

## **Tourism Activity Development Model in Increasing Visitors in Sapari Tourism Village, East Kalimantan**

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### **Abstract**

This study aims: (1) to identify the current form of tourism activities in Sapari Tourism Village, Tana Tidung Regency, North Kalimantan (2) To create tourism activity development in increasing visitors in Sapari Tourism Village, Tana Tidung Regency, North Kalimantan. This study uses a qualitative approach with the type of research and development (RnD) with the Sugiyono development model. The types of data used are primary data and secondary data by producing products that are validated by academic experts related to tourism packages. The results of the study indicate that one of the efforts to develop tourism activities is to create tourism package products that are expected to be able to attract visitors to come to Sapari Tourism Village by seeing that the direction of a tour is through the tour package. With this tour package, tourism activities can reach more market segments and influence visitor interest. The contribution of this research can provide simple knowledge in making tour packages that will mobilize local resources and generate added value for the community.

**Keywords:** *Tourism Activities, Tour Packages, Sapari Tourism Village.*

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## **INTRODUCTION**

Tourism is a phenomenon that brings together various individual activities that take place outside the home. Traveling from one place to another is part of this activity. Tourism activities can be carried out for various reasons such as entertainment, education, business, cultural interaction or nature exploration. In the Law of the Republic of Indonesia No. 10 of 2009 concerning Tourism, tourism is a variety of tourist activities with many services and facilities by entrepreneurs, as well as the community.

In the context of tourism activities, human mobility occurs from their place of residence to tourist destinations. The destination is a geographical area located in one or more administrative areas. In it there are tourism attractions, public infrastructure, tourism facilities, accessibility, and interactions between communities that complement each other to create a memorable tourism experience. Therefore, the tourist attraction factor is one of the key elements that shape and determine whether an area deserves to be a tourism destination.

Reporting from the Indonesian Central Bureau of Statistics regarding Statistics on Tourism Attraction Objects 2022, commercial ODTW (Tourism Attraction Objects) visitors are dominated by Indonesian/domestic visitors by 97.16% (180.50 million), while 2.84% (5.28 million) are foreign visitors. the type of attraction that is a favorite of foreign visitors in Indonesia is nature tourism, where it is visited by 2.77 million foreign visitors. While cultural tourism was visited by 1.53 million foreign visitors, artificial tourism 0.59 million foreign visitors, water tourism 0.20 million foreign visitors, tourism areas 0.11 million foreign visitors and amusement and recreation parks 0.07 million foreign visitors. This data shows that interest in tourist visits is influenced by tourist attractions.

Tourism attraction according to Karyano refers to elements that can attract tourists to visit, including historical buildings, natural beauty, cultural aspects, and modern recreational facilities. The tourist attraction itself must provide a variety of activities that can be enjoyed by

visitors. Tourism activities according to Mulyono, A., M (2009) are activities that can be done both physically and non-physically.

According to Angguni et al., (2016), tourism activities include various activities that attract tourists to visit destinations, influencing interest in visiting certain tourist attractions, such as hiking, camping, and photography. Ingkadijaya et al., (2016) added that tourism activities involve culture, special activities, and nature. North Kalimantan Province, which is developing its tourism sector, has 307 tourist attractions, with 55% natural, 27% cultural, and 19% man-made, including Gunung Rian Waterfall and East Tideng Pale Mangrove Forest in Tana Tidung Regency. Sapari Tourism Village, strategically located on the East Kalimantan-North Kalimantan axis road, has the potential for preserved nature and the main attraction of trekking Gunung Rian, but has not yet succeeded in significantly increasing the number of visitors.

**Figure 1. 1** Visitor data for Sapari Tourism Village in 2021-2023



(Source: The Chairman of Tourism Awareness & Researchers, 2024)

Based on the results of initial interviews with Mr. Mesak as the head of the chairman Of Tourism Awareness (Pokdarwis) of Sapari Tourism Village, the average visit in Sapari Tourism Village is approximately 10 people/week, since the launching of Sapari Village as a tourist village in 2022. Before officially becoming a tourist village, Mount Rian climbing activities had also been opened with an average of 5 visitors / week. Thus, from this statement, it can be accumulated that the annual visitors since 2022 are 480 people, while from 2021 there are 240 people. In 2023, there was another decline to 295 people, although in August a tracking event to Mount Rian was held, which was attended by 11 teams with 5 people / per team throughout North Kalimantan, but did not show a significant increase in visitors. This is because trekking is a special interest tourism activity that is generally only followed by one, two or a small group of tourists who have an interest in the activity. From this, it is known that tourism activities in Sapari village still do not reach a wide market segment so that there is no increase in visitors to Sapari tourist village. Therefore, Sapari tourist village needs to develop tourism activities by utilizing its various potentials so that it can attract visitors through diversification of tourism activities. Therefore, researchers are interested in conducting development with the aim of identifying the current form of tourism activities in Sapari Tourism Village, Tana Tidung Regency, North

Kalimantan, and to design a tourism activity development strategy to increase the number of visitors in the village. This research aims to provide in-depth insight into the current condition of tourism and develop steps that can optimize tourism potential in the area.

Various previous studies have supported the development of tourism based on local potential and the diversification of tourist attractions to increase visits to tourist villages. (Sumbayak et al., 2021) emphasizing that the involvement of local communities in providing attractions based on local wisdom can increase tourist attraction. (Nandang et al., 2024) shows that the diversification of attractions, such as the introduction of cultural tourism and nature-based educational activities, is able to reach a wider market segment. Furthermore, (Yuniarsih & Reviyanti, 2024) emphasized the importance of digital marketing in promoting the potential of village tourism through social media and websites to expand market reach. The study by (Kurniawan et al., 2021) also noted that special interest tourism, such as trekking, can become a major attraction if supported by adequate facilities and proper marketing.

This study presents a novelty in the strategy of diversifying tourism activities in Sapari Tourism Village which has not been widely explored, with a focus on developing a tour package model that integrates local potential and digital marketing. The lack of variety of attractions is the main obstacle to increasing visitors, despite its great natural potential. The practical implication is that managers can introduce new activities such as cultural tourism and ecotourism, expand the market, and involve local communities such as Karang Taruna to overcome human resource limitations. This strategy is expected to increase income, create jobs, and support sustainable tourism in Sapari.

## RESEARCH METHODS

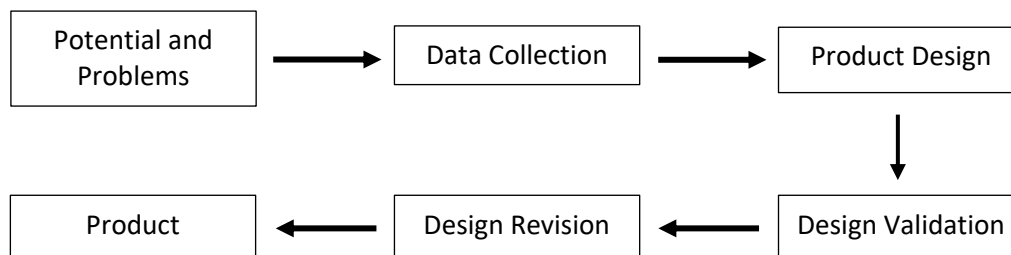
The approach method used was a qualitative approach method, which was the process of collecting data in the field with the aim of understanding scientific phenomena, where the researcher acts as the main instrument in interpretation. Qualitative research does not use statistics, but through data collection analysis (E. N. Fadillah et al., 2024). In this study, the authors collected data to analyze and describe the tourism activity development strategy in increasing visitors in Sapari Tourism Village.

The type of development used in this research was the Research & Development (R&D) method. R&D is a highly effective research strategy or approach to improving practice ( et al. Fadillah, 2022). R&D is a series of processes or steps in order to develop a new product or improve existing products, so that they can be accounted for (Salim, 2019). The reason researchers use the R&D method was because the final result of this research produced a product, namely tourism activities in the area used by researchers in this study. In this study, the authors' data sources were as follows:

1. Sapari Village Government, in this case the Village Secretary who was directly involved in the management of the tourist village (totaling 1 person)
2. Chairman of the Tourism Awareness Group in Sapari Tourism Village (totaling 1 person)
3. Experts who will test the feasibility of the products produced (totaling 1 person)

In this research on the Development of Tourism Activities in Increasing Visitors in Sapari Tourism Village, researchers limit the development stages by only using 6 stages due to limited costs and time in research. Therefore, the development carried out in 5 stages can be seen as in the following figure :

**Figure 2.** Stages of Development of Sugiyono's Model



(Source: Sugiyono)

In this study, the data collection techniques used were through field observations, deeply interview with all informants, and using the collected documentation data. The data collection instruments were interview guidelines for sources and documentation with cameras and stationery (Suwardiyana, 2021). Data analysis in this study was pursued through a process of data reduction, data presentation, conclusion drawing and verification.

## RESULT AND DISCUSSION

In this study, used R&D (research and development) research that produces a product, the researcher then makes a product, namely the manufacture of Tour Packages. Tour packages from an economic point of view are considered a product. This product is a combination of tourist attractions, activities, places to stay, transportation, food and other facilities that are packaged together (Fiatiano, 2009). Making this Tour Package Product also aims to develop tourist activities that can be done. This Tour Package is expected to be able to attract visitors to come to Sapari Tourism Village by seeing that the direction of a tour with a tour package. This tour package also makes it easier to sell or market because clear information is already available.

In compiling tour packages, it is best to base it on the Travel Pattern guidelines that have been prepared by the local government and tourism industry associations. These guidelines aim to ensure that the tour packages offered are in accordance with local potential, tourist needs, and support regional economic growth. The process of compiling tour packages involves seven important steps, starting with tourism product inventory, where various local attractions and destinations are identified and categorized. This step ensures that all existing tourism potential can be optimally utilized.

After the inventory, tourism product selection is carried out to determine which attractions are most feasible and attractive to the tourism market. These selected products then become the basis for map making and distribution of travel time, namely determining effective and efficient routes and times for each destination in the tour package. The next stage is creating a travel event, which compiles a series of interesting and structured tourist activities to provide an optimal experience for tourists. After the travel plan is made, travel price preparation needs to be carried out, where costs related to transportation, accommodation, attractions, and other services are calculated comprehensively so that the prices offered are competitive and affordable. Next, the tour package conditions are determined, which include terms and conditions such as duration, minimum number of participants, and cancellation provisions.

The final stage is creating attractive brochures and poster designs, which will be the main promotional tools in marketing this tour package. The brochures and posters must be able to describe the appeal of the tour package visually and informatively so that potential tourists are interested in buying and taking the trip offered. Thus, this entire process aims to produce a

quality, competitive tour package that is able to provide maximum benefits for the local tourism industry.

### 1. Analysis Tourism Product

The tour package is a collaboration of attractions, activities, accommodation, accessibility, and amenity, therefore we need to make careful and organized planning, starting from the activities to be carried out, tourist attractions, and services that will be sold to customers. The following are the results of the researcher's analysis of Sapari Tourism Village regarding the components of the tour package, including:

**Table 1. Analysis of Tourism Activity Development Efforts**

Tourist Activities	Possible Development Efforts
Trekking, nature and forest education	Creation of tour packages and guiding training
River cruising, swimming, taking selfies	Equipping facilities such as public toilets, changing rooms, gazebos, and other supporting facilities
Fishing, farming education, farm animal education and camping.	Creating educational tour packages, camp tour packages, and tour packages
Watching performances, learning dances	Creating activities that can be shown to tourists
Souvenir shopping, craft education	Creating attractive packaging and marketing to tourists

(Source: Researcher Data Processing, 2024)

This product development stage includes analysis, tour package design, and design validation from experts. The results are as follows:

**Table 2. Components of the Tour Package**

No	Aspects	Description
1.	Attractions	Type of Attraction Mount Rian, Integrated Farm, Sapari River, Dance Studio, Handicraft Shop
2.	Activities	Activity Type Trekking, nature study, river trekking, swimming, camping, fishing, farm animal education, agricultural education, watching performances, learning dances, taking selfies, shopping for souvenirs, handicraft education,
3.	Amenity	Facility availability Gazebos, public toilets, stalls, souvenir shops, and prayer rooms
4.	Accommodation	Type of Lodging <i>Homestay</i>
		Price Rp. 350.000,- (Approx : \$20)
5.	Accessibility	Type of transportation Land transportation (car, motorcycle, bus)
		Distance 24 km
		Travel Time 40 minutes

(Source: Researcher Data Processing, 2024)

Based on the observations above, it can be concluded that Sapari Tourism Village is an attractive destination with a variety of interesting natural and cultural tourism attractions and diverse tourism activities. The location is also very easy to reach by land vehicles (cars, motorbikes and buses) with a distance of 24 km from the district capital and a travel time of 40 minutes. Visitors can also stay at the homestay that has been provided at a rate of Rp. 250,000. In addition, facilities in Sapari Tourism Village have also begun to be adequate for the needs of visitors.

## 2. Torism product selected and Design

Based on the results of previous observations, seen from the attractions and activities, one of the tour packages that can be made in Sapari Tourism Village is a camping ground, where the camping ground itself is considered to be able to reach any market segment, because the activities are relaxed, relaxed and the goal is to have fun which can be done by individuals, families and groups.

**Table 3. Camping Ground Tour Package Components**

No	Aspects	Keterangan
1.	Activities Type of Attraction	Integrated Farm, Sapari River, Souvenir Shop
2.	Amenity Activity Type	River cruise, swimming, explore integrated farm (agriculture and livestock education), camping, souvenir shopping
3.	Accommodation Facility Availability	Gazebo, stall, public toilet, camping equipment
4.	Akomodasi Type of Lodging	Tents
5.	Accessibility Transportation Type	Hice car
	Distance	24 KM
	Travel Time	40 minutes

(Source: Researcher's Data Processing, 2024)

The design of the tour package model that researchers will make includes tour package components including Tour Itinerary, Distribution of Time, Quotation, and Terms and Conditions (Machmud et al., 2023).

## 3. Tour Package Design

One of the important stages in this research method is the validation stage from related experts, which aims to get input and suggestions regarding the product design that has been made. This validation stage intends to ensure that the tour package products that will be made have quality and are suitable for marketing.

In this validation stage, a respondent who has expertise and experience in related fields has been involved. These experts consist of academics in the field of tourism. There are also aspects that are assessed consisting of itinerary, distribution of time, quotation, terms and conditions, tourist attractions, tourist activities and tour package poster design. After the expert validation stage, product design revisions are then made, where based on criticism and suggestions from the validators, improvements will be made. There are also several revisions to the design of the Camping Ground Tour Package with the Fun Camp theme as follows:

### a. Tour Itinerary (Travel Details)

The details of the trip are as follows:

**Table 4. Revision of Travel Details**

ITINERARY	
<b>DAY 01 CAMP GROUND (,D)</b>	The tour begins with participants being picked up at Keramat Harbor in Tideng Pale and immediately leaving for Sapari Tourism Village. Arriving at Sapari Tourism Village, participants will go directly to the camp location and take attendance and recollection. After all participants have taken attendance and data collection and organized their belongings, participants then head to the Sapari River area to do riverwalking activities, learn about nature and swim in the river. After that, participants returned to the tent to clean up and take a shower, then continued with rest and lunch that had been provided in the camping area. After resting, participants then continued

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the activity by exploring integrated agriculture ranging from gardening, rice fields, swallow cultivation, cattle and chicken farming. After that, continue with fishing activities, still in the integrated farm area. after fishing, participants return to the tent to shower and clean up. In the evening there will be a barbeque time (with the main ingredient of fish caught by participants), after the barbeque continued with a bonfire night, filled with dancing activities using a typical Kalimantan dance, Semajau, where we dance around the campfire accompanied by music. Bonfire night is also done while enjoying warm drinks and the calm night atmosphere in Sapari Tourism Village. After that, participants then rest.

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**DAY 02 -  
CAMP  
GROUND  
(B,L)**

In the morning participants will be woken up for breakfast, after which participants will be invited to do outbound activities where in this activity there will be many outdoor games that provide fun for tourists. then after outbound activities, participants then clean up and clean up their belongings. After that, participants took a short break while enjoying the snacks provided. After resting, participants then lifted their belongings to the car and went straight to the souvenir shop. After shopping at the souvenir shop, the tour ended with participants being driven back to Keramat Harbor.

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(Source: Researcher's Data Processing, 2024)

There are also changes from the initial design, such as the addition of time and activities in the tour package. Everything is described in more detail from the initial design.

**b. Distribution of Time**

Based on revisions from validators regarding DOT, where the timing of on board activities and ground activities is still not correct, making a travel map plays an important role in helping tourists understand the routes and locations to be visited during the trip. This map provides clear visual guidance, making it easier for tourists to find directions and avoid confusion during the trip. In addition, maps help in planning efficient routes, saving time and reducing the risk of going the wrong way (Asmara et al., 2019). In compiling a map, the first step is to identify important locations such as main tourist destinations, rest areas, and other facilities. After that, a logical travel flow is made so that the trip does not go back and forth and remains efficient (Sanjaya et al., 2023). Making a travel map can also use digital technology such as Google Maps, which can then be integrated into brochures or travel guides.

In addition to maps, the distribution of time in a tour package is also an important aspect in providing a comfortable experience for tourists. Well-allocated time ensures that each activity can be enjoyed without rushing, while providing sufficient rest breaks (Rachmad et al., 2024). Proper time distribution also prevents fatigue, especially for physical activities such as hiking or other outdoor activities (Lim et al., 2019). In making a schedule, main activities such as nature exploration or cultural activities must be allocated sufficient time, while breaks for rest and meals need to be considered so that tourists do not get tired (Talebi, 2017). Flexibility in the schedule is also important to anticipate if there are activities that require more time than planned.

In making a price for a tour package, careful calculation is very necessary. The package price must reflect operational costs such as transportation, accommodation, meals, and facilities provided, including wages for labor such as tour guides (Asmara et al., 2019). In addition, a reasonable profit margin also needs to be considered so that the price remains competitive but still provides benefits to the organizers (Fiatiano, 2009). The package price should be adjusted to the duration and facilities offered. For example, a two-day one-night package with additional facilities such as BBQ, bonfire, or local guide will have a higher price than a one-day package without additional facilities (Saufi et al., 2020). Price transparency is essential to build traveler trust and avoid unexpected costs that can lead to disappointment (Rama, 2020). If possible, organizers can also offer discounts for group or family packages to make them more attractive in the market.

With a clear travel map, proper time distribution, and transparent and fair pricing, tour packages will be more attractive to tourists and provide a pleasant and comfortable experience.

### c. Package Tour Quotation

Based on the price data for camping ground tour packages in Sapari Tourism Village, it shows the details of the cost components involved in compiling the price, both in terms of fixed costs and variable costs. Fixed costs include transportation, participant accommodation (tent equipment), cooking utensils, and other equipment. Variable costs, which are calculated based on the number of participants, include participant sleeping sets, consumption, and entrance fees to tourist locations (Sanjaya et al., 2023).

From this data, it can be seen that the total cost is IDR 2,080,000 for 4 participants. After adding a 10% mark-up, the total price becomes IDR 2,288,000. This calculation reflects transparency in determining the price of the package, where all cost components are clearly identified and calculated. This pricing strategy is important to build customer trust, because they can see the details of each cost element charged (Astiana & Kemala, 2023).

In addition, the distribution of costs in each component such as consumption, accommodation, and camping equipment shows that the largest cost is in consumption, especially the BBQ dinner which contributes IDR 400,000. This cost allocation is relevant considering that BBQ is one of the main activities in the tour package. Accommodation such as tents, portable tables, and chairs are also an important part of the fixed costs, ensuring the comfort of participants during camping (Rerung, 2017).

This price revision approach also considers the addition of a markup as a form of profit for the organizer, which is taken at 10%. Determining the selling price and publication price (IDR 572,000 per participant) that is fair and transparent creates clear value for customers, while ensuring that operational costs are covered and the organizer gets a reasonable profit. This kind of pricing strategy is important to maintain competitiveness in the tourism market, especially for nature-based experience tour packages such as camping (Rachmad et al., 2024).

### d. Tour Package Poster Design

**Figure 3.** Tour Package Poster Design

**FUN CAMP  
DESA SAPARI**

2 HARI 1 MALAM

Mulai dari  
**572K**  
per orang  
min 4 pax

**Fasilitas :**

- Transportasi
- Perlengkapan Camp
- Sarapan, makan siang, & makan malam
- BBQ/Cullinary
- Pemandu Lokal
- Perlengkapan Masak
- P3K

**Aktivitas :**

- Berkemah
- Explore Pertanian Terpadu
- Susur sungai
- Memancing
- Fun Games
- Api Unggun
- Semajau Dance

+62853 6633 2791    PESAN SEKARANG!    @desasapari

(Source: Researcher Data Processing, 2024)

## CONCLUSION

The conclusion of tourism activities in Sapari Tourism Village shows that despite having high natural potential, such as rivers, integrated agricultural areas, rice fields, and forest areas including Mount Rian, the tourism activities offered are still limited to trekking, fishing, and annual cultural activities. This shows a lack of diversity in tourist attractions, which causes the market segmentation achieved to be not yet broad, so that the number of tourist visits has not increased significantly. This great natural potential has not been optimally utilized by managers, Pokdarwis, or related governments. Development efforts that have been made, such as adding facilities, tourism training, and collaboration with local community groups (Karang Taruna, Forest Farmer Groups, and Craft Groups), are still constrained by limited human resources. As a result, the impact of these efforts has not provided significant changes. Therefore, the design of the Camping Ground Tourism Package in Sapari Tourism Village is expected to be one of the strategic steps in developing tourism activities and attracting more visitors. This package has been designed in accordance with the standards for making tour packages, including schedules, time distribution, prices, terms and conditions, and poster designs, and has been considered worthy of being marketed by experts. The helplessness of the community in understanding tourism products that can be used as tour packages as a source of income will be detrimental to the community itself in increasing income sourced from local potential, so that the contribution of this research can provide simple knowledge in making tourism packages that will mobilize local resources and generate added value for the community.

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