

Master Planning For Development Of Tourism Village Potential In Pakintelan Gunungpati Village

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Abstract

The community itself mainly develops tourism development in the current era. The community participates in exploring, designing, and developing existing tourism potential to be managed and produced independently. The Pakintelan village, which is geographically located in the hills of Mount Ungaran, has very fertile land, and agricultural and plantation commodities are the key to the Pakintelan community's economy. To seize this opportunity, the community service team is trying to contribute by providing a Master Plan Concept for the Development of Tourism Village Potential in the Pakintelan Subdistrict. This activity also assists the target/partner areas in exploring and developing their potential, which is expected to impact the community's independence and social and economic welfare in the future.

Keywords: *Pakintelan Village; Potential Tourism Village; and Masterplan*



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A. INTRODUCTION

Currently, environmental conditions are considered to be of little concern in many big cities in Indonesia, especially in public green spaces. Its existence has not been considered an essential aspect of people's lives. Public green spaces can provide many benefits, especially ecological benefits such as improving groundwater quality, preventing flooding, reducing air pollution, reducing air temperature levels, producing oxygen, conserving animals and plants, etc. This condition directs us to pay attention to the existence of urban green spaces, so the management of green space development must be improved to overcome existing problems (Budiman et al., 2014).

Semarang, geographically located between the Java Sea coast and Mount Ungaran's slopes, is endowed with natural beauty. It is not surprising that Semarang is one of the most strategic tourist destinations in Indonesia. The city boasts various attractions, including natural, cultural, religious, urban, and artificial destinations. The tourism sector significantly contributes to regional development, improving community welfare and increasing local revenue (Hermawan, 2016).

Developing community-based tourism objects has become a new trend in Indonesia. Historically, the government developed tourist attractions through the

Tourism Department or investors, but this paradigm is shifting. Communities now play a central role in exploring, designing, and developing tourism potential, which fosters local economic independence and creativity (Junaid et al., 2022). This shift deserves support from local governments, investors, and universities.

Universitas Negeri Semarang has embraced this opportunity through its program, assisting local communities to unlock their tourism potential. Pakintelan Village, located in Gunungpati sub-district, is a prime example. With its hilly terrain and scenic views, the village has the potential to become a leading tourism destination. Its agricultural and plantation commodities, especially durian, could serve as iconic attractions (Sidiq & Resnawaty, 2017).

Another untapped potential lies in the upper reaches of the Garang River. This river, with its crystal-clear waters and scenic surroundings, offers opportunities for floating stalls, white water rafting, and other tourist attractions. This initiative aligns with UNNES's mission to contribute to the socio-economic growth of Central Java through sustainable tourism development (Wahyuni, 2018).

An example of sustainable tourism that could be implemented in Pakintelan is educational tourism. Defined as a tourist trip aimed at providing insights, comparative studies, or new knowledge, educational tourism offers travel packages intertwined with local societal and cultural behaviors (Suwantoro, 1997). This approach could further highlight Pakintelan's unique attractions while promoting its cultural and natural heritage.

B. METHOD

The method used in this research is collecting primary and secondary data, which includes literature studies and field observations. The design approach emphasizes design results/problem-solving by referring to guidelines/guidelines in general as problem-solving standards. The design criteria used in this prescriptive approach have been limited and determined based on applicable regulations and standards.

C. RESULT AND DISCUSSION

Pakintelan sub-district is located in Gunungpati sub-district, Semarang City. This area has lovely natural potential and is in the Semarang State University area. As an area that has a hilly geographical contour, Pakintelan Village has an exotic charm that can make someone's eyes open when they see it. This area has a lot of potential, which, if developed, could impact improving the socio-economic status of the surrounding community.

This village, located on the hillside of Mount Ungaran, has fertile land, and agricultural and plantation commodities are the key to the Pakintelan community's economy. The farming and plantation commodities owned by the Pakintelan family include rice, avocado, mango, mangosteen, jackfruit, pineapple, papaya, banana, rambutan, petai and durian. One of the most famous plantation commodities in Pakintelan is durian, so it is not surprising that when durian season arrives, this area has become a favourite destination for durian lovers. Durian fruit can be used as an icon for Pakintelan Village. Another potential that can be developed in Pakintelan Village is the upper reaches of the Garang River. This river has many unique features if developed, such as its beautiful, incredible views, and the water is evident. It can be used for floating stalls, white water rafting, and other tourist attractions.

This area has a lot of potential, which, if developed, could impact improving the socio-economic development of the surrounding community. This village, located on the hillside of Mount Ungaran, has fertile land, and agricultural and plantation commodities are the key to the Pakintelan community's economy. The farming and plantation commodities owned by the Pakintelan family include rice, avocado, mango, mangosteen, jackfruit, pineapple, papaya, banana, rambutan, petai and durian. One of the most famous plantation commodities in Pakintelan is durian, so it is not surprising that when durian season arrives, this area has become a favourite destination for durian lovers. Durian fruit can be used as an icon of Pakintelan Village.

Another potential that can be developed in Pakintelan Village is the upper reaches of the Garang River. This river has many unique features if developed, such as its beautiful, incredible views, and the water is evident. It can be used for floating stalls, white water rafting, and other tourist attractions. Along the Kaligarang River, there are many potential natural beauties such as waterfalls, islands in the middle of the river, beautiful cliffs and the historical heritage site of Ondo Rante.

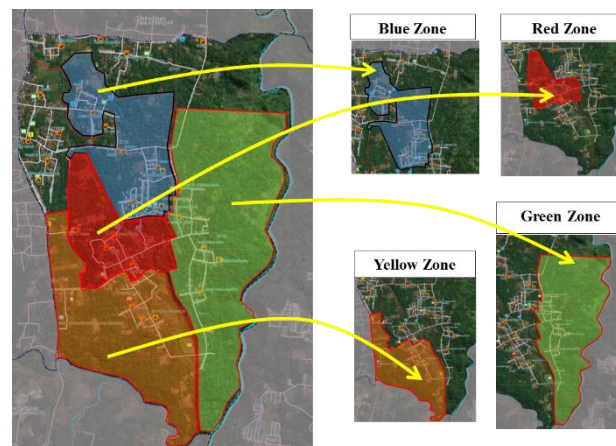


Figure 1. Pakintelan Subdistrict area

Pakintelan Village Tourism Village Development Plan

Pakintelan sub-district has promising tourism potential, especially if it is developed towards ecotourism. Considering the potential that exists in Pakintelan Village, which is educational, plus its location is only 3 km from UNNES, and there are several elementary schools and secondary schools around Sekaran, Patemon and Ngijo Villages which are suitable for segmenting the tourism market. In the future, Pakintelan Village Tourism will try to make the Semarang Regency/City area and its surroundings an ecotourism market. The choice of ecotourism is also based on community aspirations. Data shows that the majority of local people want ecotourism to be developed.

1. Entrance Gate to Pakintelan Tourism Village

A substation to mark the entrance to the Eduwisata village area will be constructed by creating a gate. Establishing or building a gate in the entrance area of the ecotourism facility, precisely on the Pakintelan RW 3 highway, is the main thing that attracts tourists to visit the tourist area. The gate at the entrance should at least have the name of the tourist attraction written in large letters so that visitors to the ecotourism village in the Pakintelan sub-district can read it.



Figure 2. Entrance Gate to Pakintelan Tourism Village

2. Parking area, pavilion, transit area, prayer room and toilet

One of the main focuses in developing the Edutourism potential of Pakintelan Villagis is primarily the parking area problem. How could it be that a huge parking area is needed to attract many tourists with various types of fleets? Therefore, efforts to establish a parking area are planned at two points. The first point is that the parking area will be built on part of a vast soccer field in front of the Pakintelan sub-district. However, it does not rule out the possibility that parking areas will also be built on several residents' houses, which are still very large and ideal enough to be used as parking areas in the future. This is very profitable because you only need to pay small maintenance costs, while money comes in every day from parked vehicles



Figure 3. Parking area, pavilion, transit area, prayer room and toilet

3. Culinary Center

To provide a sizeable culinary centre at a tourist spot, there is nothing wrong if the management of the culinary centre can collaborate with existing accommodations or homestays. Creating a culinary centre will also require a mature and detailed concept to make visitors feel at home in the tourist area. The development of a culinary centre can use a different concept, for example, by providing a dining table near the kitchen. So tourists can see firsthand how the food is processed. Apart from providing knowledge about different sensations, this interaction with residents will be an added value for tourists.



Figure 4. Culinary Center

4. Community Souvenirs Center and Featured Products

Souvenirs are typical items purchased at tourist attractions. Usually, these souvenirs are bought to be given to relatives when we return to normal activities. More than that, souvenirs will remind tourists that they have visited a place. Well, this is an ample opportunity that can be developed. These souvenirs can be key chains, wallets, clothes, t-shirts, bags, hats, handicrafts, toys, and many more items that can be explored to be used as souvenirs. Perhaps souvenirs in the form of food, namely superior products of the local community, are also an exciting choice. However, you need to pay attention to the fact that food has a relatively shorter expiration date than when you buy souvenirs.



Figure 5. Community Souvenirs Center and Featured Products

5. Playground

Next, a playground centre for children, teenagers, and adults will be constructed. Children's games will be made to look like slides, swings, etc. Playing on the playground makes children happy and helps their learning process. Yes, the various play equipment in the playground is fun to play with, a means of exercising children's body muscles, and a place to learn different things that will later be built at this Eduwisata place. Several playgrounds will be constructed later: Play slides, seesaws, merry-go-rounds, swings, and play tunnels.



Figure 6. Playground

D. CONCLUSION

Providing a Master Plan Concept for the Development of Tourism Village Potential in Pakintelan Subdistrict provides feasibility for the Subdistrict in making decisions and policies in developing tourism in Pakintelan. With this roadmap and tourism potential development program, there will be many benefits and a positive contribution to supporting tourism in Semarang. Apart from that, it can also improve the economy of residents in Pakintelan Village. Several recommended program approaches in the Master Plan Concept for Development of Tourism Village Potential in Pakintelan Subdistrict, namely: 1) Green Planning & Green Design; 2) Green Community; 3) Green Building; 4) Green Transportation; 5) Green Water; 6) Green Waste.

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