

TRAINING ON MAKING CREATIVE ECONOMY-BASED TOUR PACKAGES IN PASIR EURIH TOURISM VILLAGE, BOGOR REGENCY

Hifni ALIFAHMI¹, T. Titi WIDANINGSIH^{2*}, and Annisa Retno UTAMI³

¹⁻²*Sahid University Graduate School, Indonesia*

³*Faculty of Economics and Business, Sahid University, Indonesia*

**titi_widaningsih@usahid.ac.id*

ABSTRACT

Pasir Eurih Tourism Village as one of the villages in Bogor Regency has advantages, namely rice field scenery, traditional culinary such as banana chips, cassava chips, jipang, rocking and diamond flower cakes, historical relics such as Batu Karut Site, Sri Bagenda Park, and Jaladunda Well. The potential of the Pasir Eurih tourist destination has not been developed into a tour package, even the documentation in making the tour package does not exist. The available tour packages have not sold the diversity of potential of existing tourist destinations. The price of the package is not in accordance with the available facilities, the number of large packages offered for 300 people. Tour packages need to be made by combining several superior tourism products. Tour packages can be used as a promotion from the Pasir Eurih tourist destination. Community service provides training to the manager of the Pasir Eurih tourist village on how to make tour packages that contain transportation, tourist attractions, accommodation, food & beverages as well as services provided and various tour packages offered. The results of this Community Service recommend three tour packages, namely Overtime Ka Tourism (WKL), Ulin Ka Overtime Tourism (WUL), and Mulih Ka Overtime Tourism (MKL).

Keywords: tour packages, creative economy, tourism villages

INTRODUCTION

Pasir Eurih Tourism Village in Bogor Regency has great potential in the tourism sector, especially with its natural beauty and cultural diversity. However, to optimize this potential, the development of creative and innovative tourism products is needed. One way to increase the tourist attraction of this village is through the development of creative economy-based tour packages, which integrate local products, culture, and creativity of the local community.

Tour packages are tour sales packages that are presented to tourists who have the intended attraction. In making tour packages, it must highlight the advantages of the destinations that will be offered to visitors, both natural and artificial destinations. The creation of tour packages can be packaged according to trends such as cultural tourism, culinary tourism, artificial tourism and then by setting the theme of the tour package (Levyda, L., Ratnasari, K., & Djamhur, 2021).

One of the tourist villages in Bogor Regency, which has rural advantages such as rice field views, traditional culinary such as banana chips, cassava chips, jipang, rocking and diamond flower cakes, historical relics such as Batu Karut Site, Sri Bagenda Park, and Jalatunda Well and other potentials. However, this potential has not been packaged in the form of tour packages. The creation of tour packages can be combined from various elements of tourism including transportation, tourist attractions, accommodation, food & beverages and services provided (Priharti, W., Rahmawati, D., Rizal, A., & Aziz, 2023).

Pasir Eurih tourist village is located in Tamansari District, Bogor Regency. In addition to having beautiful scenery, traditional culinary and historical relics of the Pasir Eurih tourist village also have hereditary traditions that are still maintained. The promotion of the Pasir Eurih tourist village has not been carried out optimally, such as not having a special website about the tourist village. Has an Instagram account [@desawisata_pasireurih](#) but has not been used optimally.

Based on the results of an interview with the head of the Pasir Eurih tourist village, Mr. Deden, the tour package for the visit already exists. The existing tour packages have not been packaged attractively, have not highlighted the potential of the tourist village that is an attraction and the type of package offered. Here is a picture of the tour package that has been made by the tourist village manager.

The training on making creative economy-based tour packages aims to empower local communities to be able to design tour packages that not only attract tourists but also improve people's welfare. This tour package will combine elements of art, handicrafts, culinary, and unique local traditions from Pasir Eurih Village. With this training, it is hoped that the community can be more independent in managing tourism potential and creating products that have high selling value, in line with the emerging experiential tourism and creative economy trends.

In addition, this training is also part of an effort to increase the competitiveness of tourism villages in the midst of increasingly fierce competition in the tourism industry. With the skills in designing unique and sustainable tour packages, Pasir Eurih Village is expected to become a leading tourist destination that is not only known for its natural beauty, but also because of the wealth of creativity and local culture offered.

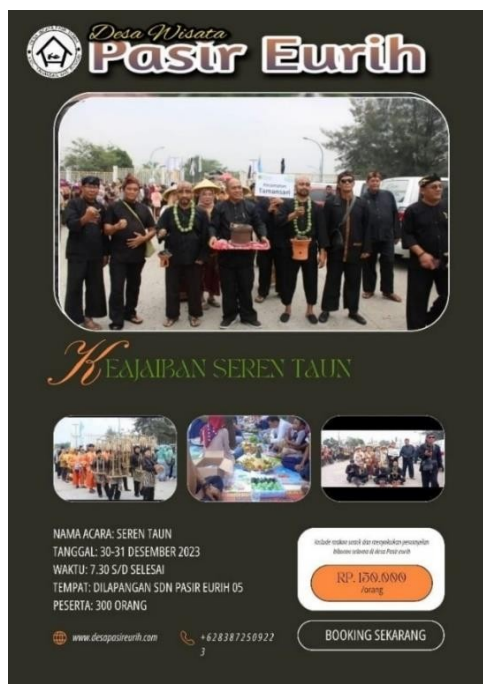


Figure 1. Pasir Eurih Tour Package Brochure

The tour package (Figure 1) has not been packaged attractively, has not displayed a picture of the uniqueness of the countryside of the tourist village which is one of the leading attractions of the tourist village. The potential of the creative economy, culture and other tourism has also not been included in the tour package. The number of packages offered in a visit of 300 people in a visit is too large compared to the capacity and facilities available in the tourist village of Pasir Eurih.

Based on the observations and interviews conducted, it can be concluded that the problems of Pasir Eurih Tourism Village are: 1) the potential of tourist destinations has not yet been developed into tourism packages; 2) documentation in making tour packages has not been organized; 3) existing tour packages have not sold the diversity and potential of tourist destinations; 4) Package pricing is less attractive to visitors, because the package offered for 300 participants is too large for a tourist visit. Tour packages are made by combining several superior tourism products that can also be used as promotional media for a tourist destination. (Dicky Mahidin Atin, 2001)

Making tour packages can be done by taking photos at the destinations that will be made in the tour package. The photos are then designed to make brochures to make it easier to promote. Design in making tour packages can be done with the help of software, one of which is with Canva. The Canva application can be used easily to create an attractive visual or graphic display of tour packages (Muktafi, Alfan. Ahmad, 2024). Making brochures digitally can help the Pasir Eurih tourist village to promote through social media to be better known to tourists. Digital promotion is one of the effective and efficient promotions that can be used by tourism villages in promoting their tourism potential widely (Sudibyo, 2018).

Our initial identification found several problems in Pasir Eurih Tourism Village which are categorized into four aspects:

1. The potential of tourist destinations is still not developed into tour packages;
2. Documentation for the creation of tour packages is not yet available;
3. The current design of tour packages has not sold the potential of the tourist destinations owned; and
4. The pricing of the package is still not appropriate because the participants in the purchase of a large package are 300 people.

Based on these problems, the solution offered is to make training on the preparation of tour packages to the manager of the Pasir Eurih tourist village. The objectives of this training activity are:

1. Identifying tourism potential in Pasir Eurih.
2. Photography as documentation in making tour packages.
3. Design a tour package into a brochure with the help of Canva software
4. Calculate the cost required to sell tour packages.

METHOD

Based on the existing problems, the solutions offered to overcome the existing problems are carried out training on making tour packages using the Canva application. The training was carried out using the following approach:

1. Initial socialization by providing an introduction and basic knowledge about the tourism potential owned and the need to make media as a means of promotion.
2. Technical Training by providing detailed explanations about tourism potential, documentation techniques, calculating the cost of tour packages and making tour packages in the form of brochures.
3. The implementation of making tour packages in the form of brochures.
4. Monitoring and evaluation by assisting in making tour packages in the form of brochures went well.

RESULTS AND DISCUSSION

Community service activities aim to prepare tour packages and develop tourist villages in order to increase tourist visits. Community service activities are carried out by providing training to tourism village managers by providing training on the Preparation of Creative Economy-Based Tour Packages in Pasir Eurih Tourism Village, Bogor Regency.

1. Identifying Tour Packages

The first step in preparing a tour package is carried out by identifying the potential in the Pasir Eurih tourist village by recording the surrounding tourism potential along with the distance traveled. The tourism potential in the Pasir Eurih tourist village is: 1) Nature tourism in the form of beautiful scenery with green rice fields, the background of the view of Mount Salak, planting gardens and plowing rice fields with buffaloes, and catching fish in ponds; 2) Historical and Cultural Tourism includes activities visiting heritage sites of the Padjajaran Kingdom, Jagatkara Temple, Jalatunda well whose water is believed to make youth if used to wash the face, learning traditional Jaipong and Pencak Silat dances, as well as learning to play angklung, traditional games such as enggrang, clogs, and chopsticks; 3) Creative Economy Tourism in the form of visits and/or learning to make sandals and shoes to sandals and shoe craftsmen, doing activities to learn to cook traditional Sundanese food such as cooking rice, pepes, and also cakes, visits to food artisans. Tourism potential in an area can be developed into an attractive tourist object so that it can increase tourist interest in visiting tourist destinations (Pitana, I Gde and Diarta, 2019).

2. Documentation to be presented in the brochure.

The selection of photos and pictures in the brochure should not be arbitrary. The selection of photos must be done with the unity of the photo in mind. Photo unity is the unity in a photo in which there are elements of color harmony, mood/atmosphere. Also lighting, supporting objects. Unity shows the existence of something whole, there is a meaningful relationship between all its elements, one requires the presence of the other and complements each other (Djelantik, 2004).

Color harmony is a combination of primary and complementary colors. Photos will have meaning with the right color composition. Building an atmosphere in a photo needs to be considered because it can play on the emotions of the person who sees it. Atmosphere is a vital attraction in a photo. Lighting can have an effect on the atmosphere produced.

The presence of light can increase the dimensions of the object being photographed. Supporting objects will reinforce the main object to be photographed and will result in alignment.

The selection of photos to attract visitors' interest must also pay attention to the hierarchy of needs. The hierarchy of basic human needs according to Maslow starts from physical and psychological needs. The need for security, love, appreciation, and self-actualization. 1) Physical stage tourism motivation is relaxation represented in the form of activities to seek entertainment, relaxation, and physical refreshment. 2) Safety motivation in the form of, among others, to seek health in the form of fitness tourism. 3) Motivation for love in the form of family travel and building social contacts with friends and local communities; 4) Motivation for achievement in the form of a desire for tourism to get awards and social recognition; 5) Self-truth motivation in the form of a desire to travel to seek inner satisfaction as self-actualization (Robert Christie Mill, 2009).

3. Documentation is made in the Tour Package brochure

A popular app available for free that can be used in creating brochures is Canva. This application is a graphic design platform used to create document graphics and visual content. Canva has gained a lot of attention because it is very easy to use and the app provides a variety of designs, one of which is brochures. Canva is an online-based graphic design application that makes it easy for users to create attractive visual or graphic displays. By using Canva tools that are easy and practical for its application in making good and attractive brochures (Adi, 2020).



Figure 2. An example of using Canva software to create a tour package

4. Making tour packages and calculating the costs needed in selling tour packages to tourists.

Table 1. Results of Making Tour Packages

No	Types of Tour Packages	Number of tourists	Time	Choice of Destinations	Price
1	Overtime Ka Tourism (WKL)	10 - 20 people	1 day	1. Garden site 2. Creative Tourism 3. Nature tourism	IDR 150,000/ per person
2	Ulin Tourism in Overtime (WUL)	30 - 40 people	2 days 1 night	1. Garden site 2. Creative Tourism 3. Playing in the rice fields 4. Traditional sports	IDR 450,000/ per person
3	Mulih Ka Overtime Tourism (WML)	> 50 people	2 days 1 night	1. Garden site 2. Creative Tourism 3. Playing in the rice fields 4. Arts and Culture 5. Traditional Sports	IDR 480,000/ per person

Tour packages viewed from an economic perspective can be considered as a product. The form or product of a tour package is the incorporation or packaging of tourist objects and attractions, accommodation, transportation, food and others. The Travel Agency (BPW) or the international term is called a tour operator planning which components to choose and package to meet tourist satisfaction. The selection, packaging and arrangement of tourism components carried out by tour operators are aimed at meeting the needs of tourists embodied in a product.

Products as everything that can be offered to the market to be noticed, taken, used, or consumed, so that it can satisfy a need or desire. These include physical objects, services, places, organizations, and ideas (Kotler, Philip & Keller, 2016). To produce attractive tour packages, it is necessary to pay attention to the background of consumers who will carry out tourist trips, the benefits of the product and its uniqueness (Hoyle, 2006). In order to produce a carefully planned tour package, it is necessary to pay attention to the production process (Suyitno, 2006).

In making a tour package, the goals formulated must be able to answer questions that are commonly known as the 5W2H formula, namely: what, what tours will be arranged; Why, why the tour package was arranged; Who, who will be involved in the tour; Where, in which place the tour is held; When, when the tour is held; How, how the tour is organized; and How much (How much), how much does it cost to be spent by tourists. Another source mentions several components of tour packages based on the results of literature studies, including transportation, consumption (meals), accommodation, tour guides, and so on (Solihin, I Putu Budiarta, A.A.Ayu Ngurah Harmini, 2024). According to Suwanto (2016) quoted by Sari, et al. (2024), the preparation of tour packages requires seven components, namely: transportation facilities, accommodation, food and beverages, tourist attractions and attractions, entertainment, souvenir shops, tour guides. and tour organizers (Putu Yunita Wacana Sari, Ni Made Ernawati, I Gede Mudana, I Wayan Basi Arjana, 2024).

TOUR PACKAGES

Tour packages are an important part of the travel industry, related to their quality and influence on tourist satisfaction. It is an obligation for tour operators to carefully respond to the quality of tour packages, in order to continue to generate profits and add experience and extend the stay for tourists in the destination (Lumanauw Nelsye, 2020). A tour package is a tourist trip for one or several visit destinations that is arranged from various certain travel facilities in a fixed travel event, and sold as a single price that concerns all components of a tourist trip (Utama, 2014). A tour package as a tour that includes all services such as transportation service arrangements and accommodation booked by tourists in one price. The character of the tour package is that the arrangement is carried out first, either in the form of a combination of several products or covering the entire complete program (Camilleri, 2019).

Tour packages are a combination of two or more elements with attractive price offers (Patterson, 2007). The advantage of tour packages is the price and comfort during the holiday. The price of tour packages is cheaper compared to purchasing each element separately. Convenience during the vacation is obtained by consumers from the tour package services offered. The combination of attractive prices and comfort in enjoying the vacation will make it easier to sell the tour packages offered. Magnet Package Tour is the attraction of tourists to a tourism activity plan that has been prepared on a fixed basis at a certain price which includes transportation, hotels or accommodations, tourist objects and attractions as well as other supporting facilities listed in the tour package agreement (Yoeti, n.d.). The components in the packaging will determine the quality of a tour package. For this reason, tour packages are made as best as possible so that they can influence tourists to use them. The components in the tour package must support and complement each other because they are an absolute requirement in making a tour travel package. Tour packages consist of various components that join each other such as tourist attractions, tourist attractions, accommodation, transportation, food and beverages, travel arrangements, travel programs, and various kinds of tourism products that support other tourist travel activities. The preparation of tour packages is divided into four parts consisting of: 1. Elements of tour packages; 2. Target market; 3. Term and use; 4. The arrangement of the Tour Package is reviewed from an economic perspective that can be considered as a product (Mill, R.C. Morrison, 2009). The form or product of a tour package is the incorporation or packaging of tourist objects and attractions, accommodation, transportation, food and others.

Magnet package tour or tourist attraction is a plan of tourism activities that has been prepared on a fixed basis at a certain price which includes transportation, hotels or accommodations, tourist objects and attractions as well as other supporting facilities listed in the tour package agreement (Dimas Fitriana Muhammad, Nurdiana Mulyatini, 2020). Tour packages viewed from an economic perspective can be considered as a product. The form or product of a tour package is a combination or packaging of tourist objects and attractions, accommodation, transportation, food and others (Fiatiano, 2019).

Package tour is a package provided by a tour service provider, the packages offered usually have various options, including: 1. *Package Tour* is a trip provided and organized by the Tourism Provider Agency that has determined the tourist destination to be visited, the length of the tourist trip, accommodation, transportation, meals and the cost. 2. *Independent Tour*, which is a travel program determined by the tour provider participant, only follows and arranges activities according to the wishes of the participant (custome). 3) *Optional Tour*, which is an additional travel program made by the Tour Provider Agency. 4) *Study Tour*: a tourist trip carried out by students/students whose purpose is to learn and has an element of education. 5) *Regular Tour*: Scheduled tour time, objects and prices do not depend on the number of participants.

CONCLUSION

The potential of Pasir Eurih tourist destinations has not been developed into tour packages, even the documentation in making tour packages has not been arranged. The tour packages offered have not sold various potentials from existing tourist destinations. The creation of package prices is not in accordance with the available facilities, due to the large number of packages offered for 300 people. Tour packages need to be made by combining several superior tourism products. Pasir Eurih tourism products are categorized into three forms of tourism. First, natural tourism in the form of beautiful scenery and rice fields. Second, historical and cultural tourism such as Batu Karut site, Sri Baginda Park, Jalatunda Well, traditional games, angklung art, jaipong. Third, creative economy tourism such as making sandals/shoes, food and beverage production. The results of community service recommend three forms of tour packages, namely Overtime Ka Tourism (WKL), Ulin Ka Overtime Tourism (WUL), and Mulih Ka Overtime Tourism (WML). The tour packages offered are categorized based on the number of tourists, the time and tourist destinations visited and the price that must be paid by tourists. The price offered includes meals, accommodation and creative products visited.

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