



Developing Package Tours in Ekasari Tourist Village, Bali, Indonesia

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Abstract

Purpose: This article aims to discuss the development of package tours as an effort to develop tourism potential in Ekasari Tourist Village, Indonesia, Bali. Departing from this, the Department of Tourism, Politeknik Negeri Bali carried out a Community Service with the theme 'Day Tour Development at Palasari Dam, Ekasari Tourist Village'.

Research methods: The Community Service activities in Ekasari Tourist Village are divided into preparation, implementation, and evaluation stages. The methods used in this activity are presentations and simulations given by some experts from the Department of Tourism, Politeknik Negeri Bali.

Findings: The development of package tours in Ekasari Tourist Village is strongly supported by the existence of several main tourist attractions in this village, including the Palasari Dam, Palasari Old Church and Goa Maria, and Cocoa Agrotourism. Pokdarwis (Kelompok Sadar Wisata or The Tourism Awareness Group) in the village involved are able to directly apply and practice the theories they have received in the community service activities.

Implications: Such a development is expected to be able to increase the insight and competence of the village community, especially the Tourism Awareness Group involved through package tours development training activities and guiding techniques, especially using foreign languages.

Keywords: package tour, dam, tourist attraction, tourist village

INTRODUCTION

Ekasari Tourist Village is one of the tourist villages in Bali. It is located in Melaya District, Jembrana Regency. This tourist village is famous for its very high



tolerance among religious communities. Pluralism in Ekasari has been going on for decades and is still part of the social history of their diversity process in the field of religion (Sukrawati et al., 2022). The main tourist attractions in this village include the Palasari Dam, Palasari Old Church and Maria Cave, as well as Cocoa Agrotourism.

Tourist village itself is a form of tourism development that focuses on the contribution of the community around the village and preserving the environment of rural areas. Tourist villages have tourism products that have cultural value and have strong traditional characteristics (Fandeli et al., 2013). Meanwhile, according to Arida & Pujani (2017), tourist village is a form of rural tourism that offers tourist village activities, interactions between tourists and local communities to learn and experience traditional life in the village.

Ekasari Tourist Village has been managed for a long time by Pokdarwis (Kelompok Sadar Wisata), a tourism awareness group initiated by the local community in the village. However, it is felt that the development of tourism activities in this area is not optimal enough because it has not had a significant impact on the economy of the local community in the village. The lack of optimal development of tourism activities in Ekasari Tourist Village is also proven by the number of tourist visits, especially foreign tourists, which are still far behind compared to the number of tourist visits in the Perancak Tourism Village, which incidentally is both located in Jembrana Regency.

Table 1. Number of Tourist Visits in Jembarana Regency Tourist Villages

No.	Tourist Village	International Tourists		Domestic Tourists		Total	
		2021	2022	2021	2022	2021	2022
1.	Gumbrih Tourist Village	-	-	927	14	927	14
2.	Yehembang Kangin Tourist Village	-	-	-	100	-	100
3.	Sangkaragung Tourist Village	-	-	-	1.736	-	1.736
4.	Perancak Tourist Village	160	1.250	10.880	20.836	11.040	22.086
5.	Blimbingsari Tourist Village	-	97	708	2.100	708	2.197
6.	Ekasari Tourist Village	16	7	5.144	10.998	5.160	10.985

(Source: Jembrana Regency Central Statistics Agency data, 2023).

This is certainly very unfortunate if people look at the various potentials that Ekasari Tourist Village has. Based on information from the head of the Tourism Awareness Group in the village, one of the reasons why tourism

development in Ekasari Tourist Village has not been optimal is due to the lack of packaging of package tours with clear itineraries and cost calculations. Packaging package tours in a tourist village will certainly really support the concept of sustainable tourism. The concept of sustainable tourism generally emphasizes increasing economic growth, welfare of local residents, overcoming unemployment, eradicating poverty, preserving nature, the environment and resources, and advancing culture. Through training in packaging package tours and scouting techniques at Ekasari Tourist Village, it is hoped that it can improve the capabilities of existing resources in managing the tourist village. This is in accordance with Atmodirio's opinion in Wardhani et al. (2015) that education and training are an inseparable part of a human resource development system, with education and training it is hoped that HR knowledge and skills will increase so that their attitudes become mature to face change. that occur in the organizational environment. Apart from that, this training indirectly contributes to the preservation of the surrounding nature, culture of community life and has a positive impact on the economy of village residents.



Figure 1. One of the Main Tourist Attractions in Ekasari Tourist Village
(Source: Ministry of Tourism and Creative Economy, 2023).

Tourist travel packages are a combination or combination of tourism components consisting of transportation, accommodation, tourist attractions, food and drinks, as well as tour leader services which are sold to tourists at one price (Holloway & Humphreys, 2019). Package tours can be grouped based on

the number of tour participants, means of transportation, type of food, distance to destination, tour duration, and destination (Project & Growth, 2015).

According to Utama (2014), a package tour is a tour of one or several destinations which is compiled from various specific travel facilities in a fixed travel program and is sold as a single price which covers all components of the tour. Package tours as commodity goods are goods and services that consumers are interested in owning and feel the benefits and uses for consumers' lives. The definition of product as above means that a good or service is marketed and sold in accordance with the expectations of consumers' needs and desires, which is beneficial or useful for their lives, so that consumers feel satisfied with the goods and services. Producers make products according to consumer expectations, not producers pressuring consumers to buy products (Nuriata, 2014: 18). Based on this definition, it can be concluded that the packaging of package tour products is something that is important to do to increase sales value and create a distinctive impression for the tourism product being marketed. The process of packaging package tours certainly needs to start by analyzing what tourism products can be sold and are likely to be of interest to tourists.

Before making a package tour, according to Camilleri (2019: 4), the things that package tour planners must pay attention to are identifying why people travel, when is the right time for the trip, what is the motivation for choosing a holiday destination. Motivation is an important element in planning a package tour, including: (1) physical, refreshing the body and mind for health, (2) culture, curiosity about other countries, culture, history, (3) personal reasons, visiting colleagues, looking for new experiences, (4) social status, continuing education, looking for business contacts.

Ayu (2016) suggests several components that must be given special attention when compiling a package tour relating to time, including: (1). Travel route: The route should be in the form of a circle or loop except when conditions do not allow it, such as the distance of the object being too close. (2). Variety of attractiveness: The variety of tourist attractions visited sequentially are arranged in such a way as not to impress monotonous. The basic considerations for making it vary based on the characteristics of the attraction of the tour. (3). Arrangement of the order of visits: The order of visits concerns choosing which tourist attraction to visit first or which is placed at the end of the trip and which tourist attractions

have predetermined times, so that in arranging the order of visiting tourist attractions it can be based on conditions and needs of the traveler.

According to Zebua (2016:32) tourism products are all forms of services that tourists enjoy from the time they leave their place of residence until they return home. The elements of a tourism product which constitute an inseparable package are: (1) Tourist objects found in tourist destination areas which attract people to come to visit the area. (2) Facilities required at the destination, such as accommodation, restaurants, entertainment and recreation. (3) Transportation that connects the tourist's country of origin with the tourist's destination, such as transportation at the destination to tourist attractions.

Based on this, the Community Service Team of Tourism Department, Politeknik Negeri Bali is interested in carrying out community service in Ekasari Tourist Village with the theme of developing a 'Day Tour' at the Palasari Dam, Ekasari Village, Melaya District, Jembrana Regency. By packaging package tours in Ekasari Tourist Village, it is hoped that it will be able to make a positive contribution to the development of the Ekasari Tourism Village.

RESEARCH METHODS

Community Service Activities in Ekasari Tourist Village are divided into preparation, implementation and evaluation stages. In the preparation stage, the activity carried out was coordinating with the Chair of the Pokdarwis regarding what needs would be a priority in developing tourism activities in Ekasari Tourist Village. The implementation stage consists of two activities, namely Training on making Day Package tours which will be held on Friday 7 July 2023 and Tour Guide Training and Guiding practice at the Palasari Dam on 8 July 2023. Apart from that, the main output of This Community Service activity is making (jukung (boat) which will later be used as a means of supporting tourism activities at one of the tourist attractions in Ekasari Tourist Village, namely the Palasari Dam. The process of making the jukung was completely handed over to the members of Ekasari Tourist Village working group using funds from the Politeknik Negeri Bali Institution DIPA Service.

The Community Service methods used in this activity are presentations and simulations. The presentation method is the presentation of material in small steps so that students can understand it (Afandi et al., 2013). The benefit that will

be achieved from the presentation method is that there is a lively class atmosphere (Millah, 2015). There are 2 training materials provided by the Community Service Team of the Politeknik Negeri Bali Tourism Department. The first training material is training on making day package tours, then the second training material is tour guide training. Furthermore, the simulation method was used in the form of direct tour guiding practice at Palasari Dam. The simulation method is a teaching method that can be used in group learning. Learning processes that use simulation tend to have objects that are not actual objects or activities, but rather pretend teaching activities (Hasbullah, 2021). The simulation method is used to increase participant creativity, cooperation and communication. Simulation is learning that contains real life characteristics (Afandi et al., 2013). The purpose of the tour guiding practice simulation is for participants to gain experience guiding tourists directly, especially using English.

FINDINGS

Community Service in Ekasari Tourist Village began with coordination activities between the Politeknik Negeri Bali Tourism Department Service Team and the Tourism Awareness Group in the Village. This coordination activity was carried out to determine the main needs needed for tourism development in Ekasari Village. Through these coordination activities, information was obtained that it was necessary to provide transportation media in the form of jukung which could be used as a tourist facility around the Palasari Dam. Apart from that, it is also necessary to carry out training on packaging package tours as well as training on scouting techniques for the Tourism Awareness Group of Ekasari Tourist Village.

Morrison (2013) stated that there are "10A" aspects of the success of a tourist destination, namely tourists' knowledge of a tourist attraction (awareness), attractiveness of the tourist attraction (attractiveness), availability of information related to the tourist attraction (availability), conditions of access to the tourist attraction (access), the beauty of tourist attractions (appearance), the availability of tourist activities that tourists can undertake (activity), the availability of travel safety guarantees (assurance), the existence of evaluations of tourism services carried out (accountability), the existence of long-term plans for the development of tourist attractions (action) and a positive attitude towards acceptance of the

existence of tourist activities by local residents (appreciation). Currently, Ekasari Tourist Village has been able to realize two components of 10A above, namely attractiveness; by mapping tourism potential and access; where the location of Ekasari Village is accessible from motorbikes to buses. Another important thing that needs to be realized is activity; availability of tourist activities that tourists can do. Based on this, it is necessary to package package tours so that tourists will get a clearer picture regarding what activities they can do in Ekasari Tourist Village.

The first training activity was held on July 7 2023 with 9 training participants who were members of Ekasari Tourist Village Pokdarwis. All participants are local residents who live in Ekasari Village, with main jobs as farmers and livestock breeders. Before preparing a package tour, Pokdarwis members are given knowledge regarding market characteristics, suppliers, competitors, and other factors such as government regulations, infrastructure and facilities as well as tourism businesses related to the package tour as well as the process of packaging the package tour itself.

According to Nuriata (2014), the first important thing in making a package tour is planning. Planning a package tour is a comprehensive activity that is part of the action in determining the itinerary. When making an itinerary, careful planning is needed so as not to cause deficiencies in the package tour. This needs to be done because: (1) Planning a package tour is a means to achieve the goal of traveling.(2) Planning a package tour is something that will be done in the future, but can be determined now based on the results of experience and high intellectual hunch. (3) Package tour planning is a tool that can provide an overview of the tour that will be undertaken.

After increasing the participants' knowledge, the training continued by providing examples of packaging models that can be used in Ekasari Tourist Village. Next, an evaluation is carried out by allowing the training participants to arrange their own package tours that they want. Through the results of this evaluation, it was found that the training participants had sufficient knowledge in preparing package tours that were appropriate or suitable for use in Ekasari Tourist Village. The preparation of the package tour has of course been adjusted to the characteristics of the market, suppliers, competitors, infrastructure, facilities and related tourism businesses.

Itinerary		
Time	Activities	Venue
07.00-10.00	Picked up from the hotel in Kuta	Kuta
10.00-10.30	Enjoy a welcome drink at Palasari Dam	Palasari Dam
10.30-12.00	Boat riding around the dam	Palasari Dam
12.00-14.00	Having lunch at local Restaurant	Restaurant
14.00-14.30	Visiting Palasari Old Church	Palasari Old Church
14.30-15.00	Visiting Cocoa Plantation	Cocoa Plantation
15.00-18.00	Transferred back to the hotel in Kuta	Kuta

Figure 2. Example of an itinerary
(Source: JPW PNB PKM Team, 2023).

Apart from compiling an itinerary, training participants are also trained to be able to determine the components of package tours in Ekasari Tourist Village, along with the prices that must be paid by tourists. Based on the composition of the package tour components, the price of a package tour can then be determined. According to Suwanto (2016), in preparing a package tour, there are 7 components that must be considered, namely transportation facilities, accommodation facilities, food and drink facilities, tourist objects and attractions, entertainment facilities, souvenir shops, tour guides and tour organizers. Meanwhile, in preparing the package tour at Ekasari Tourist Village, accommodation facilities were not included, considering that based on the experience conveyed by the Pokdarwis members, most tourists who visit only carry out tourist activities for one day (day tour).

Determining Fixed Cost Covered Cost	
• Market:	General
• Potential Attraction:	
Main	: Palasari Dam
Supporting (closest potential)	: Camping ground on the edge of the reservoir Cocoa Plantation Palasari Old Church
• Length of visit:	1 day
• Number of Participants:	10 people
• Tour package components and prices	
Transportation including driver (Elf)	: IDR 1,200,000
Tour Guide	: IDR 400,000
First Aid Kit	: IDR 150,000
Parking	: IDR 45,000 (3 times)
Donations at the Old Church	: IDR 300,000
Donations to the Cocoa Plantation	: IDR 200,000
Palasari Dam Entrance Ticket	: IDR 30,000/pax
Boat riding around the dam Ticket	: IDR 30,000/pax
Lunch at local Restaurant	: IDR 100,000/pax

Figure 3. Example of Determining Package tour Components and Prices (Source: JPW PNB PKM Team, 2023).



Figure 4. Training on How to Create Day Package Tours (Source: JPW PNB PKM Team, 2023).

The second training was held on July 8 2023 with the same training participants and number of training participants. The second training material is scouting techniques which begin with providing general knowledge regarding the brief

history of Jembrana Regency and Ekasari Village. The speaker explains how to have a simple conversation as a tour guide using two languages, namely Indonesian and English. Evaluation of scouting technique training is carried out by carrying out simulations or direct practice guiding tourists in English at Palasari Dam. The results of this evaluation show that the training participants have the potential or ability to communicate or guide tourists, especially foreign tourists. Mastery of international languages such as English and others is very important in encouraging Indonesian tourism. Mastery of an international language is the main capital for competing with other countries in the economy, culture and also in the world of tourism (Rahmawati & Allen, 2015). It is hoped that this scouting training will be useful for the Pokdarwis involved, so that in the future Ekasari Tourist Village will be better prepared to receive tourist visits, especially foreign tourists.



Figure 5. Tour Guiding Training
(Source: JPW PNB PKM Team, 2023).



Figure 6. Tour Guiding Practices at Palasari Dam
(Source: JPW PNB PKM Team, 2023).

The main output of the Community Service activities of the Tourism Department Politeknik Negeri Bali in Ekasari Tourist Village is the procurement of one jukung funded by the Institutional DIPA Service fund, where the construction of the jukung is fully coordinated by the Tourism Awareness Group of Ekasari Tourist Village. The jukung will be used as a means of supporting the sale of tourism products around the Palasari Dam, which is one of the tourist attractions in Ekasari Tourist Village, Melaya District, Jembrana Regency. This is important to do considering that tourism facilities and infrastructure are complementary elements and aim to facilitate the process of tourism activities to run smoothly (Ghani, 2017).



Figure 7. Jukung Making Process
(Source: JPW PNB PKM Team, 2023).



Figure 8. View of the Façade of the Palasari Old Church
(Source: JPW PNB PKM Team, 2023).

CONCLUSION

Community Service Activities in Ekasari Tourist Village, Melaya District, Jembrana Regency which are carried out by the Tourism Department, Politeknik Negeri Bali aim to develop tourism in Ekasari Tourist Village through training activities in packaging package tours by utilizing the potential tourist attractions in the village. The results of the evaluation of the package tour packaging training activities carried out showed that the training participants, in this case members of the Ekasari Pokdarwis, understood the important things that needed to be considered in preparing the package tour and were able to package the package tour appropriately. Apart from that, scouting training activities were also carried out for the Tourism Awareness Group, especially for members who were less proficient in English. The implementation of scouting training in English is carried out using the simulation method. The main output of this Community Service activity is the making of a jukung which will later be utilized by the Tourism Awareness Group in Ekasari Tourist Village as a means of transportation that can be used by tourists to tour the Palasari Dam. In the future, the results of this Community Service activity are expected to be able to attract more tourists to visit

Ekasari Tourist Village, so that it can have a greater positive impact on the economy of the village residents.

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