

Co Creation Through Educational Tourism in Cisaat Village, Subang, West Java

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Abstract: *This study aims to observe two tourism stakeholders, namely Cisaat Tourism Village and the Travel Bureau of PT. Wiyata Citra Khatulistiwa in co-creation. These two stakeholders not only work together in terms of being a tourist site provider and tour manager, but they carry out a process of involvement and participation in creating or modifying tourism programs into the form of educational tour packages. Cisaat Village when viewed from the product life cycle phase, has entered the involvement phase where an increase in the number of tourist visits has resulted in some local people starting to take the initiative to provide various facilities that are specifically intended for tourists. In certain seasons or months or days, for example during school holidays there is an increase in tourist visits, in this condition the village government takes the initiative to build tourism infrastructure but is still in a limited scale and number. The village government not only takes steps in building infrastructure but also develops knowledge and skills, especially Pokdarwis. In this phase, good cooperation is needed which needs to be improved for commercial purposes. The village must be able to understand that there are financial benefits from this activity. And this tourism activity if not managed properly will damage the peace that has been going on in the village. Through co-creation as an effort towards village independence, the Travel Bureau of PT Wiyata Citra Khatullistiwa offers deeper cooperation, namely involvement, engagement and participation in creating educational tourism products owned by Cisaat village. The perpetrators of this research specifically pay attention to the Pokdarwis as agents in tourism in Cisaat Village who can carry out activities normally carried out by travel agencies such as making packages, cooperating with industries around the village (eg hotels, guesthouses, tourist parks and others). To find out the cooperation that exists between travel agencies and tourist villages, namely co-creation through potential educational tourism products in Cisaat Village.*

Keywords: *co creation, co-creation, educational tourism, special interest tourism, village tourism*

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Introduction

The definition of tourism is contained in Law No. 10 of 2009 concerning tourism, in Chapter 1 article 1 regarding tourism, that tourism is a travel activity carried out by a person or group of people by visiting certain places for recreational purposes, personal development or studying unique attractions. tours visited on a temporary basis. This travel activity in tourism is created and managed by the Travel Bureau. Travel agency companies or tour operators have various kinds of tourism products that can be offered to potential buyers. The travel agency has activities covering the business of providing travel planning services and/or services and organizing tourism, including the organization of worship trips. There are not many travel agencies that focus on educational tourism, one of which is Wiyata Citra Khatulistiwa/Wiyata Tour and Travel, which is located on Jl. Menteng Granite no.22 Setia Budi, South Jakarta. Wiyata tour looks at this market segment that is specialized in education seriously. The Education market segment is one of the main market segments of the travel company.

The product in the tourism industry is a product called a product line in the sense that its use is carried out at the same time (Yoeti, 2013). Tourism products are all facilities or services that are tangible or intangible provided for tourists that are obtained and felt or enjoyed so that a unified series of trips can provide a good experience for tourists from leaving their place of residence to the selected tourist destination until returning to their place of origin. Muljadi, 2009; Octaviany, 2016). The dimensions of tourism products as a measuring tool according to Muljadi (2012), namely tourist attractions, facilities and amenities, and accessibility. This dimension is also in line with that used by Dani & Thamrin, (2019). This study uses the following dimensions. (1) Tourist attractions are potentials that can attract tourists to visit. (2) Facilities and amenity, namely various facilities that can support one another that can provide comfort and satisfaction for tourists during their travels. (3) Accessibility, namely the ease of a tourist to reach a tourist destination through transportation media (Dani & Thamrin, 2019; Muljadi, 2012)

Cisaat Tourism Village has become a tourist village since its designation by the Ministry of Tourism, Post and Telecommunication in 2006, then officially received the status of a tourist village from the Regent of Subang in 2020, along with the release of the name Cisaat Village as the third winner in the category of assistance carried out by universities in terms of this is the State University of Jakarta, organized by the Ministry of Tourism, Economics and Creative.

Educational Tourism is the theme of tourism development in Cisaat Village. Research on the potential of tourism products has been carried out previously through research in the Tourism Travel Study Program in 2019-2021. These potentials are then analyzed and set for the beginning is the development of educational tourism products. This is inseparable from the intense collaboration between village tourism actors and the tour operator, namely Wiyata Tour. The main market segment of this tour operator is elementary, junior and high school students. Educational tourism has an endless market share. Educational tourism villages provide activities that include tourism experience, living experience and learning experience.

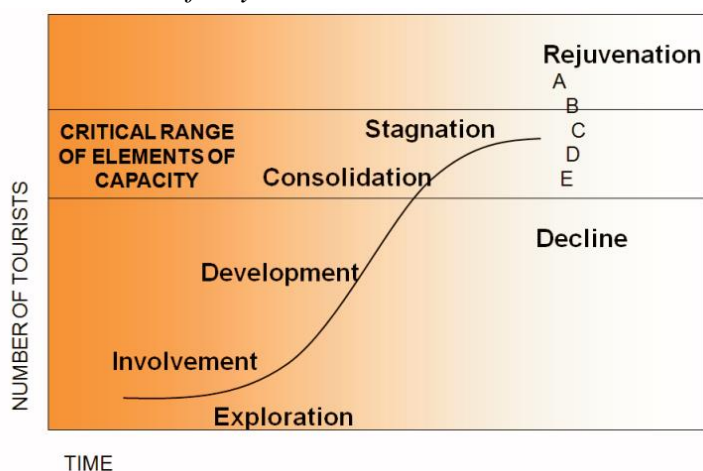
Literature Review

A tourist destination can be seen in its position or condition by using the life cycle of a tourist destination created by Butler.

The tourism life cycle is visually as shown in the following picture::

Figure 1

Tourism Area Life Cycles



Sumber : Butler, R. W. 1980. "The Concept of a Tourism Area Life Cycle of Evolution: Implications for Management of Resources."

Cisaat Village based on the characteristics of the phases of the tourism life cycle is the second phase to the third phase, namely the involvement phase (involvement) in this phase, the increase in the number of tourist visits to Cisaat has occurred and the community has slowly started to take the initiative to provide facilities for tourists. Tourists and promotional activities have started to be carried out by POKDARWIS in Cisaat Village.

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Travel companies must learn as much as possible about the customer / traveler through rich dialogue that evolves with the sophistication of consumers. The information infrastructure must be centered on the consumer and encourage active participation in all aspects of the co-creation experience. Co-creation converts the market into a forum where dialogue among the consumer / traveler, the company, the consumer communities and networks of firms can take place. This new frame of value creation gives new opportunity space for travel distribution .

Co-creation is created from the interaction between customers and service providers in order to create added value. Co-creation refers to an interactive process that involves at least

two actors involved in a specific form of collaboration that is mutually beneficial and results in the creation of value for those actors (Frow et al., 2015)

Co-creation activities began with a shift in the view of consumers from being product centric to experience centric (Ramaswamy & Ozcan, 2018). This new value creation framework provides a new opportunity space for travel distribution. So that co-creation can also occur between industry, or industry and society. In this case, the co-creation between the industry, namely the travel agency, and the tourism village community, namely Pokdarwis, is an interesting thing to study. The co-creation that occurs between the tour operator and the tour operator has not yet been studied. Therefore, researchers are interested in examining cases of co-creation that occur between tour operators and tourist villages

Product development is a socio-cultural practice (García-Rosell et al. 2007, 449) that requires not only the recognition of the company values but the customers and the local people of the destination. As a tourism product is shaped by different actors, the product development happens in the center of the different ways of acting . The local ways of acting include for instance the local culture and history, present way of life and special features. The entrepreneurial ways of acting are about the values and practices and network relations. The consumers' way of acting is affected by global trends, consumer and travel behavior, feelings and experiences.

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Figure 2
Dimensional Classification of "Co-creation"

<i>Forms of co-creation</i>	<i>Example and activity</i>	<i>Pre-requisite forms</i>	<i>Degree of effort in C-CP</i>
Feedback, co-ideation, co-learning/co-valuation	Reading and reviewing other tourists' comments, idea presentation, commenting, sharing, discussing and evaluating opinions – participation of other tourists, vote to designs presented	Involvement	Low ↓ High
Co-design, co-test, co-marketing	Develop workshops with customers to co-design solutions that improve the service experience, testing sleep boxes at the airport, creating and presenting texts and actions (taking and uploading a video/photo) – This leads to sales and promotion of services and products by customers	Engagement	
Co-production, co-consumption, customization	Using the company's infrastructure not only to design your own experience but also to produce it, full engagement in service production, fully engage guests in meaningful activities, customized entertainment programs, customized menu, brand communities, customer communities, interact and engagement through multiple customer touchpoints and channels, social interaction/C2C interaction	Participation	

Source : Oyner dan Korelina, 2016

Methodology

Research on tour operator cooperation in this case is the Travel Bureau, in developing tourism with tourism actors in Cisaat Village using a qualitative approach with descriptive research type, aiming to provide an overview using words and numbers and to present profiles

(problems). , or an outline of stages to answer questions such as who, when, where and how (Newman, 2013). This research is located in Cisaat Village, Ciater District, Subang Regency which is included in the administrative area of West Java Province. The selection of this research location was based on the factual condition that Cisaat Village managed to get an award as the 3rd best national mentoring village in 2021 in collaboration with universities in this case the Jakarta State University as a companion college in the mentoring-based tourism village community empowerment program. which began in 2019 which is a collaboration of three relevant stakeholders, namely the Ministry of Tourism, Ministry of Villages and Ministry of Education and Culture, in this case universities.

Informan penelitian Informan dalam penelitian ini adalah warga masyarakat Desa Cisaat yang terlibat langsung dalam usaha pariwisata, yaitu pokdarwis dan informan dari pihak travel 3 orang. Pemilihan informan dalam penelitian ini menggunakan teknik purposive sampling, dengan kriteria sebagai berikut (Newman, 2006): 1) Mengetahui keadaan lingkungan yang akan diteliti, 2) pemberi informasi harus berpartisipasi aktif dilapangan, 3) seseorang yang dapat meluangkan waktunya untuk penelitian, dan 4) individu yang tidak memiliki pola pikir analisis. Informan dalam penelitian ini adalah terbagi dalam beberapa klasifikasi yaitu Perangkat Desa Cisaat, Kelompok Penggerak Pariwisata Surya Maslahat Desa Cisaat, Komunitas Pemuda, dan tokoh masyarakat serta masyarakat lokal. Pengambilan informan tersebut dilakukan dengan pertimbangan bahwa mereka ini memiliki pengetahuan dan keterlibatan dalam pengembangan wisata di Desa Cisaat.

Table 1

Informan

Jenis Informasi	Informan/Narasumber	Jumlah
1. Peran masyarakat dalam mengembangkan produk wisata edukasi	Kelompok Sadar Wisata	3 orang
2. Peran travel agent dalam memberikan pengetahuan membuat paket wisata edukasi (co-creation)	Wiyata Tour	3 orang

Findings & Discussion

Involvement

At this stage, feedback, ideas, learning processes and assessing a tourism program/activity are discussed together between the Pokdarwis and the team from the travel agent. Pokdarwis uses the data they get from the field, both in the form of visitor opinions and from their own observations. Then prioritized, classified according to need. The travel agent as a supplier of tourists provides input and helps things that are felt unthinkable or have not been able to be fulfilled by the Pokdarwis. What is done in this process are :

1. List the attractions that are already running or those that have the potential for the purpose of creating educational tour packages

2. To record facilities/amenities in the form of places to stay, namely homestays, increasing the participation of residents who want to make their homes into homestays.
3. Collecting data on residents' businesses such as stalls, catering, art studios as well as of gardens or farms.
4. Easy access, detected by google mapping, improving the appearance of the monument village entrance gate for the convenience of visitors in conducting village searches.

Engagement

Carry out activities that aim to improve services for visitors. At this stage, there is training for Pokdarwis to improve their ability to understand the design of educational tour packages. The philosophy of educational tourism is an option to be developed. Knowledge and skills regarding marketing are also provided, especially digital marketing. Pokdarwis was given insight into using social media as an effort to do marketing or promotion for his village.

Participation

Travel agents together with Pokdarwis design educational tour packages and implement them. Pokdarwis socializes its activities to the community and elements of the community who can be involved in participating in the production process or the ongoing educational tour packages that have been made.

The resulting package is a program live in, is a program that is designed to make the connection between the knowledge that students have and its application in their lives as members of their families and communities where they live temporarily. Edu tour program, a trip for formal or informal educational and learning purposes by visiting a unique natural historical and multicultural environment.

Conclusion

This study is still limited to one village and one travel agent. The challenge for the next researcher is how to continue this activity if the village head changes. The elected village head greatly influences tourism-related policies. Pokdarwis as agents of change must be solid and must further improve their ability to anticipate changes in village heads.

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