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## Table of Contents:

1	<b>Model of Circular Economy in Environmental Management. Case Study</b> Anastasia SALNIKOVA, Kovalev ANDREY, Valery IOSIFOV, Nairuhi ALMASTYAN	5
2	<b>The Role of Non-financial Reporting in Modern Ecological Problems Updating and Solving</b> Hanna MYSAKA, Ivan DERUN, Iryna SKLIARUK	18
3	<b>Analysis of Water Quality in Batujai Reservoir Due to Community and Business Activities in Central Lombok Regency</b> SUPARDIONO, Wayan ARTHANA, Wayan Sandi ADNYANA, Wayan Budiarsa SUYASA, Nyoman SUDIPA	30
4	<b>Reputation Management in the Healthcare System and Its Impact for Sustainable Development</b> Sabit TASZHARGANOV, Dametken TUREKULOVA, Anar NUKESHEVA, Berik BEISENGALIYEV, Gulmira ERKULOVA	43
5	<b>Sustainable Development of Rural Areas: Assessment of the Investment Appeal of the Region</b> Daniyar KALDIYAROV, Aibarshyn KASENOVA, Stefan DYRKA, Roman BISKUPSKI, Assel BEDELBAJEVA	56
6	<b>Agro-Industrial Complex Competitiveness Management: Based on Sustainable Development</b> Arailym NURMANBETOVA, Berik BEISENGALIYEV, Gaukhar SAIMAGAMBETOVA, Anar NUKESHEVA, Bakytgul AINAKANOVA	64
7	<b>Predicting the Intention to Purchase Electric Vehicles in South Africa</b> Olawale FATOKI	81
8	<b>Job Discipline, Competency, Environmental Instability, and Work Effectiveness in Gorontalo Province on Employee Quality in Tourism Industry</b> Yurni RAHMAN, Irmawati D. ISHAK, Ikhfan HARIS, B. Elnath ALDI, Ayi Srie YUNIAWATI	97
9	<b>Hotel Guests' Perceptions of Environmentally Friendly Practices in Jordan</b> Akram Atef RAWASHDEH, Mukhles Mansour AL-ABABNEH	107
10	<b>The Perceptions of Residents and Businesses towards the Sustainable Development of Tourism</b> Merita Begolli DAUTI, Rron DAUTI, Musa KRASNIQI, Dukagjin NISHIQI	121
11	<b>Evaluation of Touristic Risks While Visiting Ukraine and the Risk Perception by Travelers</b> Kateryna HORIACHKO	134
12	<b>The Impact of Tourism on the Economic Development of Kosovo</b> Idriz KOVAČI, Petrit HASANAJ, Avni KRASNIQI, Alberta TAHIRI	146

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13	<b>Strategies for Developing a Remote Destination: The Sharing Economy in Local Communities</b> DJUMRIANTI, OSSEO-ASARE	154
14	<b>The Status Quo of Sustainable Tourism Development in Phuket. A Qualitative Assessment</b> Kevin FUCHS, Kris SINCHAROENKUL	167
15	<b>Volunteering in the Tourism Industry of the Republic of Kazakhstan</b> Assel BAIMBETOVA, Lyailya MUTALIYEVA, Zhaxat KENZHIN, Darken SEIDUALIN, Saltanat TLEUBERDIYEVA, Kamshat MUSSINA	173
16	<b>Simulation of Behavior of Hotel and Restaurant Business Staff in the Conditions of COVID-19 Viral Pandemic</b> Liudmila BOVSH, Larysa HOPKALO, Inna LEVYTSKA, Igor KOMARNITSKYI, Alla RASULOVA	186
17	<b>Technologies Supporting Pandemic Restrictions in the Hospitality Industry, Hitherto Experiences and Outlook</b> Wieslaw URBAN, Krzysztof ŁUKASZEWICZ	196
18	<b>Risk Management in the System of Tourist Business Control</b> Olga A. TSAPOVA, Valeriia P. KADOCHNIKOVA, Yevgeniy I. KENDYUKH, Lyudmila A. GORKOVENKO, Ruslan M. SHARIPOV, Nefas SAULIUS	211
19	<b>Assessment of Overtourism Manifestations by Visitors of Russian Destinations. The Case from Sochi</b> Alexander Mikhailovich VETITNEV, Dmitriy Valerievich CHIGAREV	218
20	<b>The Influences of Travel Expenses on the Indicator Factors of Sustainability in GMS Member Countries</b> Chaturaporn SIHABUTR, Sakkarin NONTHAPOT	233
21	<b>Cultural Heritage: A Tourism Product of Egypt under Risk</b> Mairna H. MUSTAFA	243
22	<b>Food Culture Integration in Menu Plan for a Sustainable Homestay Business</b> Arif Kamisan PUSIRAN, Yuzainy JANIN, Kamarul Mizal MARZUKI, Watsida BOONYANMETHAPORN	258
23	<b>The Marketing Efficiency Development to Create Value-Added for Product and Service of Community-Based Tourism. Study Case for Phatthalung Province, Thailand</b> Ratirath NA SONGKHLA, Wit WANVIJIT, Pawintana CHAROENBOON, Panida NINAROON	266
24	<b>Evolution of Hotel Classification System in Russian Federation</b> Dmitry Aleksandrovich KOZLOV	277
25	<b>Post-Tourism in Booming Indonesian Rural Tourism Industry: A Social Representation Theory Approach</b> Tri Wahyu NUGROHO, Nuhfil HANANI, Hery TOIBA, SUJARWO, Mangku PURNOMO	288
26	<b>On the Problems of Amending the Terms of the Contract on the Provision of Tourism Services during the Covid-19 Pandemic</b> Nataliia SEROHINA, Olena PIKHURETS, Roman SUKHATSKYI, Elvira YEVLAKHOVA, Stepan LYTVYN, Ivan MIROSHNYKOV	302

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## Post -Tourism in Booming Indonesian Rural Tourism Industry. A Social Representation Theory Approach

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### Abstract:

Although it is still debatable, rural tourism is deemed to provide economic and social benefits without damaging natural resources and therefore, it is still an important sector for developing country. Indonesia will allocate IDR 72 trillion village fund in 2021 for rural development program in which rural tourism is the main sector after infrastructure, education, and health sectors. Using social representation theory approach, we analysed social representation of rural tourism among visitors and whether the representation was perceived as important or not by rural tourism managers. Survey of 700 tourists and 70 village tourism managers found that words of "tourism attraction", "economic activities" and "curiosity" attracted attention of tourists, while rural tourism managers only considered "tourism attraction" as focus of the management strategies. There was a knowledge gap between visitors and tourism managers as tourists preferred to see "authenticity" while managers wanted to build an "artificial" attraction. In terms of management practices, the shift in social representation will largely determine their standard of hospitality; it is no longer based on the comfort of the "standard" as we understand, but instead the fulfilment of the social representation of the visitors. This finding has verified the hypothesis of post-tourism theory, which believes that visitors have more attention to get "experience" in their journey rather than to follow traditional view of "attraction". At the practical level, rural tourism managers can consider the findings to develop their service management to be more in accordance with visitor's representation rather than their common-sense.

**Keywords:** rural tourism; visitor; social representation; anchoring; objectification.

**JEL Classification:** B55; D71; D91; O13; Q26 ; Z32.



## Introduction

Rural tourism has developed throughout the world since the 80s due to increased interest in alternative tourism, leading to changes in local socio-economic and cultural change as well as rural landscape (Fagence 1998; Fons and Gomez y Patino 2011; Randelli and Martellozzo 2019). Although it has sparked various criticisms, especially regarding its impact on the environment (Lee and Syah 2018), economic and social benefits of rural tourism practices are believed to be better than nature exploitation for agricultural production because tourism offers additional income by preserving the existing natural resources (Jansson 2018; Krishna and Strack 2017; Pan *et al.* 2018; Shin, Kim and Son 2017). In critical conditions, the tourism sector still has a fairly good contribution and can also recover faster than other sectors as viewed from the growth of jobs related to hospitality (Purnomo 2018; Purwomarwanto and Ramachandran 2015). Unsurprisingly, rural tourism is a priority of development sector for governments of developing countries, including Indonesia; it comes in the last ten-sector such as industry, services, marine, and agriculture (Purnomo 2018; Purwomarwanto and Ramachandran 2015; Ahmad, Draz, Su ;and Rauf 2019; Situmorang, Trilaksono and Japutra 2019; Sokhanvar, Çiftçioğlu and Javid 2018).

Developing rural tourism is very realistic and rational for Indonesia that has the second-largest world biodiversity with its longest coastline, the world's main ring of fire, and cultural diversity as a result of its geographical archipelago. In addition, tourism is an economic sector that has multiple high effects (Sokhanvar, Çiftçioğlu and Javid 2018; Nicolae 2017). It requires relatively short development time and relatively modest investment (Dogru and Bulut 2018; Rodrigues 2015) and is relatively environment-friendly (Fons and Gomez y Patino 2011). Accordingly, the government is aware that tourism and economic growth are closely related because tourism can promote new jobs, tax revenues, capital investments, and other socioeconomic factors (Dogru and Bulut 2018; Li, Jin and Shi 2018). At the end of 2017, there were 14.04 million visits of foreign tourists recorded in Indonesia, while 11.52 million visitors were recorded in 2019. Due to these advantages, it is no wonder that governments around the world, including the government of Indonesia, try to develop tourism, including rural tourism, as a strategic sector driving the national economy (Eusébio *et al.* 2017).

Indonesia has established ten new tourist destinations to add to the main ones aside from Bali, Jakarta, Jogjakarta, and Lombok; a new tourism industry having a similar level as tourism industry in Bali has been built in each of these destinations and managed by a special authority in the predetermined area (Moscovici 1982). With the development of a new region other than Bali, the tourism sector is projected to contribute 15% of gross domestic product, which is IDR 280 trillion or equivalent to USD 20 billion of foreign exchange, 20 million foreign tourist visits, 275 million domestic tourist trips, and absorption of 13 million labours in 2019. For rural development, in particular, the government provides rural development funds of IDR 72 trillion or equivalent to USD 5 billion every year in which since 2015, there has been a special component of rural development that is allocated to finance rural tourism industries. The size of the budget issued by the government to support tourism growth is inseparable from the fact that in attracting tourists, Indonesia is lagging behind other countries, especially ASEAN countries, such as Thailand, Myanmar, Laos, and Vietnam with an average visitor growth of over 200% from 2010 to 2018 (Rhama 2020).

With such a large profit target and investment amount, a more professional pattern of village tourism management by paying attention to the latest trend of changing tourist behaviour is very necessary, both for government and manager of tourism destination. At the same time, in the world of tourism, a phenomenon has recently emerged where there has been a new interest in tourism, which is not fixated on the common tourist hot spots but is to look for authentic experiences from real life, that is called post-tourism phenomenon (Jansson 2018). Some experts call it the post-tourist era, where tourist destinations are no longer fixated on general tourist destinations but are more about looking for new experiences by seeing things naturally in society (Paulauskaite 2017). They visit rural villages to live together for some time with local residents, some stay with Bedouins in the desert, some even travel the world using motorbikes or cars either in groups or independently so they can freely interact with the local communities (Sasu and Epuran 2016). The same trend also occurs in the European Union countries where rural tourism contributes 10% to 20% of the total income of the tourism sector, reduces the rate of urbanization, and opens economic opportunities for small and medium-sized economies (Paresishvili, Kvaratskhelia and Mirzaeva 2017).

This tourism trend must be responded to by the managers of the tourist village area by adjusting the management model and paying more attention to consumer wants. The comfort standards and needs of the new model travellers are different from those of conservative travellers, so it is necessary to explore what rural tourism means in their opinion. Not only must managers develop destinations or build accommodation and other supporting activities such as conventional tourism, but they also must be responsive to these changes so that

they are in line with visitor typology. Not relying on the theory of perception and attitude approach anymore, this research is fully using social representation theory to understand how the visitors interpret the concept of a rural tourism based on their pre-existing knowledge and everyday experience and it also measures whether the social representation of visitors is considered important by the village tourism managers for management development.

## 1. Literature Review

In social-psychology studies, the concept of perception and attitude dominated and became the mainstream in human behaviour analysis until the 80s. To date, there is still a lot of research using this approach, albeit equipped with several supporting concepts. The fundamental weakness of this approach is that it relies too much on interpersonal psychology processes, while not paying attention to other factors such as social institutions even though in reality, a person's decision is not only determined by "rational and free" personal judgments, but also aspects of the social environment (Joffe 2003; Rateau *et al.* 2011). The nature of perception is too personal because it relies on the process of sensory and formation of interpersonal attitudes. The social environment such as symbol systems, social reality, and social knowledge received less attention; for instance, the historical, cultural and macro-social conditions. Reflecting on these matters, the social representation approach becomes an alternative as it plays in a broader domain, such as symbols, social reality, social knowledge, and common-sense, which factually encompasses one's social space.

Social representation theory (SRT) is used to understand how common knowledge is created and it refers to a group of perceptions, concepts, and explanations taking place in everyday life and permeating the range of interpersonal communications (Moscovici 1982). SRT as knowledge or common-sense theory about abstract concepts circulating in groups or society provides a sharper alternative analysis to explain how a concept grows and develops in society, which later becomes a common reference among them (Moscovici 1982). Theoretically, there are still some weak basic assumptions, especially on respondents' honesty in stating their answers related to representation, including how to distinguish between social practice and psychological processes (Howarth 2006). Methodologically, however, it can be eliminated by using spontaneous words rather than refined responses in order to get more value free on judgment process.

SRT can be used to analyse how social subjects, groups, and societies as a whole construct and transform meaning rooted in pre-existing knowledge and everyday experience (Rateau 2011). The theory can explain how the process of a concept or new knowledge enters and transforms into new knowledge that is a fusion of basic and new concepts, which is then spread through interpersonal communication processes. Besides, social representation is highly potential in solving social problems, provides more practical answers to social engineering, or provides better directions for interventions (Howarth 2006; Dany, Urdapilleta and Monaco 2015). Moreover, it is very possible to apply the theory in rural tourism development management. Tourist villages as new concepts and knowledge will be ratified and articulated through dialectical processes of negotiation and renegotiation between individuals and groups (Barreiro and Castorina 2017).

Next, the process produces a constitute or reference for an individual to behave as a result of a conflict of meaning between sub-groups in the community, each of which builds their general truth according to their level of understanding (Barreiro and Castorina 2017). Thereby, social representation gives us a way of making sense of, and so constituting, socially significant phenomena. SRTs are about processes of collective meaning-making in which these processes are the result of interpersonal social interactions allowing individuals to contest personal views with pre-existing public views (Moscovici 1982; Pozzebon, Cunha and Coelho 2016). Social representation is a process of how individuals construct ways to facilitate the adaptation process by attributing meaning to specific and important objects, involved in their social practices, including rural tourism.

SRT is very widely used to analyse various social phenomena ranging from nationalism, risks and renewal energy (Batel and Devine-Wright 2015; Lai, Hsu and Wearing 2016; Lemée *et al.* 2019), government and public participation (Pozzebon, Cunha and Coelho 2016), cultural studies (Valentim and Heleno 2018), to consumer preference (Rodrigues *et al.* 2017). In the tourism issue, SRT has not been extensively used because most research still uses the perception or cultural cognitive approach in explaining tourist behaviour (Wang, Hung and Huang 2019). In tourism management, the use of a semiotic approach as a consideration in decision making is still very minor, especially for tourism planners (Moscardo 2011) while some researchers focus on social representations of objects or destinations (Hunter 2016).

Something new, such as a tourist village, will bring forth different responses; some people will accept it since it is in line with the information and knowledge they receive, but some others will refuse. Furthermore, the concept of a tourist village will have a new form as a result of the dynamics of hegemony, emancipation, and polemic to bring out its form as general knowledge developing in the community. This process is referred to as

'themata', or the process of forming knowledge through a process of anchoring and objectification (Barreiro and Castorina 2017). Therefore, how a tourist village (which was originally an academic discussion) became a concept adopted by the government and how a general concept circulated also turned into public knowledge are more relevant to be further discussed using SRT because it will give a broader illustration of growing and developing processes socially rather than individually. Description of social representation usage in tourism research is explained in Table 1.

Table 1. Social Representation Theory Usage in Tourism

Theme of the Research	Authors	Main Ideas
Attitude toward rural transportation	Dickinson, Robbins, Fletcher	Tourist attitude toward rural transportation
Tourism development	Meliou E, Maroudas Yuksel F, Bramwell B, Yuksel	Trying to understand what the representation of tourism students and hotel employees toward the tourism development
Paradigm on tourism planning	Moscardo G.	How to create more inclusive tourism planning and diversification of tourism destination
Moderating process of co-management	Lai P-H, Hsu Y-C, Wearing S.	Adaptive co-management in mountain destination
Host community attitude toward tourist including willingness to pay tax and alternative tourism	Monterrubio C.	Local people have different perception toward tourism activities. There are people who accept, refuse, accept with consideration, become skeptical, etc.
Religious destination	Yang X, Hung K, Huang WJ, Tseng YP.	Tourist representation toward religious destination as well as the worshiper representation toward tourism activities

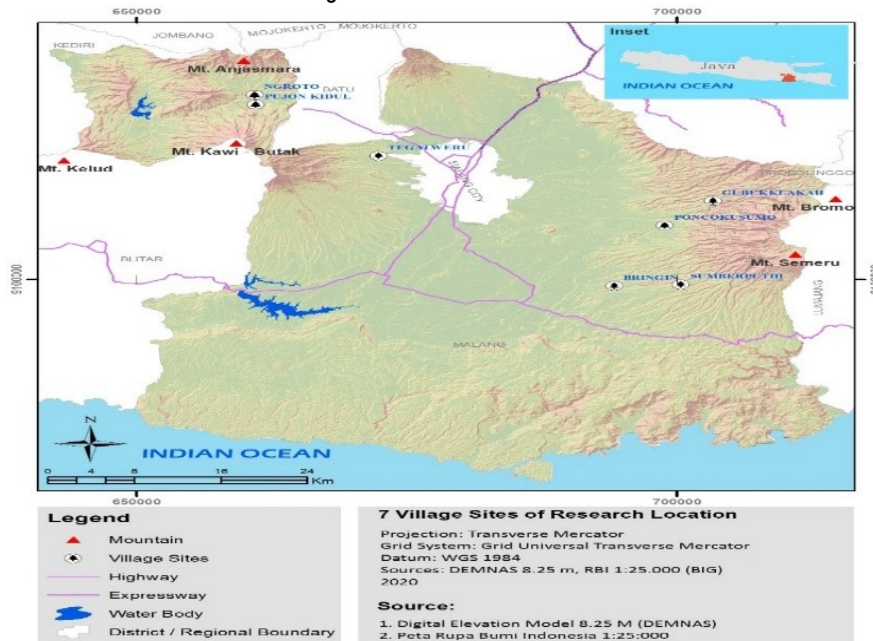
Taking the rural tourism program introduced massively by the Indonesian government over the past ten years as one of the main strategies of village development, social representation theory is quite relevant to analyse the extent to which the concept grows and develops in the community until it becomes public knowledge. Through social representation analysis, concepts related to tourist villages can be mapped as a program initiative among visitors, managers of tourism, and the local government, so that how far the village tourism concept becomes public knowledge can be measured. Since the analysis is more on social areas or groups, it will be easier if the results are used as a basis for management decisions at the institutional level. Practically, if tourists and the government representations conform, the government programs will be directed to fulfil the social representation. Likewise, if the social representation of managers is in line with that of the tourists, they will try to fulfil the social representation of tourists, considering that it is essential.

## 1. Methodology

Seven tourist villages located in Malang Raya, the most popular tourist destination with the highest number of visitors in East Java Province, Indonesia, were selected. All of the tourist villages in this study are located in the centres of the East Java tourism industry; they are Malang city, Batu city, and Malang regency as a buffer zone for the main tourist area of Bromo Tengger Semeru National Park. In 2018, Batu city was visited by 5.6 million local tourists, while Malang city had 4.3 million visitors and Malang Regency had 5.7 million visitors. The number of tourists from the three districts constituted 26.7% of the total of 58.65 million visitors in 36 districts in East Java. Accordingly, the tourist villages in these three areas were representative. Location of field research was illustrated in the figure 1.



Figure 1. Research Location



This research was conducted from June 2019 to March 2020 before COVID-19 was declared as pandemic by the Indonesian government and it was divided in two stages: 1. measuring the social representation of a rural tourism in terms of visitors or customers, and 2. measuring the importance of the social representation according to the manager of the tourism area. An accidental sampling technique was used to select the respondents; the prospective respondents were visitors who accidentally encountered the researcher and were willing to be interviewed. The respondents were adults who were at least 17 years old. Age limit was set to avoid respond that might occur if the respondents were too young. The respondents were the guests or tourists staying in hotels or guesthouses. They were also the visitors of rural tourist park either in group or individually who were willing to be interviewed either in the anchoring and objectification stages.

There were 700 visitors, of which 350 people were at the anchoring stage and 350 people were at the objectification stage. This number is sufficient for the Principal Component Analysis because the number above 50 is considered sufficient to obtain valid analysis results (Salem and Hussein 2019). Respondent at the anchoring stage was not the same as respondent at the objectification stage because the stages were done at different months. Thus, it was only coincidence if they were the same and methodologically, it cannot be seen as incorrect. Anchoring was conducted for the full two months and it was analysed for 2 weeks, causing some clusters to appear as the material to be objectified in the next stage. The objectification stage itself required 2 months to complete and it needed 2 weeks to be analysed.

At the anchoring stage, the researcher asked the visitor's questions about the meaning of rural tourist site and their spontaneous utterances were recorded. The anchoring activity was conducted using an open questionnaire, allowing the visitors to answer freely. After this process, objectification was conducted by classifying the recorded utterances (from the anchoring process) of words that have the closest meaning or synonym. According to social representation theory, the word-association approach can be used to explore how social representation is explained by the community as it can recognize the abstract concept of representation (Borghini *et al.* 2019). Words considered ambiguous were discussed with other researchers to decide whether they remained or were removed from the category of word classification. The grouping was based on a synonym book assistance tool; the Indonesian Thesaurus dictionary and the researcher's perception. The stages in grouping process were as follows: a. ensuring that the original words of the interview results were correctly written, b. separating the words from auxiliaries and grouping them according to verbs, nouns, and adjectives, c. grouping the words based on those having similar meanings (closeness), and d. observing words that were very frequently or most frequently expressed by respondents. These words were used as a cluster or theme (Rodrigues *et al.* 2015).

The data processing in this research employed statistics as the main component and correlation analysis. The main component analysis and correlation data processing were performed using SPSS 16.0. The first step in analysing data processing was to use principal component analysis (PCA); it is a multivariate analysis that transforms correlated original-variables into uncorrelated new-variables by reducing some of these variables so

that they have smaller dimensions, but can still explain most of the diversity of the original variables (Johnson 2010). The component analysis aims to simplify data in the form of words about social representation related to tourist villages. Each word was included in an important component that was simplified or grouped so that new words emerged. The number of components or factors that were selected from the results of this study was determined using eigenvalues. If the eigenvalue is more than one, the factor is selected as the main component because the value is considered significant (Hair Jr *et al.* 2014).

However, PCA requires the fulfilment of two assumptions, which are testing the adequacy of the sample and checking the eligibility or Measure of Sampling Adequacy (MSA). The sample adequacy test was carried out through the Kaiser-Meyer-Olkin (KMO) method. This test is used to determine whether the factor analysis is appropriate to analyse the data collected. The data sufficiency level starts with 'very good' if the value is  $\geq 0.90$ , 'good' if the value is  $> 0.80$ , and 'fair' if the value is  $> 0.70$ ; if it is below 0.70, it is not worthy of further analysis. The MSA test aims to determine whether indicators can be used for factor analysis. According to the MSA value criteria, if the MSA value is equal to 1, the variables that are used can be predicted very well and can be used for further analysis; if the MSA value is  $\geq 0.50$ , the variable can be used for analysis, and if the MSA value is  $< 0.50$ , the variable cannot be used.

To measure the management response against the visitors' social representation, we interviewed 70 management members of village tourism purposively from 7 selected tourist villages. The interview was done to ask whether cluster generation on the previous anchoring process was considered as important or not by the managers. This was done using a simple statistical analysis. We also conducted an in-depth interview with 7 village heads to get their view on the policies that were made by the local and national governments related to the development of rural tourism in the last ten years. Categories and number of respondent of field research in detail can be seen in Table 2.

Table 2. Categories and Number of Respondent of Field Research

No	Respondents	Number	Note
1	Anchoring - Visitors above 17 years old	350	Accidental-visitors who visited hotels, restaurant, park etc.
2	Objectification - Visitors above 17 years old	350	Accidental-visitors who visited hotels, restaurant, park etc.
3	Head of village government	7	Local government policy on eco-tourism
4	Head of district governance	3	Regional and national government policy on eco-tourism
5	Member of eco-tourism managers	70	We interviewed 10 member of management every village

## 2. Results

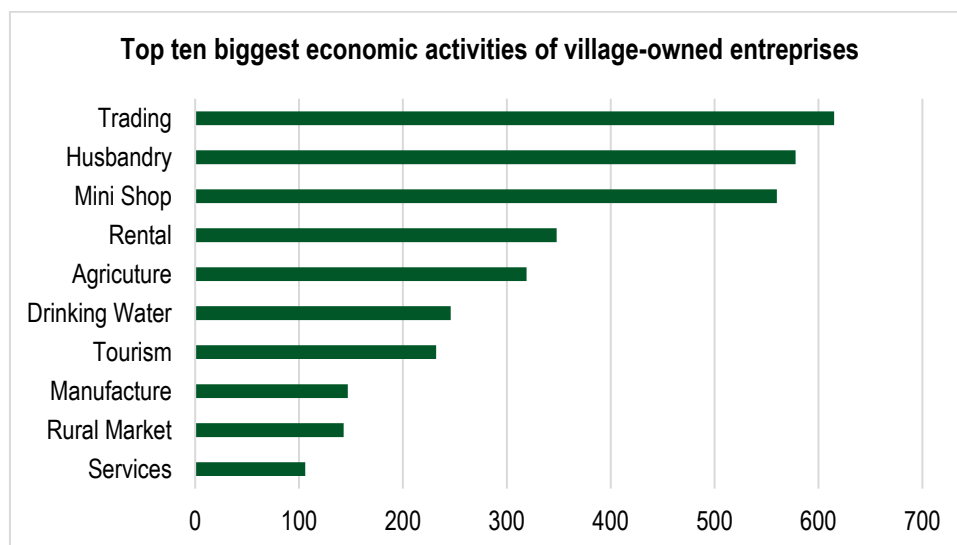
### 2.1 Review of East Java Village Tourism Program

The development of village tourism cannot be separated from the growth of the middle class in Indonesia, which began in the 90s. In the past, the government did not pay attention to domestic tourists because domestic tourists had not made a positive contribution to GNP. It was only after ranking third in the early 90s that the government began to pay attention to the tourism industry outside of Bali (Wilkinson and Pratiwi 1995). The village development strategy, which initially focused on increasing the production of rice and other food crops, has since been gradually enriched by developing village tourism in potential areas such as Yogyakarta, Malang, Bandung, North Sumatra, Sulawesi, and also Bali, although tourism has developed considerably and rapidly there. The village tourism program has been launched by the government in 2007 together with the launch of a program to increase tourist visits and accelerate regional development (Adams 2020). Systematically, in rural development with assistance from the World Bank, the Indonesian government has developed District Improvement Program (Program Peningkatan Kecamatan) that focuses on poverty alleviation, especially in rural areas. Even though they have not received special attention, the potentials of tourism villages have grown because one of the main activities of this program is data collection and development of village potentials in which village tourism is one of the priorities.

After achieving much success, the program that was previously managed only by the Ministry of Home Affairs was expanded. Each government agency at the ministry level must specifically allocate a budget to support this policy. The new program is called National Community Empowerment Program (PNPM). Through this program, the government has expanded the scope of development not only for infrastructure, but also for the

local economy including tourism villages. In 2010, the implementation of village tourism policy was specifically stipulated in the Regulation of Minister of Culture and Tourism Number PM.26/UM.001/MKP/2010 concerning the National Program for Community Empowerment (PNPM Mandiri) in tourism (Aly *et al.* 2019). After the policy was made, the local government, through the Department of Tourism and Culture, also conducted village tourism empowerment activities by establishing village tourism destinations and Tourism Awareness Groups (Pokdarwis) as local organizations that were prepared to manage village tourism areas (Putri and Adinia 2018). The momentum for village tourism occurred in 2014 when the central government implemented a decentralized financial management by disbursing the budget directly to the village government. This policy provides an opportunity for village governments to invest the budgets they receive for the development of local potential, including tourism. Detailed ranking of tourism business units compared to other business units of village-owned enterprises can be seen in Figure 2.

Figure 2. Top Ten Economy Activities Unit of Village Owned Enterprises in East Java Province Excluding Financial Services Units 2019



Until 2020, the central government is targeting the establishment of 10,000 tourist villages, which equal nearly 8% of the total 76,000 villages in Indonesia, to attract more than 20 million visits by foreign tourists and domestic tourists. A total of 232 villages in East Java Province, from a total of 7,000 villages by the end of 2020, have been designated as tourist villages, providing multiple effects on workforce in other sectors with average of 3-4% (Al Bassam 2016). These tourist villages are usually managed by village-owned enterprises as economic institutions that are allowed to use the state budget for investment in the economic sector. According to village heads, the tourism sector has high multiple effects, especially on the small and medium enterprises in the fields of food and beverages, handicrafts, as well as restaurants and lodging. Even though it is not yet a dominant sector, village tourism is very promising because it provides better profit potential than other sectors. This sector is proven to be in the seventh rank of the top ten types of business in villages, as seen in Figure 2.

## 2.2 Anchoring and Objectification

In Indonesia, tourism grew and expanded widely after the government adopted various environmentally friendly development policies and had highly economic multiple-effects since the 90s; for many years before that, Bali and Jakarta were selected as the main tourist destinations since the 70s because of their adequate infrastructure and attractions for domestic and international tourists. High growth in the numbers of tourist was accompanied by increasingly crowded major tourist attractions; then, in the 90s, the government developed alternative tourism destinations besides the main area, including rural tourism. These strategies dealing with the increasing interest to the alternative destinations (especially in suburban area, including rural areas) in many developing countries (Situmorang, Trilaksono and Japutra 2019).

Regarding this research, in-depth interviews were conducted with seven village tourism managers at the research site; they explained that the villages currently being the main destinations for tourists started as the pioneering tourist villages in the late 2000s. From interviewing 350 visitors, nine clusters were obtained with the verb 'attractions' as the word mostly spoken (32.09%), respectively followed by the adjectives 'cool' (22.92%) and

'beautiful' (19.77%). The three words are still related to the general view of the community that traveling to the village is closely related to nature and therefore, the words 'cool' and 'beautiful' were mostly spoken besides the word 'crowded'. It is interesting that visitors saying the word 'crowded', which is relatively contrary to the characteristics of the tourist village, were in fourth position (7.45%). A complete nine clusters of the anchoring and objectification processes results can be seen in Table 3.

### 2.3 Review of East Java Village Tourism Program

Description of the new studies/software/artwork and the process of production. What has been done, how was it achieved and what was the rationale? This can be, for example, a report on the design and execution of a set of experiments, the development of an innovative software system or the making of innovative art works. If so, this chapter will illuminate it by explaining, at the very least, what is important and new about it.

Table 3. The clustering of the tourist village visitors anchoring process results

Cluster	Anchoring	Number	Percentage
Cool	Cool, fresh, cool, calm, comfortable, shady, relaxed	80	22.923
Crowded	Crowded, visitor	26	7.450
Beautiful	Beautiful, good, attractive, scenic, green, natural	69	19.771
Happy	Happy, amazed, proud, amazed	8	2.292
Tourist activity	Recreation, entertainment, attractions	9	2.579
Tourist attraction	Camp, cattle, oranges, apples, flowers, rivers, lakes, vegetables, rice fields, beds, bamboo, pine, fruit picking, plunge, trees, food	112	32.092
Economy	Economy, business opportunities, business, shopping, income	24	6.88
Benefit for Society	Empowerment, village progress, innovation, superior village, village development	16	4.58
Curious	Curious	5	1.43
<b>Total</b>			<b>100</b>

Source: Primary data (N=350 (2019))

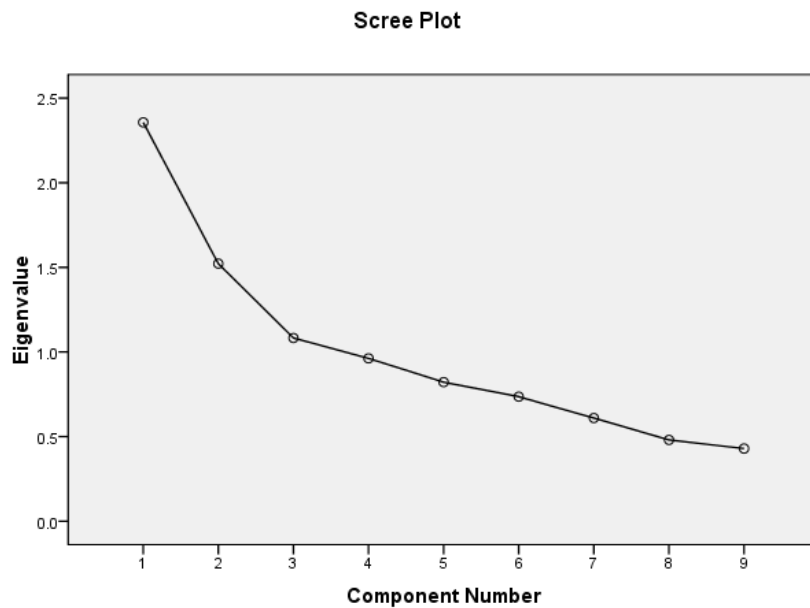
Table 3 also shows the harmony between the opinions of the experts and the social representations of visitors that was seen from the content of the words of tourist attraction group, which was filled with the words "camp", "cattle", "oranges", "apples", "rivers", which all referred to the authentic objects that visitors wanted to see. Even though the tourist villages where the research sites are located also have many artificial attractions such as cable cars or swimming pools, none of the tourists mentioned them. The visitors clearly represented the tourism village as authentic rather than artificial tourism because their perception was directly related to what naturally already exists in the village. Even though they got a relatively small percentage, other words such as "beautiful", "cool", and "curious" were also more or less associated with authenticity so that they were closely related to the tourist attraction group.

### 2.4 Component Analysis

The percentage of words appearing in the anchoring and objectification process did not describe the main components according to the visitors. Therefore, the main component analysis (PCA) was conducted to make sure which components were considered important by the visitors. However, before that, a data adequacy analysis (MSA) was required along with the Kaiser-Meyer-Olkin (KMO) method to ensure that the data obtained could be further analysed. PCA can be done if the KMO value is greater than 0.5. After being tested, it was found that the KMO value was 0.636; this indicated that the data obtained from 700 respondents produced 9 clusters (as presented in Table 1) and were eligible for further analysis using PCA. After the KMO test, a scree plot was used to determine the number of factors to retain in exploratory factor analysis (FA) or principal components to keep in a principal component analysis (PCA).

Meanwhile, the words used in the representation are said to be the main component if the results of eigenvalues are more than 1. From the nine words used in the representation, it turned out that the eigenvalues resulting in more than 1 only appeared in three words: recreation, curiosity, and economic activities. These words represented tourist villages according to the visitors. The eigenvalues that were illustrated in the scree plot of the nine words that were used in the social representation of the tourist village are presented in Figure 3.

Figure 3. Scree plot



According to Figure 2, there were three main components that were formed from 9 words: component 1, which was the word "attractions"; component 2 which was the word "curiosity"; and component 3 which was the words "economy", respectively, their eigenvalues were 2.357, 1.522, and 1.083. Concurrently, the word "attraction" represented the tourist village as much as 26.187% of all variables; the word "curiosity" represented 16.908%, and "economy" represented 12.028% of the total words appeared. The three components could cumulatively represent tourist villages as much as 55.122%. In detail, the results of the analysis of the tourist village social representation components are presented in Table 4.

Table 4. The tourist village components analysis

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1. Attraction	2.357	26.187	26.187	2.357	26.187	26.187	1.879	20.878	20.878
2. Curiosity	1.522	16.908	43.094	1.522	16.908	43.094	1.630	18.116	38.994
3. Economy	1.083	12.028	55.122	1.083	12.028	55.122	1.452	16.128	55.122
4.	.962	10.690	65.813						
5.	.822	9.128	74.941						
6.	.736	8.176	83.117						
7.	.610	6.774	89.891						
8.	.480	5.338	95.229						
9.	.429	4.771	100.000						

Source: Primary data (N=350 (2019))

"Tourism Attraction" are common words for tourists; thus, these words appeared with the largest percentage and had the highest eigenvalue. The same occurred to the words 'economic activities' as a general representation for tourists because tourism activities will come into contact with primary economic activities such as retail and services so that it was natural for tourists to represent tourist villages with these words. Meanwhile, the word "curiosity" had a different impression from the general view of traveling because the word means 'the desire to know and adventure'. This might be due to the effect of the tourist village management strategy to actively promote tourism objects that offer a different experience from conventional travels. Experiencing daily life activities in the village such as planting rice, cooking with firewood, picking food ingredients directly from the garden, as well as climbing mountains or camping in the forest was special attraction for tourists.



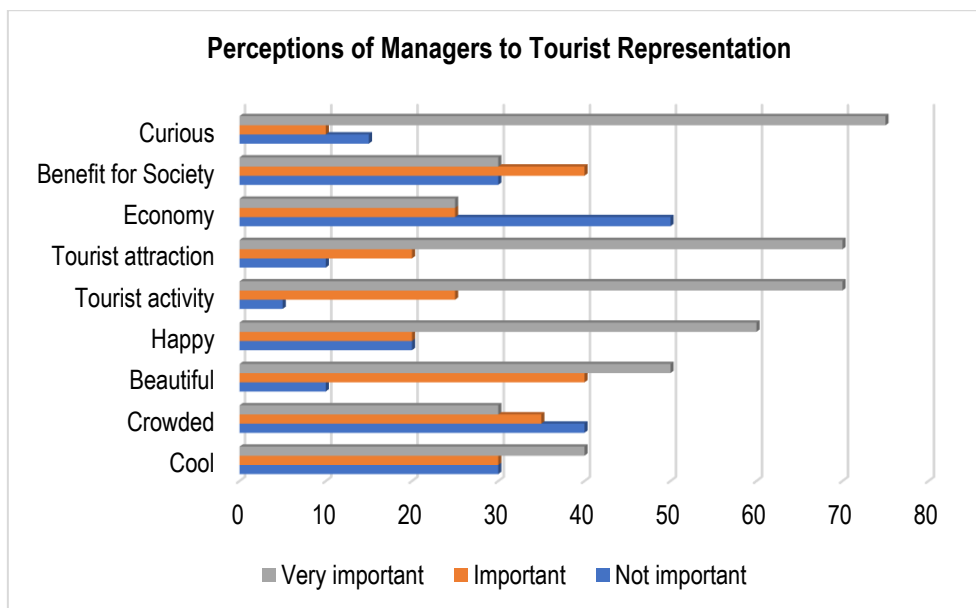
Mainstream tourism has been in the twilight as they are replaced by more spontaneous, natural, and expressive tours, in which traveling is a form of tourism itself. This phenomenon is part of the evolution of the latest way of travel called "post-tourism"; in this term, tourism is more broadly interpreted as not only visiting tourist attractions but also as travel activities to satisfy one's curiosity (Johnson RA, Wichern

2002). Backpacking, culinary tours, trekking, and tourist villages are forms of tour shifting patterns. Accordingly, tourism is not just an object, hospitality, or leisure, but it is the journey itself with various challenges. So, the main components appearing in the component analysis, especially "curiosity", are relevant to the general view of village tourism which offers a different experience from conventional tourism that has been developed by tourism entrepreneurs.

## 2.5 Conformity between Social Representation and Village Tourism Manager Priorities

Furthermore, regarding the priorities of the tourism manager, the words "tourism attraction" and "curiosity" were considered important with the percentages of 70% and 75%, respectively, in the social representation, while "economic activity" was only considered 25%. Word of "Curiosity" should have also been considered important as the tourist village offers something new to tourists. According to our interviews with managers, visitors, mostly young visitors from big cities like Jakarta or Surabaya, were always looking for new attractions when they came back, especially challenging attractions, to fill their social media. On average, the managers still viewed the matter based on general knowledge or common-sense that had been developed, stating that a tour must be related to beauty, coolness, fun, and others albeit not being a public view or social representation of the visitors. The detailed assessment of the tourism manager regarding the social representation of the tourist village is displayed in Figure 2.

Figure 4. The level of social representation importance according to tourist village managers



Source: Primary data ( N=70 (2019))

From the nine categories of social representation, it can be seen that there were only 4 categories that were considered important by the managers of tourism villages, namely, "curious", "tourism attraction", "tourism activities", and "happy". "Curious", for example, was translated by building extreme rides such as hangers on cliffs and tubing ride or by offering parachuting or climbing. Meanwhile, tourism activity was translated by including various activities of the local people, such as milking, picking apples and oranges, as well as processing various fruit jams, in tour packages. Meanwhile, economic activities, especially the village bazaar that was very much in demand by visitors, did not get much attention because it was considered not related to tourism activities and it was very difficult to regulate the village market. Meanwhile, of the three main representations that represented the views of visitors, there were two that were considered important by the manager, namely, "tourist attractions" and "curious", at 70% and 75%, respectively. The category of "economic activities" was also not considered important, only 25% of managers thought it was important. In general, the data showed that the social representation of visitors was not considered important by managers so the strategy taken was based more on their personal views than on the views of visitors.

### 3. Discussion

From the anchoring process, it can be seen that the words "attraction", "cool", and "beautiful" were the most pronounced with percentages of 32%, 22%, and 19%, respectively. This indicated that these words have become the main concern or the most popular because more than 70% of visitors said these words spontaneously. This anchoring process really aimed to get the traveller's spontaneous opinion because only the first word that appeared was recorded as a result, while the next word that appeared after going through consideration was not included. Of the 9 groups of words, only three had eigenvalues more than 1. They were "attraction" with eigenvalue 2.35, "curious" with eigenvalue 1.52, and "economy" with eigenvalue 1.083, meaning they can represent social representations. Here, it was clear that the meanings of the three words were very close to visitor behaviour that was in line with the characteristics of the post-tourism theory (Johnson and Wichern 2002), in which they were not tourists who only wanted to see the objects offered, but also to enjoy the journey itself as a destination and adventure media (Osti and Cicero 2018). The high value of the words "attraction" and "curiosity" as social representations of tourist villages confirmed that they were "unplanned" tourists who did not want to know the details of the location, but rather expected surprises from the tour itself. Although they did not have enough knowledge about a particular tourist village, they were quite sure that they could get new experiences from tourism activities. The results of this research were in line with the findings of Madani *et al.* (2020), which stated that the reason for spontaneous visitors to come to certain tourist attractions was more because of the desire to get surprise and excitement from the location to be visited (Madani, Gohary and Chan 2020).

According to the post-tourism point of view, visitors will enjoy the landscape, food, culture, as well as a variety of attractions that are more natural instead of visiting popular objects (Soulard, McGehee and Stern 2019). This phenomenon is captured in a concept of "hot" authentication to describe the social dynamic side of tourist objects, which is the community social life in which tourists become part of the process, as opposed to "cool" authentication to describe static objects, such as food, architecture, and the natural authenticity, etc. This conforms to post-tourism theory that alternative tourism develops rapidly due to the growth of the middle class; moreover, new lifestyles encourage alternative tourism to be an option. Eusebio *et al.* (2017), using cluster analysis of tourist village visitors, found some features of post-tourism; they were the active visitors, the passive nature observers, the in-actives, and the summer family vacationers (Eusebio *et al.* 2017, Salvatore, Chiodo and Fantini 2018). Cohen and Cohen (2012) showed us that the direction of tourist behaviour development in the future is not just to present artificial objects to attract tourists, but must also pay attention to the issues of gender, emotions, sensory experiences, materiality, gender, ethics, and authentication. Furthermore, the results showed the same sign where travellers tended to represent tourism villages as "hot" authentication because they preferred to see attractions in an unusual form marked by "curious" and "attraction" options that are very close to these meanings.

The finding that "attraction", "curious", and "economy" were the majority of social representation with 55.112% from the total representation confirmed that the pattern of community travel has shifted from the traditional pattern of tourism to more spontaneous of unplanned tourism. Meanwhile, the tourist village managers considered this social representation unimportant as most of them still prioritized object creation and facility development. If visitors represented "attraction", "curiosity", and "economy", the tourist village managers considered "managing the number of visitors" and "building new tourism objects" as the two most important activities. These were not directly associated with the visitors' social representation and even contradictory to what the tourists wanted, which was originality, while the managers tried to build artificial objects. This also contradicted researchers' findings that visitors of tourist villages associated their recreational activities with "arousal" and "memory", in which the originality dimension was thicker than artificial objects (Wang, Kirillova and Lehto 2017). Some research also demonstrated a similar trend where tourists showed a special interest in authenticity rather than an artificial attraction as they were more into the objects' history and authenticity (Becerril and Abdulai 2010). This finding showed that there was the discordance between what the visitors wanted and the concept of tourism development strategies of the government; the managers were still stuck in objects and services, while visitors wanted a natural experience.

### Conclusion

The visitors' representation of the rural tourism was in line with the post-tourism theory that states that visitors no longer simply enjoy those that are considered different from ordinary objects including natural and cultural beauties; they want more than that, in which tourism is a medium in building self-image and adventure is a tour. It seems that visitors of tourist villages in Indonesia have also shifted their orientation to be more spontaneous and want to find surprise and excitement in every location they visit. The words "attraction" and "curiosity" are very

closely related to "adventure", which is more original and active than "leisure" as the main impression of traditional tourism. Thus, this finding does not confirm the opinion that the village tourism is an effort to build "memorable" or "historical" tourism; instead, the tourist village is the object of "curiosity" to more spontaneous-tourists. Therefore, if the point of view of travellers who come to a tourist village are considered the same as that of ordinary travellers, it is difficult to know exactly what their standard of comfort is, how to serve them, how the attractions must be built, and other things that need to be prepared by the manager. Even though the words "attraction", "curious" and "economy" only represented 55.122% of all representations, this number is quite influential if managers do not take them into consideration in management decision making.

Furthermore, there was a knowledge gap between visitors and tourism managers as tourists preferred to see "authenticity" while managers wanted to build an "artificial" attraction. In knowledge management, this is very reasonable because the tourism village is more of a top-down movement in which the definition and knowledge are dominated by the government, whereas the social representation of the tourist village is more dominated by their everyday life experiences and social media; this is technocratic and theoretical because it is related to investment strategies that require physical objects, while the visitors rely on the excitement of traveling of which objects are secondary. Of the nine groups of words, only four words were considered important by the manager. They were "curious", "attraction", "happy", and "activities". The other five categories were deemed unimportant by the manager. Meanwhile, of the four that were considered important, there were two that were in line with the social representation of visitors, namely, "attraction" and "curious", while "economy" and "happy" were not taken into account by the manager at all.

In the practical level, knowledge gap between visitor representation and tourism managers will not only add to the long list of failures in the management of tourist attractions, but also have the potential to overburden the village government budget due to unnecessary investment. This research also opens the opportunity to analyse the extent of the tourism stakeholders' role in building general knowledge about the tourist village to find which the dominant actor is among the government, ordinary people, tourism business people, and other parties. In terms of management practices, the shift in social representation will largely determine their standard of hospitality; it is no longer based on the comfort of the "standard" as we understand, but instead the fulfilment of the social representation. That being said, satisfaction will only be obtained if their social representation of the tourist village is truly described by the conditions of the villages.

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