawn to these locations because they have a reputation for being remote and unspoiled (Ramaswamy & Sathis Kumar, 2010).

The definition of what constitutes a "genuine," "original," and "local" experience is becoming increasingly important as the tourism industry causes cultural artifacts to become commodities. When traveling to culturally and environmentally isolated areas, tourists are growing increasingly concerned about the veracity of eco-cultural tourism activities (Tiberghien et al., 2017). The perceived authenticity of what visitors see is a crucial part of their tourism experience when visiting culturally and environmentally distant locations. Authenticity is manufactured in a variety of ways depending on the numerous tourism stakeholders involved in commodification politics as well as the tourist consuming the image. Authenticity is viewed as an important factor in meeting visitors' need to experience the true, timeless, and untouched in remote parts of the world. What most tourists witness is the performative side of local cultures, a 'manufactured authenticity' constructed, staged, and presented for external consumption (Lane, 1994a).

Describes the complexities of the term authenticity and its various applications. Tourist settings can be understood as a continuum, with the frontmost section being for show and the backmost region being deemed more authentic and motivating touristic consciousness by allowing a 'opportunity to glimpse the real' (Gertner, 2011). The intimate and authentic feature of the tourism destination that some visitors seek is the 'backstage' region, where hosts' true cultural past, as well as cultural integrity and identity, are preserved. In tourism, the concept of authenticity is intrinsically tied to the type of tourists who visit an area. Even though tourists' judgments of authenticity are primarily subjective, they can be influenced, segmented, and studied.

Tourists were divided into a variety of groups based on how essential authenticity is to them when visiting cultural institutions. Some tourists value authenticity more than others; these

tourists want authenticity but not necessarily actuality (Xie & Wall, 2002). Biological genes store genetic information by arranging and combining nucleotide pairs. Landscape genes, similarly, store cultural knowledge in an ordered structure of genetic information and exhibit landscape traits via a specialized transmission mechanism. Peilin collects six pieces of genetic information from the connotation of landscape genes from the perspective of genetics—dominance, inheritance, attribution, attachment, scale, and image—and conducts a case study of the heredity of cultural elements and their manifestation (Peilin et al., 2022).

3. Method

The importance of performance in tourists' views of the authenticity of eco-cultural tourism experiences. Various theoretical grounds and aspects of visitors' perspectives on authenticity in cultural heritage tourism are examined. The technique of grounded theory was applied, which was based on in-depth semi-structured interviews with diverse categories of visitors. The dynamics of the municipality of Semarang city as a prospective accessible tourism destination, as well as the demands, motivations, and behaviors of tourists with some level of impairment and tourism operators who provide accessible activities and goods, were studied using a case study technique. Alternatively, the methodological approach might be described as exploratory participatory, with an action research framework (Aas et al., 2005), see figure 1 in the next page.

The first step in creating new tourism products for Kandri Tourism Village was identifying the destination's potential. This was based on an evaluation of existing tourism resources and infrastructure, as well as their level of interest and accessibility, based on field investigation, document analysis, a literature search, and preliminary interviews with persons responsible for tourism development in the municipality.

Figure 3.1. Rural Tourism Research Methods for Kandri village.



Following this preliminary step, the first phase (shown in Fig. 3.1) attempted to identify tourist demands. At this step, potential guests were polled through focus groups and a survey. The survey and focus groups both intended to determine (i) tourists' wants and desires; (ii) their vacation behavior; (iii) their holiday preferences; and (iv) perceived restrictions to participation in tourism experiences and activities.

When choosing a focus group for Kandri Tourism Village research, it is important to consider the following factors: (i) The focus group represent a diverse range of demographics, including age, gender, ethnicity, and socioeconomic status. This will provide a more comprehensive understanding of the community's perspectives and needs; (ii) The focus group include stakeholders such as residents, business owners, and government officials who are involved in tourism development in Kandri Tourism Village. These individuals can provide insights into the challenges and opportunities of tourism

development and can help shape the direction of the research; (iii) The focus group include individuals who have experience with tourism, either as tourists or as tourism providers. This can provide insights into what tourists are looking for in a destination and what types of tourism experiences are feasible in Kandri Tourism Village; (iv) The focus group include individuals who are actively involved in the Kandri Tourism Village community and who have a vested interest in its development. This can provide insights into the community's values and priorities and can help ensure that tourism development aligns with the community's needs and goals; (v) The focus group be large enough to provide a diversity of perspectives but small enough to facilitate discussion and engagement. A group of 8-12 individuals is typically appropriate for a focus group.

By considering these factors, a focus group for Kandri Tourism Village research, researchers can ensure that the group is representative, engaged, and provides meaningful insights into the community's perspectives on tourism development.

Furthermore, informal encounters with community members (at the political and social levels) were conducted to solicit feedback on potential actions. The significance of performance in visitors' perceptions of the authenticity of eco-cultural tourism experiences. Different theoretical foundations and characteristics of visitors' views of authenticity in cultural heritage tourism are discussed. A grounded theory technique was used, which was based on in-depth semi-structured interviews with various types of visitors. A case study approach was used to understand the dynamics of the municipality of Semarang city as a potential accessible tourism destination, as well as the needs, motivations, and behaviors of tourists with some level of impairment and tourism operators who provide accessible activities and products. The methodological approach can alternatively be described as exploratory participatory, using an action research framework (Aas et al., 2005).

The first stage in developing concepts for new tourism products for Kandri Tourism Village was to identify the destination's potentialities. Based on field investigation, document analysis, literature research, and preliminary interviews with persons responsible for tourism development in the municipality, this was based on an evaluation of existing tourism resources and infrastructure, as well as their level of interest and accessibility. Following this initial stage, the first phase (see Fig. 1) sought to identify tourist demands. At this point, potential visitors were surveyed using a combination of focus groups and a survey. Both the survey and the focus groups sought to identify I visitors' wants and wishes; (ii) their holiday behavior; (iii) their holiday preferences; and (iv) perceived limits for participating in tourism experiences and activities. In addition, informal interactions with community members (at the political and social levels) were undertaken to solicit comment on possible actions.

4. Result and Discussion

The world of tourism continues to develop from time to time. There are more and more new tourism concepts, one of which is the emergence of the concept of tourism villages. Villages that are often described with simplicity are now starting to get exposure from the world of tourism (Ding et al., 2022). This tourism is a special attraction during existing tourist attractions, so the presence of the concept of a tourist village is an alternative new tourism option. With the emergence of these new tourist attractions, adding subjects that play a role in the tourism industry. These tourist attractions become a market waiting to be chosen and visited by visitors. In this case, each place must have a uniqueness that distinguishes it from other tourist attractions, this can be referred to as the competitive ability of a tourist spot (Amerta, 2017).

Rural tourism is defined as tourism centered on actively participating in a rural lifestyle. It could be a type of ecotourism. Because many people are hospitable and willing to welcome or host guests, many communities can help tourism. Agriculture is becoming increasingly mechanized, necessitating less manual labor. This tendency is putting economic pressure on certain communities, pushing young people to migrate to cities. However, there is a portion of the metropolitan population that is interested in visiting rural areas and learning about the way of life (Lane, 1994a)

Many new tourist attractions have sprung up in various regions in Indonesia. Not only in urban areas but also in peripheral areas. One of them is the emergence of the Tourism village phenomenon. Desa Wisata in the context of rural tourism is a tourism asset based on rural potential with all its uniqueness and attractiveness that can be empowered and developed as a tourism product to attract tourist visits to the village location (Nugraha et al., 2021). Today, a collection of places has turned into a market system, where one place and another become a means to offer and sell their potential. Global growth means that every country, every city and every region has to compete with each other and divide the world's consumers consisting of tourists, investors, students, entrepreneurs, and so on, with other countries that are also doing the same (Oka et al., 2019).

In today's crowded world market, most people and groups do not have much time to study in detail what to expect from a city. They use the common way of relying on the reputation a place has, as a simple way. This reputation is based on people's preconceived notions of what and how a city should be experienced. Nowadays, the ability to compete is starting to be directed towards the reputation of a space or place based on the opinions and experiences of people who have been in it (Sasmitha & Marhaeni, 2019). As such, governments and citizens need to discover what the world's perception or image of their country is, and then create strategies to explore it. One of the keys to building a city's reputation is by portraying itself as open, honest, strong, attractive, economically beneficial, politically and socially purposeful, and reflecting the spirit, local genius and aspirations of its people (Herawati et al., 2014).

The process and strategy of generating this positive reputation is the effort of branding a city. City image can be easily recognized as part of the brand in some developed countries, such as: Paris which has a brand as a fashion city; Japan has a brand related to technology, Switzerland has a brand about prosperity and rigor, Rio de Janeiro has a brand about carnival and soccer, and so on. It is often the case that a person's decision on a destination is influenced by a particular place and its people and products. Some countries still find it difficult to get the attention of visitors, businesspeople, or investors because their reputation is still considered weak. While some other countries are able to be marketed because they already have a good image that they have acquired over the long term, long before even the image they have had since centuries before (Dinnie, 2010).

A place brand is a reputation. The product of a space or place is meaningless without the experience it provides. At this outer layer, it will be able to answer the question, what makes city X special? What makes this place different from others? These are the questions that the researcher asks in relation to Kandri Tourism Village in Semarang. A place that is currently one of the options for traveling in the Semarang City area. With this we hope to provide a perspective to maximize the potential of Kandri Semarang Tourism Village so that later it can compete with other similar places (Ashworth, 2009).

This competitive ability is also a challenge for Kandri Tourism Village, which is in Semarang City, Central Java, Indonesia. To introduce Kandri Village as a tourist village, a framing is needed that can describe the uniqueness of this place so that it becomes the choice of tourists. This research is intended to find out the competitive ability of Kandri Tourism Village, which is expected to be an alternative in narrating this village to the wider community. In this case, we tried to find the DNA of Kandri Tourism Village by analyzing every potential activity in this village. We used the parameter that a place can compete if it has variables of Sociability; Uses and Activities; Comfort & Image; Access & Linkages. The results of this study found several potentials in Kandri Tourism Village, including Farming Workshop; Centra Chips and Cassava; Gamelan and Karawitan Workshop; Batik Workshop; Kandri Ethnic; Kridasana Kandri Field; Nyadran Kali.

The competitors for Kandri Semarang's tourism industry would likely be other destinations and businesses that offer similar tourism experiences in the region or around the world. Some competitors may include: (a) Other eco-tourism destinations: There may be other destinations that offer eco-tourism experiences with similar natural resources and cultural heritage. These destinations may have established marketing campaigns, infrastructure, and partnerships with tourism companies that give them an advantage over Kandri Semarang; (b) Traditional tourism destinations: Other destinations in the region may offer more traditional tourism experiences, such as luxury resorts or theme parks, that attract different types of tourists. These destinations may have established marketing campaigns and a loyal customer base that make them difficult to compete against, (c) Online travel agencies (OTAs): OTAs such as Expedia, Booking.com, and Agoda offer a wide range of travel products and services, including eco-tourism experiences. These OTAs have large customer bases and established relationships with tourism companies, which can make it difficult for new destinations to gain visibility and attract customers.

To differentiate from competitors, Kandri Semarang's tourism program could offer unique experiences and services that align with its natural resources, cultural heritage, and community involvement. For example, the program could highlight traditional crafts and food, offer tours led by local community members, or provide opportunities for visitors to participate in conservation efforts. By offering unique experiences and highlighting its strengths, Kandri Semarang can stand out from competitors and attract a loyal customer base.

Tourism destinations face severe and growing competition around the world, while consumers are becoming more demanding, wanting not only service excellence but also socially responsible and sustainable places. In this perspective, establishing accessible tourism at a site may aid in gaining competitiveness in an underserved, but often loyal, market. Developing accessible tourism may also result in the development of a culture of social responsibility. This would strengthen stakeholders' shared, human, and involving vision of the destination, including tourists, who increasingly value socially responsible roles of economic actors in the tourism industry ([Kastenholz et al., 2012](#)).

The first stage in developing thoughts for new accessible tourist goods to produce for Kandri Village was to identify the destination's potential. Based on field investigation, document analysis, literature research, and preliminary interviews with persons responsible for tourism development in the municipality, this was based on an evaluation of existing tourism resources and infrastructure, as well as their level of interest and accessibility.

4.1. SEMARANG AND THE PURSUIT OF AUTHENTICITY

Semarang City is the capital city of Central Java Province, Indonesia which is also the center of government and economy of Central Java Province, Indonesia. The geographical location of Semarang City in the north is bordered by the Java Sea, the west is bordered by Kendal City, the south is bordered by Semarang Regency and the east is bordered by Demak City as seen in figure 4.1 below.



Figure 4.1. Location of Kandri Tourism Village in Semarang City, Central Java.

Kandri Tourism Village, abbreviated as Dewi Kandri, is in Kandri Village, Gunungpati Subdistrict, Semarang City, formed based on Semarang Mayor Decree Number 556/407 dated December 21, 2012. Kandri Village has a population of around 4,740 people with most of their livelihoods as farmers, See figure 3 below.

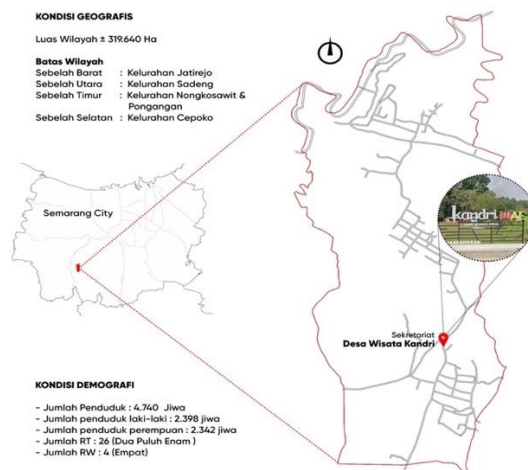


Figure 4.2. Magnetization as a function of applied field.

Most of the population has a livelihood as farmers, automatically a lot of land from Kandri Village is designated as agricultural land. As much as ± 97,622 Ha as rice fields, as much as ± 221,368 Ha as residences and yards, as much as ± 650 Ha as public facilities. Being located close to the Jatibarang Reservoir is one of the supporters of agriculture in the Kandri Village

area.

In accordance with the name that is pinned to this area, namely the village, Kandri Village is the same as the village in general. Villages are human settlements located outside the city and the population has an agrarian lifestyle. Likewise, Kandri Village has rice fields and is still beautiful which is so wide that the activities carried out by residents are dominated by farming activities. The circulation of farming activities here generally goes to the fields in the morning, rests back home at noon, then in the afternoon returns to the fields and the activity ends near the end of the afternoon. The rural and agrarian lifestyle of Kandri Village presents an opportunity for rural tourism development. Tourists can learn about the traditional farming practices of the village and experience the rural way of life. They can engage in activities such as rice planting, harvesting, and processing, as well as learn about the culture and traditions of the local community.

In addition, rural tourism can provide economic benefits to Kandri Village. By attracting tourists, the village can generate additional income and create job opportunities for residents. This can help to diversify the local economy, reduce the dependency on agriculture, and improve the living standards of the community. However, it is important to ensure that the development of rural tourism in Kandri Village is done in a sustainable and responsible manner, considering the environmental, social, and cultural impacts of tourism activities. This can involve working with the local community to develop tourism products and services that are authentic, respectful, and aligned with their values and needs. The agrarian lifestyle and natural beauty of Kandri Village present an opportunity for rural tourism development that can benefit both tourists and the local community. However, it is important to ensure that tourism development is sustainable and responsible, and that it respects the environment, culture, and traditions of the local community.

As a tourist area, Kandri Village is equipped with several supporting facilities and infrastructure to support tourism activities. Law No. 10/2009 explains that tourism is a variety of tourism activities and is supported by various facilities and services provided by the community, entrepreneurs, the Government, and Local Governments. In this case in Kandri Village, there is a priority area that is used as the entrance to the Tourism Village which has been facilitated in the form of a wide road access and there is a secretariat office for Kandri Tourism Village.

In many countries, rural tourism is a major focus for tourism development. The rural holiday market is growing while the future of many rural districts is uncertain, either to changes in agricultural practices or the growing allure of city living standards. Rural tourism appears to be an appropriate tool for revitalizing and ensuring the long-term viability of declining rural areas through job retention or even job creation, service retention, farm support, expanded cultural offerings, landscape and nature conservation, and the preservation of rural arts and crafts as tourist attractions. Rural tourism is regularly utilized to promote infrastructure development, which in turn helps to increase other rural economic activities (Aref & Gill, 2009). The focus on rural tourism development can have significant economic and social benefits for declining rural areas. By promoting tourism in these areas, job opportunities can be created or retained, which can help to stem the flow of migration to cities and support the local economy.

The development of rural tourism can lead to the preservation of rural landscapes, culture, and traditions. This can help to maintain the identity and character of rural areas, while also providing tourists with unique and authentic experiences. Moreover, rural tourism can

serve as a catalyst for infrastructure development, such as the improvement of roads, utilities, and communication networks. This can help to increase the overall attractiveness of the area for tourists and other economic activities, such as small businesses and agriculture. However, it is important to ensure that the development of rural tourism is done in a sustainable and responsible manner, considering the environmental, social, and cultural impacts of tourism activities. This can involve working with local communities to develop tourism products and services that are authentic, respectful, and aligned with their values and needs. The development of rural tourism can be an effective tool for revitalizing declining rural areas and supporting sustainable economic growth. However, it is important to ensure that tourism development is done in a responsible and sustainable manner, and that it benefits local communities while preserving the natural and cultural assets of rural areas.

It appears simple to define rural tourism as tourism that takes place in the countryside, but this definition ignores the activity's complexities as well as the many forms and meanings developed in different places. "Rural tourism covers a spectrum of activities, services, and amenities supplied by farmers and rural residents to attract tourists to their area in order to earn extra cash for their companies," according to a wider definition. Rural tourism encompasses not only farm tourism or agritourism (which is what most people think of when they think of rural tourism), but also special interest nature holidays, rural touring, and services such as events, festivities, gastronomy, outdoor recreation, handicraft and agricultural product production and sale, and so on.

4.2. KANDRI VILLAGE AS An AUTHENTICITY TOURISM PLACE

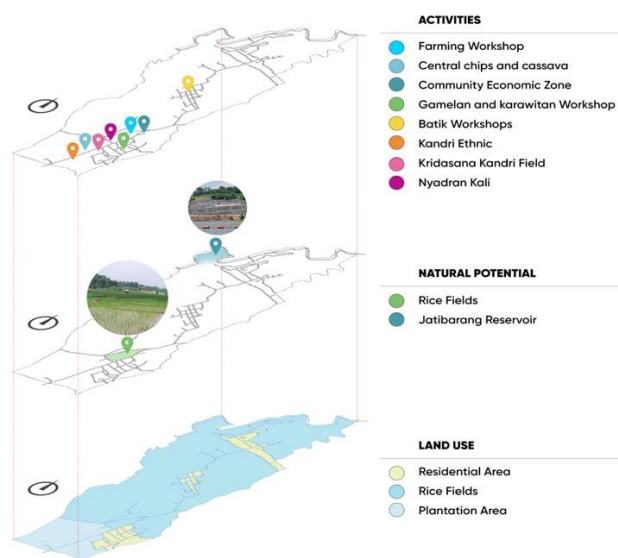


Figure 4.3. Magnetization as a function of applied field

Figure 4.3 above explains that tourism activities in Kandri Tourism Village are clustered in areas that have natural potential and are close to residential areas. Some of the clustered activities are agricultural education activities, economic activities, agricultural product production activities adjacent to residential areas. The potential of Kandri Tourism Village included in the findings, some have existed for a long time, and some existed after the tourism village program was launched. These potentials, if analyzed based on the four variables that are parameters of the ability to compete, have different results. The clustering

of tourism activities in areas with natural potential and proximity to residential areas in Kandri Tourism Village presents an opportunity for sustainable tourism development. By promoting tourism activities that are aligned with the local community's needs and values, tourism can be used as a tool to support the local economy and preserve natural and cultural resources.

The identification of potential tourism activities in Kandri Tourism Village is an important step in determining the competitive advantages of the village. By analyzing the potential based on the four variables that are parameters of the ability to compete, tourism planners and stakeholders can develop strategies to enhance the competitiveness of the village. The results of the analysis may reveal that certain potential tourism activities have a higher competitive advantage than others, based on factors such as market demand, resource availability, infrastructure, and local expertise. These activities can be prioritized for development, while also considering the potential impacts on the local environment and community.

Furthermore, the development of tourism activities in Kandri Tourism Village should be done in a participatory manner, involving the local community in the planning and implementation process. This can help to ensure that tourism development is aligned with the needs and aspirations of the community, while also promoting cultural exchange and understanding. The identification and analysis of potential tourism activities in Kandri Tourism Village is an important step in promoting sustainable tourism development. By prioritizing competitive advantages and involving the local community in the planning and implementation process, tourism can be used as a tool for economic development, environmental conservation, and cultural preservation.

Farming Workshop at Kandri Tourism Village is an educational tourism activity that allows visitors to experience being a farmer by trying agricultural activities including planting rice and cassava. Visitors will be guided directly by tour guides by jumping directly into the farmer's fields that have been provided. The experience of being a farmer will be a valuable experience for visitors who have never experienced doing agricultural activities. This activity is usually the main agenda of visitors, one of which is elementary school children and some visitors from abroad.

The figure 4.4 shows that the utilization of rice fields has all four required variables. In this activity, it is quite organized. Visitor circulation is also well organized. The strategic location of the activity facilitates access to the location.

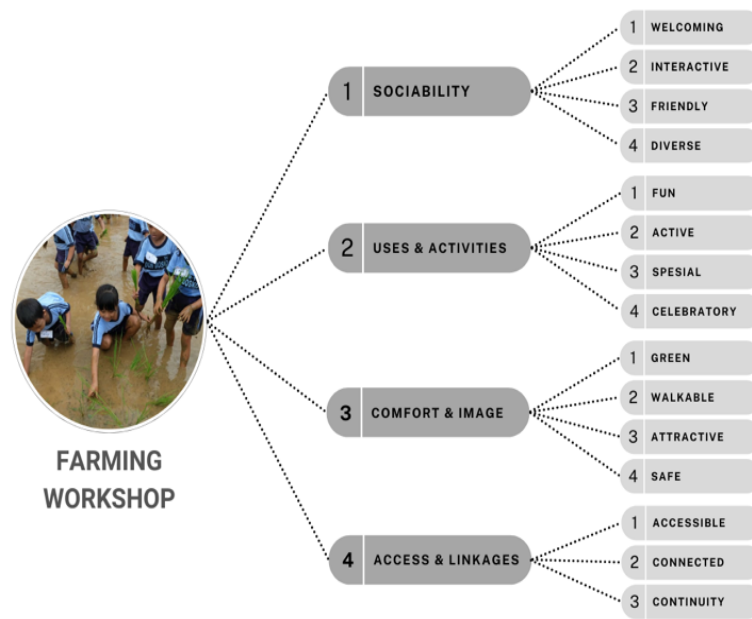


Figure 4.4. Magnetization as a function of applied field

One of the crops in Kandri Tourism Village is cassava. This crop is utilized as processed food in the form of chips. In this Tourism Village, there is one location that is used as a center for processing cassava chips. Visitors can see the process of processing chips from raw materials into ready-to-consumer products. In addition, visitors can also try the taste of chips directly from the frying pan. The cassava chip processing center in Kandri Tourism Village presents an opportunity for agritourism development, which can benefit both the local community and tourists. By showcasing the process of making cassava chips, tourists can learn about the local culture and traditions, while also supporting the local economy. This activity can also provide economic benefits for the local community, as it creates job opportunities and generates income from the sale of cassava chips. This can help to diversify the local economy and reduce dependency on agriculture. The promotion of cassava chip processing as a tourist attraction can help to preserve traditional food culture and promote sustainable agriculture practices. This can help to maintain the identity and character of the local community, while also providing tourists with unique and authentic experiences. It is important to ensure that the development of cassava chip processing as a tourist attraction is done in a sustainable and responsible manner. This can involve working with the local community to develop tourism products and services that are aligned with their values and needs, and that respect the environment, culture, and traditions of the local community. The promotion of cassava chip processing as an agritourism activity in Kandri Tourism Village can provide economic and social benefits for both the local community and tourists. It is important to ensure that tourism development is done in a sustainable and responsible manner, and that it supports the preservation of traditional food culture and sustainable agriculture practices.

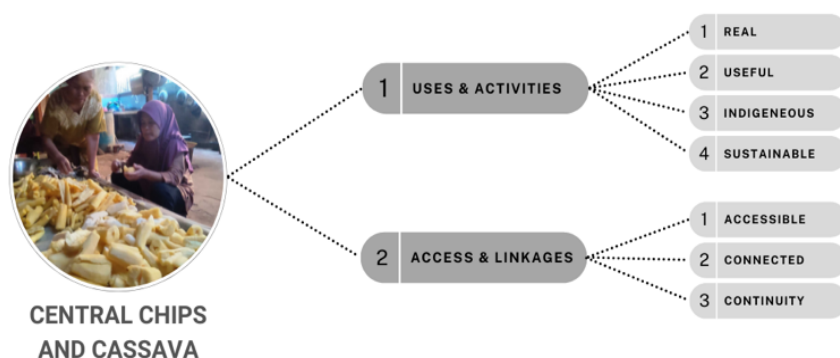


Figure 4.5. Magnetization as a function of applied field.

The figure 4.5 above shows that this activity only meets the two variables required to fulfill the assessment as a place that can compete. In this activity there is only one direction and visitors cannot get involved in this activity.

4.3. GAMELAN AND KARAWITAN WORKSHOP AS AN AUTHENTIC CULTURAL ACTIVITY

Located in Central Java, educational tourism in the form of Gamelan and Karawitan is also tried to be offered by this place. In this activity visitors will be taught simple tones that can be played using gamelan. After being given the opportunity to learn, visitors are then given the opportunity to perform what they have learned.

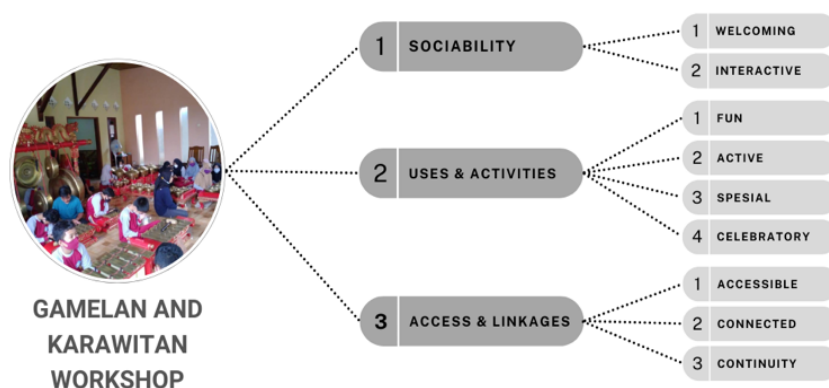


Figure 4.5. Magnetization as a function of applied field.

The existence of the Gamelan and Karawitan Workshop only fulfills three variables in the competitive assessment. The limitations of gamelan equipment and learning places make some assessments unable to be fulfilled, see figure 4.5 above. The existence of the Gamelan and Karawitan Workshop in Kandri Tourism Village presents an opportunity for cultural tourism development. However, the limitations in gamelan equipment and learning places may hinder the development of this activity and limit its competitive advantage.

It is important to address these limitations to fully leverage the potential of gamelan and karawitan workshops as a cultural tourism attraction. This can involve improving the quality and availability of gamelan equipment and expanding the learning places, which can help to attract more tourists and improve the overall competitiveness of the village. Moreover, it is important to ensure that the development of gamelan and karawitan workshops is done in a sustainable and responsible manner, considering the environmental, social, and cultural impacts of tourism activities. This can involve working with the local

community to develop tourism products and services that respect the local culture and traditions, while also promoting cultural exchange and understanding. The gamelan and karawitan workshops in Kandri Tourism Village present an opportunity for cultural tourism development. However, the limitations in equipment and learning places may limit the competitiveness of this activity. It is important to address these limitations in a sustainable and responsible manner to fully leverage the potential of cultural tourism in Kandri Tourism Village.

4.4. NYADRAN KALI – CULTURAL PROSESSION

One of the most iconic activities in Kandri Tourism Village is the cultural procession called Nyadran Kali. The Nyadran Kali cultural title is a form of gratitude from the Kandri community. The event is enlivened by art performances or cultural titles. Welcomed enthusiastically by the local community, it was solemn and still lively. There are two sessions in this cultural title. The first session, the process of taking water in seven springs. The Nyadran Kali cultural procession in Kandri Tourism Village presents an opportunity for cultural tourism development. This event showcases the local culture and traditions and can provide a unique and authentic experience for tourists. The process of taking water from seven springs in the first session of the cultural procession is a significant part of the event. This activity can be promoted as an eco-tourism activity, as tourists can learn about the importance of water resources in the local culture and environment and participate in activities that promote the conservation and preservation of these resources. The art performances and cultural titles that accompany the Nyadran Kali cultural procession can provide an opportunity for tourists to learn about the local culture and traditions and participate in cultural exchange and understanding. However, it is important to ensure that the development of cultural tourism in Kandri Tourism Village is done in a sustainable and responsible manner. This can involve working with the local community to develop tourism products and services that respect the local culture and traditions, while also promoting environmental conservation and community development. In summary, the Nyadran Kali cultural procession in Kandri Tourism Village presents an opportunity for cultural tourism development. The process of taking water from seven springs can be promoted as an eco-tourism activity, while the art performances and cultural titles can provide an opportunity for cultural exchange and understanding. It is important to ensure that tourism development is done in a sustainable and responsible manner, while respecting the local culture and traditions.

The last one is in Kali Kidul to collect holy matirto water to be carried to the Palareman place, precisely in Sendang Gede. Then taking water at Sendang Gede to wash the dancers' faces in the morning. After that, the cultural procession begins carrying properties, such as gongs, jadah, cow or buffalo heads, sego golong, and tumpeng. Starting from Kali Kidul, it is brought to Sendang Gede. There are nine dancers who are new creations from the Kandri community about the Holy Matirto of Dewi Kandri. The meaning of the nine dancers is the highest number. Starting from seven springs according to Javanese culture is pitulungan (help), see figure 4.6 below.

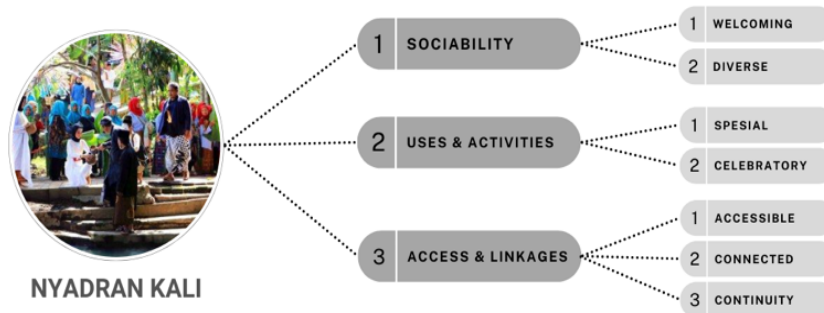


Figure 4.6. Diagram Farming Workshop

4.5. *KANDRI ETHNIC – CULTURAL EXPERIENCE TOURISM*

The next discovery was an artist who opened his art workshop to visitors. This place is called Kandri Ethnic. In this activity visitors will be given the opportunity to create a work of art in the form of bracelets, necklaces, or other simple accessories. All tools and materials are provided and here the creativity of each visitor is needed.

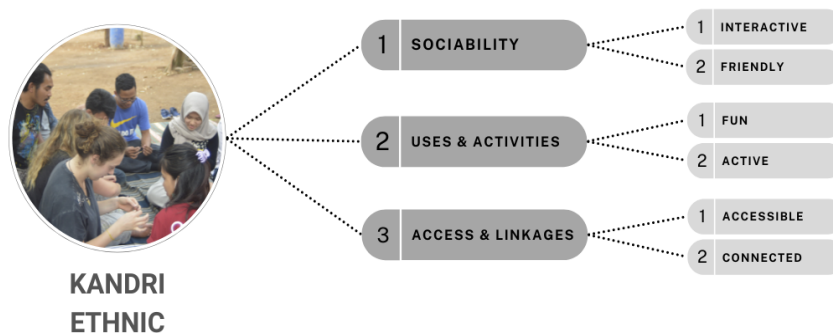


Figure 4.7. Diagram Kandri Ethnic Activity

The activities at Kandri Ethnic in the figure 4.7 above only fulfill three assessment variables. Some variables can't be met because there aren't enough places to learn and the places to learn aren't always the same. Of course, this cannot be sustainable. The Kandri Ethnic art workshop presents an opportunity for cultural and creative tourism development. By allowing visitors to create their own works of art, the workshop can provide a unique and authentic experience for tourists, while also promoting local culture and creativity. However, the limitations in the number and quality of learning places can limit the competitiveness of this activity and may hinder its long-term sustainability. It is important to address these limitations to fully leverage the potential of the Kandri Ethnic art workshop as a tourism attraction.

This can involve improving the quality and availability of learning places, and ensuring that they are consistent and reliable. It can also involve working with the local community to develop tourism products and services that align with their values and needs, while also promoting cultural exchange and understanding. Moreover, it is important to ensure that the development of cultural and creative tourism in Kandri Tourism Village is done in a sustainable and responsible manner. This can involve working with the local community to develop tourism products and services that respect the local culture and traditions, while also promoting environmental conservation and community development. The Kandri

Ethnic art workshop presents an opportunity for cultural and creative tourism development. However, the limitations in learning places may hinder its competitiveness and long-term sustainability. It is important to address these limitations and develop tourism products and services that respect the local culture and traditions, while promoting environmental conservation and community development.

4.6. KRIDASANA KANDRI FIELD – COMMUNITY ACTIVITIES TOURISM

In Kandri Tourism Village, there is a field that is usually used by the Kandri community for afternoon gatherings, sports, and for activities or cultural events in Kandri Village. The location of this field is quite strategic in the center of Kandri village and has good access, see figure 4.8 bellow.

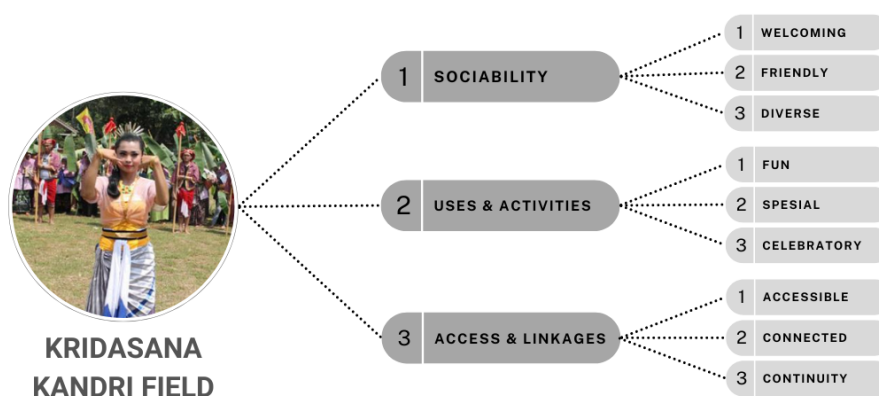


Figure 4.8. Diagram Kridasana Kandri Field

The assessment of the competitive ability of this place only fulfills three variables. The existence of the hang field has a function as a support for residents' activities, and the intensity of holding large activities, which are quite rare, is one of the causes of not fulfilling other variables. In addition, the arrangement should still be maximized because there are many wild plants that will look very good when arranged.

4.7. NYADARN KALI EVENT – CULTURAL PROCESSION RITUAL

One of the most iconic activities in Kandri Tourism Village is the cultural procession called Nyadran Kali. The Nyadran Kali cultural title is a form of gratitude from the Kandri community. The event is enlivened by art performances or cultural titles. Welcomed enthusiastically by the local community, it was solemn and still lively. There are two sessions in this cultural title. The first session, the process of taking water from seven springs. The last one is in Kali Kidul to collect holy Matirto water to be carried to the Palareman place, precisely in Sendang Gede. then taking water at Sendang Gede to wash the dancers' faces in the morning. The last one is in Kali Kidul to collect holy Matirto water to be carried to the Palareman place, precisely in Sendang Gede. then taking water at Sendang Gede to wash the dancers' faces in the morning. After that, the cultural procession begins carrying properties, such as gongs, jadah, cow or buffalo heads, sego golong, and tumpeng. It is brought to Sendang Gede from Kali Kidul. The Kandri community has created nine new dancers to represent the Holy Matirto of Dewi Kandri. The meaning of the nine dancers is the highest number. Starting from seven springs according to Javanese culture is pitulungan (help).

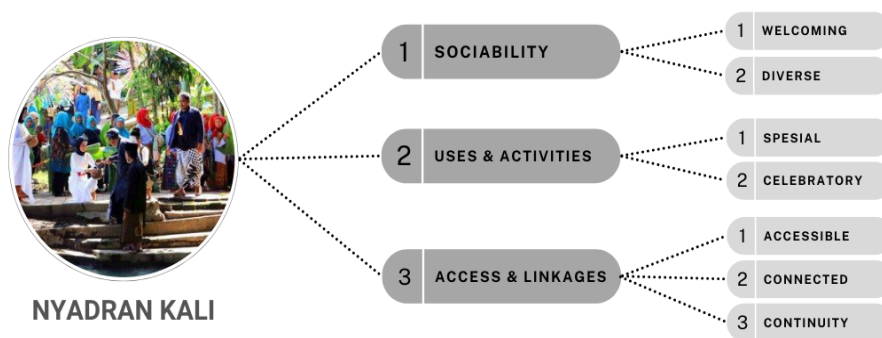


Figure 4.9. Nyadran Activity

Figure 4.9 above shows that this activity only fulfills three variables of competitive ability. Activities that take place only once a year on Kliwon Thursday, Jumadil Akhir, create several variables that cannot be met by other variables.

Economic restructuring and the agriculture crises have diminished economic options in rural communities. These developments have constrained the economic development alternatives available to rural areas, making conventional development tactics less viable and prompting many to look for nontraditional ways to survive. Tourism and its accompanying entrepreneurship prospects have become one of the most popular atypical rural development methods due to tourism's capacity to bring in revenue, generate jobs, and support retail expansion. The goal of this research was to identify and investigate the elements that have aided rural communities in successfully developing tourism and entrepreneurship prospects. Several focus groups were held in six rural communities with local business owners and officials. The findings clearly demonstrate the importance of a community-based approach to tourism development, as well as the fact that rural tourism development and entrepreneurship cannot take place without the participation and collaboration of businesspeople involved in tourism, both directly and indirectly.

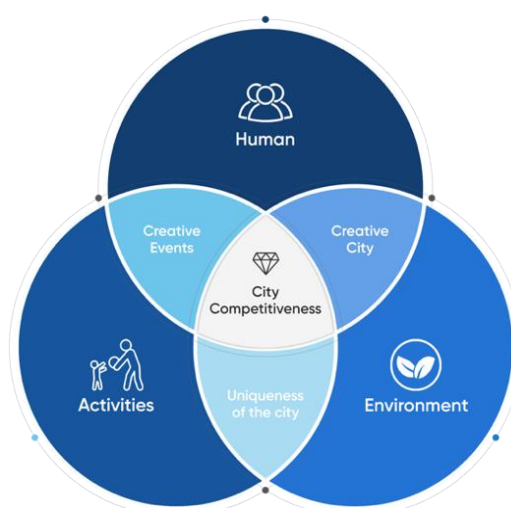


Figure 4.10. City Competitive Advatage Elements in Kandri Village.

These developments reduced the economic development alternatives available to rural areas, making older development tactics such as manufacturing less viable and driving many to look for nontraditional ways to survive. Tourism and its accompanying

entrepreneurship prospects have been among the most popular atypical rural development initiatives. Tourists are drawn to rural places because of the mystery connected with them, as well as their cultural, historic, ethnic, and geographic qualities, see figure 4.10 above.

Rural tourism is also less expensive and easier to implement than other methods of rural economic development such as manufacturing. Rural tourism can be promoted locally with the assistance of local government and small businesses, and it does not always require the involvement of outside organizations or companies. Although tourism can be expensive to develop in some cases (for example, large resort areas) or need large firms and chains, rural tourism can be started with minimal investment credit, training, or capital.

By implementing sustainable practices and capitalizing on the unique natural and cultural resources of the area, Kandri Semarang can attract more tourists who are seeking authentic and environmentally conscious travel experiences. Many travelers today are interested in sustainable tourism practices and are looking for destinations that offer eco-friendly accommodations, activities, and tours. By implementing sustainable practices, Kandri Semarang can appeal to these travelers and differentiate itself from destinations that do not prioritize sustainability. Furthermore, Kandri Semarang's unique natural and cultural resources can provide a unique and memorable experience for travelers. By showcasing these resources through tours, activities, and events, Kandri Semarang can attract travelers who are interested in cultural immersion and learning about local traditions.

In addition, promoting community involvement and supporting local businesses can also attract more tourists. Many travelers today are looking for opportunities to support local communities and businesses, and by working with local stakeholders, Kandri Semarang can provide a unique and authentic experience while also benefiting the local economy. By implementing sustainable practices and capitalizing on the unique natural and cultural resources of the area, Kandri Semarang can appeal to a growing segment of environmentally conscious and culturally curious travelers, which can result in increased tourism and economic growth for the destination.

5. Conclusions

A rural area is a large open tract of land with few homes or other structures and even fewer people. Rural places have a low population density. A city or urban region is a big population center. Their homes and businesses are relatively close to one another. Rural areas have fewer inhabitants, and their homes and businesses are spread out. Agriculture is the primary industry in most rural areas. Most individuals live or work on farms or ranches. Rural areas are the areas that surround hamlets, villages, towns, and other minor settlements. Wildlife is more common in rural areas than in cities due to a lack of humans and structures. Rural areas are sometimes referred to as "the country" because residents may see and interact with the country's native fauna. Globally, rural areas have a higher population density than metropolitan areas. This, however, is rapidly changing. Urbanization is occurring across the world. According to the United Nations, Asia's urban population will increase by more than two billion by 2050.

People are moving to cities for a variety of reasons, including agricultural and industrial technology, as well as a desire to improve their economic status. Agricultural technology has decreased the need for agricultural workers. Fewer farmworkers are required to collect more food due to advancements in transportation, tools, fertilizer, and genetically altered crops. Many farmworkers are traveling to cities in search of work as demand for farm labor falls. Industrial advancements have given rise to many city-specific occupations. Developing

countries usually have resource-based economies, which means that agriculture, wood, mining, or other natural resource exploitation provides the majority of people with a living. These natural resources are commonly found in rural areas. Emerging countries usually move to a service-based economy as they enhance their usage of industrial technology. Industrial technology is used in service-based economies to distribute finished goods and services to individuals both inside and outside of national borders.

Practical recommendations for stakeholders to collaborate and create a sustainable tourism ecosystem that benefits both the local community and the environment in Kandri Semarang:

- (i) Develop a sustainability plan: Stakeholders can work together to create a sustainability plan that outlines the destination's goals for environmental conservation, community involvement, and economic growth. This plan should include strategies for reducing waste and pollution, conserving natural resources, involving local communities in tourism development, and supporting local businesses;
- (ii) Involve local communities: It is important to involve local communities in the planning and implementation of tourism initiatives. This can be done through community meetings, surveys, and focus groups, and by hiring local staff and sourcing local products and services. By involving local communities, tourism can benefit the local economy and culture, and foster a sense of pride and ownership among residents;
- (iii) Partner with sustainable tourism companies: Stakeholders can partner with sustainable tourism companies that share their values and goals. These companies can help develop and promote sustainable tourism experiences and provide guidance and expertise in areas such as eco-friendly accommodations, waste management, and conservation;
- (iv) Implement sustainable infrastructure: Stakeholders can work together to develop sustainable infrastructure such as eco-friendly accommodations, public transportation, and waste management systems. This can reduce the negative impacts of tourism on the environment and provide a better experience for visitors;
- (v) Educate visitors: Visitors should be educated about the destination's sustainability initiatives and encouraged to participate in eco-friendly practices. This can be done through information sessions, brochures, and signage, and by incentivizing sustainable behavior such as reducing waste and conserving water.

By collaborating and implementing these recommendations, stakeholders can create a sustainable tourism ecosystem that benefits both the local community and the environment in Kandri Semarang. This can lead to economic growth, job creation, and a positive impact on the environment and local culture.

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