



The Impact of Lerep Tourism Village Development on Tourism Businesses

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Abstract

The purpose of this study is to identify the condition of the Lerep Tourism Village before and after the development of the tourism village and the impact of the development of the Lerep Tourism Village on the economy of tourism businesses. Data collection techniques using purposive sampling technique. The sample in this study were 98 respondents who had businesses or services in the tourism sector. Data analysis method is statistical descriptive analysis. The results of research are known to have an impact on improving the conditions of attraction, accessibility, amenities, ancillary, and social culture of the community. The development of Lerep Tourism Village also had an impact on the economy of tourism businesses in Lerep Village. With the development of a tourism village, it can increase the income of business operators and tourism services to IDR 450,000 per month. The income of business operators and tourism services can increase up to three times when there are many tourists visiting. The existence of Lerep Tourism Village opens new job opportunities for the community such as selling souvenirs, accessories, lodging businesses, and performing arts workers.

Keywords: *Impact Economy, Tourism, Village, Development, Lerep*

Abstrak

Tujuan dari penelitian ini adalah mengidentifikasi kondisi Desa Wisata Lerep sebelum dan sesudah pengembangan desa wisata serta mengidentifikasi dampak pengembangan Desa Wisata Lerep terhadap perekonomian pelaku usaha pariwisata. Teknik pengumpulan data menggunakan teknik purposive sampling. Sampel pada penelitian ini adalah 98 responden yang memiliki usaha atau jasa di sektor pariwisata. Metode analisis data adalah analisis deskriptif statistik. Hasil penelitian diketahui memberikan dampak peningkatan kondisi atraksi, aksesibilitas, amenities, ancillary, dan sosial budaya masyarakat. Pengembangan Desa Wisata Lerep juga memberikan dampak pada perekonomian pelaku usaha pariwisata di Desa Lerep. Dengan pengembangan desa wisata, dapat meningkatkan pendapatan pelaku usaha dan jasa pariwisata hingga Rp 450.000 per bulan. Pendapatan pelaku usaha dan jasa pariwisata bisa meningkat sampai tiga kali lipat pada saat ramai kunjungan wisatawan. Keberadaan Desa Wisata Lerep membuka peluang kerja baru bagi masyarakat seperti menjual cinderamata, aksesoris, usaha penginapan, dan pekerja seni pertunjukan.

Kata Kunci: *Dampak Ekonomi, Pengembangan, Desa, Wisata, Lerep*

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INTRODUCTION

Tourism is one sector that contributes to the Indonesian economy. The most obvious contribution of the tourism sector is to the country's foreign exchange earnings. This is indicated by foreign exchange earner data by commodity type in 2016 on table 1. From table 1 it can be seen that the tourism sector managed to become the top five contributors to the country's foreign exchange. In fact, the tourism sector is in the second position of the country's largest foreign exchange earner after the palm oil industry (CPO).

Table 1. List of Producer of Indonesian Foreign Exchange Types of Commodities in 2016

No	Types of Commodities	Amount (Million USD)
1	CPO	15.965
2	Tourism	13.568
3	Oil and Gas	13.105
4	Coal	12.898
5	Apparel	6.229

Source: Culture and Tourism Office of East Java Province

Based on table 1. it can be explained that in 2016, the tourism sector managed to obtain 13,568 million USD which placed tourism in the second largest foreign exchange earner in Indonesia. Tourism development will have an impact, both positive and negative impacts (Irhamna, 2017).

The tourism sector also has the potential to encourage economic growth and job creation (Nizar, 2011). This impulse arises because tourism has linkages, both directly and indirectly, with a number of other industries in the economy. Sectors that have a direct link to

tourism activities include travel agents, tour operators, hotels and restaurants, while those that are indirect include the banking sector, insurance companies, transportation, culture, and other services needed to support activities travel and tourism.

Currently there is a change in travel trends, this situation is also caused by the emergence of saturation of tourists to visit the artificial tourism area and in the end gave birth to an interest in tourism becoming a new concept of travel known as rural tourism/Tourism Village (Mustabsirah, 2015). In several European countries, tourism villages constitute a relatively important sector of the tourism industry (Dorobantu & Nistoreanu, 2012).

Indonesia has 82,190 villages spread from Sabang to Merauke in 2014 according to BPS. Central Java Province is the region with the most villages in Indonesia with a total of 8,578 villages. This was shown by 5 provinces with the highest number of villages in 2014 that can be seen on table 2.

Table 2. 5 Provinces with the Highest Number of Villages in 2014

No	Provinces	Amount
1	Central Java	8.578
2	East Java	8.502
3	Aceh	6.512
4	North Sumatra	6.104
5	West Java	5.962

Source: BPS

Based on table 2 it can be explained that the province with the highest number of villages in Indonesia is Central Java Province with 8,578 villages. Second place is East Java Province with 8,502 villages. While Aceh is the province in

Indonesia with the third largest number of villages with 6,512 villages.

The potential of the many villages owned by Central Java Province needs to be developed. Efforts to develop the potential of rural / urban villages in Central Java Province can be done with the development of rural tourism. The tourism village gives freedom for the local community to manage their village in accordance with the existing potential. The village tourism program is a program formed by the government that directly involves the role of the local community. The tourist village is also experiencing rapid development.

Very rapid development is evidenced by the increasing number of tourist villages from year to year. Central Java with the potential number of villages owned did not escape developing tourist villages. The condition of tourism villages in Central Java tends to increase from 2013-2018. The average growth of tourism villages in Central Java in 2013-2017 was 4.31%.

In 2016, tourism villages in Central Java experienced an increase of 15.08% to 145 tourism villages, this was due to the need to change the pattern of tourist travel patterns from mass tourism to special interest and field trip trends in public and private schools. In 2018 the tourist village in Central Java will become 229 tourist village. The number has increased because districts/cities in Central Java are pushing for villages to be increasingly known and spurring the economy in the village.

Semarang Regency is the area with the most number of tourist villages in Central Java Province. This is indicated by the data collection of the number of tourism villages in 2018 by district/city. Of the 229 recorded tourism villages, Semarang Regency is a regency/city

with the most tourist villages, 30 tourism villages. Then there is Banjarnegara Regency with 20 tourist villages followed by Kebumen Regency with 14 tourist villages.

One of the outstanding tourism villages in Semarang Regency is Lerep Tourism Village located in West Ungaran District. In July 2017, Lerep Tourism Village won first place in the Central Java Provincial Tourism Village Festival. The festival is the opening series of the 2017 Borobudur International Festival (BIF) event organized by the Government of Central Java Province. BIF 2017 is held in Mungkid Subdistrict, Magelang District.

According to Susiyanto as chairman of Pokdarwis Rukun Santoso, the achievements obtained by the Lerep Tourism Village resulted in tourists visiting the Lerep Tourism Village increasing. Since it was inaugurated in June 2015-July 2017 tourist arrivals reached 1,000 visitors. Then after winning the Tourism Village Festival and experiencing the development of a tourist village, it was noted that from October 2017 to May 2018 tourist visits reached 1,904 visitors. Increasing tourist arrivals were responded positively by the manager of the Lerep Tourism Village with the development of the Lerep Tourism Village in October 2017. The Lerep Tourism Village Manager made various efforts so that the benefits of developing the tourism village could be felt optimally by the community.

The main issue in tourism development is about the positive contribution of tourism activities to the economic life of local communities (Hariyanto, 2016). In the view of ordinary people, the success of tourism development is the extent to which tourism

activities are able to improve the economic welfare of the local community.

There are some differences in the results of previous studies regarding the impacts of tourism development. Ummudiyah's research (2016) showed that the development of the Wukisari Tourism Village, Bantul was able to increase the number of tourist visits, increase community income, create new jobs and improve facilities in Wukisari Village. However, these tourism activities have a negative impact in the form of decreasing conditions of increasingly dirty tourist attraction that is the amount of waste that is increasing and not being thrown into place.

Irhamna's research (2017) shows that the development of Dieng tourism objects increases tourist attraction facilities and increases people's income, but the condition of tourist attraction is getting dirty and security in tourist objects is decreasing. Meanwhile, research by Yasin et al. (2016) show that tourism development in Wendit Tourism improves the conditions of tourist attraction, facilities, employment, and community income. However, the level of tourist visits actually declined.

The development and development of tourism is an effort made to the process of change in shaping added value in all fields of tourism, starting from tourist attractions (attractions), facilities and infrastructure as well as supporting facilities (security and accessibility), service providers (ancillary), and aspects other supporting aspects.

According to Pitana (2009), the development and development of tourism will directly touch and involve the community, thus bringing various impacts on the local community, both positive and negative. For the community, the development of tourism has

enormous potential benefits for the economy, socio-culture and the environment, but sometimes it is often the case that the development of tourism that is wrong actually brings a lot of harm to the local community itself.

The implementation of tourism development must be planned in an integrated manner with considerations especially on the economic and socio-cultural aspects of the local community. At each stage of the development, tourism actors should be able to minimize the negative impacts that will arise and are closely related to the economic and socio-cultural development of the local community.

Tourism activities according to Mill in the Theory of Tourism Theory (Pitana, 2009) can have an impact on the economy, including opening new jobs, increasing the standard of living and income of the community, increasing managerial skills and community skills that stimulate other economic activities.

According to Tourism Core People (PIR), what is meant by Tourism Village is a rural area that offers an overall atmosphere that reflects the authenticity of the countryside both from socioeconomic, socio-cultural, customs, daily life, has a unique architectural building and village spatial structure, or economic activities that are unique and interesting and have the potential to develop various components of tourism, for example: attractions, accommodation, food-beverages, and other tourism needs.

Lerep Tourism Village is one of the potential tourism areas of Semarang Regency. The purpose of this study is to identify the condition of the Lerep Tourism Village before and after the development of the tourism village and to identify the impact of the development of

the Lerep Tourism Village on the economy of tourism businesses.

RESEARCH METHODS

This type of research used in this research is descriptive quantitative research. The type of data used in this study are primary data and secondary data. The primary data in this study were the people of Lerep Village who were involved in tourism activities by distributing questionnaires, Dinporapar of Central Java Province, and Dinpar of Semarang Regency. Secondary data are BPS publications, East Java Province Dinporapar publications, Central Java Province Dinporapar reports, and Semarang Regency Dinpar publications. The population in this study was 5,144 and the number of samples in this study were 98 people.

The questionnaire method was used to identify the condition of the tourism village before and after the development and the impact of the development on the economy of business operators and tourism services with predetermined indicators. The questionnaire used in this study was to use a Likert Scale to measure the attitudes, opinions, and perceptions of a person or group of people about social phenomena.

This research uses descriptive statistical analysis research methods. There are 2 research variables used in this study, first is components of travel deals, which include Attractiveness, Amity, Accessibility, and Ancillary, and the second is economic impacts, which include ability to open employment opportunities and increase income; meet the basic needs of daily life; meet secondary needs; the role of government and private institutions in the development of rural tourism.

RESULTS AND DISCUSSION

Lerep Village is a village in West Ungaran District, Semarang Regency, Central Java Province. Lerep Tourism Village was established as a tourism village by the Regent of Semarang Regency in June 2015 along with 34 other tourism villages in Semarang Regency. To support the management of the Lerep Tourism Village, in August 2015 the Rukun Santoso Tourism Awareness Group (Pokdarwis) was formed.

Lerep Tourism Village in its implementation offers several tour packages, namely education, outbound, and homestay and camping packages. All tour packages offered are subject to a tariff of IDR 45,000.00 per person. The tariff includes snacks and welcome drinks. The package most frequently chosen by visitors and becomes the mainstay of the Lerep Tourism Village is an educational tour package. The education tour package includes educational activities for planting rice, planting chillies, making milk candy, milk soap, and making souvenirs made from waste.

Based on the results of research on the condition of the Lerep Village before and after the development of the tourism village, a discussion can be carried out on the condition of attractiveness, accessibility, amenities, ancillary, socio-culture, and its impact on the economy of businesses and tourism services in the Lerep Tourism Village.

The condition of tourist attraction includes the impact of the development of attractions that affect the economy of the people who have businesses or services in the Lerep Tourism Village. The tourist attractions in the Lerep Tourism Village include Embung Sebligo and Curug Indrokilo. In addition, the attraction of

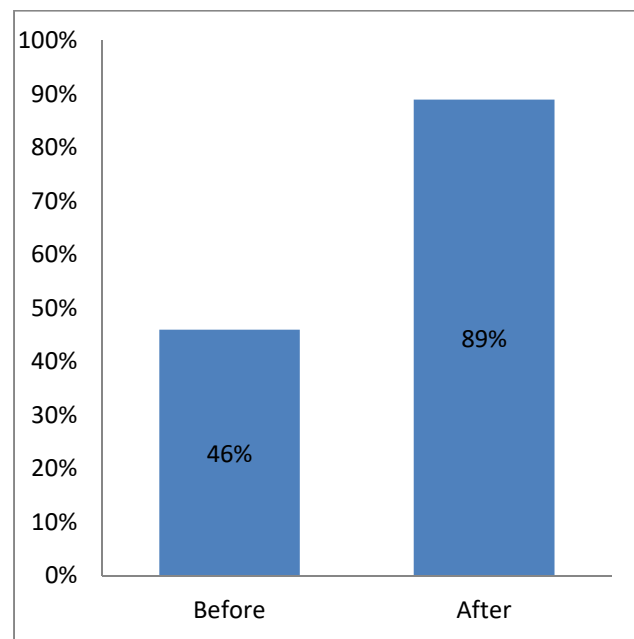
Lerep Tourism Village is also in the form of local community culture such as arts performances and village traditions. Indicators of tourist attractions include safe, clean, cool and beautiful elements.

Based on the results of the questionnaire, there were 73.4% of respondents stated that the condition of tourist attraction was not good before the development of a tourist village and only 6.2% of respondents stated that the condition of the attractions is good. After the development of the tourism village, as many as 46% of respondents stated that the tourist attraction condition was very good, then 54% of the respondents stated that the tourist attraction in the Lerep Tourism Village was in good condition. The results of the Likert Scale calculation for the attraction conditions of the Lerep Village before and after the development of the tourism village can be seen at picture 1.

Based on the results of calculations using a Likert Scale, it can be explained that the condition of tourist attraction before the development of the tourist village gained a percentage of 46% which means it is quite good. Whereas the condition of the tourist attraction after the development of the tourism village gained a percentage of 89% which meant it was in the very good category. Tourist attractions such as Embung Sebligo and Curug Indrokilo receive more attention from the village government and the community by efforts to maintain cleanliness, security, and routine maintenance around the location.

These results are in accordance with the theory of development and development of tourism, namely the development and development of tourism adds value to the

tourist attractions. These results also support the results of research by Yasin et al. (2016) which explains that the condition of tourist attractions has increased after tourism development. Although there are different types of tourism and research locations, the similarity of the results of these studies can be caused by public awareness or local managers about cleanliness, beauty and safety of the environment around the tourist sites.



Picture 1. Graph of Attractions Conditions in Lerep Tourism Village Before and After Development

Source: Primary Data Processed, 2018

Furthermore, this is in accordance with the results of an interview with Mr. Sumardiyono, as the Head of Lerep Village who stated that the tourism village increased community awareness of the village's environmental conditions, both in terms of cleanliness and safety. Thus it can be concluded that the development of a tourist village can improve the conditions of tourist attraction.

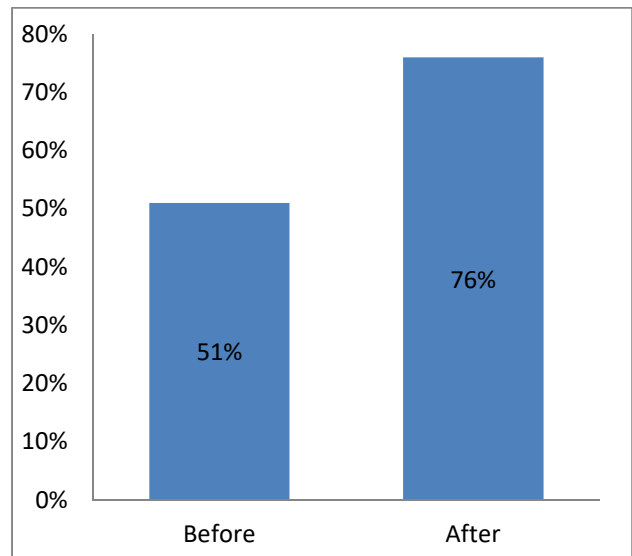
Accessibility conditions greatly determine the interest of visitors to the Lerep Tourism Village which affects the conditions of businesses or services in the Lerep Tourism Village. Indicators of accessibility conditions include elements of transportation and telecommunications access.

Based on the results of the questionnaire, there were 54% of respondents stated that the condition of accessibility was not good before the development of a tourist village and only 11% of respondents stated that the condition of accessibility was good. After the development of the tourism village, 14% of respondents stated that the accessibility condition was very good, and 55% of respondents stated that the accessibility in the Lerep Tourism Village was in good condition. The results of the Likert Scale calculation for the accessibility conditions of the Lerep Village before and after the development of the tourism village can be seen at picture 2.

Based on the results of calculations using a Likert Scale on picture 2, it can be explained that the accessibility conditions prior to the development of the tourism village obtained a percentage of 51% which means it was quite good. While the accessibility conditions after the development of the tourism village, get a percentage of 76%, which means good category. The development of a tourist village is also accompanied by the development of accessibility. The streets of Lerep began to get repaired. Accessibility is intended so that visitors can easily reach the tourist attractions.

These results are consistent with the theory of development and tourism

development, namely the development and development of tourism adds value to accessibility. These results also support the results of research by Yasin et al. (2016) which explains that accessibility conditions have improved after tourism development. Although there are different types of tourism and research locations, the similarity of the results of these studies can be caused by the construction of infrastructure that occurs.



Picture 2. Graph of Accessibility Conditions in Lerep Tourism Village Before and After Development

Source: Primary Data Processed, 2018

Furthermore, this is in accordance with the results of an interview with Mr. Sumardiyono, as the Head of Lerep Village who stated that in the past there were still many roads in Lerep that were damaged and had not received maintenance. Then the last few years have been asphalted.

In addition, the village government together with the community improved access to the Embung Sebligo which is one of the

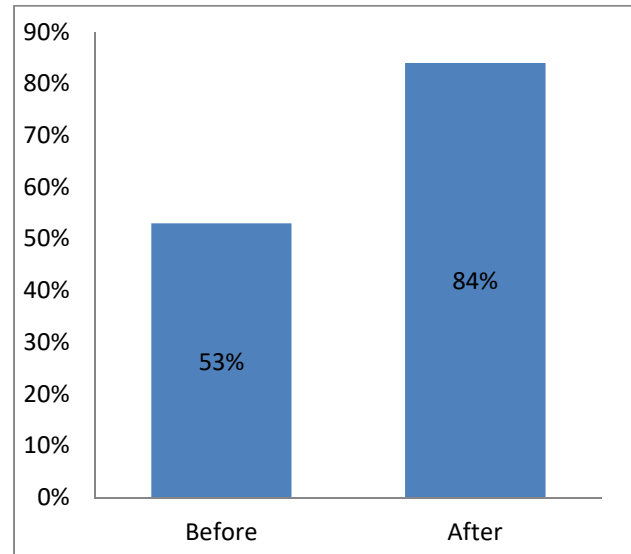
attractions of the Lerep Tourism Village. Previously, the road leading to Embung Sebligo was in the form of land. Now, little by little the road has been casted. The step was taken to make the community and visitors easier when heading to Embung Sebligo, which became one of the tourist attractions. Thus it can be concluded that the development of a tourism village can improve accessibility conditions.

Amenities is all kinds of infrastructure and facilities needed by visitors while in tourist destinations. Indicators of amenities include lodging businesses, food and beverage businesses, and infrastructure. Based on the results of the questionnaire, before the development of the tourism village, 54% of respondents stated that the condition of the amenities was quite good, and 38% of the respondents stated that the condition of the amenities was not good.

After the development of the tourism village, 30% of respondents stated that the condition of the amenities was very good, and 62% of the respondents stated that the amenities in the Lerep Tourism Village were in good condition. The results of the Likert Scale calculation for the amenities conditions of the Lerep Village before and after the development of the tourism village can be seen at picture 3.

Based on calculations using a Likert Scale on picture 3, it can be explained that the condition of amenity before the development of the tourism village obtained a percentage of 53% which means that it was in the good enough category, while the amenity condition after the development of the tourism village increased, gaining a percentage of up to 84% which meant it was in the very good category. The number of

lodgings was increased to 40 lodging rooms. The presence of gift shops also increased. Available in the form of various traditional snacks, dairy products, t-shirts, accessories, etc.



Picture 3. Graph of Amenities Conditions in Lerep Tourism Village Before and After Development

Source: Primary Data Processed, 2018

These results are consistent with the theory of development and tourism development, namely the development and development of tourism adds value to the amenities. These results also support the results of research by Yasin et al. (2016), Hermawan (2016), Ummudiyah (2016), Aryani, Sunarti, Darmawan (2017), and Irhamna (2017) who explained that the condition of amenities including infrastructure and facilities had increased after development tourism.

The existence of ancillary in Lerep Tourism Village shows the guarantee of the availability of tourism information for visitors. Lerep Tourism Village Managers must be able to carry out their duties and functions well so that Lerep Tourism Villages

are better managed and visited a lot. Based on the results of the questionnaire, before the development of the tourism village, as many as 55 56% of respondents stated that the ancillary conditions were quite good, and 16% of respondents stated that the ancillary conditions were not good.

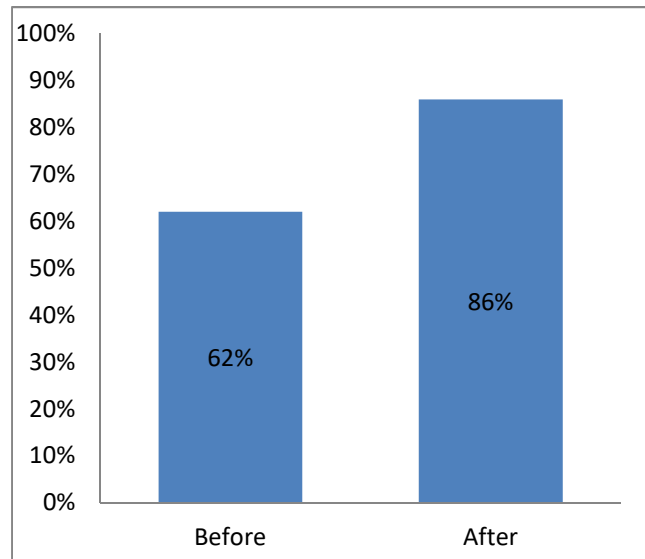
After the development of the tourism village, 35% of respondents stated that the ancillary conditions were very good, and 65% of respondents stated that the ancillary in the Lerep Tourism Village was in good condition. The results of the Likert Scale calculation for the ancillary conditions of the Lerep Village before and after the development of the tourism village can be seen at picture 4.

Based on the results of calculations using a Likert Scale on picture 4 it can be explained that the ancillary conditions before the development of the tourism village obtained a percentage of 62% which means that in the good category, while the ancillary conditions after the development of the tourist village increased, gaining a percentage of up to 86% which means that in the very good category. Pokdarwis Rukun Santoso has made leaflets and travel profiles. Tour guides have also been added to 4 people.

Results at picture 4 are in accordance with the theory of development and tourism development, namely the development and development of tourism adds value to ancillary. These results also support the results of research by Yasin et al. (2016) which explains that the ancillary conditions have improved after tourism development.

Furthermore, this is in accordance with the results of an interview with Mr. Sumardiyono, as the Head of Lerep Village who stated that the

additional service in this case the tour manager namely pokdarwis rukun santoso had improved in managing tourism villages.



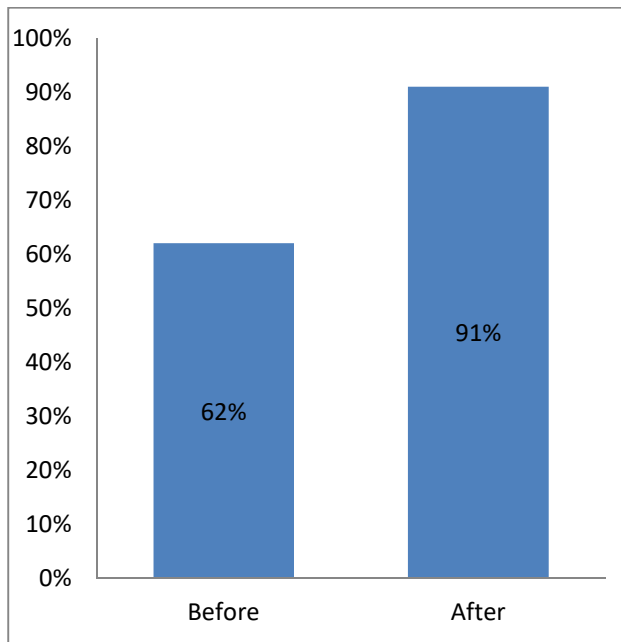
Picture 4. Graph of Ancillary Conditions in Lerep Tourism Village Before and After Development

Source: Primary Data Processed, 2018

Village tourism is a type of special interest tourism that displays local wisdom which can be in the form of traditions or regional arts. The tourism village in its development is also managed by the community. The two things can not be separated in the tourism village activities. Based on the results of the questionnaire, prior to the development of the tourism village, 47% of respondents stated that the condition of mutual cooperation and cultural preservation was good enough, and 31% of respondents stated that the conditions of mutual cooperation and cultural preservation were good.

After the development of the tourism village, 57% of respondents stated that the condition of mutual cooperation and cultural preservation was very good, and 43% of

respondents stated that the spirit of mutual cooperation and cultural preservation were in good condition. The results of the Likert Scale calculation for the socio-cultural conditions of the Lerep Village before and after the development of the tourism village can be seen at picture 5.



Picture 5. Graph of Socio-cultural Conditions in Lerep Tourism Village Before and After Development

Source: Primary Data Processed, 2018

Based on the results of calculations using a Likert Scale on picture 5, it can be explained that the socio-cultural conditions before the development of the tourism village obtained a percentage of 62% which means that in the good category, while the socio-cultural conditions after the development of the tourist village increased, gaining a percentage of up to 91% which means in the very good category.

After the development of the tourist village, young people are increasingly diligent in participating in mutual assistance activities and

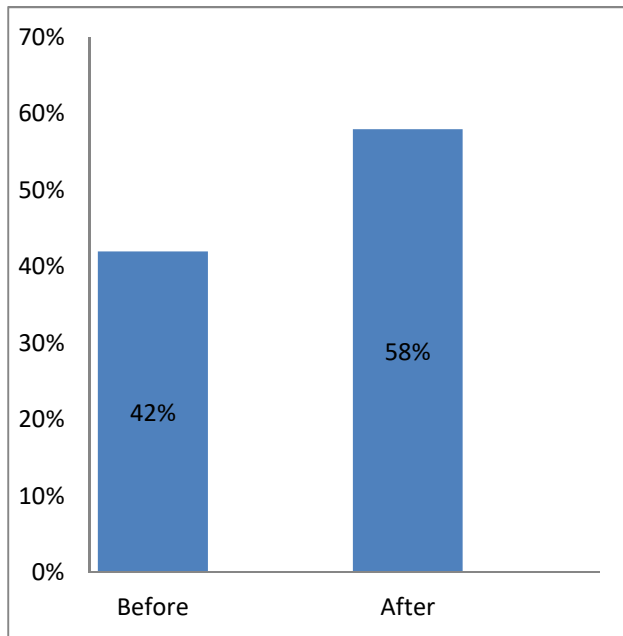
participating in activities to preserve the culture and traditions of the village. Young people also began to study and create art groups. Some arts groups such as dance and music from young people are also involved to perform when there are tourist visits. These results support the results of Aryani's research, Sunarti, Darmawan (2017) which explains that social and cultural conditions have improved after tourism development.

Furthermore, this is in accordance with the results of an interview with Mr. Sumardiyono, as the Head of Lerep Village who stated that in fact the spirit of mutual cooperation and cultural preservation in the village was good, but the participation of young people was still small. Then with the existence of an arts group that is majority filled with young people and involved in tourism activities, the participation of young people is increasing when there is mutual cooperation or cultural activities. The contribution of young people is also active in community activities.

The income of businesses or services in the Lerep Tourism Village is influenced by the level of tourist visits. Tourists visiting the Lerep Tourism Village certainly bring in income for businesses and tourism services. The division of income categories is based on income classification according to the Central Statistics Agency (BPS).

Based on the results of the questionnaire the income of business operators and tourism services before the development of tourism villages there were 44% of respondents having income <IDR 1,500,000.00 per month, 35% of respondents had income of IDR 1,500,000.00-IDR 2,500,000.00 per month, even as much as 21% of respondents do not have income. The results of the Likert Scale calculation for the

income of businesses and tourism services before and after the development of the tourism village can be seen at picture 6.



Picture 6. Graph of Income of Business and tourism services before and after development
Source: Primary Data Processed, 2018

Picture 6 explains that based on the calculation of the Likert Scale, the income of businesses and tourism services prior to the development of the tourism village obtained a percentage of 42%, which means that it was in the income category range of IDR 1,500,000.00-IDR 2,500,000.00 per month, while the income business operators and tourism services after the development of the tourism village gained a percentage of 58%, which means an increase, although it remained in the income category range of IDR 1,500,000.00 - IDR 2,500,000.00 per month.

After the development of the tourism village, 64% of respondents had an income of IDR 1,500,000.00-IDR 2,500,000.00 per month,

and as many as 14% of respondents had an income of IDR 2,501,000.00 - IDR 3,500,000.00 per month. These results are in accordance with the theory of tourism which states that tourism has a positive impact, namely increasing people's income.

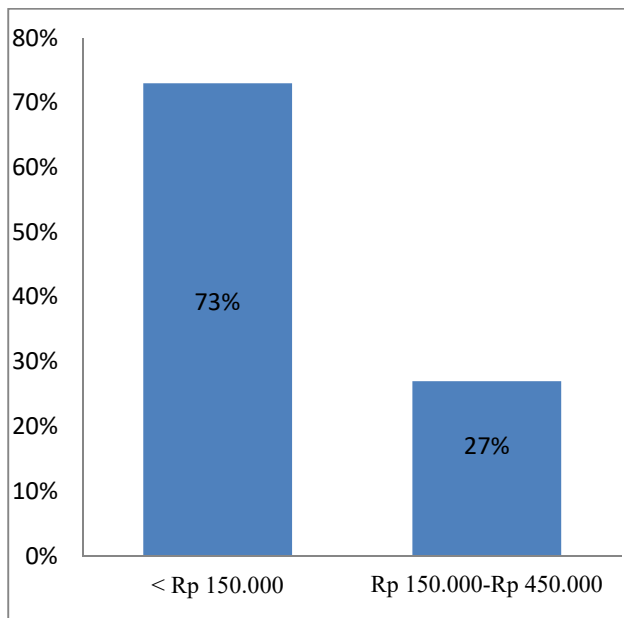
Furthermore, this is according to the results of an interview with Mr. Sumardiyono, as the Head of Lerep Village who stated that the community now has the potential to earn additional income from the existence of a tourism village. There are also new business fields such as becoming tour guides and performing arts. Residents are also involved for purposes such as cathering and homestay.

The income of businesses and tourism services in the Lerep Tourism Village is not entirely sourced from tourism village activities. To find out the amount of income obtained from village tourism activities can be seen in Figure 7. regarding the monthly income from tourism village activities. Total monthly income derived from tourism activities in the Lerep Tourism Village can be seen at picture 7.

Based on Figure 7 it can be seen that the majority of respondents earn < Rp 150,000.00 per month from tourism village activities, which is as much as 73% of respondents. While as many as 27% of respondents earn an income of Rp 150,000-Rp 450,000 per month from village tourism activities. The income is net income because it has been cut around 40% -50% of gross income. The deduction is for the purpose of the village tourism cash which is used for operational activities of the tourism village.

These conditions indicate that the income from the Lerep Tourism Village has not been the main source of income for the Lerep Village community. This makes the transformation of

overall livelihoods undiscovered in the tourism sector. Employment in the tourism sector is still part of the community and additional allowances for children who are still in school.



Picture 7. Graph of Income from Tourism Village activities

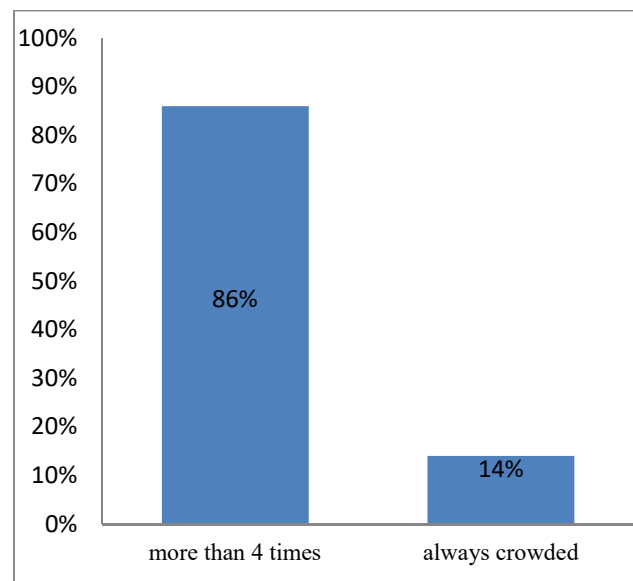
Source: Primary Data Processed, 2018

Tourism activities experience periods of peak and quiet tourist arrivals. This condition is influenced by many things, such as the holiday season and weather conditions. Picture 8 below shows the frequency of hectic tourist visits in the Lerep Tourism Village in a year.

Based on picture 8 there are as many as 86% of respondents stating that the peak tourist periods in Lerep Tourism Village occur more than 4 times a year. Whereas those who answered were always crowded with tourists, only 14% of respondents.

The frequent frequency of tourist visits in the Lerep Tourism Village apparently has an impact on increasing the income of the business or service owners in Lerep Tourism Village.

Income increase can reach 2-3 times that of a normal day. This certainly benefits business operators and tourism services in the Lerep Tourism Village. In more detail, this can be seen in picture 9 which shows an increase in income during busy visits to the Lerep Tourism Village.



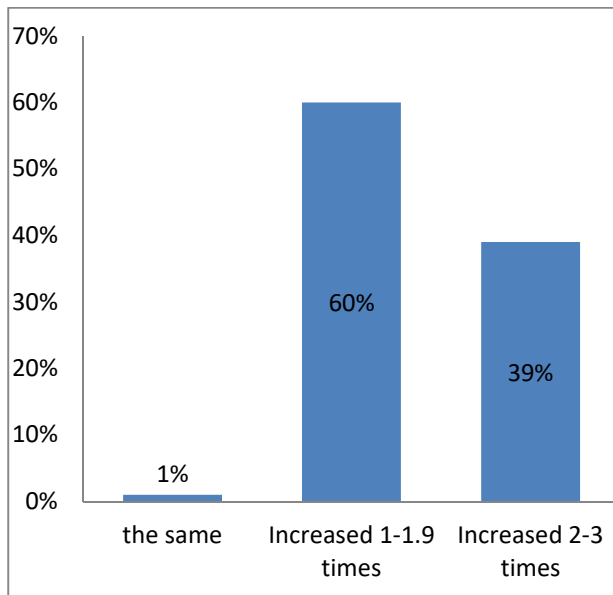
Picture 8. Graph the frequency of crowded tourist arrivals in the Lerep Tourism Village in a year

Source: Primary Data Processed, 2018

The results in picture 9 support the research of Wuri, Hardanti, Harnoto (2015) who explained that the peak season of tourism increases the income of business operators and tourism services. The theory of the economic impact of tourism states that tourism can have a positive impact in the form of opening up employment opportunities, improving living standards, and increasing managerial skills and community skills that spur other economic activities.

Based on the recapitulation of the questionnaire the impact of the development of the tourism village on the economic aspects of

the community, it was found that the impact of the existence of the Lerep Tourism Village on the economic life of the community was good as seen from the average economic impact value of 3,7 from the maximum value of 5,0. The ability to open employment opportunities and increase income earns an average value of 4,2. The ability to help meet basic daily needs gets an average rating of 3,4. The ability to help meet secondary needs is averaging 3,1.



Picture 9. Graph The Increased Revenue During Crowded

Source: Primary Data Processed, 2018

Based on the results of the questionnaire the impact of the economic aspects of the community, it can be explained that the existence of the Lerep Tourism Village can open employment opportunities and increase the income of the community. Job opportunities created include the sale of souvenirs, food and beverage businesses, lodging, performers, and services related to tourism. Increased public income is also known to be sourced from

tourism activities. Communities involved in tourism activities have felt the benefits of a tourist village that began to crowded.

Besides that, the existence of Lerep Tourism Village is quite able to help meet daily needs and secondary needs. This happens because the community gets additional income from tourism activities. Young people who are still in school now have an additional allowance earned from involvement in a tourist village. On average these young people earn money from performing arts such as dance and music.

According to Rita, Head of the Tourism Industry Sector in Semarang Regency Dinpar, Lerep Tourism Village is a tourist village that has a rapid development in terms of empowering the surrounding community. He hopes that Lerep Tourism Village will further develop so that it can move the community's economy. He also hopes that Lerep Tourism Village will be able to contribute to the village's future revenue.

The existence of Lerep Tourism Village which is starting to become crowded with tourist visits raises new hopes for the community. Mainly the economic impact arising from tourism activities. Communities get new business opportunities and services that can generate additional income. The community is also trying to make the Lerep Tourism Village more widely known to the wider community so that later it will be increasingly crowded with tourists who will have an impact on improving the community's economy.

CONCLUSION

Based on the results of research and discussion on the impact of the development of the Lerep Tourism Village in Semarang Regency on the economy of tourism businesses and

tourism services, it can be concluded as follows: The development of the Lerep Tourism Village has the effect of improving the conditions of tourist attraction, accessibility, amenities, ancillary, and socio-cultural community. The tourist attraction is cleaner and safer. Accessibility is better with road improvements.

Amenitas/facilities are increasingly adequate with the availability of lodging, souvenir places and public toilets. Additional/ancillary services such as tourism managers continue to improve in quality by conducting comparative study visits to tourism villages which can be a good and professional model of management and business of tourism villages. The social and cultural conditions of the Lerep community have improved in terms of mutual cooperation activities and the preservation of village traditions.

The development of the Lerep Tourism Village has an impact on the economy of businesses and tourism services. With the development of a tourism village, it can increase the income of business operators and tourism services to around IDR 2,501,000 - IDR 3,500,000 per month. Income from tourism village activities ranges up to IDR 450,000 per month.

The peak tourist arrivals in the Lerep Tourism Village occur more than 4 times a year. The income of business owners and tourism services when crowded can increase up to 3 times. The existence of the Lerep Tourism Village can open up employment opportunities and increase the income of its people. In addition, the existence of Lerep Tourism Village is quite able to help meet daily needs and secondary needs.

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