

**Research Article**

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Recovery Of Indonesian Tourism In The Covid-19 Period Through Tourism Village Approach Tourism Area Life Cycle (Kubu Gadang Village Case Study)Pepy AFRILIAN¹**ARTICLE INFO****Background:**

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ABSTRACT

Kubu Gadang village has been included in the category of developing tourist villages that are heading towards the phase of advanced tourist villages but are constrained by the conditions of the covid-19 pandemic. In the condition of a pandemic, need a strategy for recovery. Before formulating a strategy, there needs to be a stage to analyze the position of Kubu Gadang tourist village with the life cycle approach. The researchers conduct qualitative methods, by observation, and in-depth interviews, so that the data obtained is then analyzed internally and externally to find the conduit of Kubu Gadang village based on the position of the life cycle of tourism attraction which then the data is processed with SWOT analysis to produce and formulate strategy. Position of Kubu Gadang tourist village which is now development period then further prepare to consolidation phase with a strategy to increase achievements with innovation following health protocols, accelerate collaboration to develop international investments, immediately socialize to the community for digital change so that it becomes an added value of Kubu Gadang Village, then increase community facilities and collaboration for the development of attractive attractions, homestay, and culinary.

Introduction

Indonesia is a country that is focusing on tourism development to boost the economy, this can be seen from the data of foreign tourist visits in 2019 reached 16.11 million and this experienced a 1.88 percent increase from 2018 (Setijawan, 2018). 2020 became a year with high hopes for Indonesian tourism by continuing to increase the number of tourists but since the Covid-19 pandemic present in early 2020 made world tourism activity decrease and this significant decline was felt directly by Indonesian tourism, cumulatively, the number of tourists visiting Indonesia in January-September 2020 only reached 3.56 million people or down 70 percent from the previous year (Muhyiddin & Nugroho, 2021). Decreased visits due to restricted access and routes and this are the case for the anticipation of the spread of covid-19 with lockdown regulations in various countries (Zhang et al., 2021).

Responding to this reality, the Ministry of Tourism and Creative Economy of Indonesia continues to strive to restore tourism by focusing on local tourists to travel only domestically by directing alternative tourism, namely with the approach of tourist villages (Susanti, Erna, 2021). Tourist villages are one of the priority programs of the Ministry of

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Tourism and Creative Economy of the Republic of Indonesia since 2017 until now. Indonesia has built several tourist villages and in 2018 the Indonesian Central Statistics Agency recorded 2.07% or 1,734 tourist villages in Indonesia, one of which is the mobilization of tourist villages also carried out in West Sumatra, namely Kubu Gadang tourist village (Marshesa et al., 2021).

Kubu Gadang Village is located in Padang Panjang City which is geographically endowed by a beautiful expanse of scenery and cultural power. The concept of tourist villages is back to nature that prioritizes natural tourism (agriculture, fisheries, and plantations) with socio-cultural values, and the uniqueness of local characteristics that exist, and Kubu Gadang Village began to grow the power of tourism through the unique value of Silat culture which is only owned by Kubu Gadang Village, namely silek lanyah. Silek lanyah is included in the oldest Pencak silat with silat training methods in muddy places with the initial goal to form a reliable fighter (nurfitri; suharti; Emzia Fajri, 2021). Starting from the exercise then the activities of silek lanyah developed into a tourist attraction. The potential power of silek lanyah attractions, Kubu Gadang tourist village competes with the digital market approach that utilizes technology as a promotion and displays the value of local wisdom by offering several other attractions from regional culinary, thematic attractions, old-fashioned games, and selfie tours.

After six years of introducing tourist villages, Kubu Gadang received tourism appreciation held by the Indonesian Tourism Industry Association (GIPI) West Sumatra to become the Year 2020 Best Tourism Village in West Sumatra. In addition to getting the demonstration of Kubu Gadang tourist village also experienced an increase in visits from national to foreign. In 2020 should be a brilliant time for Kubu Gadang tourist village to develop tourism but because of the Covid-19 virus must be willing to give up its heyday and lose revenue of Rp 200,000,000 from package cancellations. The pandemic period due to the Covid-19 Virus for Kubu Gadang tourist village does not have a material loss but community of Kubu Gadang also broke the spirit of community to live in the tourism industry in the new normal. At this time certainly not necessarily dissolved in anxiety certainly needed a strategy for the recovery of tourism and rise to continue to move in the tourism industry, especially with the approach of tourism villages. In order to be able to formulate a recovery strategy before formulating a more complex tourism recovery strategy it is necessary to analyze the position of the Kubu Gadang tourist village with the approach to the life cycle of tourist attraction (Setiawan & Wiweka, 2018; Suryaningsih & Suryawan, 2016).

The life cycle of tourist attraction or better known as the Tourism Area Life Cycle is a model to identify the position of tourism products in tourism activities in terms of planning and policymaking so as not to regress in the heyday (Brooker et al., 2008; Parra-lo et al., 2008). Butler discovered six stages of tourism development known as the product life cycle (PLC) theory (Singh, 2020), namely the exploration stage, engagement stage, consolidation stage, stagnation stage, decline, and rejuvenation stage (Holmes & Ali-knight, 2017). These six stages when well-identified can position Kubu Gadang Tourism Village to make recovery tourism. Based on the problem of a gap, research is carried out to be able to formulate and formulate relevant strategies related to the internal and external conditions of Kubu Gadang tourist village in the recovery period by finding the position of Kubu Gadang tourist village with a problem formulation, what is the position of Kubu Gadang tourist village based on tourism area life cycle analysis in the new normal and What is the relevant recovery strategy by paying attention to the internal and external conditions of Kubu Gadang tourist village.

Literature

Tourism Village For Indonesia Recovery Tourism

Tourism has a vital task in economic growth for countries affected by covid-19. Indonesia's economy can recover after the pandemic if the government is willing to develop the tourism sector seriously (Made & Kristina, 2020). The President and government declared the 2021 RKP as a milestone for accelerating development due to the Covid-19 pandemic throughout 2020, the first year of the 2020-2024 RPJMN period. RKP 2021 carries the theme "Acceleration of Economic Recovery and Social Reform" with six development focuses, namely: (a) recovery of the industrial sector, tourism, and investment; (b) strengthening the food security system; (c) reform of the national health system; (d) reform of the social protection system; (e) reform of disaster resilience systems; and (f) strengthening human resources through vocational education and training (Muhyiddin & Nugroho, 2021). From this data, tourism becomes one of the fields in accession.

How to survive the recovery period that can be done through tourist attraction is nature-free tourism then the advice is the result of research with the discovery of a great need for natural tourism and the need for harmonization between service users and service providers (Albouy & Lue, 2015). The results of previous research on the Covid-19 outbreak helped encourage the development of tourist villages and tourism concepts with this tourist village being a choice of new patterns of tourism. There are several indicators that researchers found from previous studies that convey the potential for tourist villages as new tourist patterns that promise to be felt by the Covid-19 outbreak, among others; close distance from the city to the village with a close distance that facilitates the access of city tourists to travel to the tourist village (Apriyanti et al., 2022; Kewuel et al., 2022). Furthermore, the new experience felt by tourists is to get a deeper experience of culture directly with the village community and when offering tourism activities in tourism village usually with affordable economic value as well as being able to feel firsthand the natural atmosphere away from the hustle and worry about the state of the Covid-19 outbreak. The development of tourist villages will be successful if all the potential of the village such as human resources and natural potential can be synergized to the maximum with the development of tourist villages will open opportunities for labor absorption, trade transactions of local native products will also increase which will eventually have implications for improving the economy of the village community tourism development in Tourism Villages (Muhyiddin & Nugroho, 2021; Susanti, Erna, 2021).

The recovery stage that can be carried out by the Tourism Village and local government support is a step of human resources preparation and also the preparation of infrastructure and for the adaptation phase at the recovery stage, there needs to be an emphasis on PHBS and CHSE policies for tourism actors to concentrate on changing tourist behavior due to the Covid-19 Pandemic (Ferdiansyah, 2021) this research is also relevant to the direction of Minister of Tourism and Creative Economy, Mr. Sandiaga Uno consists of three strategies for Tourism recovery efforts suggested by, namely: Adaptation, Collaboration, Innovation (Anggarini, 2021).

Other previous research (Nazarudin et al., 2022) said there were several steps for the recovery of tourist villages when there was a government policy to reduce the number of tourist visits, namely, optimizing the role of the government and business actors as the main sector driving village tourism by internally reconstituting tourism development policies as a result of the Covid-19 pandemic and forming an internal team to record the impact of losses due to Covid-19 and introduce tourism potential. Externally, coordinating with stakeholders to arrange tourism recovery policy instruments after covid-19.

With this condition, the development of tourism for Indonesia's economic recovery can be started from the approach of tourist villages that have been analyzed first internally and externally. To analyze the internal and external conditions of tourist villages, it is necessary to find in advance the position of the tourist village so that the development of tourist villages can run properly. There are several understandings of tourist villages, among others; Tourist village is an area that has the potential for tourism activities, both in products and tourist activities that can be used for tourism development by being managed by community groups in the village in a sustainable manner (Suryaningsih & Suryawan, 2016) and rural tourism villages that have special characteristics to become tourist destinations with physical uniqueness and social and cultural life of the local community as an attraction. From this opinion it can be concluded that the tourist village is a village that has a unique value to be used as a tourist attraction and has the potential to become a tourist destination and managed by the local community for the community so as to improve many aspects such as improvements in the economy or progress for the village.

Tourism Area Life Cycle

Tourism area life cycle is a concept that has a carrying capacity to see the condition of tourism in an area. Tourism area life cycle began to be exhibited by Butler in 1980 (Parra-lo et al., 2008; Suryaningsih & Suryawan, 2016). According to Butler, a tourist area or product will definitely experience a life cycle of tourist areas consisting of four parts, namely Discovery, Local Control, Institutionalism, and Stagnation, Rejuvenation or Decline with the following pattern tourism area life cycle is a concept to predict the direction of tourism development trends that aim to understand the evolution of tourism development (Hitchner et al., 2010; Omar et al., 2014).

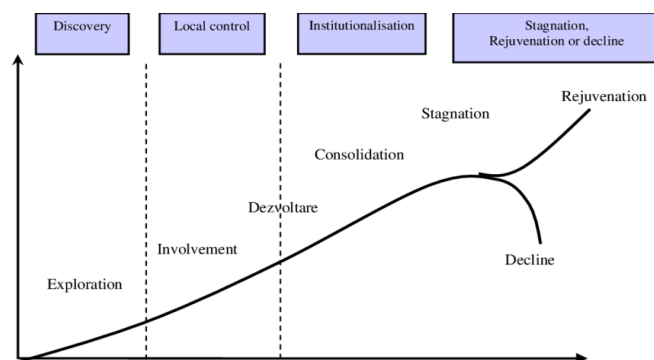
Previous research (Dodds, 2020; Gore & Borde, 2021; Javed & Tučková, 2020; Lee & Weaver, 2014) it can be concluded that tourist village life can use the life cycle approach of tourist areas with the results of previous research conveying solutions for tourism village managers by designing product rejuvenation strategies, including visitor

Management by limiting the number of tourist visits can provide early warning if the visit is Tourists have exceeded the maximum limit that has been determined and changed their orientation from the previous business based on quantity to quality.

The life cycle can be used as a graphical tool used to monitor the growth stages of a destination or destination over a long period of time because life cycle analysis emphasizes three factors that will be depicted in curve diagrams or graphs based on the calculation of the intensity of the Holton quasi-model at each period or stage of development (Hindami et al., 2018). It includes planning, action, and life (the impact of intervention in the form of activities) (Wiweka et al., 2021).

The explanation of the life cycle analysis above will be the conceptual basis for describing and analyzing the development of Kubu Gadang Tourism Village in its function as a tourist destination for a certain period of time The latter is also with the aim of being able to formulate a strategy according to its life position. One of the industrial sectors that is quite successful in managing the life cycle of its products is the tourist village of Nglanggeran(Aji & Kusumawanto, 2020). The difference between the current research with previous research is that the author not only analyzes the position of tourist villages with the life cycle of tourism areas but also analyzes internally and externally tourist villages with SWOT analysis to produce a tourism village development strategy that can survive the covid-19 virus. This village began to be recognized and used as a role model for the development of sustainable tourism villages. The tourism life cycle approach is also very suitable for tourism villages based on a community development approach so as to strengthen the position of life for tourism villages to develop in accordance with sustainable tourism.

Figure 1. Tourist Destination Life-Cycle



Method

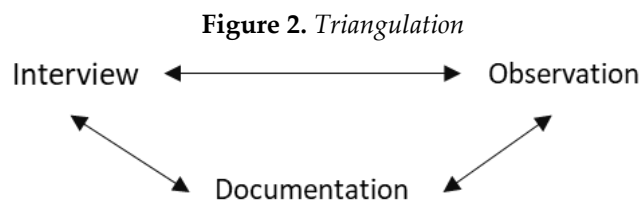
The type of research conducted is using qualitative methods. Qualitative methods are a process of research and understanding based on methodologies that investigate social phenomena and human problems (Sweetman et al., 2010; Waldeck, 2015). Qualitative research is done because researchers want to explore phenomena that cannot be quantified or cannot be guessed which are descriptive. This study used primary data with data taken from the first source in the field with the participation observation method, where researchers are directly involved with the daily activities of people or objects that are being observed directly with the observation checklist instrument tourism circle life (Goeman & Solari, 2011). This direct observation was carried out by researchers to optimize the product circle life data in Kubu Gadang Village with the instrument of his research observation sheet on the life of the product circle.

After observation, the data obtained also by deep interview, is a technique of collecting data by asking questions directly to informants by interviewers (Çapar1*, 2020). The selection of informants is carried out in purposive sampling, namely the selection of samples has been determined based on choosing sources who are struggling with the components of the tourist village and who really know the internal and external conditions of Kubu Gadang village so that they can provide input. The informants in question are a pioneer of Kubu Gadang Tourism Village, Chairman and Secretary of POKDARWIS Kubu Gadang Tourism Village, all homestay managers in Kubu Gadang Tourism Village who rent their homes to tourists during the new normal period, all restaurant owners in Kubu

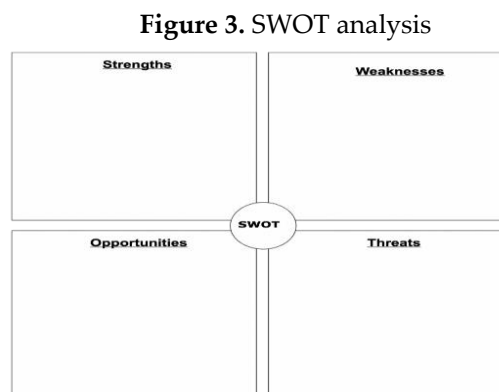
Gadang Tourism Village who still provide dining facilities during the new normal and three Community people who are actively involved in the tourist attractions of Kubu Gadang Tourist Village during the Covid-19 pandemic and government.

During the interview researchers can use prompts or probing questions. It helps reduce the anxiety of researchers and participants, the goal of which is a cloaking to decipher the meaning or reason. Using probing in order to dig further information The results of the interview are then elaborated with code so that it can form the data processed by asking specific questions, encouraging respondents/informants to explain the details of the experience, asking for further explanations about the respondent/informant's remarks.

The data can be secondaryly through a database belonging to the tourist village of Kubu Gadang. The results of observations and interviews are then elaborated and analyzed and then will be checked again the data that can be with the characteristics of each phase to formulate a recovery strategy for the tourist village of Kubu Gadang in the new normal period. The data obtained from interviews and observations are then checked again with the cross-check method to ensure the accuracy of the data, by applying triangulation techniques.



The data that has been analyzed is then continued by formulating a strategy through SWOT analysis, SWOT analysis is a systematic identification of strategic factors to formulate strategies. The stages in SWOT analysis are starting from grouping the data that has been obtained for processing, conducting a SWOT analysis and entering it into a SWOT table:

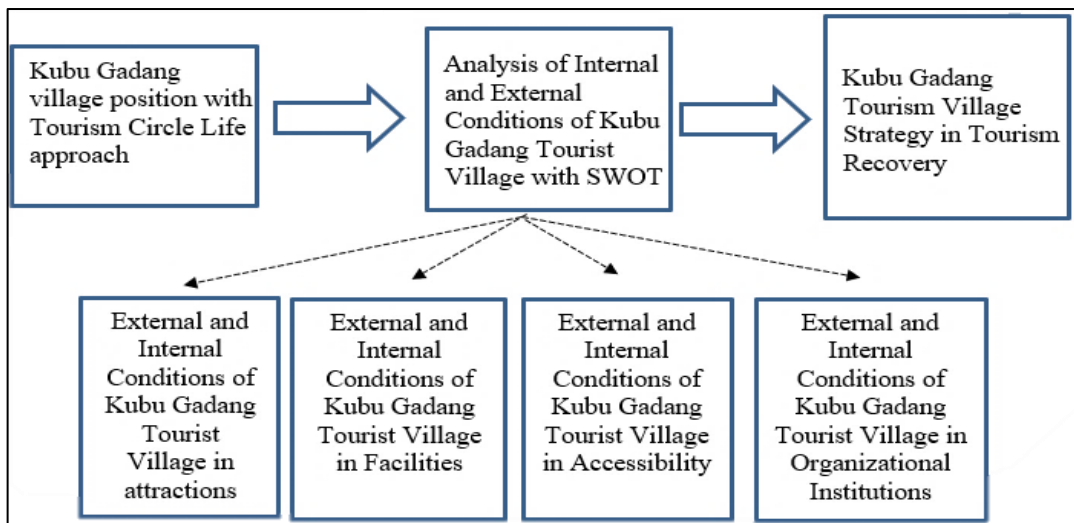


From the description of the research methods carried out, this research with the following frame work research method is as follows:

Figure 4. Framework of the research method

RECOVERY OF INDONESIAN TOURISM IN THE COVID-19 PERIOD THROUGH TOURISM VILLAGE APPROACH
 TOURISM AREA LIFE CYCLE (KUBU GADANG VILLAGE CASE STUDY)

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Data Collection Tool

The data obtained is by the mechanism of observation directly by the researcher. This observation is carried out as a result of observation with a structured which was carried out on July 18, 2021 to July 22, 2021 accompanied by the pioneer of Kubu Gadang tourist village in Kubu Gadang tourist village and this checklist has also been used by many researchers before (Mamirkulova et al., 2020; Singh, 2020; Suryaningsih & Suryawan, 2016) and has also been validated by a team of experts who are experts in the field of tourism villages. Direct observation is carried out by carrying a valid observation checklist sheet with the Tourism Area Life Cycle approach. In this direct observation, the researcher in addition to acting as a full observer who can make observations of the symptoms or processes of events that occur. This direct observation was carried out by researchers to optimize data on circle life products in Kubu Gadang villages with the instrument of his research observation sheet on Tourism Area Life Cycle and the recovery strategy of Kubu Gadang tourist village in the new Normal period. The results of direct observation are as follows:

Table 1. Direct observation results for the condition of Kubu Gadang tourist village with the Tourism Area Life Cycle approach

Stages	Features	Obesevation results	
		Appropriate	Not appropriate
1. exploration	A place as a new tourist potential is found well by tourists	√	
	The location is difficult to reach but is in demand by a small number of tourists who are actually interested because they have not been visited.	√	
	Tourists are attracted to unpolluted	√	
2. involvement	There is control from the local community.	√	
	Increased number of tourist visits.	√	
	An area becomes a tourist destination marked by the start of promotion	√	
	There is an initiative from the local community to build the area.	√	
3. development	Outside investments are starting to come in.	√	
	Physically, the area is getting more open	√	
	Local facilities have been eliminated or replaced by international standard facilities	√	
	Artificial attractions have begun to be developed to add natural original attractions	√	
4. consolidation	This region and economic dominance is held by an international network.		√
	The number of tourist visits is still rising but to a lesser extent.		√
	Old facilities have begun to be abandoned.		√

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5. stagnation	The capacity of various factors has been exceeded above the carrying capacity so as to eliminate economic, social, and environmental problems.		√
	The industry has begun to work hard to meet the capacity of the facilities owned, especially by expecting repeater guests or convention / business tours.		√
	The initial image has begun to fade, and the destination is no longer popular.		√
	Artificial attractions already dominate natural native traction (both cultural and natural)		√
6. decline	Tourists have turned to new tourist destinations		√
	Many tourism facilities have practiced or transferred their functions for non-tourism activities, so that destinations are increasingly unattractive for tourists.		√
	Local participation may increase again due to prices slumping down with the weakening of the market		√
	Destinations can develop into low-class destinations (a tourism slum) or completely lose themselves as tourist destinations.		√
7. rejuvenation	Dramatic changes can occur (as a result of various efforts from various parties) towards improvement or rejuvenation)		√
	Innovations in the development of new products and exploring or utilizing previously untapped natural and cultural resources		√

After making direct observations, then conduct an interview with interview techniques, namely compiling several questions, then asking a grid of questions that intend to make the conversation in the interview more targeted and focused on the goal and avoid the conversation that will later widen to other topics, after conducting the interview, validate with confirmed answers to avoid biased question answers.

Table 2. *interview results*

External and Internal Conditions:	The results of interviews
External and Internal Conditions of attractions tourism	The attractions section in Kubu Gadang tourist village has implemented health protocols by washing hands, using masks to ensure in good health and innovating on attractions with virtual events by accelerating the acclamation of new normal conditions.
External and Internal Conditions of facilities	Homestays and restaurant local culinary have been implemented of tourism adaptation during the Covid-19 period but all are still done manually.
External and Internal Conditions of aksesibilitas	Access has been progressed but during the Covid-19 pandemic access to digital most important financing has still not been done
External and Internal Conditions of organizational Institutions	The name of Kubu Gadang has been good so that it is easy to cooperate but since Covid-19, there has been no approach or cooperation with external parties, especially in institutions or institutions internationally.

Furthermore, the technique of determining informants to be interviewed uses purposive sampling with subject selection techniques as a data source with certain considerations so that research focuses more on the condition of Kubu Gadang tourist village internally and externally with indicators of attraction conditions, facilities, accessibility and institutional organizations so that researchers conduct interviews to the pioneers of Kubu Gadang Tourism Village, chairman of the Kubu Gadang Village Tourism Awareness Group, Head Of Government Kubu Gadang Village, Homestay Manager in Kubu Gadang Tourism Village, restaurant manager in Kubu Gadang Tourism Village

and Community involved in Kubu Gadang Tourist Village tourist attractions. The interview results as indicated at table 2.

Finding and Discussion

Now the position of Kubu Gadang Tourism Village is in the development period or development, with the following data:

Table 3. Position Kubu Gadang tourist village with the Tourism Area Life Cycle Approach

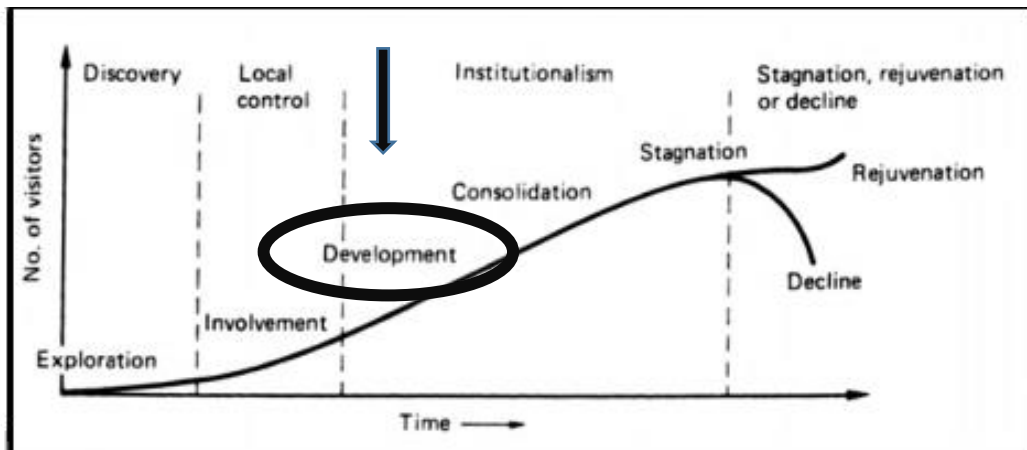
3. Development	Outside investments are starting to come in.	√	
	Physically, the area is getting more open	√	
	Local facilities have been eliminated or replaced by international standard facilities	√	
	Artificial attractions have begun to be developed to add natural original attractions	√	

The position in this development period must be buffeted by the entry of the covid-19 virus. The development period is a time that determines where in this position must highlight or show the advantages of a tourist village so that it can continue to develop and enter the consolidation period. Graphically illustrated the position of life of Kubu Gadang Village is as figure 2.:

In the period of construction that determines but Kubu Village sometimes must be faced by the dilemma of organizing tourism with a new normal life order. To continue to be able to survive, the new normal life order encourages tourism actors or a tourist village to coexist with covid-19, if at this time passed with inaccuracy certainly has an impact on the future of a tourist village that will be gloomy or will enter a period of decline or early rejection. Some indicators that can position the village of Kubu Gadang in the development period include data found, including:

- Investments are starting to open up. Investment in Kubu Gadang tourist village is not as ownership but rather grant funds or assistance and Corporate Social Responsibility (CSR);
- The area is getting physically open starting from transportation that was once special now there is common access;
- Local facilities have been eliminated or replaced by international quality facilities. The facilities located in Kubu Gadang Tourism Village have implemented national standards and international standards;
- This attraction is an event that mixes culture and is packed with events then offered to tourists and this is also done to continue to attract the attention of tourists to continue to be interested in coming to the village of Kubu Gadang is to make the contemporary event.

Figure 5. the position of life of Kubu Gadang Village



After finding the position of the Kubu Gadang tourist village, the next is to collect data on internal conditions in the village of Kubu Gadang which is in the development stage with the discovery of two points of the internal

condition of Kubu Gadang, the first point of internal strength is the attractions have innovated with virtual events and the community is used to meeting with tourists and the community also fully supports the implementation of health protocols. The second point from the weaknesses of Kubu Gadang village internally are in a collaboration that has not been collaborated with several related agencies and institutions and the payment system has not been with digital because there has been no collaboration of Kubu Gadang tourist village with financial institutions in the new normal period.

Table 4. The internal and eksternal condition of Kubu Gadang Village

INTERNAL	
<i>Strengths</i>	<i>Weakness</i>
There has been a development of additional attractions in the form of anthraxes made to add natural attractions.	There has not been a collaboration between regional tourism institutions and several related agencies and institutions with the aim of investing in the development of Kubu Gadang village.
Local communities are accustomed to providing services to tourists and the community also fully supports the implementation of health protocols in all tourism activities.	Payment system and financial process in Kubu Gadang village has not occurred in dispute with the digital process approach
EKSTERNAL	
<i>Opportunities</i>	<i>Threats</i>
Good name and various achievements achieved by the tourist village Kubu Gadang has been known to many people.	facilities must continue to develop and keep up with the future needs of tourism

The internal state of Kubu Gadang village that has had strength and weakness then further analyze the data found for the condition of Kubu Gadang village externally. The data found is that there are 2 points of the external state of Kubu Gadang Village. The first point of the opportunity of Kubu Gadang village in the form of achievements that have been achieved, Kubu Gadang vil-lage during the Covid-19 pandemic has gained achievements as a sustainable tourist village given by the Indonesian Ministry of Tourism but the threat to Kubu Gadang village is all facilities in Kubu Gadang tourist village, namely accommodation facilities, local culinary, attractions must continue to keep up with the times lest other tourist villages are faster in developing facilities so that they are Kubu Gadang Village lags in facility points. The internal and eksternal condition of Kubu Gadang Village is described in the table 4.

Results and Conclusions

The position of Kubu Gadang village is in the development period and from the SWOT matrix, it can be put forward a relevant recovery strategy used by Kubu Gadang tourism village for recovery Indonesia Tourism:

- Management tourism village must be increasing the innovation of attractions not only with virtual can also be with the blanded event system or more technology. The Innovation in attractions must certainly be explored continuously to maintain the superiority of Kubu Gadang tourist village. There are some things that tourist activities or tourist attractions cannot be done virtually because those sold in tourism are an experience or activities that are not easily forgotten or become memories later. Like the activity of planting in the morning or playing a race and feeling mud when silat can not be done virtually only then here it needs blanded innovation that combines directly or offline with online or virtual
- Management tourism village and Head Of Government Kubu Gadang must be consistent in maintaining and obtaining other achievements with innovations that continue to keep up with the times because the development of the progress of the tourist village is a component that develops and keeps up with the times.
- Government body West Sumatera as a facilitator to quickly collaborate and directly develop outside investments that can increase the value of international tourism. With collaboration and an international value approach, it can accelerate the position of Kubu Gadang tourism village to improve its position and make an independent tourism village.
- POKDARWIS as a Management village can Increase innovation to create new tourist attractions without changing existing attractions, for homestay managers to do innovation in homestays based on green

accommodation to reduce environmental pollution, and for restaurant owners in Kubu Gadang Village to make a local culinary innovation with improvisation on attractive packaging and stick with safe health standards

- All Management Kubu Gadang Village (POKDARWIS, homestay managers, and restaurant owners in Kubu Gadang Tourism Village) Immediately carry out cooperation with banks and financial institutions with the system to reduce the payment process manually and begin to transform into a centralized payment process with digital.

Ethics Statement

During the writing process of this study titled " Recovery of Indonesian Tourism in the covid-19 period through Tourism Village Approach Tourism Area Life Cycle (Kubu Gadang Village Case Study) ", scientific rules, ethics and quotation rules were followed; No falsification has been made on the data collection and this study has not been sent to any other journal for evaluation.

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