

Parents' Generationality in Tourism Village Products in Badung Regency

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ABSTRACT : The development of family tourism is increasing and spreading geographically. Currently, there are many tour packages and products offered that specifically target family tourists or are not specific, but many family tourists buy these products. The research theme related to family tourism was initially carried out with a focus on the suitability of products with tourist characteristics. It is important to discuss the extent to which the expectations of tourists who visit are achieved. It is important to discuss parents' expectations for children in tourism activities and children's expectations for parents in these activities. The focus of this research is located in Badung Regency, Bali Province, Indonesia where there are 17 tourist villages that offer various tourism products to tourists. It is interesting that a number of tourist villages mostly offer tourism activities that are close to the daily / experience of parents in a family tourist. The results of the study show that those who carry out tourism activities are generally families with a small number, namely 4 people, dominantly from India. The highest hope of parents is the introduction of children to social responsibility, humanity and the environment. This research will later be useful for tourism village managers to present tourism products that are in accordance with the desires and patterns of generativity that exist in family tourists who come.

KEYWORDS – Family Tourism, Generational, Tourism Village

I. INTRODUCTION

The current development of family tourism shows an increasingly dynamic and diverse trend. Modern families are increasingly looking for travel experiences that are not just recreational, but also have educational value, interactive, and strengthen relationships between family members. Another increasing trend is staycations in places that provide complete facilities and optimal experiences for family members, as well as experience-based tourism such as visits to traditional tourist villages, and destinations that offer cultural and environmental learning programs. Knowing what tourists want, especially in the implementation of family tours, is very important because it ensures that the experience offered is by the needs and expectations of visiting family tourists. Family tours typically involve a wide range of ages and preferences, from children to adults with a diversity of motivations. Understanding specific needs, such as child-friendly facilities, comfort, safety, and fun activities for all family members, will increase tourist satisfaction. Generally, tourism operators who are able to provide personalized and relevant services tend to get satisfaction from tourists and continue with positive reviews, improving business reputation and opportunities for repeat visits. Ultimately, a good understanding of travelers' desires will contribute to the operational success and sustainability of the tourism business.

The conception of family tourism has a number of goals or reasons, namely educational value [1], strengthening intergenerational bonds [2], and social-emotional bonds [3] [4]. Family tours provide moments and a place for parents to educate their children through real-world experiences. This is especially evident in cultural contexts, such as visits to cultural events or cultural heritage sites, where the generationality of parents encourages their motivation to educate the next generation so that the psychological well-being of children can be improved. Family travel is expected to grow faster than other forms of leisure travel; this is because family travel is a way to reunite the family, and family members can spend time together, away from the demands of work [5]. This picture is reiterated by Butlins [6] that the increasing number of cross-generational reconnection holidays is becoming a way for extended families to spend precious time together.

Generativity is a concept that was first introduced by Erik Erikson as part of his psychosocial theory which outlines the eight stages of development in human life. Generativity is the concern and commitment of adults to improve the welfare of future generations. Generativity can increase concern for others, as well as through the creation and achievement of things that make the world a better place.

This research will discuss the extent of generativity in tourism activities in tourist villages in the context of the tourism products offered. The results of this research will later be useful for tourism village managers to present tourism products that are in accordance with the desires and patterns of generativity that exist in family tourists who come.

II. MATERIALS & DETAILS

This study is an exploratory research using generative variables. Generativity measurement includes five dimensions: contribution, memory, creativity, responsibility, and knowledge. The subject of the study is family tourists with children under the age of 18 who visit tourist villages in Badung Regency. During the period from April to August 2024, surveyors will distribute questionnaires in 17 tourist villages in Badung Regency, Bali Province, Indonesia. It is targeted that at least 100 questionnaires will be answered for the data input and data analysis process. This study used stratified random sampling in young adults (ages 22-27), middle-aged (37-42 years), and older adults (ages 67-72) to test age group differences in 4 characteristics of generality: generative attention, commitment, action, and narrative.

III. RESULT

The offering of family tourism products in this study focuses on a number of tourist villages in Badung Regency, Bali Province, Indonesia. Based on the results of observations, at least 5 tourist villages are commonly visited by family tourists. Tourism product offerings by tourism village managers generally do not specifically target family tourists, but in the application, many family tourists buy these tour packages. A number of tourist villages that are visited by many family tourists are: Pangsari Village, Carangsari Village, Sangeh Village, Bongkasa Pertiwi Village, and Mengwi Village. The beautiful and cool atmosphere of Pangsari Tourism Village is very supportive of outdoor activities such as cycling or just walking. In addition, tourism activities that can be done are rafting on the Ayung River for 1.5 to 2 hours through Petang Village and ending in Pangsari Village. Throughout this rafting trip, tourists will be presented with natural beauty in the form of spike trees, golden teak trees and passing through caves inhabited by bats. The cultural tourism potential owned by the distinctive Pangsari Tourism Village is a heritage of hereditary ancestors. These typical traditions are Ngendar, Lampat and Nyerah Saye. These three traditions are carried out by children, teenagers and adults, respectively.

The natural tourist attraction owned by Carangsari village is the Ayung River which has great potential. This river has been used as business land for investors. Tourism activities such as rafting are the main activities that take place on the river because they are very suitable for the situation and flow of the river. Like other tourist villages, the investors who make the tour packages are outside investors and do not belong to the local community there. These companies are Ayung Rafting, Mega Rafting, Bahama Rafting, and Wild Rafting. In addition to having a potential river, Carangsari Village also has a beautiful natural state that can attract tourists. Tourism activities such as cycling, motorbike tours and trekking then take place to be able to enjoy the beauty of nature more closely. Tourists can also interact directly with the local people they meet in this village. Carangsari Tourism Village has a temple that can be used as a cultural tourist attraction. Tourists who visit the holy place in Carangsari Village are required to wear light traditional clothing. In addition, cultural arts activities such as dance and tabuh often attract tourists because they are still traditional. Sangeh Village is famous as a village where monkeys roam freely in a forest called the nutmeg forest. These monkeys are monkeys that are sacred by the local community. The existence of a forest inhabited by hundreds of monkeys in Sangeh village is used as one of the tourist attractions in Sangeh tourist village. When entering the forest, tourists can see the statue of Ravana being ganged up by a group of monkeys, then entering the forest area, tourists can see hundreds of large trees that are decades old growing wild around the forest which makes the location of this forest cool. In addition, this forest is also overgrown with one of the unique trees, namely *the male wadon tree*. To support its tourism, Sangeh village currently also promotes culinary tourism in the form of 3 restaurants, 1 kebo meat restaurant, 7 beef/pork stalls and dozens of satay stalls lined up along Sangeh street. In addition to culinary, other tours provided are fishing, tracing and cycling tours around the Sangeh tourist attraction.

The geographical condition of the Bongkasa Village area, which is mostly in the form of swamp land, the potential of this resource is used as one of the tourist attractions for tourists who have an interest in nature (back to nature). The view of a wide stretch of rice fields with its arranged trees, splashing water and cool air will make tourists feel comfortable when visiting this Bongkasa Pertiwi tourist village. The geographical condition of the Bongkasa Pertiwi tourist village which is passed by the Ayung River is also an advantage for this tourist village. This natural potential is used for rafting tourism activities. The experience of fighting with the current of the Ayung River will be an unforgettable tourist attraction. Some of the rafting tour provider services in the Bongkasa

Pertiwi tourist village include: puri rafting, mega rafting, Bahama rafting, agung river rafting and angkasa rafting. As the center of the Mengwi Kingdom in ancient times, Mengwi Village has a myriad of uniqueness that is an attraction for tourists to visit this village. One of the relics of the Mengwi Kingdom which is still a prima donna tourist attraction to be visited by tourists on vacation to Mengwi Tourism Village is Taman Ayun Temple. In 2012 Taman Ayun Temple was designated as a World Cultural Heritage (WBD) by the United Nations Educational, Scientific, and Cultural Organization (UNESCO) along with several other areas in Bali that are members of the WBD website Balinese Cultural Landscape: Subak System as a Manifestation of the Tri Hita Karana Philosophy. After this determination, tourist visits to Taman Ayun Temple continued to increase.

The results of the questionnaire distribution confirmed that the majority of family members who bought tour packages (53%) consisted of 4 members, 23% consisted of 3 members and 15% consisted of 5 members. Generally, tourists who come with family members, invite and their children who are under 16 years old. The process of organizing tourism activities is carried out by using a travel agent, either by purchasing online while in Bali or purchased from the tourist's country of origin. The majority of tourists only buy tour packages when they are already in Bali, through offers of tour packages at accommodation or independent searches through social media and marketplaces. The top ten countries of origin of tourists are America, Australia, France, India, the United Kingdom, Italy, Germany, Singapore, Sweden, and Switzerland. The majority of family tourists come from India (36%), followed by Australia and Germany at 13% and America at 10%. The types of tourist activities carried out are in the form of cultural attractions, art activities, seeing the village environment, walking in residents' plantations, tracing the riverside, exploring the rice field area and enjoying the sunrise view in the morning. Family tourists are dominant in seeing the village environment as much as 47%, then walking in rice fields as much as 13% and as many as 12% enjoying residents' plantation tracing activities. Tour packages carried out by the dominant tour activity operator are activities of walking in a certain area accompanied by a guide who explains the characteristics of the location.

The generative dimension felt by family tourists consists of the contribution dimension, the memory dimension, the creativity dimension, the responsibility dimension and the knowledge dimension. Each dimension is given questions to tourists, to what extent they agree regarding the fulfillment of these dimensions when carrying out tourist activities. The contribution dimension was responded to strongly agree by tourists as many as 78%, the memory dimension 58%, the creativity dimension 66%, the responsibility dimension 85%, and the knowledge dimension 80%. The perceived dimensional value is the highest score of the Likert scale with a score of 5. Based on the results of the questionnaire recapitulation, no tourists answered with a score of 1 to 3. Generally, tourists answered with scores of 4 and 5.

Organizing tours for family tourists certainly has a number of benefits. Conceptually, there are a number of benefits that family tourists feel in carrying out tourism activities, namely health benefits, positive relationship benefits, productivity benefits, benefits of meeting needs and benefits of community involvement. Health benefits were optimally felt by as many as 78% of respondents, positive relationship benefits as much as 80%, productivity benefits as much as 75%, needs fulfillment benefits as much as 77%, and benefits to community involvement as much as 83%. This assessment of benefits is questioned by tourists to find out the achievement of the expectations obtained by tourists.

IV. DISCUSSION

Generativity is widely practiced in various fields of scientific study, especially in academic and social contexts, because realizing the concept contributes to the growth, development, and well-being of future generations. In the field of tourism, generationality is not much studied. This practice of generationality is rooted in the general view that humans, especially during middle age, shift the focus of their lives and lives away from personal achievement to creating a lasting and meaningful legacy that benefits others, especially younger generations. This approach is a key concept in Erik Erikson's theory of psychosocial development, in which generationality represents a key stage in adulthood, characterized by nurturing, guiding, and guiding the next generation.

The picture of dominant tourists amounting to 4 people and 3 family members proves that young families on a small scale dominate family tourism activities. In addition, the dominant characteristic comes from India, which is experiencing rapid economic development in addition to a number of other countries. This view is in accordance with the results of research from Hans, S. et., all. [7] which states that there is a correlation between location-based identity and the level of generativity. The dominant type of tourism activities carried out by family tourism is in the area of the riverside, rice fields and plantations of residents who are in demand almost 3 times larger than the interest in culture and art.

This condition is in accordance with what was described by Wu G. M. et., all [8] who emphasized that cultural tourism activities are considered to be able to meet the generative needs of tourists, and tourists are very interested in offering cultural tourism products, in fact there is more attention to cultural tourism that is not optimal. The view related to the high dimension of family tourism activities involving the local community is in accordance with what was affirmed by Anh., T. T. T., et., all., [9] where with the tourism activities carried out, concern for the community is felt to increase and strengthen the sense of social community. Tourism activities that care about community involvement or even involve local communities in their implementation will be felt wider and have greater benefits. The benefits are felt both by tourists and by the community who play a role in tourism activities.

V. CONCLUSION

Family travel products are designed to cater to the diverse interests and needs of families, offering experiences that create meaningful memories, foster bonds, and promote learning. Whether it's the thrill of an amusement park, the beauty of the landscape, or an enriching cultural exploration experience. This tourism product offers families the opportunity to relax, learn, and enjoy new experiences together. By providing age-appropriate activities and convenient amenities, family travel destinations allow families to have a stress-free and enjoyable vacation experience, creating moments that can be cherished for years to come. The limitations of this study are only focused on the offer of tourism products offered in tourist villages, and not other places carried out by the private sector. In the migrant period, it is necessary to conduct research with a similar theme with a broader and more general focus on all activities carried out by family tourists.

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BIOGRAPHIES AND PHOTOGRAPHS

Sri Widowati was born in Tabanan – Bali – Indonesia in 1961, took tourism education in 1987, master's education in 2010, and doctoral education in 2014 all of which were taken at Udayana University. Currently working as a lecturer since 1993 at the faculty of tourism, Udayana University. The focus of the research carried out is tourism village research and focusing on prosperity in 2020 on generativity in the tourism sector.

Ida Bagus Udayana Pidada is a practitioner in the field of tourist accommodation before working at the faculty of tourism at Udayana University in 2023. Undergraduate education in 2008 took a focus on English literature and a master's education in tourism studies in 2013. With a background as a practitioner in the field of tourist accommodation, the focus of the research is more on the motivation of tourists in each segment and the type of tourism product offerings.