

Conference Paper

The Role of Stakeholders in the Co-Creation Process in Tourism Village

Rezka Fedrina*, Rahmat Darmawan

Universitas Negeri Jakarta, Jakarta Timur, Indonesia

ORCIDRezka Fedrina: <https://orcid.org/0000-0001-5323-7413>**Abstract.**

The potential of the tourist village destinations is immense, and it is the responsibility of all stakeholders to ensure that more attention is paid to them. This is especially the case for the Cisaat tourist village, which has a great deal of potential, and the agricultural villages which are the main tourist attractions. As a result, the Co-creation Strategy has become an essential bridge for the management and development of the tourism village in Cisaat. This study seeks to investigate the role of facilitators in the development of tourist villages through a qualitative methodology. Through interviews with representative stakeholders, data was collected. The results of the study reveal that the primary stakeholders in the development of tourism villages are local organizations, communities, industries, universities, and local governments. The outcome of the study is a strategy for the development of tourism products, access to destinations, and the improvement of services for tourists.

Corresponding Author: Rezka Fedrina; email: rezka-fedrina@unj.ac.id

Published 3 January 2024

Publishing services provided by Knowledge E

© Fedrina and Darmawan. This article is distributed under the terms of the [Creative Commons Attribution License](#), which permits unrestricted use and redistribution provided that the original author and source are credited.

Selection and Peer-review under the responsibility of the ICHELSS Conference Committee.

Keywords: co-creation, stakeholder, tourism village

1. Introduction

Various types of tourism develop in Indonesia, the type of tourism that is interesting to develop is a tourist village. According to data from the Ministry of Tourism and Creative Economy, in 2014 the target of villages that will become tourist villages is 2000 villages in Indonesia. The goal is to provide awareness for people to be aware of tourism who understand the tourism potential that exists in their village so that it can be developed as creatively as possible to become a tourist attraction. Tourism villages are the government's concern to increase the role of villages in improving their economy to become villages that have adequate cultural and financial resilience. As the dynamics of tourism village development continue to evolve, the government, as a regulator, establishes regulations, specifically tourism development strategies in the form of tourism destination development program [1]. In its development, there are 244 villages that have become tourist villages and are certified as independent tourism

 OPEN ACCESS

villages [2]. Cisaat Tourist Village has become a tourist village since it was established by the Ministry of Tourism in 2006, then officially received tourist village status from Subang regent in 2020, along with the announcement of the name, village. Cisaat has become the third tourist village in the category of mentoring by university, in this case Jakarta State University, organized by the Ministry of Tourism, Economy and Creative [3].

Collaboration between stakeholders is important because people generally have a hard time solving the problems they face. To address these issues, communities need an organizational process that allows them to develop their skills and competencies so that they can contribute to the growth and development of their region. Community capacity is the interaction between a society's human resources, organizational resources, and social capital to solve common problems and improve or maintain well-being. Stakeholders that can play a role include government, industry, organizations and academia. In this study, the industry that plays a key role is a tourism company located in central Jakarta, which is very active in helping the village develop tourism activities. Travel agents or tour operators offer a wide variety of travel products that can be offered to potential buyers. Travel agencies are particularly active in providing travel planning and tourism services and/or services, including organizing worship trips. There are not many tour companies that focus on educational tourism, including Wiyata Citra Khatulistiwa / Wiyata Tour and Travel located on Jl. Menteng Granit No. 22 Setia Budi, South Jakarta.

Tourism village administrators have new challenges in creating more creative, adaptive, and competitive tourism in the post-Pandemic era. The competitiveness of the tourism economy is the ability of the tourism sector to attract visitors or tourists to certain places, in this example a tourism village. One of the tourism initiatives to attract visitors is the development and seeding of new innovations in tourism products. Tourist products are tourist attractions given through tourism marketing. Tourism products are the overall facilities gained, felt, or experienced by travelers at specific tourism attractions [4]. Following the pandemic, various new improvements and innovations in tourism village products are required, and co-creation processes can play a vital role in boosting tourism products. Co-creation is a process based on the concept of service-dominant logic (SDL), which highlights that a consumer is not just an object of strategy, but a potential resource that must be included in a value-added process [5]. This indicates that there is a shift in consumer perception, with consumers becoming contributors, with the presence of co-creation in the midst of tourism growth, namely cooperation in the creation of an original product and service that will be a memorable creation and experience.

Collaboration between tourism stakeholders focuses on improving tourism destination services; tourist destinations are a collection of products and services that include tourist attractions, public facilities, tourism facilities, accessibility, and interconnected communities, and they help to realize environmentally responsible, socially equitable, and economically viable tourism so that product users can now meet. To be able to grow tourism potential without jeopardizing future generations' requirements, it is necessary to plan the development of tourist places so that they are better than before [6]. This can help to strengthen ties between stakeholders and win the trust and happiness of tourists to tourist villages. Understanding travelers' wants and expectations, engaging them in the experience creation process, and bringing offerings to life are crucial for travel companies. Through co-creation, interaction and collaboration can be realized. Stakeholders play a vital role in co-creation implementation. Co-creation should be a collaborative effort among stakeholders to bring about change. Changes that advance tourism villages. Stakeholders play a significant role in co-creation preparation; simply, collaboration between tour service providers and tourists cannot stand alone; stakeholders are required to direct and regulate the sustainability of the co-creation process.

Stakeholders must be qualified and competent, because one of the roles and functions of stakeholders is management leadership, as is the role of stakeholders in co-creation. In this case, the role of stakeholders is to compile and help implement co-creation. . -creative process In the tourist village of Cisaat, co-creation can go well if the stakeholders can work well together, since the highest degree of co-creation is co-production [7]. As a result, it is possible to conclude that stakeholders play a significant role in the co-creation process.

At the moment, the author has decided to carry out this study titled Role of stakeholders in co-creation in tourist villages in order to assess the extent to which stakeholders assist the co-creation process in the development and creation of innovations at Cisaat Tourist Village.

2. Literature Review

2.1. Stakeholders

Individuals or groups with an interest or some part of rights or ownership in the project can contribute in the form of knowledge or support, or can impact or be impacted by the project are referred to as stakeholders [8]. An organization will not function optimally if it relies solely on itself; the role of stakeholders is required to support the

success of common goals, and the management of tourist destinations necessitates the involvement of stakeholders in the management process in order to produce quality tourist destinations. The extent to which stakeholder activities are able to improve tourist destinations to make them practical and appealing to visit can be used to measure the ability to develop good and quality tourist destinations. According to the phases of the tourism life cycle, Cisaat Village is currently in the involvement phase (involvement), which is the second to third phase. During this phase, more tourists are visiting Cisaat, and the locals are slowly starting to take the initiative to build facilities for them. Additionally, the Kelompok Sadar Wisata Cisaat Village has started to conduct promotional activities.

2.2. Tourism Village Component , 5 A

In the tourist sector, a product is referred to as a “product line” since it is used concurrently. Four fundamental elements are needed to build tourism sites that are valuable, including: 1) The purpose of the attraction (attraction) is to entice tourists to visit the expensive Cisaat Tourism Village plantations by showcasing the area’s stunning surroundings; 2) Amenities are a component of the destination that serve to meet the needs of tourists while they are visiting, such as hotels, restaurants, homestays, toilets, public prayer rooms, eating and drinking facilities, gazebos, trash cans, and information boards of a destination. The attraction area is typically managed by stakeholders to promote better growth. The idea of the host and guest is included into the development of amenities to produce high-quality service; 3) Tourists can travel by land, sea, or air to reach their destinations thanks to accessibility; 4) An ancillary organization is one that aids in the growth of a tourist attraction, like the Cisaat Tourism Village Pokdarwis[9]. As stated in the earlier study, the fifth component is activity [10].

2.3. Co-Creation

Through in-depth communication that advances with consumer sophistication, travel companies must understand as much as they can about the customer or passenger. The consumer must be the focal point of the information infrastructure, which must also promote active engagement in all parts of the co-creation process. Through co-creation, the market is transformed into a venue for communication between the client/traveler, the business, the client communities, and networks of enterprises. This new framework for value creation opens up new potential spaces for distribution of travel. The

active, creative, and social process that is built on cooperation between producers and consumers that is started by the business to create value for customers is defined as co-creation by Promise Corporation. Although the term “co-creation strategy” usually refers to a collaborative process between a firm and its client, some business analysts also use it to refer to alliances between businesses and other co-creators, such as outside vendors, agencies, and other stakeholders. In order to produce value that is added, customers and service providers collaborate in co-creation. Co-creation is a term used to describe an interactive process in which at least two actors participate in a certain type of mutually advantageous collaboration that generates value for those actors [11].

New distribution opportunities for travel are made possible by this new value generating framework. So that co-creation can also take place across related industries or between industries and the community. Co-creation between the industry, in this example travel agencies, and tourist village communities, in this case kelompok sadar wisata, is an intriguing topic to research. There has not been any research on the co-creation that takes place between tour managers and tour operators. Researchers are thus interested in looking into instances of co-creation between tour operators and tourist communities.

Product creation is a sociocultural process that calls for acknowledging not just the company’s values but also those of the customers and the local populace of the destination [12]. The formation of a tourism product occurs at the intersection of several methods of acting, just as a tourism product is formed by various actors. Local culture and history, the way of living today, and unique characteristics are only a few examples of local ways of acting. The principles, habits, and network relationships of entrepreneurship are important. The world’s trends, consumer and travel behavior, feelings, and experiences influence how consumers behave.

Diverse stakeholders get together to co-create while cooperating on product development. Local government, the community, organizations, businesses, and colleges are all involved in this case. There are numerous ways that co-creation takes place, including co-ideation, co-design, and co-production. [13]. They are shown in Table 1.

3. Methodology

According to studies on the subject, institutions, communities, business, universities, and local governments are the stakeholders who are the main subject of attention. It is obvious that stakeholders are set up as shown in Table 2. Currently, Cisaat Village is employing a qualitative approach to tourism development with tourism actors. In Cisaat

Form of co-creation	Example and activity	Pre-requisite forms
Feedback, co-ideation, co-learning/co-evaluation	Reading and reviewing other tourist's comments, idea presentation, commenting, sharing, discussing and evaluating opinions- participation of other tourists, vote to designs presented	Involvement
Co-design, co-test, co-marketing	Develop workshops with other customers to co-design solution that improve the service experience, testing sleep boxes at the airport, creating and presenting texts and actions (taking and uploading 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 interactiona/c2c interaction	Participation

Source : Oyner and Korelina, 2016

Figure 1: Forms of Co-Creation. Source : Oyner and Korelina, 2016.

Village, Ciater District, Subang Regency—a region that is part of West Java Province's administrative region—there is a study project being conducted. The choice of the study site was made based on the fact that Cisaat Village, in partnership with universities—in this case, Jakarta State University—as a companion university in the mentoring-based tourism village community empowerment program that started in 2019—was successful in receiving an award as the third best mentoring village nationally in 2021.

Stakeholder interviews serve as research informants or sources of research data. Those who live in Cisaat Village and are directly active in the tourist industry include those who run homestay and catering businesses, as well as institutions like the kelompok sadar wisata, which has a total of two members, and informants from travel agencies, who also have two members. One member of the faculty is a lecturer from Jakarta State University who teaches in a similar academic field. The informants' knowledge of and engagement in the development of tourism in Cisaat Village was taken into consideration.

4. Findings & Discussion

In carrying out the co-creation process, the concept of 5A tourism village components, namely accessibility, attractions, activities, amenities, and ancillary, becomes the basis for each stakeholder to give their role to create an attractive tourism village. From the data collected based on the 5 A's, then:

TABLE 1: Stakeholders.

Stakeholders	Informer/Resource Person	Sum
The role of local institutions in developing tourism products (kelompok sadar wisata)	Travel Awareness Group	3 persons
The Role of the Community in Supporting Tourism Activities	People who have homestays and catering businesses	2 persons
The role of the industry in this case Wiyata Tour travel agent in providing knowledge to make tour packages	Wiyata Tour	3 persons
The role of university in stimulating and mobilizing society	UNJ	1 person
The role of village government in facilitating	Village head	1 person

Source : processed by researchers, 2023

4.1. At the stage of co-ideation, co-learning, co-valuation

Co-ideation is a step where travel agent and kelompok sadar wisata work together to comprehend and gather the benefits and drawbacks of Cisaat Tourism Village destinations. In the past, colleges have addressed village governments about tourism villages. The village government immediately agreed and supported to facilitate the co-creation process between stakeholders. One of the emerging community-based tourism destinations is Cisaat Tourism Village. The tourism village of Cisaat offers potential on the natural, cultural, and artificial levels. Attention must be paid to the possibilities of tourism. Law No. 10 of 2009 states that tourism is a crucial component of national development that is carried out methodically, planned, integrated, sustainably, and responsibly while still providing protection for religious values, culture that is alive in society, environmental sustainability and quality, and national interests. . The community, the kelompok sadar wisata, and the group of travel agents exchange suggestions, ideas, learning processes, and evaluating a tourist program or activity at this point. The information that Pokdarwis gathers from the field—both their own observations and visitor feedback—is used. Following that, they were ranked and prioritized by needs. Travel agencies, as the providers of tourists, offer suggestions and assistance for things that seem impossible or that the Kelompok Sadar Wisata is unable to deliver. In this process, the following things are carried out: For the purpose of designing trip packages, a list of attractions that are already operating or have the potential to do so. Residents who want to convert their homes into homestays are more likely to participate when facilities and services are listed in the form of lodging, namely homestays. Keep a record of any local enterprises, including restaurants, art studios, and farms or gardens.

In order to improve the monuments or village's entrance gate's attractiveness and make it easier for visitors to find settlements, easy access that is identified by Google Maps is recommended.

4.2. Stage of co-designing, co-test, co-marketing

Since this co-creation technique essentially looks for what the tourists themselves need, tourists are given more possibilities and roles at this stage of the co-designing process in Cisaat Tourism Village when choosing a tourism product or service. One of the first elements in the co-designing preparation process is gathering data on the facilities and enterprises in the neighborhood, such as listing homestays, stall businesses, catering residents, art studios, and proprietors of nearby places. Following that, everything was arranged at the Cisaat Tourism Village according to what was required.

The process of co-designing begins when stakeholders educate the local population about the implementation of co-creating by inviting local residents and visitors to the village to take part in the creation and innovation of the Cisaat Tourism Village. One of them is providing training to Pokdarwis so they can better grasp how educational tour packages are designed. It is possible to build the educational tourism philosophy. A thing with great development potential for the tourism industry is something called tourism potential. Similar to Cisaat Tourism Village, there is still room for improvement in terms of developing and marketing the destination's potential for tourism; consequently, support and involvement from outside parties are required. The Cisaat Educational Tourism Village is a tourist destination that promotes educational and cultural tourism using traditional knowledge. Tourism Villages become simple targets to implement the co-creation process in order to improve quality and strengthen their existence with the main goal of getting a learning experience directly related to the activities visited, packaged by combining elements of tourism activities with educational content in it.

Following the completion of data collection and planning, move on to the co-design stage, which focuses on innovation at the destination. At this stage, the co-creation process enters the selection of solutions and planning in accordance with the needs of both parties. One of the co-designs in the Cisaat Tourism Village destination is building educational tour packages that include edutours for visitors as a way of giving additional knowledge and learning for tourists, such as visiting distinctive historical and multicultural settings. In addition to learning more about the Tourism Village's history and taking in its natural beauty, visitors can take advantage of the facilities, which are constantly being upgraded thanks to both tourist lodging and locals' businesses. Once

both parties' needs and areas of innovation have been identified, the co-design process is carried out.

4.3. Stage of co-production, co-consumption, customization

By making access to Cisaat Tourism Village easier, registering the address point of Cisaat Tourism Village through Google Maps, and altering the appearance of the monument and building gates so that access to Tourism Village is easier and becomes the identity of Cisaat Tourism Village, the stages of co-production, co-consumption, and customization are important points in attracting visitors from both domestic and foreign tourists. Additionally, engage in initiatives that will enhance tourist services. Training for Kelompok Sadar Wisata is provided at this stage, and marketing knowledge and expertise, particularly in digital marketing, are also provided. An explanation of how to use social media in an effort to advertise or promote his town was given to Kelompok Sadar Wisata. At this point, the Cisaat tourism village unites the two by presenting edutour guides through training held at nearby Pokdarwis. Stakeholders in Cisaat Tourism Village are also focused on promoting attractions, making them accessible to travelers, and increasing services for tourists. Designing and executing educational tour packages is the responsibility of travel agencies working with a group known as the travel awareness group. The community is made aware of the activities of the travel awareness group, as well as any members of the community who might take part in the creation of future educational tour packages or in the production process itself. The finished product is a program that links the knowledge students possess to how they might apply it to their lives as temporary residents of their families' and communities'. Edutour is a program that organizes trips for formal or casual educational and learning purposes by seeing a distinctive natural, historical, and intercultural setting.

5. Conclusion

The socio economic aspect, particularly the tourism aspect, has seen significant transformation as a result of Covid-19. The impact of the pandemic has also inspired the tourism industry to remain upbeat and move forward in order to maintain the value of tourist destinations and the economic stability of the surrounding community. Restrictions on social activities have caused some values in tourist attractions to decrease or even be neglected. Particularly in tourist destinations with promise, it is a significant work for all factors to be more taken into consideration. Cisaat tourist village has enormous

potential, and agrarian and agricultural villages are tourist attractions in the village. For all elements of tourism locations, the post-pandemic period is a significant challenge. Therefore, the co-creation strategy becomes a key link for Cisaat Tourism Village as it relates to the management and development of tourism villages, including the management of attractions, amenities, accessibility, and activities, as well as ancillary challenges. The next question for researchers is how to carry on with this activity if the village head changes. Tourism-related policies are significantly influenced by the elected village chief. Pokdarwis must be reliable change agents who continue to develop their capacity to foresee changes in village chiefs. Institutions that are ancillary or supporting can flourish. This is reinforced by the involvement of stakeholders, tour operators, and visitors as catalysts in the co-creation process in the village. As the main focus of stakeholders in Cisaat Tourism Village today, the co-creation approach there emphasizes more on generating publications, destination accessibility, and upgrading amenities for guests. In Cisaat tourist Village, the stakeholders involved in the co-creation process of the tourist components work well together to produce results for the existing destination.

References

- [1] Padabain FA, Nugroho S. Implementasi Program Desa Wisata Dalam Rangka Pemberdayaan Masyarakat di Desa Mas, Kecamatan Ubud Kabupaten Gianyar, Provinsi Bali. *J Destin Pariwisata*. 2018;5(2):327.
- [2] Administrator. Ekonomi, Desa Wisata Jadi Pengungkit Ekonomi. 2021 [Internet]. Available from: <https://indonesia.go.id/kategori/editorial/2655/desa-wisata-jadi-pengungkit-ekonomi>
- [3] Admin. Hebat, Prodi Perjalanan Wisata UNJ Raih Juara 3 Pendampingan Desa Wisata dari Kemenparekraf RI. *timesindonesia.co.id* [Internet]. 2020; Available from: <https://timesindonesia.co.id/indonesia-positif/313811/hebat-prodi-perjalanan-wisata-unj-raih-juara-3-pendampingan-desa-wisata-dari-kemenparekraf-ri>
- [4] Safitri I, Ramdan AM, Sunarya E. Peran Produk Wisata dan Citra Destinasi terhadap Keputusan Berkunjung Wisatawan. *J Ilmu Manaj*. 2020;8(3):734.
- [5] Kurniawan C, Kusumawati A, Iqbal M. Conceptual paper analisis co-creation experience serta dampaknya. *J Adm Bisnis*. 2020;(pecial Issue (Ekosistem Start Up 2020)):24–38.
- [6] Eddyono F. Pengelolaan Destinasi Pariwisata [Internet]. *Uwais Inspirasi Indonesia*; 2021. Available from: <https://books.google.co.id/books?hl=en&lr=&id=>

OTQhEAAAQBAJ&oi=fnd&pg=PA37&dq=info:aQjgkJT4mJOJ:scholar.google.com&ots=6awZLlieL0&sig=8ObS12-TurDRDEw_9Vx51w7sH0U&redir_esc=y#v=onepage&q&f=false

- [7] Wiguna IA, Mahyuni LP, Sutrisni KE, Yulianti NM. Membedah strategi co-creation marketing usaha milenial. *Inovasi*. 2021;17(4):636–44.
- [8] Bourne L, Walker DH. Visualising and mapping stakeholder influence. *Manage Decis*. 2005;43(5):649–60.
- [9] Arismayanti NK, Sendra IM, Suwena IK, Budiarsa M, Bakta IM, Pitana IG. Tourism Villages' Development in Bali, Mass or Alternative Tourism? *J Tour Hosp Manag*. 2019;7(2):117–39.
- [10] Karawang DI. *Jurnal Ilmiah Pariwisata*, Volume 22 No. 3 November 2017. 2017;22(3):122–31. Available from: <http://jurnalpariwisata.stptrisakti.ac.id/index.php/JIP/article/view/1163/74>
- [11] Frow P, Nenonen S, Payne A, Storbacka K. Managing Co-creation Design: A Strategic Approach to Innovation. *Br J Manage*. 2015;26(3):463–83.
- [12] García-Rosell JC, Mäkinen J. An integrative framework for sustainability evaluation in tourism: applying the framework to tourism product development in Finnish Lapland. *J Sustain Tour*. 2013;21(3):396–416.
- [13] Moro S, Rita P, Olga Oyner AK. Worldwide Hospitality and Tourism Themes Forecasting tomorrow's tourists. *Worldw Hosp Tour Themes*. 2016;8(6):643–53.