

Niche market of event for village tourism

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Abstract: This research aims to explore and analyze the potency of community-based rural tourism to organize or be used as a venue for events. This is a qualitative study examining publications related to the issue, as well as the writers' direct experience and involvement in the event taking up the role either as a participant or the event committee member; the study mainly used focus group discussion to explore and generate ideas on the event for village tourism to identify the event-market potential for the Community-based Tourism. The study is conducted to prospect the event for CBT based on the type, purpose, and participants of the event, as well as to assess the facilities available at CBT. The results show that the characteristics and the purpose of events are reflected in the type of events. There are 7 types of event: traditional, natural, and farming-related smaller seminars, exhibitions, festivals, bazaar, sport, education/sharing, spiritual, and personal advancement retreat. For the CBT event, purposes could be created depending on the market's needs, the community's needs, and the facilities available in the tourism village considering the theme and scale of the event. It is expected that the results of the study could be used as a reference in advancing the product-market scheme of rural tourism as well as creating awareness among the prospective parties to hold events and to empower rural tourism to support village development.

Keywords: rural tourism, community-based tourism, event, environment context of event.

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Introduction

Community-based tourism (CBT) which is also referred to as rural tourism (Butler, 2011) is one type of alternative tourism that has traditional culture, the rural environment and the immediate natural environment as attraction; it is also highlighted by the enormous involvement of the local community during its development and operation. Being a part of alternative tourism, CBT is characterized by small scale and low density development; conservation of traditional culture, rural environment and the village immediate natural environment; used as a catalyst of village development (Goodall & Stabler, 1997) high proportion of locals involvement during development and operation (Blackstock, 2005)).

Currently CBT becomes popular, many villages want to develop tourism (Ernawati, 2018), particularly in Bali CBT sprouts profoundly just as mushroom during rainy and wet season. With the assistance of Academics, encouragement of the local government and the individuals some villages are successful in developing facilities, human resources, products, and management; thus, enable them to operate CBT. Indeed CBT could be functioned as a catalyst of development, as villages are groomed and ready to receive guests. The typical esthetic atmosphere of tourism sites could also be enjoyed by the community members of the village, thus, better people wellbeing.

As the numbers of rural tourism village increases, the CBT market needs to be managed for a healthy business competition among villages, which could include market expansion, market development and new need creation. The exploration of local market were intensely conducted during the Covid-19 Pandemic; catering for the specific and specialized needs of nature lover segment could be another option. CBT also has an enormous potency of becoming a place for

event especially those relevant and related activities to village and village development. Figure 1 presents some pictures taken during an event held at Manjimup Country Tourism in Western Australia in 2013.



(Source: The Food Photographer, 2013)

Figure 1. Social gathering & Farmers' market as an event at CBT

Events are also very important as social services to support a large number of cases and as an option to contribute to society and the environment (Getz, 2004:10). Further, Green event is defined as a type of event characterized by the integration of sustainability guidelines into the planning, organization, and management processes (Laing & Frost, 2010; Tölkes & Butzmann, 2018). In this paper the organizer is referred to as CBT for giving the contribution to the conservation culture and environment. According to Getz & Page (2019) the essence of the planned event is that the experience offered has been designed. There are many styles of planned events, organized for many purposes, but in every case there is an intent to create, or at least shape the individual and collective experiences of the audience or participants. For the CBT's event, purposes could be created depend on the market's needs and the facilities available in the tourism village. The type of the event and the facilities can also be influenced by the markets of the event or participants, as well as the characteristic and scale of the event.

A more cultural and individual oriented definition of event was pointed out by Noor (2013), event is defined as an activity organized to commemorate important things throughout human life, either individually or in groups bound by customs, cultures, traditions, and religions that are organized for a specific purpose and involve the community environment that is held at a certain time. So an event can be describe as an activity organized by a group of people for a certain purpose within a certain time. Further, organizing event based on the Size and Magnitude of the Event can be categorized as 1) Mega Event, 2) Hallmark Event, 3) Major event (Noor 2013: 19). Based on the type of participants event can be categorized as Local, National and International events. The participants also participating an event based on the category such as leisure event, cultural event, personal event, and organizational event (Noor, 2013:23)

This study is conducted with the purpose of exploring the potency of CBT becoming an event organizer or an event venue. It explores events that could become a target market for village tourism which is based on the type of event, purpose, participants' characteristics, and discusses the readiness of tourist village as organizer and event venue. The study results could be used as a reference for CBT Management and Parties related to village and village development.

Methodology

This qualitative research aims at exploring and analyzing the potency of community-based rural tourism in organizing event or being used as an event venue. The data is collected mainly through FGD, examining related publications, and the writers' direct experience and involvement in the event either as participant or the event committee member. The analysis is conducted base on the type, purpose and participants of event, as well as the product components and facilities

available at the CBT. The FGD comprised of 8 people involves representatives from agent or event organizer, academics, and CBT – tourism village. The FGD is deployed as a seed bed for gathering ideas of holding events at tourism villages, targeting event as market for CBT, and its technical aspects of holding event in tourism village.

Results and Discussion

A focus group discussion was held to sharpen and clarify the prospect of CBT having event as target market segment. The results and discussion present the type of event suitable for CBT as well as the characteristic of market that might be attracted to experience village tourism and have their activities in villages, base on their various motivation; as well as exploring the possibility of the tourism villages to hold event.

Results

To identify the prospective event for village tourism a focus group discussion (FGD) has been held, the aspects being explored include specifying the type, purpose and participants' characteristic of events, as well as identifying the facilities available in the village. Further, association and matching are made between the facilities required in holding events and the facilities and the capacity of the villages holding the event. The results of the FGD is presented in the following table. The elaboration of the match points among the three aspects: the feasible event type, the event requirement and the components availability in the village are presented in column 3 and in the discussion section.

Table 1: The Results of the Focus Group Discussion

No.	The Explored Aspects	Description	Match points
1	The array of events prospective for Village tourism (FGD Results)	<ol style="list-style-type: none"> 1. Smaller seminar, Workshop and Short courses – nature based and farming related theme 2. Display and exhibition – handy craft, local produce 3. Traditional festivals – traditional food, kite, canoeing 4. Bazaar (Pasar murah): might held by government or NGO (Non-Government Organization) for essential products for villagers 5. Sport related activities – off road, trekking, climbing 6. Education related – Sharing: teaching at school (English, health related topics); Site visit (village tourism, etc.); Academic activities (Research and Community service); Gathering. 7. Spiritual and Personal Advancement 	<p>The type of event being explored during the FGD are the events that have high possibility to be held at tourism villages.</p> <p>Therefore, the 6 types of events identified are prospective for tourist villages.</p>
2	The characteristics of people	*The 'most compelling motivations' for travel is to see how other people live and to	1. In designing event in tourism village, the themes should be oriented to the characteristics and

	<p>visiting villages (Literature review results)</p> <p>experience their cultural heritage (Richardson & Fluker, 2008).</p> <p>*Fifty one per cent of international visitors to Australia are culturally oriented tourists who are interested in contemporary city culture (Daskalopoulou & Petrou, 2009) and ethnic culture (Fagence, 2003).</p> <p>*The CBT travelers are interested in rural and natural beauty, and ethnic culture, who want to see and experience something different from their everyday lives (Goodall, 1995).</p> <p>*Visitors to villages are generally accepting of the basic facilities available in the villages they visit (Boo, 1991)</p> <p>*Interested in conserving the unique culture and want to contribute to the local community (Lpez-Guzman, 2011).</p> <p>*CBT visitors are alternative tourists - environmentally oriented market segments include ecotourists and culture tourists (Hassan, 2000)</p>	<p>interest of CBT visitors as identified in the literature review (Point 2).</p> <p>2. It is also revealed during the FGD that the events that possibly held in the village are based on the nature and village development requirements: for the community wellbeing and human resource development related activities (Point 1).</p>
<p>3 Event Brings together related parties in one place to solve a problem/s or to achieve certain goals - Aspects of Event (FGD Results)</p>	<p>1. The stakeholder: *Participants, *Project owner: Government or NGO, *Event organizer/EO Agent</p> <p>2. Event scale *Geography: local, national, international *Capacity: Small Event, Mega Event</p> <p>3. Event component: *Events Objectives *Event stakeholder *Venue *Logistic *HR Supporting event organizer *Suppliers and vendors *Event content: Keynote Speaker, Presenters, Participants, MC, Moderator</p> <p>4. Facilities: *Venue</p>	<p>Based on the type of event that possibly held at tourism village and the facilities available, the specification of event that can be targeted by tourist villages is those that have the following characteristics:</p> <p>1. The stakeholder: *Participants depend on the event purpose *Project owner: Government or NGO *Event organizer: EO Agent the CBT management</p> <p>2. Event scale *Geography: local, national, international * Capacity: Small Event</p> <p>3. Event component to be examined: *Events Objectives presented in Point 1 *Event stakeholder</p>

	<ul style="list-style-type: none"> *Venue décor *Electronic – sound, lighting and online facilities *Convenience distance to airport *Transportation * Convenience distance to Hospital * Accommodation and 5 Star Accommodation *Parking area *Meeting place/Gathering Hall *Dining area *F&B services *Internet connection *Toilets *Activities/entertainment *Sapta pesona (Seven charm: Safe, Well ordered, Clean, Cool/Fresh, Beautiful, Friendly, Memory/Experience) 	<ul style="list-style-type: none"> *Venue *Logistic *HR Supporting event organizer *Suppliers and vendors *Event content: Keynote Speaker, Presenters, Participants, MC, Moderator <p>4. Facilities (to be fulfilled as per the standard determined):</p> <ul style="list-style-type: none"> *Venue *Venue décor *Electronic – sound, lighting, online facilities *Convenience distance to airport *Transportation * Convenience distance to Hospital * Accommodation – descent standard accommodation compatible with the guest characteristics *Parking area *Meeting place/Gathering Hall *Dining area *F&B services *Internet connection *Toilets *Activities/entertainment *Sapta pesona (Seven charm: Safe, Well ordered, Clean, Cool/Fresh, Beautiful, Friendly, Memory/Experience)
4	<p>The character of product component and services available in tourism villages (FGD Results)</p>	<ul style="list-style-type: none"> *Basic facilities *Homestay, Villas, Students' dormitory *Limited – smaller capacity of facilities *Hall - Village hall or CBT Center *Traditional aspect of culture: food, occupation, music which could be the services component and entertainment

The results of the FGD show that the characteristics and the purpose of events are integrated in the type of events. The type of events reflects the participants' characteristic and purpose, therefore it tabulated as on in Point 1 in Table 1. To elaborate the consumers' profile a literature review was conducted to provide a general overview of CBT visitors' profile. Aspects of events are presented at Point 3, which include: stakeholders of event; event scale in size and geographical scopes; components of event, and event facilities. Points 4 of Table 1 presents the nature of facilities and products and services available in tourism village. The match points between the requirements and the availability are presented in last column.

Discussion

Factoring the types and theme of events identified for village tourism, the characteristics of the event and particularly the participants, the market for village tourism is niche tourism market. Niche market could be described as a special market segment that has specific purpose and special interest; small scale - they are not many in numbers, required specific type of facilities and deeply oriented to sustainability and green (Boo, 1991). These niche market could be nature lovers; specific hobbies for example fishing, off road and dirt biking; spiritual and pilgrimage; 'Green' related professionals: farming, Permaculture and organic facet, foods with healthy and fresh natural ingredients. Base on the participants, events could be categorized into leisure event, cultural event, personal event, and organizational event (Noor, 2013); the events that have been identified could be held at village tourism could be classified into cultural and organizational.

Considering the spesific needs required by the target market, tourist villages need to identify their niche market and concentrate on fulfilling these spesific needs; considering that the projects owners or users are government, institution or non government organisation, a net working to reach out figures of these stakeholders is vital. Advancing relationship and partnership with business specialties in the field of events and MICE or event organisers are equally important as a source of business as well as expertise to assist in organising and holding the events, at the same time prospecting the transfer of competency in organising and holding events.

Product components become critical in embarking on catering events and this market segment, it might not be a 5 star standard, but the village tourism standard is required to be matched. As presented in Table 1, the size of event is small weighing the capacity and the innate nature of village tourism as an alternative tourism. Geographically there is no limitation either local national or international, as the needs and requirements of the events and the participants are the same following the events' objectives, despite of the participants' country of origin.

In executing the agenda of the programs, the event components and facilities are vital aspects to be considered; the actors of the event must be meticulously planned and assigned these for example keynote speaker, speaker, presenter, master of ceremony, moderator, and participants. Event task force supporting the event organisers must be a professional in administrating the activities and programs.

Facilities and services/products are other critical issues for the tourism village to be made available at the premises; even though Ardina, Astawa, & Dewi (2022) recommend investors through green start-up finance the establishment of the facilities; a careful assessment must be conduced in establishing these facilities, the tourism village agents of development and operation should not be shifted from local communities. Apart from the consistent standard that comply to the village tourism standard agreed upon (Table 1), all componenets must be available and reliable. The facilities comprise the event venue including the lighting and the relevant decoration required and well as the supporting services. The availability, the consistent quality, and the reliability of supporting services must be prompted, these include the accommodation, F&B Services, entertainment and activities, transportation, insurance, health facility must be in accordance to the terms and agreement highlighting the value of sustainability and green, environment friendly, and health and wellbeing.

Conclusions

The expansion and the development of community-based tourism (CBT) or village tourism or rural tourism from the prospect of its market by targeting event is highly plausible. The types of event identified include: Small seminar, Workshop and Short courses having nature, green and farming related theme; exhibition of local produce and traditional such as handy craft; Traditional festivals, Bazaar (Pasar murah), Sport related activities – off road; Education and sharing with locals activities; Site visit; Academic activities; and Gathering, Activities for Spiritual and Personal Advancement.

The events targeted are based on a niche market need to be selected in accordance to the nature of the village which is nature, farming, traditional culture, green and environment friendly. Nonetheless the product components and the standard quality need to be met.

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