



Formulating the Strategy for Agrotourism Destinations: Nglingoo Tourism Village, Samigaluh, Kulon Progo

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Abstract

This study aims to develop the strategy to attract tourists to visit the Nglingoo tea plantation as a tourist destination in Samigaluh, Kulon Progo Regency. The research data used primary data which was collected using interviews, filling out questionnaires and focus group discussions. The data were obtained from the tourists who are visiting the Nglingoo tea plantation, the tour managers and Pager Harjo village officials. The analysis tools used the External Factor Evaluation Matrix (EFE), Internal Factor Evaluation Matrix (IFE) and the Quantitative Strategic Planning Matrix (QSPM). From the results of the IFE and EFE matrices, then SWOT table is compiled to obtain several alternative strategies. The alternative strategies that exist are analyzed using QSPM to get the right strategy. The results of the analysis obtained IFE and EFE values above the average. The educational value of picking and processing tea and its culture had a greater value than its weaknesses, namely the destruction by tourists, lack of roads and electricity infrastructures. The external environmental conditions that become the opportunities are the changes in people's lifestyles, the support from the government for tourism development and the good image by tourists. The strategic options that can be taken are: making the activity of drinking tea as a tradition in Indonesia, increasing the educational tours of picking and processing tea, working with the government to build roads that facilitate the tourist to get to the tourist attractions safer and increasing the electrical

installations around the tourist attractions as well as educating the public and the tourists about the conservation of the environment.

Keywords: The Nglinggo Tea Plantation; IFE; EFE; QSPM

Introduction

Nglinggo tourism village is located in Samigaluh sub-district, Kulon Progo Regency. Nglinggo tourism village has an attractive natural landscape, and surrounded by the Menoreh mountains with cold air because it is located at an altitude of about 900 above sea level. The high plateau and cold temperatures are perfect for tea plantations. Since the Dutch era, tea plantations in Nglinggo have been developed by Zending. Most of Zending's tea plantations are now managed by PT Pagilaran. Currently there are still parts of the tea plantations managed by the local people there. The tea picked by the local people will be deposited to PT. Pagilaran. Therefore, currently there is a cooperation between the community and PT Pagilaran. The well-maintained tea plantations have made the scenery in the area even more attractive.

The community in Nglinggo area are trying to improve the welfare of the community through tourism awareness groups by selling the nature-based tourist attractions. Beside the tourism awareness group (POKDARWIS), the Nglinggo tourism village is also managed by the investors from outside the Nglinggo area and the business groups or the local farmers who own the tea plantations. These groups are working together cooperatively with the investors. The optimization of agrotourism aims to maintain land conservation in handling the landslides that often occur in the hills and to improve the welfare of tea farmer communities.

There are several tourist attractions that have been successfully built at the moment, for example on Ngisis hill, Pandang Tower, glamping at Borobudur Temple and tours exploring the Menoreh hill by using a Jeep. There are many inns that have also been built by the community to complement tourism in the area. (Rimbono home stay).

These tourist attractions are expected to improve the welfare of the people in the neighbourhood. The development of these tourist attractions are getting better and more varied. They are also expected to attract local and foreign tourists. In order to attract tourists to visit Nglinggo Village, it is necessary to develop a strategy to increase the number and frequency of tourist visits to Nglinggo. The strategy formulation was carried out by formulating, implementing and evaluating the implementation of strategies that have been implemented (David, 2015).

Kulon Progo Regency has many and interesting tourist attractions, especially the newly developed tourist spots. Each of these tourist attractions

will compete each other to increase the number of the tourist/visitors. Tourist attractions that are good and interesting and known by the public will be visited by more tourists. Therefore, the managers of tourist attractions need to develop the management strategies so that they can win the competition. If the tourism management strategy is carried out correctly, the tourists will visit these tourist attractions (Anggoro, 2017).

The preparation of a tourist destination management strategy needs to consider these points (Devy, and Soemanto, 2017):

- a) The objects of tourist attraction (Attraction) which include the uniqueness and attractiveness based on nature, culture, and artificial (artificial).
- b) The accessibility which includes the convenience of transportation facilities and systems.
- c) The amenities (Amenities) which include supporting facilities and tourism support.
- d) The public facilities (ancillary services) that support tourism activities.
- e) The institutions that have authority, responsibility and role in supporting the implementation of tourism activities. Aspect 4A (Attraction, Accessibility, Amenities, Ancillary Service).

Until now there has been no study or evaluation on this matter for Nglinggo tea plantation. To be able to develop a strategy that can be attractive to tourists, those five things mentioned earlier need to be done first so that the strategy implemented can be right on target and can achieve the goals that have been determined.

In managing the tourist destinations, it is also necessary to consider the aspects of Attraction, Accessibility, Amenities, Ancillary Service (Sunaryo, 2013) because those four aspects have never been identified in the tea plantation in Nglinggo. Before developing a strategy that will be proposed to the managers and the government, they will identify Attraction, Accessibility, Amenities, Ancillary Service for the tea plantation in Nglinggo.

Research methodology

The data needed was primary data which would be obtained through questionnaires and interviews. The informants related to this research were the Management of the Association of Nglinggo Tourism Village objects, the visitors and several tourism supporting business actors. The number of respondents were as follows:

Table 1. Respondent Category

No.	Respondent Category	Amount
1	Nglinggo Tourism Village Manager	2
2	Supporting Community from Tourism Village	7
3	Visitor	41
Total		50

Data collection techniques used in this research were structured interviews and distributing questionnaires that had to be filled out by the tourists in the Nglinggo tea plantation. Moreover, FGDs were also conducted with the manager of the Nglinggo tea plantation tourist destination and the village officials of Pager Harjo and the community who owns the tea plantation in Nglinggo. The data analysis method used by the researcher follows the strategy formulation analysis framework. The strategy formulation analysis framework consists of the input stage (EFE and IFE matrixs), the matching stage (SWOT matrix and Strategy Matrix), and the decision stage (Quantitative Strategic Planning Matrix / QSPM) which can be seen in Figure 1.

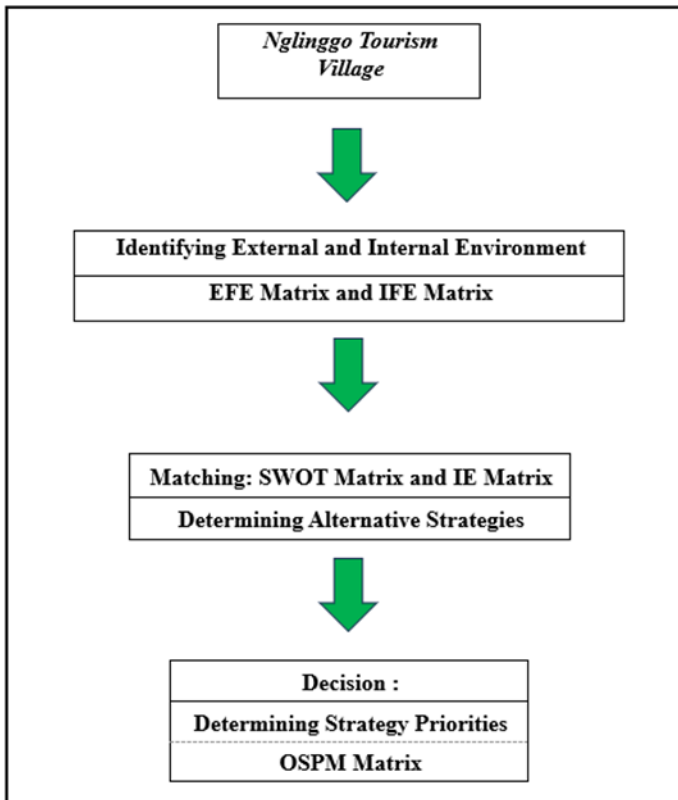


Figure 1. The Framework of Formulation Analysis

Strategy

The input stage consists of the External Factor Evaluation (EFE) Matrix and the Internal Factor Evaluation (IFE) Matrix. The External Factor Evaluation (EFE) matrix is preceded by an evaluation of economic, social, cultural, demographic, environmental, political, governmental, legal, technological and competitive information. Assessment on this matrix will use the I/O Model (Industrial- Organization). This model focuses on the industrial structure and the attractiveness to the external environment, the EFE Matrix is carried out in stages (David, 2017).

- 1) Make a list of the main external factors, including opportunities and threats using percentages, ratios, and comparisons if possible.
- 2) Create a weight on each factor that ranges from 0.0 (not important) to 1.0 (very important). This weight will indicate the relative significance of the success of the organization.
- 3) Make a rating between 1 to 4 on each major external factor to show the effectiveness of the organization's strategy when responding to that factor.
- 4) The weight is multiplied by the rating to determine the weight score.
- 5) Calculate the average score for each variable and add it up to determine the total weight score

The EFE matrix can be seen in Table 2

Table 2. EFE Matrix

Key External Factors	Weight	Rank	Weighted
	(B)	(P)	Average
	Opportunity		
1. Identifying Opportunities	0-1	1-4	B x P
2. Identifying Opportunities	0-1	1-4	B x P
	Threat		
1. Identifying Threats	0-1	1-4	B x P
2. Identifying Threats	0-1	1-4	B x P

Source: David (2017)

The IFE matrix is assessed by using the RBV (Resources-Based View) model. This model focuses on developing or acquiring resources to deepen the analysis of the internal environment, so that the company's competitive advantage is maintained. The IFE Matrix is compiled in some stages (David, 2017):

- 1) Collect the internal factors, including the strengths and the weaknesses using the percentages, the ratios and the comparisons whenever possible.
- 2) Determine the weight on each factor that ranges from 0.0 (not important) to 1.0 (very important).
- 3) Rank 1 to 4 on each factor for the strengths, 3 or 4 for the strengths and 1 or 2 for the weaknesses.
- 4) Each weight with its ranking factor will be multiplied to determine the weighted score for each variable.
- 5) Sum up the weighted scores of each variable to obtain the total weighted score.

The IFE matrix can be seen in Table 3:

Tabel 3. IFE Matrix

Key Internal Factors	Weight (B)	Rank (P)	Weighted Average
	Opportunity		
1. Identifying Opportunities	0-1	1-4	B x P
2. Identifying Opportunities	0-1	1-4	B x P
	Threat		
1. Identifying Threats	0-1	1-4	B x P
2. Identifying Threats	0-1	1-4	B x P

Source: David (2017)

The matching stage is done by creating a SWOT matrix (Strength, Weakness, Opportunities, Threats, as in Figure 2.

Internal Situation	STRENGTH (S)	WEAKNESS (W)
External Situation	Identifying Strength Factors	Identifying Weakness Factors
OPPORTUNITY (O) Identifying Opportunity Factors	STRATEGY SO Creating a strategy that leverages strengths to capitalize on opportunities	STRATEGI WO Creating a strategy that minimizes weaknesses to capitalize on opportunities
THREAT (T) Identifying Threat Factors	STRATEGY ST Creating a strategy that utilizes strengths to overcome threats	STRATEGI WT Creating a strategy that minimizes weaknesses to avoid threats

Figure 2. SWOT Matrix

The decision stage uses Quantitative strategic planning Matrix (QSPM), by conducting steps (David, 2017):

1. Making list of the external opportunities and threats taken from the EFE and IFE Matrices.
2. Determining a weight to each of the internal and external factors. These weights are identical to those in the EFE and IFE matrices..
3. Matching and identifying alternative strategies for the implementation. Grouping the strategies into the independent sets, if possible.
4. Determining the attractiveness scores, which are defined as numbers that indicate the relative attractiveness of each strategy in a given set of alternatives. The attractiveness scores are determined by evaluating key internal and external factors by asking the questions, "Does this factor influence the strategy choice that is being made?" If the answer is yes, then the strategy will be compared relatively to the key factors. Specifically, an Attractiveness Score should be assigned to each strategy to indicate the relative attractiveness of one strategy over another. If the answer to the above question is no, then it indicates that the key factor has no impact on the specific choice made. Therefore, there is no need to weight the strategies in this set. To indicate that the main factor does not affect the strategy choice made, a minus sign will be used.
5. Total Attractiveness Score indicates the relative attractiveness of each strategic alternative, by considering the influence of the closest internal or the external key success factors. The higher the Total Attractiveness Score, the more attractive the strategy alternative is (by considering the closest key success factor).
6. Add the Total Attractiveness Value in each strategy column from QSPM. The sum of the Total Attractiveness Scores (STAS) reveals which strategy is the most attractive from each set of alternatives. A

higher score indicates a more attractive strategy, considering all relevant internal and external factors that can influence strategic decisions. The degree of difference between the sum of the total attractiveness scores of the current alternative strategies indicates the relative level of preference of a strategy.

Results and discussion

The external variables consist of several macro or regional aspects. The existence of these aspects, both directly and indirectly, relatively influences the development of the tourism business sustainability. The results of the external analysis calculations can be seen in Table 4.

Table 4. The Results of The External Analysis

No	External Variable Indicator	Ranking Value	Threat/ Opportunity
1	Good image from the tourists' point of view	4	Opportunity
2	The changes in the people's lifestyles	4	Opportunity
3	The support from the Government	3	Opportunity
4	The emergence of a new destination	2	Threat
5	Lack of Promotion	2	Threat
6	Destruction/Vandalism by tourists	2	Threat
7	The Availability of The Internet Connection	2	Threat
8	The Availability of The Electricity	2	Threat

Source: Processed Primary Data

From Table 4, it can be seen that there are 3 opportunities and 5 threats that need to be anticipated so that later in preparing the strategy these threats can be overcome. The opportunity is a good image from the tourists' point of view, the changes in the people's lifestyles and the support from the government. The threats to tourist destinations in Nglinggo that must be considered are as follows the emergence of new destinations, lack of promotion, the destruction/vandalism of the tourist destinations by the tourists, the internet that is not yet available and the lack of the electricity.

The results of external factor weighting can be seen in Table 5

Table 5. The Results of The External Analysis

No.	External Variable Indicator	Value (%)	Threat/ Opportunity
1.	Good image from the tourists' point of view	15,25	Opportunity
2.	The changes in the people's lifestyles	14,97	Opportunity
3.	Positive Government Program	14,55	Opportunity
4.	The emergence of a new destination	10,59	Threat
5.	Inappropriate selection of the media	11,30	Threat
6.	Destruction/Vandalism by tourists	11,58	Threat
7.	The Availability of The Internet Connection	11,58	Threat
8.	The Availability of The Electricity	10,17	Threat

Source: Processed Primary Data

From Table 5, it can be seen that the good image of tourist attractions is the main thing for tourists to visit these tourist destinations. Some tourist destinations have a bad image so that some tourists, especially family tourists, are reluctant to visit. The Nglinggo tea plantation tourist destination is considered to have a good image by respondents.

Threats in the form of destruction of the tourist destinations, especially the destruction of tea plantations by tourists occupies a high score. Therefore, the tourism managers need to pay attention to tourists and warn them not to destroy the area of the tourist attractions. Because the Nglinggo tea plantation is a natural tourist destination, if the damage occurs then it takes quite a long time to repair and restore the nature that has been laid out to its original form.

The results of the calculation of the IFE and EFE matrices can be seen in Tables 6 and 7. In the calculation results of the IFE matrix (Table 6), the total number is 2.85. This figure shows a value greater than 2, meaning that the internal condition is greater than the average even though it is only slightly larger than the average. The strength value is 2.10, this is greater than the weakness value which is only 0.75. From these results, it can be interpreted that the managers must try harder to increase the strength of the Nglinggo tea plantation tourist destination because its strength is actually not that much.

A weakness value of 0.75 means that the Nglinggo tea plantation has a very small weakness (value less than 1). However, the tourism managers should not be complacent. The weaknesses that are not immediately addressed can get bigger and will weaken the Nglinggo tea plantation so that it can make potential tourists feel reluctant to come.

The results of the calculation of the IFE can be seen in Tables 6.

Table 6. Internal Factor Evaluation Matrix (IFE)

No.	Internal Variable Indicators	Weight (%)	Ranking Value	Strengths/Weaknesses
Strength				
1	Cultural Values	10,17	3	0,31
2	Traditional Art	9,42	3	0,28
3	Tea Plucking Education	11,80	4	0,47
4	Tea Processing Education	11,36	4	0,45
5	Tea Benefits Education	9,86	3	0,30
6	Facility Completeness	9,79	3	0,29
Total				2,10
Weakness				
1	Infrastructure Availability	6,78	2	0,14
2	Environmental Conservation Awareness	6,72	2	0,13
3	Cleanliness	6,28	2	0,13
4	Accessibility	5,46	2	0,11
5	Road Safety	5,59	2	0,11
6	Diversity of Potential	6,78	2	0,14
Total				0,75
Total IFE				2,85

The results of the EFE matrix calculation is showed in Table 7 below:

Table 7. External Factor Evaluation Matrix (EFE)

No.	External Variable Indicators	Weightt (%)	Ranking Value	Threats / Opportunities
Opportunities				
1	Good Image in the Eyes of Tourists	15,25	4	0,61
2	Changes in Community Lifestyle	14,97	4	0,60
3	Positive Government Programs	14,55	3	0,44
Total				1,65
Threats				
1	Emergence of New Destinations	10,59	2	0,21
2	Inappropriate Media Selection	11,30	2	0,23
3	Tourist Vandalism	11,58	2	0,23
4	Internet Availability	11,58	2	0,23
5	Electricity Availability	10,17	2	0,20
100%				1,10
Total EFE				2,75

The EFE matrix value of 2.75, shows that Nglinggo tea plantation still has great opportunities for its development. This is also an evident from the calculation of the opportunity value of 1.65 which is greater than the threat value of 1.10. However, the opportunities still need to be explored, considering the value of the opportunity is still less than 2, it means it is still below average. The tourist destination managers need to continue to reduce threats, even though the threat value is very small, which is 1.10.

For the strategy selection, each of the three largest variables will be taken. The following is a picture of the SWOT matrix to determine the strategies for improving the tourist destinations:

IFAS (Internal Factors) EFAS (External Factors)	STRENGTHS (S)	WEAKNESSES (W)
	1. Tea Plucking Education 2. Tea Processing Education 3. Cultural Values	1. Cleanliness 2. Accessibility 3. Road Safety
OPPORTUNITIES (O)	STRATEGY (SO)	STRATEGY (WO)
1. Positive Image from the Tourists' Point of View 2. Lifestyle Changes 3. Government Programs	Collaborating with the <i>stakeholders</i> to attract tourists by promoting the traditional practice of consuming locally processed tea as a cultural experience	Collaborating with the government and relevant agencies to develop infrastructure
THREATS (T)	STRATEGY (ST)	STRATEGY (WT)
1. Electricity Availability 2. Emergence of New Destinations 3. Tourist Destruction/Vandalism	Enhancing the education on tea plucking, tea processing, and the importance of the environmental conservation for the sustainability of tea cultivation	Enhancing cooperation with relevant parties to build electrical installations and provide environmental education for tourists

Table 8. SWOT Analysis
Source: Processed Primary Data

By using SWOT analysis as shown in Table 8 above, an alternative strategy for the development of Nglinggo tea plantation was obtained, namely:

1. Inviting the stakeholders to make tea drinking a culture in Indonesia. So far, coffee shops, cafes and other places to drink coffee have been widespread. However, it is still rare to find tea places and proper tea brewing. Therefore, the management can start working with the stake holders to make tea drinking as a fun tradition.
2. The tradition of drinking tea, returned to the culture from the ancient times, namely the traditional processing of tea. The traditional processing of tea from quality-assured raw materials will make the tea taste more delicious, fragrant and provide a distinctive flavor.
3. Considering that the entrance to Nglinggo tea plantation is still fairly narrow and winding and some parts of the road are prone to landslides, then it is necessary to improve the road access

professionally with the government's intervention. This road improvement is needed not only for the road access to the tourist destination, but also for transporting tea picked by farmers.

4. The presence of the electricity is quite important for the tourists. The lack of the electricity facilities make the tourists feel difficult to enjoy tea-plucking tours. If the tours are done in the morning, it is still rather dark, with no street lighting facilities, it will be difficult for them. For residents, electricity is also needed to lift water from water sources. The water source in the plantation area is located quite far and deep, so the electricity is needed to raise the water. In addition, water is also needed by the tourists at tourist attractions for going to the restrooms.
5. Education strategies on the environment and the cleanliness need to be conducted, both by the managers themselves and through cooperation with related parties. This is especially necessary to minimize the damage done by the tourists. Some of the damage done is the destruction/vandalism in places and roads leading to tourist attractions. In addition to vandalism, tourists often enter the tea garden and destroy the tea trees. This can cause the trees to die and the efforts to restore them to their original condition will be difficult and will take a long time.
6. Improving and managing the educational tours of plucking the tea and processing the tea leaves need to be done by adding human resources (HR) who are able to explain how to pluck and process the tea properly. Considering that tourists are not only domestic tourists, but tourists from abroad are also starting to arrive, so the tourist managers who can communicate in English are needed. Some time ago the manager collaborated with Duta Wacana Christian University (UKDW) to improve the manager's ability to speak English. The manager was given an English course by one of the lecturers from Duta Wacana Christian University. This strategy needs to be maintained and improved. As a result of this strategy, now managers are no longer afraid of foreign tourists. They can serve and communicate with the foreign tourists when they have tea plucking and processing tours. This can be a strength that can attract foreign tourists who have never processed tea in a traditional way, as well as maintaining local wisdom in the tea processing process.

Strategy selection was done by making Quantitative Strategic Planning Matrix (QSPM) calculations. The results of the Quantitative Strategic Planning Matrix (QSPM) calculation can be seen in Table 9.

Table 9. Quantitative Strategic

Key Factors	Value	Strategy Alternative							
		I		II		III		IV	
		AS	TAS	AS	TAS	AS	TAS	AS	TAS
		Making tea drinking as a culture in Indonesia		Working with the government and other institutions for improving the infrastructure		Improving the education on traditional tea plucking technique and processing		Working with the stakeholders to educate the tourists and the community about the importance of protecting the environment	
Opportunities :									
1. Lifestyle changes of the community	0,150	4	0,60	4	0,60	4	0,60	3	0,45
2. Positive Image from the Tourists' Point of View	0,153	4	0,61	2	0,31	3	0,46	2	0,31
3. Government Programs	0,146	4	0,58	3	0,44	2	0,29	2	0,29
Threats :									
1. Emergence of New Destinations	0,106	2	0,21	3	0,32	2	0,21	2	0,42
2. Electricity Availability	0,102	1	0,10	4	0,41	4	0,41	4	0,42
3. Tourist Destruction/Vandalism	0,116	3	0,34	2	0,23	3	0,34	4	0,46
Strengths :									
1. Tea Plucking Education	0,118	4	0,47	3	0,35	4	0,47	4	0,47
2. Tea Processing Education	0,114	4	0,46	3	0,34	4	0,46	3	0,34
3. Cultural Values	0,102	3	0,31	2	0,20	3	0,31	2	0,20
Weaknesses :									
1. Cleanliness	0,063	2	0,13	3	0,19	4	0,26	3	0,19
2. Accessibility	0,055	3	0,17	4	0,20	3	0,17	3	0,17
3. Road Safety	0,056	4	0,22	3	0,17	2	0,11	4	0,22
Total			4,2		3,76		4,09		3,94

Source: Processed Primary Data

From Table 9, the strategies that are decided to be carried out from the four strategies selected in order according to the largest value are

1. Making the activity of drinking tea as one of the cultures in Indonesia (value score is 4.2). Some Indonesians have a habit of drinking coffee in the morning or afternoon, while drinking tea has not yet become a new culture or habit in Indonesia. Therefore, it is necessary to work with the stakeholders to make the activity of drinking tea to become a new culture.
2. The improvement in the education on traditional tea plucking technique and processing had the value score 4.09. Being able to participate in plucking tea leaves in the morning, when the temperature around the plantation is cold and still foggy, makes a special sensation and a very pleasant new experience because the tea-plucking tour is still very rare in Indonesia. If this can be improved and promoted, it will be a special attraction that can increase the tourism value of Nglinggo tea plantation. The traditional tea processing also needs to be done to provide new lessons and experience for the community. The processed tea can then be enjoyed while enjoying the tea plantation which is spread out like a green rug, as well as enjoying the interesting mountain scenery behind the tea plantation. This will make the atmosphere of traveling in the tea plantation more complete so that the tourists do not just visit it for one or two hours, but they need a day or even if necessary they will stay overnight to be able to enjoy the sunset.
3. Working together with the stakeholders to educate the tourists and the community about the importance of protecting the environment (value score 3.94). To preserve nature from damage done by tourists or the community, it is necessary to educate them about the environment. The destruction of tea trees will cause tea plantation to become unattractive. Especially when people will replace tea trees with other commodities. This will make this tourism spot change its uniqueness. In addition, the destruction/vandalism done by the tourists will also reduce the beauty of the tourist attractions. It takes a long time to be able to repair the damage in the tea plantation to be in the normal condition.
4. Working together with the government to improve infrastructure (score 3.76). The road conditions that rise up, go down sharply, meander and are narrow and prone to landslides make the road to this tourism spot dangerous for the tourists. The narrow roads are risky when two cars pass at the same time. The government needs to improve the quality of the roads and to widen the roads to the tourist attraction. Improving the road infrastructure is impossible to be done

independently by the community because it requires a very large amount of funds.

5. Another necessary infrastructure is the electricity network. The government and related agencies, in this case State Electricity Company, need to increase the electricity network so that electricity can reach the most remote tourist attractions. Especially, it is needed if tourists will take part in tea plucking tours that are conducted at dawn.

Conclusion

The internal and external conditions are above the average and still need further development. The greatest strength value is the education on plucking and processing tea as well as maintaining the cultural values. The value outweighs the drawbacks, namely destruction/vandalism by the tourists and a lack of road and electricity infrastructures.

The current lifestyle of people who are starting to make traveling a necessity makes the managers have to be able to catch it. The managers also need to maintain that the location of the Nglinggo tea plantation is to become a good tourist spot, as well as Shari'i. This will attract the tourists, especially family tourists. Family tourists are not only attracted by the natural scenery and cold air, but they will also be interested in plucking tours and tea processing.

The alternative strategies to increase tourists, namely:

- a. Making the activity of drinking tea as a fun tradition.
- b. Maintaining tea production from good quality raw materials (3 shoot leaves).
- c. Maintaining the traditional tea processing.
- d. Working together with the government and other institutions to build roads, for better road quality that is safe for the tourists.
- e. Working together with the institutions related to the addition of the electricity network.
- f. Working together with the government and other stakeholders to manage landslide-prone areas.
- g. Educating the people in the society and the tourists about the natural environment and how to keep the environment good.
- h. Improving the tea plucking tourism.
- i. Attracting the tourists to process tea traditionally.
- j. Improving the ability of the local tour managers to speak English.
- k. Maintaining a tourist spot that is Shari'i
- l. The strategic decisions that can be made successively are:
- m. Collaborating with all stakeholders to make the activity of drinking tea as a tradition in Indonesia.

- n. Promoting educational tours of tea-plucking technique
- o. Increasing the educational tourism on tea processing.
- p. Collaborating with the government and other institutions to build roads to reach the tourist attractions and to make them feel safer and also improve the electrical installations in the tourist attractions.
- q. Together with stake holders, educating the people in the society and the tourists about the environmental preservation.

Suggestions

There is a need to increase the cooperation among the tourism stakeholders in order to increase the tourist visits. This collaboration can be carried out with several companies that have a direct link with tourism, such as tour & travel companies, hotels and homes. Improving the quality of human resources can be carried out through the cooperation with coaching and training from related agencies because human resource capabilities can still be improved so that they are more optimal. In fact, it is also possible to carry out comparative studies with other provinces that are more advanced in managing tourist destinations. Increasing public awareness to preserve the environment in the destination area so that when tourists go on tours, they still maintain the sustainability and cleanliness of the environment.

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Additional statements

There is no conflict of interest in my paper. All of the data are included and has been discussed in the content of the paper. The authors were supported by the Research and Community Services Institution of Duta Wacana Christian University for funding for this research. In this research, the aims of our research is develop the strategy to attract the tourists to visit the tea plantations as a tourist destination in Samigaluh, Kulon Progo Regency. Therefore, the authors had great collaborations with the local government (the Chief of the village in Nglinggo village), the local community from the "Tourism Awareness Group (POKDARWIS)", and the tourists. This research has followed Helsinki Ethical Principles For Medical Research Involving Human Subjects.

This reserach has been approved by **Dr. -Ing. Wiyatiningsih, S.T., M.T.** as the Head of the Research and Community Services Institution of Duta Wacana Christian University (in 2018-2022).

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