

# Internal Evaluation Study of "Kampung Santan" Tourist Village in Bantul Yogyakarta

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**Abstract.** This study aims to determine internal evaluation of the management "Kampung Santan" tourist village. Internal evaluation is carried out based on the internal assessment of the community in Santan Village. The evaluated performances are attractions, ancillary, accessibility, and amenities. Evaluation is measured by giving an assessment score against its ideal performance. Kampung Santan was chosen with the consideration that it had been selected as a tourist village with the best management team (POKDARWIS) in Bantul district. The respondents of this study were the people of Kampung Santan, who were selected based on the representation of existing social groups. The results of the study describe the performance of accessibility, ancillary, and amenities as a good category, but the performance of attraction is in the middle category. To complete this study, an evaluation study of tourism village management is needed, especially from external parties or visitors to tourist villages.

## 1 Introduction

Tourist village is a form of integration between attractions, accommodation, and supporting facilities presented in a community life structure that is integrated with applicable procedures and traditions [1]. In a tourist village, a group of people interact to act together in empowering the community to build an object that has a selling power value and tourist attraction [2]. There were 122 Tourism Villages in Yogyakarta, including 38 in Sleman, 33 in Bantul, 27 in Yogyakarta City, 14 in Gunungkidul and 10 in Kulon Progo. Each tourist village has a mainstay dish based on local potential. The potential of each tourist village is different from one another. There are those who rely on nature in the form of expanses of natural scenery, beaches, waterfalls, wealth of ancestral heritage, and agriculture. But there are those who rely on the creativity of offerings such as culinary, crafts, arts, and so on. Most of the tourist villages in Yogyakarta are located in rural areas, which are agricultural areas. This tourist village usually develops agricultural potential as the main dish. The presentation is in the form of utilizing the expanse of agricultural areas and agricultural activities that are packaged in various creativity. The potential in each tourist village can be identified based on the requirements of a tourist village, namely 1) uniqueness and authenticity, 2) location and

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accessibility, 3) customs, 4) facilities and infrastructure, 5) nature, 6) community participation, 7) order and cleanliness of tourist attractions [3]

Previous studies have described more about the form and variety of tourist village offerings and available accommodations. Tourism village planning with the 4 A concept (Attraction, Accessibility, Ancillary, amenities) has been studied by many researchers in various tourist villages at home and abroad, but the measurement of the success of tourism village management has not been studied by many people. In other words, if the tourism village planning uses the 4 A approach, can the evaluation of the tourism village management also be carried out with the 4 A approach? The measurement of tourism village performance with the 4 A concept is proof of a concept that is widely used by experts and researchers in planning tourist villages. This study aims to evaluate the performance of tourism villages based on agricultural potential based on the 4 A concept, namely (Attraction, Accessibility, Ancillary, Amenities). An evaluation will be carried out internally (by elements of the village community) on the management of the tourist village in terms of 4 A component.

Attraction is a function that generates good expectations from consumers for tourism products or services offered to match the expectations of visitors (tourists) [4]. The actor who plays an important role in the development of a tourist village is the village community itself. The tourism community must be aware of their role in tourism management, in serving tourists and participating in tourism programs. The tourism community is often referred to as POKDARWIS [5]. The development of attractions should be supported by facilities that make it easier for visitors to reach tourist objects. Adequate facilities can support the needs of visitors as long as they enjoy the attractions at the chosen place [6]. An environment that supports a tourist attraction will increase the number of tourists. Factors that affect the tourist object environment include physical factors, namely the condition of road access, slope index, landscape potential index, rainfall index and erosivity index [7]. Village development strategies through community development can support the development of tourist objects. Economically, the money that comes in from tourists is then managed by the community [8]. The tourism village development model has six strategies, namely (1) increasing the active participation of the community (2) based on the natural, social and cultural potential of the tourism management community; (3) development of the number of community institutions as tourism village management institutions (4) development of tourism promotion media; (5) increasing human resources; (6) structured assistance from related institutions [9] All parties have an important role in making decisions in planning and implementing tourism village programs, so that the community receives the results of tourism activities both economically, socially, culturally and environmentally. Community participation in the evaluation phase includes involvement in regular meetings between tourism village managers, village government, and regional government[10]. The development of tourism will affect the economy of the surrounding environment, which has large capital opportunities, so a commitment from all parties is needed to preserve the natural, social, economic, and cultural communities [11].

## 2 Research Method

### 2.1 Research Location & Respondents

This research was conducted in Santan Village, Guwosari, Pajangan, Bantul, Yogyakarta. This is descriptive research with a case study approach. The population of this research is the people of Kampung Santan. The population is grouped based on the number of members of the social institutional elements involved in the activities of the Santan village tourism village. To balance it, community members not involved in social institutions are added. Each

social institution is set at 50% of the number of its members. People who are not members of social institutions are represented by 10%. The total sample is 48 people (the proportions are listed in Table 1)

**Table 1.** Number of samples per group

Group of community institutions	Members of community institutions	Number of samples
Group of Tourism Service	16	8
Group of Tourism Management	16	8
Group of Tour Guide	6	3
Group of Attraction Managing	6	3
Group of Community Leader	8	4
Group of Women's participation	16	8
Group of Young Organization	15	7
Public (10%)	70	7
Total of Sample		48

## 2.2 Analysis Method

The research was conducted by surveying 48 predetermined respondents. Evaluation measurements are carried out by determining 4 criteria (aspects) in the management of the tourism village "Kampung Santan". These aspects are attraction, accessibility, ancillary and amenities. From the aspect that is measured, indicators are determined. Question items were made from each indicator, which were measured using a Likert scale with scores ranging from 1 to 5. The description of each score level was Score 1: very low; Score 2: low; Score 3: middle; Score 4: good; Score 5: excellent. After obtaining the score of each question item, the score is added. The total score obtained is used to determine the category of each aspect 4 A of the management of the tourist village being evaluated. The interpretation of each aspect and indicator is explained descriptively.

## 3 Result and Discussion

### 3.1 Evaluation of the aspects of the "Kampung Santan" Tourist Village Attractions

Evaluation by the internal community on the management of tourist villages following the Community-Based Tourism (CBT) concept. Community-based tourism is the right concept for developing a joint tourism village involving and placing village communities. CBT encourages the authority to manage and develop its area to improve the welfare of rural communities and ensure the sustainability of village culture and natural resources [12].

The tourist village of Kampung Santan has seven attractions: handcraft shells, batik learning, cycling, going to the village, outbound, art and culture, and culinary. The evaluation results are shown in Table 2. Overall, the attractions of the Kampung Santan tourist village are in the middle category. Out of the seven attractions, two attractions were considered good, namely coconut shell handicrafts and cycling. These two attractions were the attractions that the manager of the Kampung Santan tourist village initiated. Four attractions are assessed in the middle category: batik learning goes to village, art & culture, and culinary. These four attractions were initiated after the batok handcraft and cycling are in demand by tourists.

Outbound attractions are rated in the low category because they are new attractions. A limited number of guides constrains outbound attractions because most outbound guides are students or have other primary jobs. Working as an outbound guide is a side job. Proper management is needed to overcome the problems that arise [13]. The participation of youth and students as guides needs to be increased. This is following the results of research [14].

**Table 2.** Score and evaluation category of “Kampung Santan” attraction aspects

No.	Attraction	Score Range	Total Score	Category
1	Batok handicraft	5-25	18.9	Good
2	Batik learning	4-20	12.2	Middle
3	Cycling	2-10	6.9	Good
4	Goes to village	4-20	13.5	Middle
5	Outbound	4-20	9.7	Low
6	Art & Culture	3-15	9.0	Middle
7	Culinary	4-20	12.1	Middle
<b>Category of Attraction</b>				<b>Middle</b>

### 3.2 Evaluation of the aspects of the "Kampung Santan" Tourist Village Ancillary

Evaluation of the ancillary aspect is assessing the institution and who manages the tourism village of Kampung Santan. There are seven parties evaluated by the internal community described in Table 3.

**Table 3.** Score and evaluation category of “Kampung Santan” ancillary aspects

No.	Ancillary	Score Range	Total Score	Category
1	Core Manager	4-20	13.4	Middle
2	Tourism Youth Group	4-20	14.3	Good
3	Attraction Server	3-15	10.3	Good
4	Opinion Leader	3-15	11.3	Good
5	Culinary Group	2-10	7.6	Good
6	POKDARWIS	2-10	8.0	Good
7	Tourism Village Guide	3-15	11.6	Good
<b>Category of Ancillary</b>				<b>Good</b>

The evaluation results of the seven ancillary aspects show that, overall, the ancillary aspects are considered good. Only core managers are rated in the middle category. The information obtained is that the core manager is the central manager of the tourism village. All forms of planning and executing village tourism programs are the responsibility of the core manager. Limited formal education and experience constrain the ability of core managers to make strategic decisions.

### 3.3 Evaluation of the aspects of the "Kampung Santan" Tourist Village Accessibility

Evaluation of the accessibility aspect is assessing the things that support tourists to access the Kampung Santan tourist village. Table 4 shows the seven aspects assessed and how many are in the good category. There are only two aspects that are assessed at the middle level, namely stakeholder support and cooperation. The manager of the Kampung Santan tourist village needs to think about collaboration with other parties, both internal and external. The

participation of the internal community needs to be increased, among others, by keeping the environment clean and not parking on the access road so that it hinders tourists from coming. Collaboration needs to be increased with travel agencies that are members of "Sapta Pesona Yogyakarta".

**Table 4.** Score and evaluation category of "Kampung Santan" accessibility aspects

No.	Accessibility	Score Range	Total Score	Category
1	Physical Infrastructure	1-5	3.6	Good
2	Social Environment	1-5	3.7	Good
3	Government Support	1-5	3.5	Good
4	Stakeholder Support	1-5	3.3	Middle
5	Cooperations	1-5	3.4	Middle
6	Information	1-5	3.9	Good
7	Security	1-5	3.9	Good
<b>Category of Ancillary</b>				<b>Good</b>

### 3.4 Evaluation of the aspects of the "Kampung Santan" Tourist Village Amenities

Evaluation of the amenity's aspect is assessing the facilities and accommodation available in the tourist village of "Kampung Santan". There are seven aspects of amenities that are evaluated as described in Table 5. The evaluation results show that the tourism village facilities "Kampung Santan" are in the good category. Only payment facilities are assessed in the middle category. Payment facilities or financial transactions are still made in cash. Some tourists complain that there are no debit cards, credit card payment facilities, and there are no ATMs (Automated Teller Machines).

**Table 5.** Score and evaluation category of "Kampung Santan" amenities aspects

No.	Amenities	Score Range	Total Score	Category
1	Praying Room	4-20	14.0	Good
2	Homestay	3-15	11.2	Good
3	Parking Area	4-20	13.6	Good
4	Culinary Facility	3-15	10.8	Good
5	Payment Facility	3-15	6.8	Middle
6	Rest Rooms	4-20	14.5	Good
7	Praying Room	4-20	14.0	Good
<b>Category of Amenities</b>				<b>Good</b>

The 4 A concept approach is also used by Pantiyasa to evaluate tourism villages [15]. Evaluation of tourist villages is needed in the development of tourist villages. Necessary to mobilize tourists who come and drive the tourism economy for the welfare of society [16]. The results of this study indicate that in terms of attractions, it is necessary to increase attractions based on art and culture, batik, and culinary. These results are in line with research [17]. In the aspect of amenities, it is necessary to increase the role of the community in utilizing supporting potentials such as research[18]. The development of a tourist village requires good management [19]. In the management aspect, the weakest is the core manager. If the capacity of the core manager can plan and decide on strategic matters, then the impact will occur on the aspects of attractions, increased accessibility, and amenities. Kampung Santan tourist village can develop into a tourist village at a higher level [20]. The final hope of having a tourist village is to improve the local community's economy, preserve traditions and culture, and preserve the environment [21]. Community participation must be considered

starting from local conditions, aspirations, and agreements with local governments, tourism practitioners, and other tourism stakeholders [22].

## 4 Conclusions and Recommendations

Internal evaluation of tourism village management in Kampung Santan based on 4 A components: The attractions component is in the middle category, but the ancillary, amenities, and accessibility are in a good category. Kampung Santan tourist village is necessary to improve attractions' quality to make them more attractive to tourists, improve core manager performance, improve payment facilities, and improve cooperation with other parties, especially the Sapta Pesona Yogyakarta Agency.

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