

Conference Paper

Evaluation of Implementing the 4A Concept in Unique Tourist Destinations at Tawun Tourist Park, Ngawi

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ABSTRACT

Tawun Tourism Park, located in Ngawi, is a special interest tourist destination which is a leading tourist attraction. Not only local tourists in Ngawi who visit this place, but also tourists who come from outside the city are very enthusiastic to see the excitement of the Tawun Tourism Park. With the improvement of the management superstructure of the Tawun Tourism Park and support from the local government, the research team assessed the need for scientific support for tourism analysis. This support can be formed through a readiness analysis and the application of the 4A concept at the Tawun Tourism Park. This article will discuss the extent to which awareness of good tourism management has been used by the Tawun Tourism Park management and a description of the implementation of the 4A concept in that place so far. To write this article, one research was carried out in three stages, namely the preparation stage, the field study implementation stage and the evaluation stage. The research used a descriptive-qualitative type of research and data collection techniques were carried out by interviews and observations. The results of the research conducted are the facts in the field that Tawun Tourism Park has met the basic criteria for tourism, namely A4 (attraction, amenity, accessibility, ancillary) and the majority of residents involved in Tawun Tourism Park tourism are local residents, so this is in line with the spirit of development a tourist destination.

Keywords: Tourism, 4A, management, improvement

Introduction

The development represents a beacon of hope for humanity, offering the potential to elevate both material and spiritual well-being. Moreover, it serves as the bedrock for aspirations, nurturing the desire to enhance a nation's fortune based on predefined criteria, ultimately striving for specific standards of living. Within the realm of tourism, the progression of tourist destinations is often evaluated through the lens of the tourism development model proposed by Butler in 1980 (as cited in Pitana & Diarta, 2009). This model outlines a cyclical journey for destinations, encompassing stages such as exploration, involvement, development, consolidation, stagnation, and post-stagnation (which can either entail decline or rejuvenation). The evolution of tourism, seen through its multifaceted transformations, propels tourism areas forward, advancing them through various developmental phases. It is widely recognized that products and tourist destinations, much like living entities, undergo a life cycle, and this dynamic process exerts a profound influence on numerous sectors within the industry. Contributing to tourism's growth are diverse factors, including the availability of tourism resources and potential, as well as the involvement of human resources, comprising both business actors within the tourism sector and the custodians of these resources (Ritchie & Jiang, 2019). The tourism industry, being a multifaceted endeavor, engages various stakeholders in its activities.

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Tourism stakeholders in Indonesia encompass a diverse array of entities, playing pivotal roles in shaping and overseeing the nation's tourist destinations. These stakeholders constitute essential resources for sustaining tourism endeavors. Generally, tourism stakeholders are categorized into three main groups: the government, which serves as a facilitator; the private sector or capital owners; and local communities, which possess the tourism resources. However, Pitana and Diarta (2009), in their work "Introduction to Tourism Science," extend this spectrum, defining tourism stakeholders as comprising not only staff from the tourism industry but also consumers, investors, developers, environmentalists, heritage preservationists, cultural custodians, host communities, and governmental and local/national economic actors. Interactions among these diverse stakeholders can create a powerful synergy, enhancing the positive impacts of tourism. Collaboratively, the government and industry can cultivate a conducive business environment with well-defined regulations, while the industry contributes to economic growth and infrastructure development. Concurrently, the active involvement and support of local communities are vital in preserving cultural identity, safeguarding the environment, and delivering hospitable services to tourists.

Stakeholders wield a crucial role in achieving equilibrium and sustainability in tourism. Mismanaged tourism can lead to environmental degradation, harm to natural ecosystems, and increased waste and pollution. Additionally, a surge in tourist numbers can strain natural resources such as water, energy, and land, jeopardizing a destination's allure to tourists. Furthermore, tourism can exert influences on local culture and society, potentially eroding traditions, altering lifestyles, and fostering cultural uniformity. Escalating land prices and the demand for labor within the tourism sector can disrupt the social and economic fabric of local communities. Effective sustainable tourism management is indispensable for harmonizing economic growth, environmental preservation, and respect for local culture. The primary objective of sustainable tourism management is to minimize the adverse impacts of tourism while maximizing the benefits for the environment, local communities, and tourists. Examples abound of tourism activities that have improved service quality and the advantages they offer. Simultaneously, there are instances of tourism destinations grappling with saturation due to a lack of proactive measures by stakeholders to mitigate the negative effects of tourism, as exemplified by the Tawun Jadul Market in Ngawi Regency, East Java—a special interest tourism development concept currently experiencing these challenges.

Special interest tourism pertains to a category of tourism designed to cater to the unique interests, hobbies, or specific needs of travelers (Syamsiah et al., 2021). This form of tourism emphasizes delivering in-depth and tailored experiences, encompassing diverse facets like culture, nature, sports, art, history, and gastronomy. Its primary goal is to offer a more enriching and meaningful experience tailored to the particular passions of tourists (Bawole, 2020). The Tawun Jadul Market in Ngawi Regency, East Java, stands as a distinctive and historically significant tourist attraction. It is one of the events organized by the Ngawi Regency Tourism Office. The "Pasar Jadul" or "Pasar Jaman Dulu" made its debut in June 2019, presenting a traditional-style people's market. This old-school market event is a regular occurrence on Legi Sundays, and it warrants analysis concerning its sustainability. The event aims to provide an immersive understanding of culture from eras preceding modernity, recognizing the profound role that such cultural knowledge played in the lives of pre-modern societies. This knowledge was crucial for survival, cultural preservation, social cohesion, and maintaining ecological harmony.

In addition to its cultural significance, the Tawun Jadul Market reintroduces local culinary delights that have been part of the heritage for generations. More than 100 stands offer a variety of traditional culinary delights, and the market also features antique toys and rare pieces of old furniture that are scarcely found elsewhere today. By embracing the concept of special interest tourism through the revival of local culture, which is gradually giving way to modernization, the market becomes a tourism asset capable of stimulating the local economy while safeguarding cultural heritage.

Assessing the tourism potential assumes paramount importance in aligning tourism development with the unique characteristics of destination areas (Abbas, 2021). Understanding the development and life cycle of tourism plays a pivotal role in gauging both the positive and negative impacts of tourism on a region, thereby offering valuable guidance to policymakers for crafting tailored tourism development plans that harmonize with the region's readiness and the needs of local communities (Mäntymaa, 2021). A critical aspect of this analysis involves scrutinizing the developmental stages within the life cycle of tourist attractions to mitigate adverse effects stemming from tourism. Richard W. Butler's framework for analyzing the developmental stages in the life cycle of a tourist attraction serves as a valuable tool for delineating the typical evolutionary pattern experienced by tourist destinations over time. This framework identifies various stages of development, encompassing initial growth to eventual decline, marking fluctuations in popularity, tourist influx, and economic and environmental consequences. Armed with this analysis, stakeholders can ascertain the current stage of development for a tourism destination and adapt their strategies accordingly.

Material and Methods

This research adopts a qualitative approach employing qualitative descriptive methods. It seeks to provide an overview of research data, compare the gathered data, and explore the relationships within the acquired data. The study took place at the Tawun Jadul Market situated in the Kasreman District of Ngawi Regency. The selection of this location was driven by its potential for special interest tourism, characterized by a cultural theme, with an anticipated positive impact on local economic development. To streamline the research focus, certain limitations were imposed. Specifically, the study centers on examining the development life cycle of tourist attractions and the associated management practices within the Tawun Jadul Market tourist attraction. Data for this research encompass a variety of sources, including personal documents, interview reports, field notes, official documents, video recordings, direct observations, and interviews with informants who possess insights into the effects of tourism development on the Tawun Market. Additionally, photographic evidence and research-related notes, along with supplementary data from relevant media sources, were incorporated into the study.

Results and Discussion

The burgeoning diversity in tourism potential within the region presents an opportunity for the sustainable management of the Tawun Jadul Market as a tourist attraction. This approach aims to ensure that the developmental cycle of this attraction yields positive outcomes, including bolstering the local economy, preserving environmental sustainability, and fortifying the presence of a vibrant local culture. It is worth noting that this attraction itself constitutes a part of the broader tourist experience. When evaluating the current state of the Tawun Jadul Market from the perspective of the "4A" framework, it becomes evident that it embodies various attractions—activities that tourists can engage in during their visits. Beyond culinary tourism, several other attractions await tourists. Amenities encompass the provision of hospitality services, including accommodations and food and beverage offerings within the tourist attraction. Accessibility pertains to the ease of reaching the tourist attraction, encompassing transportation facilities and associated infrastructure. Ancillary aspects, on the other hand, encompass additional support elements within the realm of management and the involvement of tourism stakeholders and related organizations (Nawangsari & Rahmatin, 2022).

Tourist attractions encompass activities that tourists can engage in during their participation in tourism activities (Park, 2019). The Tawun Jadul Market, rich with cultural, social, and historical elements, stands out as an enticing destination for tourists. As a special interest tourist attraction, it not only offers opportunities to deepen the tourist experience but also contributes to the local economy across various destinations. For tourists, it provides a platform to pursue their personal

interests. The presence of the Jadul Market significantly boosts tourist visits, drawing both local and non-local tourists from Ngawi Regency and beyond. This market offers a diverse array of goods, culinary delights, and vintage rides rarely encountered in today's modern era. Culinary offerings range from corn rice, tiwul rice, *lenthok pecel rice*, *gethuk*, mushroom satay, and more. In addition to local cuisine and indigenous handicrafts, the market boasts various tourist products. Local artisans craft textiles, woven items, jewelry, and other handmade creations, reflecting the area's rich culture and craftsmanship. Traditional attire is available, including batik and garments unique to the Tawun Jadul Market event, with distinct local characteristics, involving both traders and artists. Furthermore, visitors can immerse themselves in local art and culture through exhibitions, including traditional music performances, dances, and renditions of traditional songs or a blend of traditional and modern music. Interactions with friendly local sellers and traders who eagerly share insights about their products and culture serve as an additional attraction for tourists seeking to engage with local residents. By preserving cultural and historical values, markets like Tawun Jadul Market continue to fulfill their role in safeguarding local heritage and creating meaningful experiences for tourists.

The presence of amenities in the vicinity of the Tawun Jadul Market in Ngawi plays a pivotal role in ensuring comfort and convenience for visiting tourists. Several types of facilities enhance the overall tourist experience in this area. Adequate parking facilities, in particular, stand out as essential, catering to tourists arriving in private vehicles. A well-organized and secure parking area not only ensures tourist comfort but also directly benefits the local community, as they manage the parking facilities and receive associated fees. This arrangement requires coordinated efforts from all relevant stakeholders. Clean and well-maintained public toilets are fundamental amenities that significantly contribute to tourists' overall satisfaction. While the availability of sufficient toilets can enhance the tourist experience, there is room for improvement in terms of both quality and quantity, especially during peak seasons. Information boards or maps strategically placed around the market serve as valuable tools for tourists to navigate and explore the area effectively. These boards provide insights into attractions, services, and directions, facilitating tourists' orientation. Rest areas with benches or seating areas offer weary tourists a place to relax temporarily, though their presence has not been widely established or adequately maintained. Food and beverage outlets surrounding the market offer tourists diverse options to satiate their hunger and savor local cuisine. Additionally, the local culinary offerings at the Tawun Jadul Market present an alternative for tourists keen on experiencing traditional gastronomic delights. A tourist information center serves as a valuable resource for tourists seeking information about local attractions, activities, and events within the Pasar Jadul Tawun area. Knowledgeable officers and volunteers, overseen by the Tourism Office of Ngawi Regency, provide up-to-date information on things to do and see in the vicinity. Other facilities include souvenir shops and local handicraft vendors, offering tourists a variety of items, including traditional household items.

Nevertheless, several crucial facilities are notably absent at the Tawun Jadul Market, necessitating further development and support. These include universal accessibility features, such as storage lockers and expanded infrastructure, especially in terms of accommodating high tourist volumes. Improvements should encompass stairways, level walkways, and provisions for tourists with special needs, including those using wheelchairs. Additionally, the absence of readily available emergency health centers poses a safety concern for tourists. Proper management and maintenance of all facilities are imperative to ensure a comfortable and positive experience for all visitors to Pasar Jadul Tawun. Enhancing accessibility, which encompasses transportation support facilities and infrastructure, is of paramount importance to enable all types of tourists, including those with special needs, to access and enjoy Pasar Jadul Tawun in Ngawi. By improving accessibility, markets become more accommodating to diverse travelers, reinforcing a commitment to inclusivity and equity. Among the available access points, some remain unfulfilled and inadequate, lacking features such as wheelchair-friendly ramps or stairs for individuals with

reduced mobility. Furthermore, there is a need for well-maintained and level footpaths to simplify pedestrian movement. Public transportation access to Pasar Jadul Tawun requires further attention, as most tourists rely on private or rental vehicles for their visits. Additional facilities that warrant consideration encompass comfortable seating areas and enhanced public restroom facilities, as ensuring sanitation at tourist attractions is vital for visitor comfort. Notable positive aspects include clear and easy-to-follow directional signs from the main provincial and district roads to the Tawun Jadul Market location. Likewise, comprehensible directional signage within public areas and along the road to the market aids tourists in navigating the area accurately. Adequate training for employees and officers in their interactions with tourists, coupled with partnerships with youth organizations, can further bolster cultural preservation efforts—a cornerstone of the Tawun Jadul Market's appeal as a tourist attraction.

An analysis of stakeholders in sustainable tourism is essential to bolster the continued existence of Pasar Tawun as a special interest tourist attraction. This includes non-governmental organizations with a focus on preserving the environment, culture, and the well-being of local communities involved in sustainable tourism initiatives. These organizations can offer guidance, training, and technical support to local communities, ensuring that adverse environmental and cultural impacts are minimized. Within the tourism ecosystem, pivotal stakeholders encompass the tourism industry, encompassing hotels, restaurants, transportation providers, travel agencies, and various other service providers. These entities play a vital role in delivering the necessary services for tourists during their journeys in Indonesia. Furthermore, they contribute significantly to job creation and economic growth.

Educational and research institutions also hold a critical position, contributing to the development of knowledge and comprehension within the realm of tourism. They engage in research concerning the economic, social, cultural, and environmental impacts of the tourism industry, offering valuable insights that aid government and industry decision-making processes. Collaboration among all stakeholders is of paramount importance in fostering a sustainable tourism industry. Such cooperation is instrumental in showcasing the beauty and diversity of tourist destinations while delivering positive benefits to society and the environment (Sitorus, 2020).

Conclusion

The evolution of tourism, as observed through various facets, leads to continuous growth and progression in tourism areas. There is a consensus that products and tourist destinations can undergo a life cycle, underscoring the interconnectedness of tourism activities with multiple sectors. Several factors contribute to the advancement of tourism, encompassing the availability of tourism resources and potential, as well as the involvement of human resources, both as business actors within the tourism industry and as custodians of tourism resources. Tourism, being a multifaceted industry involving diverse entities, is often referred to as a system of stakeholders. Stakeholder tourism assumes a pivotal role in bolstering the sustainability of tourism activities. Broadly, stakeholders in tourism fall into three categories: the government, acting as a facilitator; the private sector, comprising capital owners; and local communities, who are the proprietors of tourism resources. In tandem, the government and industry can collaborate to cultivate a conducive business environment characterized by clear regulations. The private sector plays a vital role in contributing to economic growth and infrastructure development. Simultaneously, the participation and support of local communities are of paramount importance in preserving cultural identity, safeguarding the environment, and delivering welcoming services to tourists. In this context, this is exemplified by the Tawun Jadul Market event.

The Tawun Jadul Market event is a regular occurrence organized by the Ngawi District Tourism, Youth, and Sports Office, taking place every Legi Sunday. This underscores the importance of conducting an analysis pertaining to the sustainability of such events, which are anticipated to offer experiences and knowledge linked to the pre-modern era's culture. This

cultural knowledge holds profound significance in the lives of individuals from bygone times, serving as a cornerstone for survival, cultural identity preservation, the establishment of social connections, and maintaining harmony with their surroundings. Much like the Old Tawun Market event, this vintage marketplace serves as a tourist attraction, reintroducing local culinary treasures with roots dating back to ancient times. Visitors can explore an array of traditional culinary delights spanning over a hundred vintage stalls. The market also features an assortment of old-fashioned toys and rare furniture items that are seldom found in contemporary settings. This special interest tourism concept, centered around the reintroduction of local culture that is gradually yielding to modern influences, presents a promising tourism potential. This approach not only stimulates the local economy but also safeguards cultural heritage.

The significance of assessing tourism potential lies in its capacity to underpin tourism development in harmony with the unique characteristics of a given destination. The development and life cycle of tourism play a pivotal role in determining the extent of both the positive and negative impacts on an area, offering valuable insights for policymakers. Such insights can inform the adaptation of tourism development plans to align with the readiness of the region and local communities (Suksmawati et al., 2021). To mitigate the adverse effects of tourism, it is imperative to engage in an analysis of the developmental stages of tourist attractions. Richard W. Butler's framework for analyzing the life cycle stages of tourist attractions provides a structured perspective on the evolutionary patterns commonly observed in tourist destinations over time. This framework identifies multiple stages of development, ranging from initial growth to eventual decline, reflecting shifts in popularity, tourist influx, and economic and environmental impact. Such analysis empowers stakeholders to pinpoint a destination's stage in its development cycle, facilitating the adjustment of strategies accordingly. Butler's analysis of these stages enhances our comprehension of the fluctuations in a destination's popularity and the influence of tourism upon it. This understanding yields valuable insights for tourism developers, governments, and local communities, guiding them in the sustainable and adaptable management of their destinations.

However, despite the considerable potential as a special interest tourism site, Tawun Jadul Market Tourism in Ngawi Regency grapples with a range of challenges. These challenges include ineffective promotion and marketing, limited tourist awareness regarding the market's existence, and insufficient attention to preserving and maintaining the historical buildings within the market. Additionally, the presence of larger and more modern markets in the Ngawi Regency area poses competition for Tawun Jadul Market, potentially leading to reduced tourist numbers and income for market traders. Consequently, enhancing the role of Tawun Jadul Market Tourism as a special interest tourist destination necessitates strategic initiatives from the government and relevant stakeholders. Addressing these challenges requires efforts to bolster promotion and marketing, raise public awareness of the market's potential, and engage local communities in preservation and development endeavors. By surmounting these obstacles, Tawun Jadul Market Tourism can emerge as a central attraction in Ngawi Regency, making a positive contribution to tourism development, the local economy, and the preservation of cultural and historical heritage in the region. Tawun Jadul Market in Ngawi redefines the market as a portal to the past, transcending its role as a mere marketplace to become a social and cultural hub. This traditional market is situated in Ngawi City, East Java, Indonesia.

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