



## Less-Crowded Tourism as Applied to Reviving Tourism Post-Covid-19 in Taram Village, Lima Puluh Kota Regency, West Sumatra through Asset-Based Community Development

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**Abstract:** The Covid-19 pandemic has had a significant impact on the tourism industry. The decrease in the number of visitors has affected the revenue of tourism operators and the economy of the village community, especially in the tourism sector of Taram Village. The Asset Based Community Development (ABCD) approach is used to rebuild the tourism sector in the new normal era by optimizing the potential of Taram Village's outstanding tourism resources. Community support results in diversifying tourist destinations by adding variations and increasing the number of attractions, such as corn-based educational tours targeting the school-aged market segment. These support efforts have also been able to enhance the local economy through the optimization of the added value of sweet corn, transformed into pilus and gelamai products, which are culinary specialties of Taram Tourism Village. Implementing the ABCK application serves as a medium for developing Taram Tourism Village, thus achieving sustainable and resilient tourism development in Taram.

## Introduction

Tourism is one of the leading sectors of national development. Empirically also proven to have a positive effect on economic growth<sup>1</sup>. Its role is strategic in increasing

<sup>1</sup> Hubert G. Scarlett, "Tourism Recovery and the Economic Impact: A Panel Assessment," *Research in Globalization* 3, no. April (2021): 100044, <https://doi.org/10.1016/j.resglo.2021.100044>.

economic development because it has a multiplier effect in the form of direct and indirect impacts. So it is not surprising that The World Travel & Tourism Council in 1997 had predicted that tourism would be the main driver of the world economy in the 21st century along with the telecommunications and information technology industries. This happens because travel activities have become a psychosocial need and even a lifestyle<sup>2</sup>

One type of tourism that is growing rapidly global is nature tourism<sup>3,4</sup>. Time Magazine reported that nature tourism and agro tourism increased by 30% in the US in the last decade. BPS 2017 data states that the distribution of commercial tourist attractions by type of tourist attraction is still dominated by water tourism at 55.15 per cent, followed by natural tourism at 17.9 per cent, artificial tourism at 11.74 per cent, amusement and recreation parks at 8.37 per cent, cultural tourism 6.69 per cent, and tourism area 0.1 per cent<sup>5</sup>. Furthermore<sup>6</sup> states that during the period 2013-2017 nature tourism was the type of tourism with the highest number of 209 units.

However, the Covid-19 pandemic has caused the tourism sector in almost the entire world to fall. The leisure and internal tourism indicated a steep decline amounting to 2.86 trillion dollars, which quantified more than 50% revenue loss<sup>7</sup>. [This slump also occurred on a regional and local scope. The tourism sector accounts for 50% of service exports in Latin America and the Caribbean, thus affecting the share of the Gross Domestic Product (GDP) and employment. The covid-19 pandemic has hit the tourism sector and caused an 8% decline in GDP and a 7% impact<sup>8</sup>. Similar conditions also occur in Indonesia, which implies a sharp decline in GDP by -53.29 per cent to a level of 1.16 per cent. During 2020 the economic potential loss reached IDR 200.92 trillion<sup>9</sup>. The decrease was due to the drastic reduction in the number of visitors due to the travel restriction policy<sup>10</sup>.

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<sup>2</sup> Priyanto Priyanto, "Pengembangan Potensi Desa Wisata Berbasis Budaya Tinjauan Terhadap Desa Wisata Di Jawa Tengah," *Jurnal Vokasi Indonesia* 4, no. 1 (2016).

<sup>3</sup> Costas Christ et al., *Mapping Tourism 's Global Footprint*, 2003.

<sup>4</sup> D. M. Olson et al., "Terrestrial Ecoregions of the World: A New Map of Life on Earth," *BioScience* 51, no. 11 (2001): 933-938.

<sup>5</sup> Badan Pusat Statistik, *Statistik Objek Daya Tarik Wisata 2017*, 2017, <https://www.bps.go.id/publication/2019/06/25/5778b382b7bf196c4999df38/statistik-objek-daya-tarik-wisata-2017.html>.

<sup>6</sup> Dewi Indri Isnawati, "Identifikasi Masalah Dan Strategi Pengembangan Daya Tarik Wisata Alam Di Provinsi Jawa Tengah," *Fakultas Ekonomi, Universitas Negeri Semarang* (Universitas Negeri Semarang, 2019).

<sup>7</sup> Jaffar Abbas et al., "Exploring the Impact of COVID-19 on Tourism: Transformational Potential and Implications for a Sustainable Recovery of the Travel and Leisure Industry," *Current Research in Behavioral Sciences* 2, no. February (2021): 100033, <https://doi.org/10.1016/j.crbeha.2021.100033>.

<sup>8</sup> Mulder (coord.) Nanno, "The Impact of the COVID-19 Pandemic on the Tourism Sector in Latin America and the Caribbean , and Options for a Sustainable and Resilient Recovery Thank You for Your Interest in This ECLAC Publication," *International Trade series* (2020), <https://repositorio.cepal.org/handle/11362/46502>.

<sup>9</sup> Jan Horas Veyady Purba, Rita Fathiah, and Steven, "The Impact of Covid-19 Pandemic on The Tourism Sector in Indonesia," *Riset: Jurnal Aplikasi Ekonomi Akuntansi dan Bisnis* 3, no. 1 (2021): 389-401.

<sup>10</sup> Kalu Kingsley Anele, "Assessing The Impact of COVID-19 on The Indonesian Tourism Industry"

The impact of the Covid-19 pandemic has caused industrial shifts on a mega, micro and macro scale. According to<sup>11</sup>, at the mega level, there are 6 shifts, namely propagation and vaccine availability, accelerated digitization, society anxiety, global supply chain, the rise of nationalism and government leadership. The shift at the macro level includes major changes that generate new competition in the pandemic era. The major changes driven by the catastrophic Covid-19 disaster resulted in a new industrial landscape characterized by four characteristics, namely hygiene, Low-Touch, Less-Crowd and Low-mobility. Awareness to comply with health protocols is internalized in daily life and new habits that promote CHSE (Cleanlines, Healthliness, Safety, Environment. A successful tourism industry is one that is able to adapt to these characteristics. Meanwhile, at the micro level, the value of new changes that have emerged is the birth of a new society that is full of empathy, back to the bottom of Moslow's pyramid (i.e. eating, physical and mental health and safety), going virtual and staying at home lifestyle..

The massive impact of the COVID-19 pandemic on the tourism sector requires a quick recovery effort. In line to<sup>12</sup>, the factors needed in building resilience in the tourism industry are government response, technological innovation, local belongingness, consumers and a strong workforce. Furthermore, inclusive resilience is needed where tourism is transformed into a new global economy characterized by sustainable tourism, community welfare, climate action and involving local communities in its development.

For this purpose, the application of Asset-Based Community Development (ABCD) can be an alternative model for achieving the new era of tourism. Compared with the traditional Needs-Based Community Development model, the ABCD approach is considered better because it succeeded in enabling communities to engage and participate meaningfully with each other, and serve consciousness changes from a poverty<sup>13</sup>. According to<sup>14</sup>, the ABCD approach was developed by John L. Mcknight and John P. Kretzman from Northwestern University, United States. Refers to<sup>15</sup> stating that the development of Asset-Based Communities departs from the work carried out as part of the civil society movement and class struggle in the slum areas around the city of Chicago in the United States. Community organizing activities are designed to seize power

4, no. 2 (2021): 107–120.

<sup>11</sup> Deputi Bidang Strategis Kementerian Pariwisata dan Ekonomi Kreatif, *Tren Industri Pariwisata 2021* (Jakarta: invent.ure, 2020).

<sup>12</sup> Gagan Deep Sharma, Asha Thomas, and Justin Paul, "Reviving Tourism Industry Post-COVID-19: A Resilience-Based Framework," *Tourism Management Perspectives* 37, no. December 2020 (2021): 100786, <https://doi.org/10.1016/j.tmp.2020.100786>.

<sup>13</sup> Hanna Nel, "A Comparison between the Asset-Oriented and Needs-Based Community Development Approaches in Terms of Systems Changes," *Practice* 30, no. 1 (2018): 33–52, <http://doi.org/10.1080/09503153.2017.1360474>.

<sup>14</sup> Muhammad, Fauzan Noor, and S E Par, *Indikator Pengembangan Desa Wisata* (Malang-Indonesia: CV Literasi Nusantara Abadi, 2021).

<sup>15</sup> Christopher Dureau, *Australian Community Development and Civil Society Strengthening Scheme (ACCESS) Tahap II* (Australian Community Development and Civil Society Strengthening Scheme (ACCESS) Tahap II, 2013).

from the middle and upper classes, because efforts to empower poor areas continue to end in disappointment and resignation to accept dependence on others.

The ABCD approach emerged in the early 2000s<sup>16</sup>, focusing on strengths and assets, not problems and needs. Designed to stimulate community organizing, and link and leverage external institutional support. The ABCD method is a village development approach that focuses on developing community-based sustainable development strategies. So this approach not only mobilizes the community in village development but also how to identify, build and creates effective village local assets. The ABCD approach has the potential to develop tourism as a poverty alleviation strategy<sup>17</sup>.

According to<sup>18</sup> the greatest strength in achieving prosperity is the potential that exists within the community. The results of his research in the tourist village of Ledok Sambi Kaliurang, Yogyakarta, explained that the assets in developing a tourist village are human assets, natural assets, economic assets, social assets, physical assets, cultural-traditional assets and spiritual assets. The program implementation process is divided into five stages, namely Discovery, Dream, Design, Define, and Self Determination. The empowerment strategy with the ABCD application has increased tourist visits. Abundant natural wealth supported by human resources is a strategic village development asset.

Taram village, located in Harau District, is one of the villages that has great potential to become a leading tourist destination in Fifty Cities Regency, West Sumatra. Strategic location on the border of West Sumatra Province and Riau Province, only 30 km from the tourist city of Bukittinggi. Taram has various natural/cultural tourism potentials such as the well-known Kapalo Banda (Wakanda) water tourism, pine forest, 7-storey waterfall, natural and historical tourism of Bulek Hill, Surau Tuo religious tourism and one of the largest corn producers in Fifty Cities Regency. Very potential to become an integrated tourism area.

The results of the agreement of all stakeholders of Taram village through deliberation on village development plans have also set priorities for the development of Taram village which currently focuses on the agricultural and tourism sectors. This is also in accordance with the Fifty Cities District RPJMD priority program for 2021-2026 through Regional Regulation Number 3 of 2021 which makes these two sectors a priority sector in efforts to recover the economy due to the impact of the Covid-19 pandemic. In more detail, the five priority agendas and superior development programs for the Regency of Fifty Cities are (1) Development of civil society, (2) Tourism and community economic improvement, (3) Development of agriculture and fisheries towards agribusiness (through opening 20,000 Ha of abandoned land for corn plantations) and 1,000 hectares of fish growing area), (4) Increasing regional infrastructure development

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<sup>16</sup> Ibid.

<sup>17</sup> Mao Ying Wu and Philip L. Pearce, "Asset-Based Community Development as Applied to Tourism in Tibet," *Tourism Geographies* 16, no. 3 (2014): 438–456.

<sup>18</sup> Ibid.

and (5) Increasing the development of Sarilamak IKK.

Based on the five priority agendas, it can be seen that tourism is a superior program that is expected to be able to restore the community's economy after the Covid-19 pandemic. Given that tourism and trade are the most dominant sectors affected during the pandemic<sup>19</sup>. More specifically<sup>20</sup>, reported that the Covid-19 pandemic had an impact on the poor employment conditions of the West Sumatran tourism sector. Entrepreneurs generally find it difficult to finance their business operations and their income declines. This condition shows that the tourism sector has many links with supporting sectors and is a sector that is very vulnerable to disasters or pandemics.

One of the efforts to revive the economy of actors related to the tourism sector is to develop the potential of the creative industry, namely developing souvenirs. According to<sup>21</sup>, shopping activities carried out by tourists, which are directly accepted by the local community, can be the most powerful means of economic equity that can touch the lower levels of society. The results of the study<sup>22</sup>, confirmed that tourist spending on shopping reached around 33-55 per cent of the total travel expenditure.

However, the problem is that Taram Village with Kapalo Banda as a favourite icon of the destination does not yet have a unique culinary gift. In fact, according to<sup>23</sup> the Memorable Culinary Tourism Experience (MCTE) has proven to have an effect on the rate of returning tourists. The Regional Development Science and Technology Application Program in Taram Village, Tourism aims to explore the potential of Taram village assets, especially culinary delights that can be used as special souvenirs. Then conduct training and assistance in food production so that it can be evaluated whether the ABCD approach can improve the tourism industry after the Covid-19 pandemic.

## Method

Village development is one form of implementation of the tri dharma of higher education. One form of higher education dharma is community service activities. The Regional Development Science and Technology Application Program (PIPK) 2022 is one of the grant schemes from the ministry of education and culture, research and technology through the director general of vocations in community development. The -run program

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<sup>19</sup> AUNWTO and ADB, *COVID-19 and the Future of Tourism in Asia and the Pacific*, UNWTO, 2022.

<sup>20</sup> vivi ukhwatul K.Masbiran, "IMPACT OF THE COVID-19 PANDEMIC," *Jurnal Pembangunan Nagari* 5 (2020): 148–164, <https://doi.org/10.30559/jpn.v5i2.212>.

<sup>21</sup> P.D.S. Pitnatri, "Override Parade : Isu-Isupariwisata Berkelanjutan Pada Destinasi Kepulauan Di Indonesia," *Media Wisata* 17, no. 2 (2019): 131–149.

<sup>22</sup> Kristen K. Swanson and Dallen J. Timothy, "Souvenirs: Icons of Meaning, Commercialization and Commoditization," *Tourism Management* 33, no. 3 (2012): 489–499, <http://dx.doi.org/10.1016/j.tourman.2011.10.007>.

<sup>23</sup> Intan Widyaningrum Puji Rahayu and Mohamad Yusuf, "Hubungan Memorable Culinary Tourism Experiences Dan Minat Berkunjung Kembali Wisatawan Di Warung Kopi Klotok Yogyakarta," *Jurnal Master Pariwisata (JUMPA)* 7 (2021): 526.



is the result of an agreement with the community to solve the problems they face. This concept is a manifestation that public awareness to take a more participatory role in the development process is starting to strengthen.

Indicators of community empowerment are planned and collective activities, improving community life, priority for weak groups and carried out through capacity building programs. The community empowerment model used is ABCD combined with an AI (Appreciative Inquiry) approach. AI tries to transform the culture of a community that previously saw itself in a negative way to be able to appreciate its capacity to bring about positive change. According to<sup>24</sup> the steps taken include five key cycle stages consisting of:

### ***Define***

The group leader should define a 'positive topic choice': the purpose of the search process – or a description of the desired change. The village head as a community leader together with the PIPK implementation team equates perceptions regarding the direction of tourism village development. After that, discussions were held with several stakeholders ranging from the nagari apparatus, community leaders, Pokdarwis Kapalo Banda, and several housewives. The village head and the stakeholders shared the perception that the development of village tourism needed to be carried out in order to be able to rise from the adversity of the post-Covid-19 pandemic.

### ***Discover***

What has been highly valued from the past needs to be identified as the starting point for the change process. The process of identifying success is carried out through a conversation or interview process and should be a personal discovery of what is the life-giving contribution of an individual to an activity or business. In the discovery phase, we begin to transfer responsibility for the change to the individuals who have an interest in the change – namely local entities. We also begin to build pride through the process of discovering past successes and humbly but honestly acknowledging each unique contribution or history of success/survivability.

At this stage, the implementation team conducted interviews and discussions with the local entities described earlier. Through the Focus Group Discussion, each entity is asked to convey the success that has been achieved so far and now. For example, Pokdarwis explored how the group leader succeeded in empowering unemployed youth to work on Kapalo Banda tourism. How they enjoyed the success of the peak of the rise in visitors in 2019. Village officials were also asked to convey village potentials and assets that could be developed to support tourism in Taram. In other entities, the attention of the implementing team is housewives who have a lot of free time and potential but are

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<sup>24</sup> Dureau, *Australian Community Development and Civil Society Strengthening Scheme (ACCESS) Tahap II*.

not yet productive.

### ***Dream***

By being creative and collectively looking at the possible futures, what is most valued is linked to what is most desired. What is the future envisioned by all parties? The answer can be a hope or a dream. A shared dream or vision of the future that can consist of pictures, actions, words, songs, and photos. At this stage, the problem at hand is redefined as hope for the future and ways to move forward – as opportunities and aspirations. Based on past experience, an expose was made of what they want and will do in developing a tourist village in Taram. Every component in the village that is involved in the Taram tourism village development program conveys their dreams. How did the number of visitors return to the same as before the Covid-19 pandemic?. The results of these expressions are documented by the PIPK team.

### ***Design***

The process in which the whole community (or group) is involved in the process of learning about the strengths or assets they have in order to start using them in a constructive, inclusive and collaborative way to achieve aspirations and goals as they have set themselves. The village head, Pokdarwis and housewives who are members of the Maju Bersama group planning and formulate what programs will be carried out to achieve their wishes and dreams. Reviving the tourism sector program from adversity is certainly different from before. Because they have to follow the new normal rules set by the government.

### ***Destiny***

An inspiring set of actions that support continuous learning and innovation about “what will happen.” This is the final phase that focuses specifically on personal and organizational ways to move forward. In many cases, AI becomes the framework for ongoing leadership and organizational development. This step includes what local entities in Taram will do to implement the plans that have been prepared according to their potential. This step includes what local entities in Taram will do to implement the plans that have been prepared according to their potential. The PIPK team provides motivation so that partners have strong beliefs to be able to rise and recover from the impact of Covid-19.

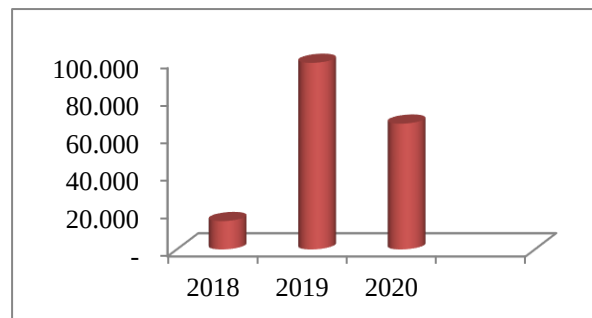
### **Result**

An independent village must be able to organize, plan and manage its own strength by involving the aspirations, participation and prioritizing the needs of each of its citizens. Villages must also be able to manage their potential optimally and be accountable and transparent. Village potential can include geography, semography, natural resources and human resources.



### *Define and Discover*

The exploration of the potential of Taram village is carried out in a participatory manner with an Asset-based Community Development approach. Taram village already has a tourist attraction that is a favorite of visitors. The contribution of the tourism sector to regional income is almost 50 percent. However, since the Covid-19 pandemic, the number of visitors has decreased drastically, resulting in a decrease in the contribution of the tourism sector to regional income by around 32 percent as shown in Figure 1.



*Figure 1. Tourism Contribution (IDR) to Regional Income of Taram Village*

Through the implementation of the PIPK grant program in 2022, the recovery of the tourism sector is carried out by exploring village potential. The expectation is that new tourism objects will emerge so that there will be a diversification of types of tourist destinations. The visitors have alternative tourist destinations to create less crowded tourism. Because so far, visitors have only concentrated on travelling at the Kapalo Banda Taram which caused a crowd. This condition is dangerous and can trigger the emergence of the spread of diseases such as Covid-19. Other tourism developments are also carried out to strengthen existing tourist destinations, such as providing souvenirs that visitors can take home. Because until now, the Kapalo Banda Taram tour does not have a typical souvenir.

Re-excavation of village potential is carried out through surveys and Focus Group Discussions with the community, village government, customary heads, academics and the PIPK implementation team. Participants who were invited to attend the FGD were the implementation of community participation which represented the concept of local customs, namely “Tungku Tigo Sajaringan”. This concept is almost similar to the collaboration and synergy of the three main actors in development, namely the Triple Helix model. Only in models “Tungku Tiga Sajaringan” more emphasis on the involvement of cultural customs and religious leaders. This is in line with the Minangkabau culture which has a philosophy of “Adat Basandi Syara, Syara Basandi Kitabullah.



*Figure 2. Potential Asset Survey and Focus Group Discussion*

This survey and FGD is an inventory empowerment method with the aim of accessing information that the community knows, whether consciously or not, about the potential of their village. The expectation is that this information will make the community believe that they are assets for sustainable village development. The diversity of natural resources in Taram village that was successfully explored during the survey was inventoried during the discussion. The results of these activities can be seen in some of the tourism potentials of Taram Village are as follows:

*Table 1: Reinventing Taram Village Assets*

| <b>Potential Assets</b>                             | <b>Potential Assets Development</b>                                                                                        |
|-----------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------|
| Kapalo Banda Taram                                  | Taram village tourism icon developed the latest instagrammable photo spots                                                 |
| Natural Forest                                      | Ecotourism, explore 7-level waterfalls, trekking tours, mountain bikes, sustainable tour packages                          |
| Bukik Bulek                                         | Geological history tours, tracking                                                                                         |
| Surau Tuo                                           | Religious and cultural tourism, fishing education tourism, fish therapy tourism, religious day events tourism              |
| Local Featured Commodity: Corn                      | Educational Tourism adventures: Corn Views Taram, Increasing the value added of corn into a typical Taram souvenir product |
| Bumnag                                              | Financial support for the development of tourism derivative businesses                                                     |
| Irrigation channels for rice fields and corn fields | Educational tourism and tubing adventure                                                                                   |

### ***Dream and Design***

Based on the identification of these assets, priority programs are prepared to be implemented. In the first year of the program, the priority was the development of edutourism “Jagung Views Taram”, the addition of photo spots in the Kapalo Banda tourist area and increasing the added value of corn into a variety of unique culinary Taram. The program implementers were determined to be Pokdarwis Kapalo Banda and

the Maju Bersama housewives group. The PIPK team assists the implementation of activities such as the following:

a. Application of Less Crowded Tourism

The COVID-19 pandemic has changing the landscape of the tourism industry as well as consumer or tourist behavior have adapted to the conditions new normal. And so, the players in the industry tourism must be able to adapt immediately with the 'disruption' of the new normal so that it can survive and rise. The consequence is that tourism development in Taram village must follow these changes and challenges. Today's society is increasingly aware of health, so the MICE (meetings, incentives, conventions and exhibitions) industry needs to adapt to the new normal era. There is a new tourism economy which is characterized by 4 characteristics, namely hygiene, low touch, low mobility and less crowd.

Kapalo Banda water tourism is usually the most visited place, so it often creates crowds. How to apply the principles of new tourism post-Covid 19 pandemic is a big challenge faced. The solution offered by the PIPK team is to develop tourism diversification and visitor segmentation. The planned program is to increase the number of tourism destinations based on local potential. The result of the agreement with partners is to build an educational tour "Jagung Views Taram" and a new photo spot. This tourism development program is expected to answer the claim of the new tourism era as well as expand visitor segmentation. The formation of educational tours for the segmentation of school children provides multi-benefits, namely encouraging an increase in the number of visitors while providing solutions in breaking down the crowd of visitors.

b. Optimization of local potential; Sweet corn

Souvenir shopping and tasting unique culinary delights in tourist villages are valuable experiences for tourists which have been empirically proven to increase visitor satisfaction. Even according to<sup>25</sup> souvenirs, it can encourage visitor's revisit intention. A local commodity that has the potential to be developed into culinary is sweet corn. The increase in the added value of corn that was agreed with partners was pilus and gelamai corn. This product is the result of an experiment by the PIPK Team from the Payakumbuh State Agricultural Polytechnic

Production assistance provided was to train the Maju Bersama group how to produce pilus and sweet corn that are healthy and safe for consumers by applying the principles of Good Manufacturing Practices. Next stage is to help the group in designing

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<sup>25</sup> Erore Sthapit and Peter Björk, "Relative Contributions of Souvenirs on Memorability of a Trip Experience and Revisit Intention: A Study of Visitors to Rovaniemi, Finland," *Scandinavian Journal of Hospitality and Tourism* 19, no. 1 (2019): 1–26.

packaging and attractive product labels. Gelamai product packaging utilizes corn husk waste. The reason for choosing this packaging, apart from utilizing waste, is also cheaper, highlighting the uniqueness and natural value



*Figure 3. Pilus and Gelamai Production Training made from Sweet Corn*

### ***Destiny***

#### ***Diversifikasi Destinasi Wisata: Jembatan Hosak***

The creation of educational tourism only runs 40 percent in the first year of the three-year program. Another application of less crowded tourism is to add new photo spots so that visitors do not pile up in one tourist location. The photo spot that was built is the "Hosak Bridge". The results of the development of this photo booth have succeeded in increasing the number of visitors to Taram compared to the previous year. Based on data in July 2021, before the construction of new photo spots and after that in July 2022, a very significant change in the amount was seen, which was an increase of around 56 percent (Figure 4) .

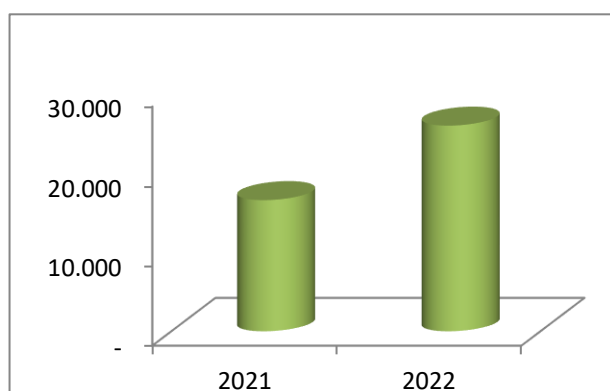


Figure 4. Number of Visitors Before and After in Peak Session on July

Even though the number of visitors has increased, with the addition of these new photo spots, visitors have an alternative to travel, not only piled up in the water area of Kapalo Banda



### *Assistance Creating Value Added of Sweet Corn*

The next program is how to increase the added value of corn as Taram's leading asset. The implementation team provided training to housewives to produce pilus and gelamai from corn. In addition, it is also accompanied by how to design a logo and market it. This corn pilus and gelamai product produced by the Maju Bersama group and its logo is presented in Figure 5.



*Figure 5. Culinary Souvenirs For Taram Tourism Village*

### **Discussion**

Based on the results of the reinventing program, both short-term and long-term program designs are carried out. The long-term program design is an ingredient in the preparation of the Taram Village development master plan. Meanwhile, the short-term program is a partnership program between the PIPK grant implementation team and Taram village which is carried out for 3 years. The program approved by the community through village stakeholders is the application of the less crowded tourism model as a form of post-Covid-19 revival and community economic development.

The first year of implementation of the plan is the development of Green-Edu Tourism based on local potential, namely "Jagung Views Taram" and the addition of photo spots at Kapalo Banda. In line with these activities is an increase in the added value of corn as a superior product of Taram village to be used as food tourism. The development of a new tourist destination "Jagung Views Taram" is aimed at reducing the accumulation of tourism which has been concentrated in the Kapalo Banda water tourism as well as expanding visitor segmentation. Previously the tourist destination of visitors, both children, teenagers and adults, was only to Kapalo Banda to play water and take selfies in the pine forest. However, with the development of a new destination "Jagung Views Taram" it is hoped that there will be a breakdown of visitors and the expansion of tourism segmentation. The children segment will have a choice in a more educational trip. This new tourism development has been running for about 40%. So it can't be opened to the public yet, because it's still in the finishing process.

Another strategy to reduce the crowding of visitors is to add a new photo cover "Hosak Bridge". The name Hosak is taken from a local type of wood that is widely available in the village of Taram. Thus there has been asset utilization in tourism development in Taram . Through the addition of these attractions, visitors have other alternatives, not only playing in the water in the Kapalo Banda river.

Although the development of educational tourism is still not finished, the number of visitors during the school holiday season before and after the program is implemented has increased. This condition is one of the signals that nature-based tourism is in great demand by visitors. According to<sup>26</sup>, after the Covid-19 pandemic, nature tourism will become a popular trend that is popular with the public. Outdoor and wellness activities will become more firmly established overtime, and accordingly, nature base tourism will need to be prevented<sup>27</sup> . The reason is because nature provides great benefits for health and low risk. Nature tourism provides the flexibility to implement physical distancing as a form of less-crowded tourism. This type of adventure-based nature tourism with dynamic activities, such as trekking, snorkeling and diving, has a great chance of being loved by the community. According to the implementation of less-crowded tourism, where visitors avoid crowds and choose natural tourist destinations and away from crowds<sup>28</sup> .

In line with this opinion<sup>29</sup> , the presentation of destinations and attractions that offer the concept of Nature, Eco, Wellness and Adventure (NEWA) will become the new mainstream in the tourism industry. NEWA innovation needs to be developed to capture the shift in tourist preferences after the Covid-19 pandemic. Thus, it can be concluded that the development of tourism development in Taram Village by adding edu-tourism adventure destinations, Corn Views Taram, plus diversification of natural tourism spots in Kapalo Banda and Pine Forest is very appropriate as an implementation of the implementation of Less-Crowded Tourism through NEWA innovation.

Another village superior asset development activity is to increase the added value of corn as one of the superior products of Taram village. The product developed from corn raw materials is pilus as a typical souvenir from the tourist village of Taram .. The community involved in the production of corn pilus is a group of 10 housewives with the name Maju Bersama. The type of corn used is sweet corn. The choice of this commodity is based on the reason that shelled corn still has a high selling value because many chicken farmers need feed. Meanwhile, sweet corn during the main harvest period tends to decrease and its shelf life is also short. So that the added value of sweet corn needs to be

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<sup>26</sup> Andreea Orîndaru et al., "Tourism in a Post-Covid-19 Era: Sustainable Strategies for Industry's Recovery," *Sustainability (Switzerland)* 13, no. 12 (2021): 1–22.

<sup>27</sup> AUNWTO and ADB, *COVID-19 and the Future of Tourism in Asia and the Pacific*.

<sup>28</sup> In Jo Park et al., "Impact of the COVID-19 Pandemic on Travelers' Preference for Crowded versus Non-Crowded Options," *Tourism Management* 87, no. June (2021): 104398, <https://doi.org/10.1016/j.tourman.2021.104398>.

<sup>29</sup> Kementerian Pariwisata dan Ekonomi Kreatif, *Tren Industri Pariwisata 2021*.



increased.

The implementation team provided training on how to process sweet corn into corn pilus. Then accompany the group to create a product logo design. The results of these activities can be judged that the group members are quite proficient in producing pilus. So it was decided that production would continue with the joint venture capital of the members. The emergence of awareness to work together to collect business capital is one of the characteristics of the application of the Asset-Based Community Development model that is able to increase community independence.

Pilus products are packaged with a size of 100 grams and are sold at a price of IDR. 7,500 and the size of 60 grams is sold at a price of IDR. 5,000. One-time production capital is IDR. 404,000 and the income earned is around IDR. 479,000, so the profit is IDR. 75,000/production. Although it has not been produced on a large scale, this production activity has provided benefits for the group, namely housewives being more productive in spending free time, increasing knowledge of how to increase the added value of corn and increasing cooking skills.. The results of testimonies to several customers, the product is worthy of being sold as souvenirs because in addition to having a delicious and savory taste, it is also durable. The marketing area has also reached out of town, Jakarta In addition, the Maju Bersama group has become a partner for the village in providing consumption at events and meetings in the village. The group has developed a type of business, namely catering food and cake orders for events in the village. Although it is still on a small scale, it has been able to increase group business profits. In the future, it is expected to be a driving force for the increase in the welfare of the people of Taram.

## **Conclusion**

A community that is able to adapt to the possibility of unpredictable change is that they will be successful in getting through the post-Covid 19 pandemic. Through optimizing the assets owned by the village of Taram, it has been able to empower local superior resources in developing their village. The current leading sector is Kalapo Banda tourism, so the government makes the tourism sector a development priority. Through the implementation of the Asset Based Community Development model, it is able to make the public aware of potential assets that can be developed so that they can successfully rise from adversity after the pandemic. The principle of less crowded tourism needs to be applied to the current new normal, through diversification of types of tourism and expansion of visitor segmentation, so that tourism does not accumulate in one destination. The application of processing corn into Taram unique culinary souvenirs is able to increase family income.

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