

The Shift of the Slow Tourism Concept During the Period of the Covid-19 Pandemic at Yabbiekayu Eco-Bungalows

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ABSTRACT

Keywords:
slow tourism;
pandemic;
tourism component.

Even though it was affected by the Covid 19 pandemic, tourism actors are trying to persist in improving and developing the quality of tourist travel. One way that tourism actors do this is by making changes to the implementation, namely the concept of slow tourism in a tourist trip. The slow tourism concept is a tourism concept that focuses on improving the quality of travel by considering the ecological conditions of the environment, reducing emissions, and the welfare of the surrounding community, so as to create an authentic and unforgettable tourist trip. The study of the concept of slow tourism will not work without complete tourism components consisting of attractions, amenities, accessibility, accommodation and tourist activities. This research will discuss the concept of slow tourism in the tourism component which is the basis for changes in the application of the concept of slow tourism in the period before, during and after the Covid 19 pandemic at Yabbiekayu Eco Bungalows and the Timbulharjo Village area. This research discusses the extent of changes in the application of the slow tourism concept to tourist trips as well as the factors that influence changes to a tourist trip in the period before, during and after the Covid 19 pandemic at Yabbiekayu Eco Bungalows. The method used is descriptive qualitative, by collecting interview and observation data. The results of the research carried out will show the extent of changes in the concept of slow tourism in the period before, during and after the Covid 19 pandemic in Timbulharjo Village with the case study of Yabbiekayu Eco Bungalows. These changes will be identified in accordance with the research time period that has been determined, then a conclusion will be made regarding how dynamic and consistent the changes in the slow tourism concept that occurred during the period before, during and after the Covid 19 pandemic at the research locus, namely at Yabbiekayu Eco Bungalows and in the village Timbulharjo, Bantul, Yogyakarta..



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1. Introduction

Slow tourism is a tourism concept aimed at minimizing carbon emissions and environmental impact to achieve reflective absorption of a related tourist destination [1]. The shift in the tourism paradigm from mass tourism to slow tourism has gained prominence, especially after the Covid-19 pandemic. Slow tourism is a sustainable tourism concept that prioritizes the quality of travel with high ecological sensitivity, involves longer travel times, strives to develop the potential of local communities, and ultimately can improve the economy for local residents. The development of the slow tourism concept is supported by tourism concepts that align with the criteria of tourism components, thus creating revisit intentions for tourists. Therefore, there is a need for identification regarding the

elements of slow tourism with the locus and issues as follows.

1.1 Slow Tourism Concept

The shift from mass tourism will certainly change the patterns and arrangements in travel activities. Travelers have a greater desire to enjoy experiences and spend time at only one destination comprehensively and deeply, with less mobility to other destinations [2]. The COVID-19 pandemic is a momentum for changing the tourism paradigm towards sustainability [3]. This change is reinforced by Booking.com's statement in 2022, which stated that 64% of travellers choose to avoid highly dynamic tourist locations and prefer to avoid crowds. Therefore, there is a need to strengthen tourism, and one

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effort is to prioritize the quality of tourism components, one of the most important parts of the tourism industry.

Sustainable tourism is a kind of development that meet the needs of visitors in the present without compromising the future generations to meet their needs [4]. The principles of sustainable tourism are created to achieve a balance between environmental and cultural aspects. These principles [5] include ecotourism, responsible tourism, active tourism, and slow tourism, which are concepts directly related to sustainable tourism (environmental product) [6]. Slow tourism, in particular, involves a shift in focus from achieving a high volume of experiences while on vacation to the quality of the travel experience with fewer destination goals [7] as Figure 1.

Slow tourism is one of the theories that fall under the umbrella of sustainable tourism. Travelers who adopt the slow tourism system in their journeys tend to be environmentally friendly and conscious [2]. This arises because travellers have a desire to enjoy experiences and spend time at only one destination. The general concept of slow tourism is to encourage travellers to visit a destination for a longer period, with more intensity, authenticity, place appreciation, and more time to learn the local culture [8].

The experience in travel is a dominant aspect in the concept of slow tourism, where the quality of the relationship between tourists and local residents is prioritized in achieving happiness [9]. Slow Tourism has several main principles include a greater appreciation for the journey, experiencing and immersing oneself in the visual sensations, sounds, and enjoyment of the visited destinations. Slow tourism is considered a system of tourism development that is simple, sensitive to ecological aspects, and aimed at enhancing the quality of potential and capacity of human resources that have not been developed in various regions. It also functions to develop authentic local tourism potentials [11]. It arises because tourists have a greater desire to enjoy the experience and spend time at only one destination in a more in-depth manner [2]. The concept of slow tourism in tourism cannot proceed without the presence of tourism components in a destination. Further research is needed on the tourism components present in a destination and their relation to the research locus, to identify changes in the application of slow tourism concepts in a tourist destination before, and after the COVID-19 pandemic.

Tourists are given more time to recognize the richness of the environment and its nature. They gain a deep perception of the culture of a place by having

consequential interactions with the local community. The concept of slow tourism ultimately leads to peak 'quality' travel experiences. These principles of slow tourism are outlined in the success of slow tourism in Figure 2 [10].

1.2. 5A Tourism Components

The global tourism sector is projected to represent 11.6% of the global economy by 2033, in line with tourists' interest in environmental-friendly travel [12]. The availability of tourism components is essential so that tourists can experience authentic interactions with the surrounding environment during their travels. Tourism components are essential elements within a tourist destination [13]. With the presence of tourism components, a destination will foster a sustainable and high-quality tourism ecosystem.



Figure 1. The relationship between Sustainable Tourism & Environmental Product

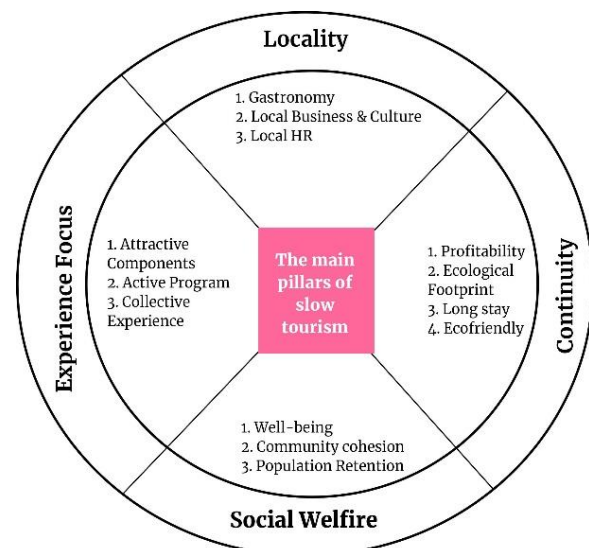


Figure 2. The Success Principles of Slow Tourism

When traveling, individuals have surely prepared destinations that will contribute to their personal development and support [14], utilizing the 5A

components comprising tourist attractions, activities, accessibility, accommodation, and amenities. In the process of achieving a balance in tourism components, there are several references within the tourism ecosystem, including attractions, activities, accessibility, accommodation, and amenities [15]. Researchers will re-identify tourism components according to the classifications previously conducted and studied by tourism experts.

1.3. Locus of Yabbiékayu Eco-Bungalows

The researcher will elaborate on the research location, namely Yabbiékayu Eco-Bungalows located in Timbulharjo Village, Sewon District, Bantul, Yogyakarta, directly adjacent to the Tembi Tourism Village (Figure 3). After the Covid 19 pandemic, there have been several changes in tourist activity patterns, including tourists tending to visit individually or in groups, awareness of health and cleanliness has increased, duration of visits and visitor dynamics are low, travel planning is related to time, quality of travel, and increased tourism industry activity [16], who tend to be technologically literate. This location was chosen as the research site because Yabbiékayu Eco-Bungalows has a tourism accommodation concept based on slow tourism and sustainable living, which has been implemented since its establishment in 2011, precisely before the COVID-19 pandemic. Interestingly, Yabbiékayu Eco-Bungalows has consistently adhered to this concept throughout the COVID-19 pandemic. Bungalows are a form of accommodation in a house-shaped building located in the countryside or mountains

and far from the city center, which is rented to families as a place to rest [17]. The architectural style of the bungalow buildings provides many opportunities to live a life in contact with nature [18].

Bungalows have smaller and fewer rooms than a typical house, and are relatively easy to modify [19]. Although Yabbiékayu Eco Bungalows has experienced many dynamics related to changes in the slow tourism concept, researchers are interested in examining the extent to which this concept has been implemented during the COVID-19 pandemic period, and to know efforts and steps Yabbiékayu Eco-Bungalows to sustain their accommodation business. After obtaining this data, researchers will identify the coefficient of success of the slow tourism concept before, during, and after the COVID-19 pandemic by Yabbiékayu Eco Bungalows.

This location was chosen as the subject of the research because Yabbiékayu Eco-Bungalows has implemented a slow tourism and sustainable living-based accommodation concept since its inception in 2011, before the COVID-19 pandemic (Figure 4). Yabbiékayu Eco-Bungalows consistently used this concept during the COVID-19 pandemic period. Despite undergoing many changes in the implementation of the slow tourism concept, researchers want to explore the extent to which this concept continues to be implemented during the COVID-19 pandemic, and what steps Yabbiékayu Eco-Bungalows has taken to sustain their accommodation business during this time.



Figure 3. Yabbiékayu Eco Bungalows Location

Yabbiékayu Eco-Bungalows is located among residential houses and rice fields (Figure 5), providing its own advantages for both the management and tourists who visit. These advantages include the creation of an authentic rural atmosphere and the presence of abundant vegetation, supporting the concept of slow tourism and slow living enjoyed by tourists. Close relationships with the local community are also emphasized by the absence of barriers between tourists and local residents, involving the community in every tourism activity. After obtaining the data, researchers will identify the coefficient of success of the slow tourism concept that has been applied before, during, and after the COVID-19 pandemic by Yabbiékayu Eco Bungalows.

Over time, Yabbiékayu Eco-Bungalows has evolved into

one of the integrated tourist destinations, not only accommodation facilities but also offering components such as tourist attractions, availability of amenities, bungalows services, available facilities, and tourist activities conducted both independently by Yabbiékayu Eco-Bungalows and in collaboration with the Tembi Village Tourism, with a focus on implementing ongoing slow tourism and sustainable living practices.

After the Covid-19 outbreak, there have been many changes in the sequence of a tourist's journey, and it also occurred at Yabbiékayu Eco-Bungalows. This certainly prompted Yabbiékayu Eco-Bungalows to brainstorm their ways in maintaining a stable number of visitors and keep them interested. This has somewhat altered the arrangement of the area at Yabbiékayu Eco-Bungalows.



Figure 4. Siteplan of Yabbiékayu Eco Bungalows



Figure 5. Location Map of Yabbiékayu Eco Bungalows

Amidst the challenges posed by the Covid-19 pandemic, Yabbiékayu Eco-Bungalows has remained committed to its concept of slow tourism, which it has embraced since its beginning. Additionally, the establishment has actively engaged in educating tourists, local communities, and tourism enthusiasts in Timbulharjo Village about the principles of slow tourism. This presents an intriguing subject for analysis regarding the evolving components of tourism, the enduring elements of slow tourism, and the strategies employed by Yabbiékayu Eco Bungalows to address these challenges. This research aims to contribute insights, comparisons, and knowledge regarding the implementation of the slow tourism concept at Yabbiékayu Eco Bungalows in Bantul, Special Region of Yogyakarta.

Based on the research conducted at Yabbiékayu Eco-Bungalows, several changes related to the implementation of slow tourism concept before, during, and after the Covid-19 pandemic were identified in the accommodation facilities in Desa Timbulharjo, with Yabbiékayu Eco-Bungalows as the case study. The study period was divided into three time periods: before the Covid-19 pandemic, covering 2007 (the beginning of Desa Wisata Tembi) to 2019; during the Covid-19 pandemic, 2020 to 2021; and after the Covid-19 pandemic, 2022 and 2023.

2. Research Method

This study employs a qualitative research method with a case study approach, employing the 5A Tourism theory which assesses five aspects: attractions, amenities, accommodation, accessibility, and tourism activities. The variables utilized are based on the slow tourism success coefficient theory, with some adjustments to suit the field conditions. These variables include sustainable strategies, authenticity of travel experiences, completeness of supporting facilities, marketing strategies, relations with local tourism stakeholders, architectural concepts, ease of accessibility, and education on the values of slow tourism. The study area is located at Yabbiékayu Eco-Bungalows.

The research timeframe is divided into three periods. The periods include before the Covid-19 pandemic, starting from the construction of Yabbiékayu Eco-Bungalows in 2011 until 2019; during the pandemic, covering the years 2020 and 2021; and post-pandemic, spanning the years 2022 and 2023. Data collection techniques involve two types of data: first, primary data collected through interviews and observations. Interviews are conducted to understand the implementation of slow tourism and sustainable living concepts at Yabbiékayu Eco-Bungalows before and during the COVID-19 pandemic to

obtain accurate and detailed information. Interviews are conducted with tourism managers at Yabbiékayu Eco-Bungalows and tourism accommodation entrepreneurs in Timbulharjo Village to assess the extent of changes in slow tourism concepts from the perspectives of Yabbiékayu Eco-Bungalows' management and tourism accommodation entrepreneurs in Timbulharjo Village. Second, secondary data are obtained through direct field observations to collect observational data such as documentation and other documents to complement data related to the research object. The data analysis technique used in this study is qualitative descriptive analysis.

3. Results and Discussion

The concept of tourism components in a tourist destination includes attractions (ease of witnessing unique activities at the tourist location), activities (availability of facilities to support tourism activities), accessibility (the level of ease of visiting the destination), accommodation (experience and ease of finding suitable and enjoyable lodging), and amenities (supporting facilities such as telephones, water, Wi-Fi hotspots, and souvenir shops) [20]. Such components are undoubtedly crucial elements that must be available at tourist destinations. The Covid-19 pandemic has impacted the number of tourist arrivals due to restrictions on tourism mobility, including flights to and from abroad, and inter-regional mobility within Indonesia. This has affected both the number of foreign tourists and domestic tourists during their travels. The emergence of "work from anywhere" in employment allows tourists to enjoy their travels while working. Yabbiékayu Eco-Bungalows and Desa Wisata Tembi have made several changes during the periods before, during, and after the COVID-19 pandemic.

In this study, we will examine the extent of changes in the implementation of the 5A aspects of tourism, consisting of eight research variables related to the changes in the application of the slow tourism concept based on the period of before, during, and after the COVID-19 pandemic. These changes will be differentiated according to the types of local and international tourists, viewed from the perspective of the Yabbiékayu Eco-Bungalows management. The findings will be elaborated as follows.

3.1. The analysis of the periodization of tourist attractions

The analysis result of periodization on tourism attraction at Yabbiékayu Eco Bungalows summarized in [Figure 6](#). Yabbiékayu Eco-Bungalows, established in 2011 in the area of Desa Timbulharjo adjacent to Desa Wisata Tembi,

has been a pioneer in implementing the concepts of slow tourism and sustainable living. This concept has been steadfastly upheld and consistently maintained during the periods before, during, and after the Covid-19 pandemic. Despite no changes in the concept itself, Yabbiékayu Eco Bungalows remains dynamic by striving to adapt and improve service quality according to the needs and characteristics of guests. In maintaining the quality of the environmental ecosystem, Yabbiékayu Eco-Bungalows uses a solar system for electricity supplied to the bungalow area. Sustainable principles are also reflected in the materials used for the bungalows. During the pandemic, Yabbiékayu Eco Bungalows implemented health protocols. After the pandemic, Yabbiékayu Eco Bungalows implemented the use of hybrid electricity from PLN and solar energy. In 2023, Yabbiékayu Eco-Bungalows established Pekan Yabbiékarta, a creative market offering eco-friendly goods.

Yabbiékayu Eco Bungalows has consistently been a destination that applies the concept of slow tourism, offering authentic travel experiences through intensive communication between tourists and staff during the check-in to check-out period. Efforts to maintain revisit intentions for tourists are maintained through continuous communication. Adapting to changes in tourist interests, Yabbiékayu Eco-Bungalows shifted from the bed and breakfast concept to paddock to plate, allowing tourists to garden in the edible garden, cook, and enjoy dishes made

from the edible garden produce. During the Covid-19 pandemic, adjustments were made with the rejuvenation of the edible garden to meet the preferences of local tourists who tend to seek selfie spots. Before the pandemic, tourists enjoyed various attractions around Yabbiékayu Eco-Bungalows alone. Since the pandemic, tourist preferences have shifted to experiencing attractions around the Yabbiékayu Eco-Bungalows area. After the pandemic, shopping activities became popular among tourists. Despite undergoing many adjustments, Yabbiékayu Eco-Bungalows continues to maintain the authenticity of travel moments and provide responsive services to meet tourists' needs during the COVID-19 pandemic period.

3.2. Analysis of Periodization of Tourism Amenities

The analysis result of periodization on tourism amenities at Yabbiékayu Eco Bungalows summarized in Figure 7. Yabbiékayu Eco Bungalows has undertaken several initiatives to enhance the facilities for travellers. This includes the establishment of Yabbiékayu Restaurant in 2015, the living pool in 2017, parking areas in 2019, and the construction of offices, kitchens, nurseries, chicken coops, and a souvenir shop in 2023. Due to limited space, yoga sessions were initially held in the community-owned land of Desa Wisata Tembi regarding meditation and relaxation activities. After student exchanges from the University of Tasmania arrived, the yoga activities shifted

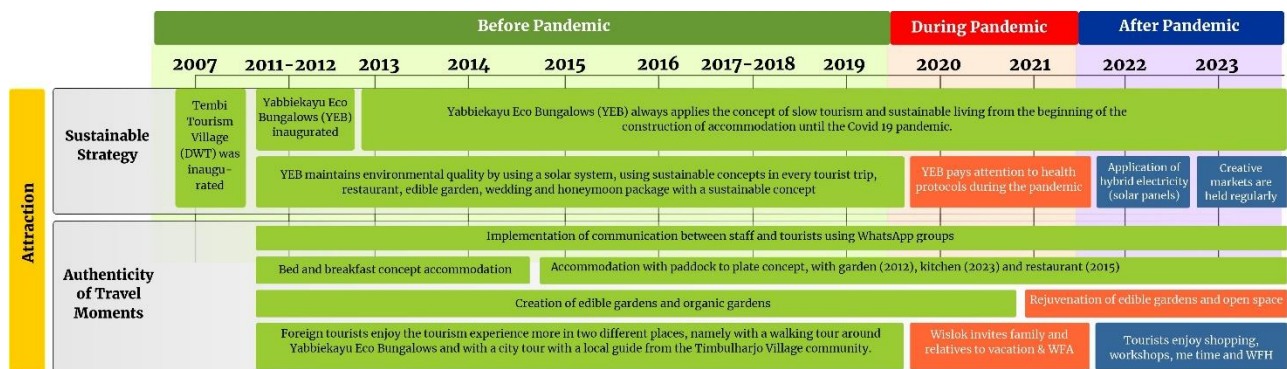


Figure 6. Periodization of Changes in the Implementation of Slow Tourism Concept on Tourism Attraction

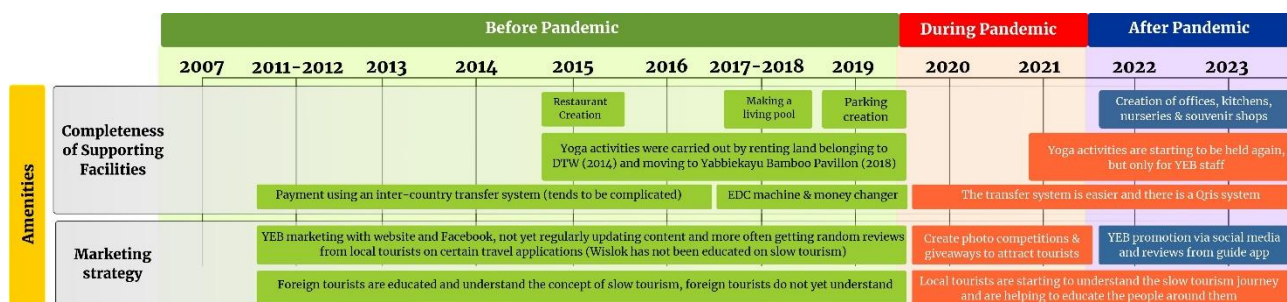


Figure 7. Periodization of Changes in the Implementation of Slow Tourism Concept on Tourism Amenities

to Yabbiékayu Bamboo Pavilion, which served as an open space. These activities were temporarily halted and resumed in 2021, but only conducted by staff and some guests. Regarding payment systems, Yabbiékayu Eco-Bungalows previously faced challenges where it took several days to complete transfers. In 2016, EDC machines were introduced, followed by the installation of a money changer facility. Since the onset of the COVID-19 pandemic, payment methods have become more efficient with interbank transfer systems and the implementation of QRIS systems.

Yabbiékayu Eco Bungalows' marketing strategy has also undergone significant adjustments. Initially, the establishment used websites and Facebook marketing channels for travel products. At that time, local tourists were not well-educated about slow tourism and sustainable living. Many random reviews were written by local tourists on travel applications, such as complaints about the lack of AC facilities in the bungalows, which, in reality, were adaptations of eco-friendly travel. This was not acceptable to all tourists, especially local ones. During the COVID-19 pandemic, everything related to product promotion and marketing now heavily relies on social media and visual content. Yabbiékayu Eco-Bungalows adopts a "focus for one topic" concept in content creation. They attempt to sell bundle packages at Yabbiékayu Restaurant and organize giveaways to attract tourists. Yabbiékayu Restaurant collaborates with online motorcycle taxi services, which assist in the delivery system, considering social distancing measures during the pandemic.

Another factor influencing the return of tourists to Yabbiékayu Eco-Bungalows is the increasing awareness among travelers of slow tourism and sustainable living. This coincides with the growing trend of slow tourism in the tourism industry and the rise of the "work from anywhere" phenomenon, allowing tourists to authentically enjoy high-quality travel experiences.

3.3. Periodization Analysis of Tourism Accommodation

The analysis result of periodization on tourism accommodation at Yabbiékayu Eco Bungalows summarized in Figure 8. Yabbiékayu Eco Bungalows has taken several steps to enhance the facilities for tourists. This includes the addition of Yabbiékayu Restaurant in 2015, the living pool in 2017, the parking area in 2019, and the establishment of office space, kitchen, nursery, chicken coop, and souvenir shop in 2023. Regarding meditation and relaxation activities, due to limited space, yoga sessions were initially held on land owned by the community of Tembi Tourism Village. However, after the arrival of students from the University of Tasmania for an exchange program, yoga activities shifted to the Yabbiékayu Bamboo Pavilion, which served as an open space. These activities were briefly halted but resumed in 2021, albeit only conducted by staff and a few guests.

In terms of payment systems, Yabbiékayu Eco-Bungalows previously faced challenges, requiring several days for payment settlement via bank transfer. In 2016, Electronic Data Capture (EDC) machines were introduced, followed by the installation of a money changer facility. Since the onset of the Covid-19 pandemic, payment convenience has increased with the implementation of interbank transfer systems and QRIS (Quick Response Code Indonesian Standard).

The marketing strategy of Yabbiékayu Eco Bungalows has also undergone significant adjustments. Initially, the resort utilized its website and Facebook as marketing tools for travel products. At that time, local tourists were not well-educated about the concepts of slow tourism and sustainable living. Many random reviews were written by local tourists on travel apps, often criticizing the lack of air conditioning in the bungalows, which was, in fact, an adaptation for eco-friendly travel. This seemed unacceptable to many tourists, especially locals.

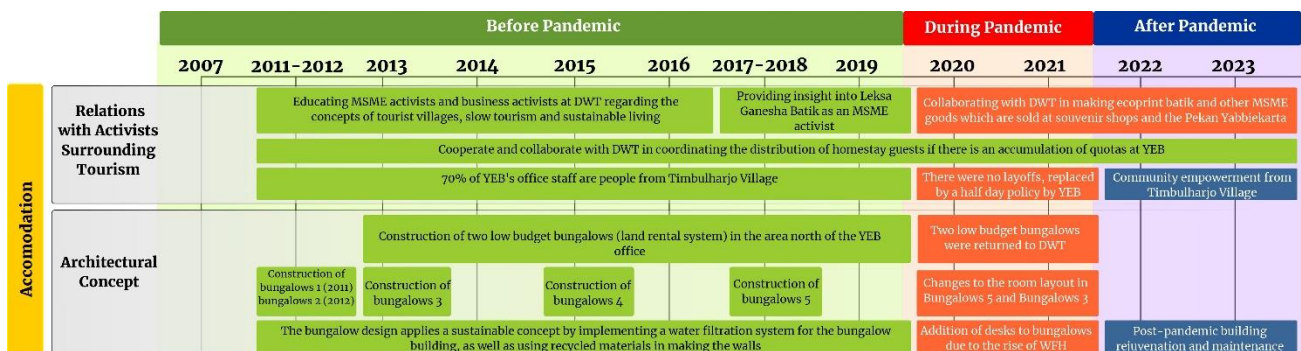


Figure 8. The Periodization of Changes in the Implementation of Slow Tourism Concept in Accommodation Facilities

During the Covid-19 pandemic, promotion and marketing activities relied heavily on social media and visual content. Yabbiékayu Eco-Bungalows adopted the "focus for one topic" concept in content creation. They attempted to sell bundle packages at Yabbiékayu Restaurant and organized giveaways to attract tourists. Yabbiékayu Restaurant collaborated with online motorcycle taxi services to facilitate delivery, considering social distancing measures during the pandemic.

Another factor influencing the resurgence of tourists at Yabbiékayu Eco-Bungalows is the increased awareness among travelers about the concepts of slow tourism and sustainable living. This trend aligns with the growing popularity of slow tourism and the rise of remote work, allowing tourists to authentically enjoy quality travel experiences.

3.4 . Perodization Analysis of Tourism Access

The analysis result of periodization on tourism accessibility at Yabbiékayu Eco Bungalows summarized in Figure 9. Yabbiékayu Eco Bungalows has taken several steps to enhance the completeness of facilities for travel. This includes the addition of Yabbiékayu Restaurant in 2015, a living pool in 2017, parking lots in 2019, and the establishment of an office, kitchen, nursery, chicken coop, and souvenir shop in 2023. Regarding meditation and relaxation activities, due to limited space, yoga sessions were initially held on land owned by the community of Desa Wisata Tembi. After the arrival of student exchanges from the University of Tasmania, yoga activities moved to the Yabbiékayu Bamboo Pavilion, which serves as an open space. These activities were temporarily suspended and resumed only by staff and a few guests in 2021. In terms of payment systems,

Yabbiékayu Eco-Bungalows previously faced difficulties as it took several days for bank transfers to be completed. In 2016, EDC machines were introduced, followed by money changer facilities. Since the onset of the COVID-19 pandemic, payment convenience has increased with the introduction of interbank transfer systems and QRIS systems. The marketing strategy of Yabbiékayu Eco Bungalows has also undergone significant adjustments. Initially, Yabbiékayu Eco-Bungalows used its website and Facebook as marketing channels for travel products.

At that time, local tourists were not educated about the concepts of slow tourism and sustainable living. Many random reviews were written by local tourists on travel apps. For example, complaints about the lack of AC facilities in the bungalows, which were an adaptation to eco-friendly travel, seemed unacceptable to all tourists, especially local ones. During the Covid-19 pandemic, all aspects related to product promotion and marketing are now inseparable from the use of social media and visual cues. Yabbiékayu Eco-Bungalows employs a "focus on one topic" concept in creating content. It attempts to sell bundle packages at Yabbiékayu Restaurant and holds giveaways to attract tourists. Yabbiékayu Restaurant collaborates with online motorcycle taxis to assist in the delivery system, especially during the COVID-19 pandemic, where social distancing is essential. Another factor influencing the return of tourists to Yabbiékayu Eco-Bungalows is the increasing awareness of tourists about the concepts of slow tourism and sustainable living. This occurs in conjunction with the growing trend of slow tourism and the rise of "work from anywhere," allowing tourists to authentically enjoy a quality travel experience.



Figure 9. The Periodization of Changes in the Implementation of the Slow Tourism Concept on Tourism Activity

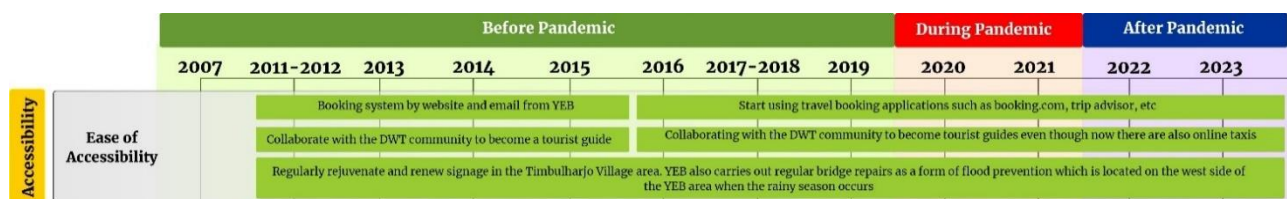


Figure 10. The Periodization of Changes in the Implementation of the Slow Tourism Concept on Tourism Accessibility

3.5. Periodization Analysis of Tourism Activity

The analysis result of periodization on tourism activity at Yabbiékayu Eco Bungalows summarized in Figure 10. Yabbiékayu Eco-Bungalows has been actively collaborating with foreign universities to conduct workshops and internships, which were organized several times before the Covid-19 pandemic. This collaboration involves the local community, allowing community empowerment programs to be implemented effectively. Yabbiékayu Eco-Bungalows has partnered with several overseas universities to collaborate on various projects that serve as part of the tourism amenities. Some of these collaborative projects include the Bamboo Project with the University of New Castle (2016), the Yabbiékayu Yoga Pavilion (2019), the Volunteer Program with the University of Melbourne (2019), the Wayang (Shadow Puppet) Performance with the National University of Singapore (2019), and several others. This is indeed a source of pride for Yabbiékayu Eco-Bungalows because, in addition to benefiting from new facilities that support activities at Yabbiékayu Eco-Bungalows, the accommodations there are increasingly recognized by international tourists as one of the advocates of tourism

accommodation in the field of slow tourism and sustainable living.

During the COVID-19 pandemic, the community in Tembi Tourism Village began to understand the concept of establishing a tourism village. This understanding was supported by the COVID-19 pandemic, which compelled the community to brainstorm ways to attract tourists back to Tembi Tourism Village. One way was to develop the existing tourism embryo by presenting the concept of rural tourism, offering added value through maximum service to tourists in terms of communication, trip organization, and service quality. After the COVID-19 pandemic, Yabbiékayu Eco-Bungalows introduced several new tourism activities, including workshops and the Yabbiékarta Week, indirectly attracting the interest of a considerable number of local tourists. Changes in tourism activities are dynamic, following changes in tourist patterns after the Covid-19 pandemic.

3.6. Changes Periodization Results in Implementing Slow Tourism Concept



Figure 11. Change Periodization in Implementing *Slow Tourism* Concept

The description in Figure 11 is based on facts gathered through interviews with stakeholders and field observations concerning Yabbiékayu Eco-Bungalows, Desa Wisata Tembi, and other tourism enthusiasts in the Timbulharjo Village area. The chart depicting the changes in the implementation of the slow tourism concept during the COVID-19 pandemic period at Yabbiékayu Eco-Bungalows indicates several alterations. The categorization of periods is based on the years 2007 to 2019 as the pre-Covid-19 pandemic period. Then, the years 2020 to 2021 are categorized as the period during the Covid-19 pandemic, while the years 2022 to 2023 are categorized as the period after the Covid-19 pandemic. In the chart, various tourism components changed due to shifts in the number of local and international tourists, influenced by changing tourist characteristics, mobility restrictions during the COVID-19 pandemic, and advancements in technology affecting marketing strategies in understanding tourism concepts.

Awareness of the importance of reading and providing reviews on social media to educate tourists about the slow tourism concept also influenced changes in target markets and tourist demographics. These changes include the increasing education of local tourists about the slow tourism concept and the arrival of international tourists after the lifting of international flight restrictions, which significantly impacted the number of international tourists during the COVID-19 pandemic. Several tourism

components experienced changes in the implementation of the slow tourism concept at Yabbiékayu Eco-Bungalows during the periods before, during, and after the COVID-19 pandemic, which will be detailed in Figure 12.

Changes in tourism components at Yabbiékayu Eco-Bungalows occur in almost all aspects. Tourism components such as attractions, amenities, accommodations, and activities undergo the most changes because these components greatly influence the quality of the travel experience. This is consistent with the theory outlined [10] regarding the four main pillars of successful slow tourism, namely a focus on travel experience, locality, social well-being, and sustainability.

In terms of focusing on the travel experience, Yabbiékayu Eco-Bungalows undergoes changes based on the evolving characteristics of tourists during the COVID-19 pandemic. These changes include adjustments to tourism amenities due to changes in work-from-anywhere patterns, digital nomadism, and remote working. Yabbiékayu Eco-Bungalows strives to adapt by providing rejuvenated facilities such as the edible garden, which can also be enjoyed by visitors to Yabbiékayu Restaurant seeking inspiration for remote work. Additionally, Yabbiékayu is responsive to the consumer market dominated by local tourists, as evidenced by the creation of Yabbiékarta Week in the open space to align with tourism and shopping trends among visitors.

	Before Pandemic									During Pandemic		After Pandemic	
	2007	2011-2012	2013	2014	2015	2016	2017-2018	2019	2020	2021	2022	2023	
Attraction	Sustainable Strategy	YEB maintains environmental quality by using a solar system, using sustainable concepts in every tourist trip, restaurant, edible garden, wedding and honeymoon package with a sustainable concept							YEB pays attention to health protocols during the pandemic		Application of hybrid electricity (solar panels)	Creative markets are held regularly	
	Authenticity of Travel Moments	Foreign tourists enjoy the tourism experience more in two different places, namely with a walking tour around Yabbiékayu Eco Bungalows and with a city tour with a local guide from the Timbulharjo Village community.							Creation of edible gardens and organic gardens		Rejuvenation of edible gardens and open space		
Amenities	Completeness of Supporting Facilities	Payment using an inter-country transfer system (tends to be complicated)			Restaurant Creation	Making a living pool		Parking creation	EDC machine & money changer		Yoga activities are starting to be held again, but only for YEB staff		
	Marketing strategy	YEB marketing with website and Facebook, not yet regularly updating content and more often getting random reviews from local tourists on certain travel applications (Wislok has not been educated on slow tourism)							Create photo competitions & giveaways to attract tourists		YEB promotion via social media and reviews from guide app		
Accommodation	Relations with Activists Surrounding Tourism	Educating MSME activists and business activists at DWT regarding the concepts of tourist villages, slow tourism and sustainable living				Providing insight into Leksa Ganesha Batik as an MSME activist			Collaborating with DWT in making ecoprint batik and other MSME goods which are sold at souvenir shops and the Pelan Yabbiékarta		Community empowerment from Timbulharjo Village		
	Architectural Concept	Construction of bungalows 1 (2011)	Construction of bungalows 2 (2012)	Construction of two low budget bungalows (land rental system) in the area north of the YEB office.			Construction of bungalows 4	Construction of bungalows 5	Two low budget bungalows were returned to DWT		Post-pandemic: building rejuvenation and maintenance		
Activity	Education on the Value of Slow Tourism	Collaborating with Timbulharjo Village in educating tourists regarding local wisdom from Timbulharjo Village when carrying out tourism activities and live in Tembi Tourism Village while staying at YEB				Collaboration with foreign universities: Bamboo Project with University of New Castle (2016), Yabbiékayu Yoga Pavilion (2019), Work program from the University of Melbourne (2019), Puppet Show with University Singapore (2019), etc.			DWT is starting to understand the concept of slow tourism and sustainable living in DWT homestay		There are regular workshops on weekends	Making souvenir shops, nurseries & children coops	

Figure 12. Tourism Components Experiencing Changes in the Periodization of Implementation Changes in Slow Tourism Concept

For sustainability, adjustments can be seen in the layout improvements of several bungalows. Yabbiékayu Eco-Bungalows seeks to cater to the preferences of local tourists by creating layouts and room partitions in bungalows to respond to the changing characteristics of local tourists who tend to prefer bringing their families for staycations. The addition of working desks and facilities such as the living pool adds to the attractiveness for guests staying at the bungalows. The arrangement of gazebos in the open space is also made to respond to the tourists' activities such as workshops and other events.

3.7. Four Pillars of Slow Tourism Success

During and after the COVID-19 pandemic, there has been a shift in understanding among tourists and tourism accommodation practitioners in Timbulharjo Village regarding the concepts of slow tourism and sustainable living. Now, they know better about the implementation of slow tourism concepts and strive to create high-quality travel experiences in terms of both service and activities offered. These activities include the creation of Yabbiékarta Week, Weekly Workshop, and the establishment of a souvenir shop as a way to preserve the locality of products produced by the community. The products include eco-print batik, relaxation fragrances,

various types of clothing, water hyacinth crafts, paintings, and other artworks. These products represent the cultural heritage of Desa Timbulharjo that deserves to be preserved. Moreover, the sale of these products from micro, small, and medium enterprises (MSMEs) serves as a means for Yabbiékayu Eco-Bungalows to contribute to social welfare and boost the local economy of Desa Timbulharjo. Another form of empowerment undertaken by Yabbiékayu Eco-Bungalows is the use of staff originating from Desa Timbulharjo and refraining from layoffs during the pandemic. The changes in the implementation of slow tourism concepts regarding the main pillars of slow tourism can be illustrated in the [Figure 13](#).

There were several implementations of slow tourism concepts that remained unchanged and unaffected by the COVID-19 pandemic. Yabbiékayu Eco Bungalows consistently applies the concepts of slow tourism and sustainable living before, during, and after the COVID-19 pandemic. The concept of Yabbiékayu Eco-Bungalows is currently trending among tourists. In an era dominated by social media, many Indonesians follow the latest trends as a necessity. This is in line with the increasing awareness of tourists regarding health conditions of post-pandemic. Tourists have become selective in choosing destinations.

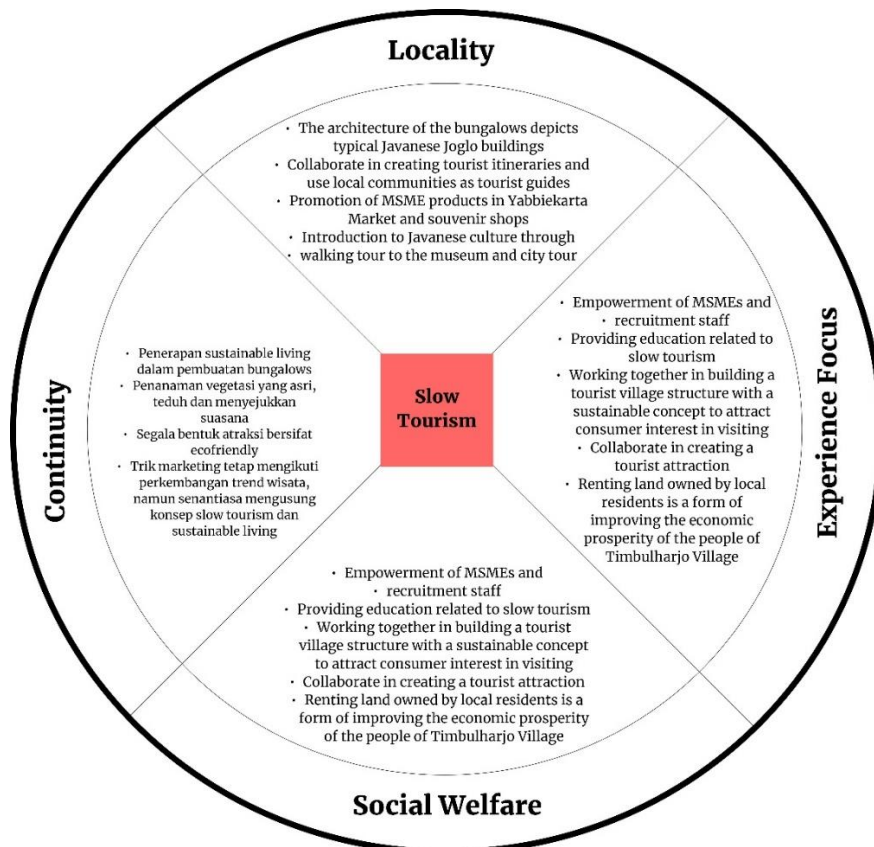


Figure 13. Four Pillars of Slow Tourism Success

Yabbiékayu Eco-Bungalows is now becoming known to tourists by educating them beforehand as presented in Figure 14. Implementation can also be seen in the two-way communication service provided by Yabbiékayu Eco-Bungalows through the creation of WhatsApp groups for both local and international tourists from the moment they check in until they check out. This facilitates Yabbiékayu Eco Bungalows in receiving criticism, and suggestions, and identifying any difficulties faced by consumers, enabling them to quickly address these issues. Regarding communication and customer service, Yabbiékayu Eco-Bungalows strives to synergize between being a business entity and not just focusing solely on profit. The success of Yabbiékayu Eco-Bungalows as an environmentally friendly entity is also determined by our relationship with nature, the environment, tourists, and the local community. This is developed through the addition of facilities such as restaurants, nurseries, rejuvenation of edible garden, souvenir shops, and other facilities, allowing the authentic identity of travellers to be created.

Yabbiékayu Eco Bungalows also continuously collaborates with the community of Desa Timbulharjo, especially Tembi Tourism Village. Yabbiékayu Eco-Bungalows helps educate the community that is part of Tembi Tourism Village by providing understanding and teaching about quality service to consumers, especially

during the periods before, during, and after the COVID-19 pandemic. This is demonstrated through collaborations such as SME collaborations, community empowerment by involving the community as staff at Yabbiékayu Eco Bungalows, and collaborations involving tourism guides that engage the community.

Yabbiékayu Eco Bungalows continues to use old tactics created before the Covid-19 pandemic. These tactics relate to cooperation in rejuvenating signage both in Yabbiékayu and Desa Wisata Tembi, repairing bridges to prevent river overflow, cooperation with tourist guides, and the ongoing development of an increasingly user-friendly online booking system from year to year. Therefore, the tourism component that has not experienced many changes during the COVID-19 pandemic periodization is the accessibility component.

3.8. Coefficient of Slow Tourism Success Based on Tourism Perspective

From the interview results and data collection, it was found that the changes at Yabbiékayu Eco-Bungalows and among business enthusiasts in Timbulharjo Village have already fulfilled the success coefficient theory of implementing slow tourism [16]. The researcher compared the interview findings as Table 1.

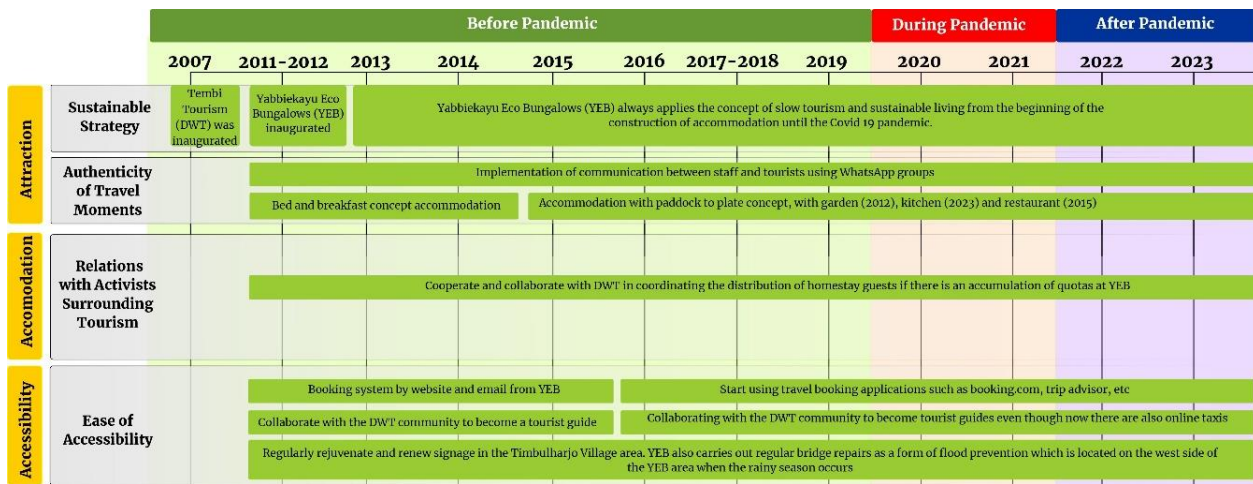


Figure 14. Components of Tourism Unchanged During the Periodization of Slow Tourism Concept Implementation Changes

Table 1. Coefficient of Slow Tourism Success based on Yabbiékayu Eco-Bungalows Visitors

No	Coefficient	Visitors opinions
1	Sustainability	Visitors are served by staff and tourist guides predominantly comprised of local residents who are very friendly, warm, responsive, and efficient.
2	Learning About Local	Visitors are accommodated in Joglo-designed bungalows with all the applied sustainable adaptations, providing learning opportunities about Javanese culture, and the option to purchase products from local MSMEs.
3	Organic	Visitors can now enjoy food offerings with the paddock-to-plate concept, which involves gardening activities to create a story behind cooking, along with a restaurant as a favorite amenity.
4	Wellness	Visitors are satisfied with the service, food presentation, bungalow conditions, eco-friendly facilities and amenities, as well as all staff who treat them like family and create a homely atmosphere.

No	Coefficient	Visitors opinions
5	Time	Visitors are particularly satisfied with the hospitality provided, especially with the existence of WhatsApp groups that allow tourists to easily convey their needs and grievances while at Yabbiékayu.
6	Opportunity	Visitors are also invited for walking tours around the village and interact with the local community, as well as city tours guided by local residents.
7	Understand	Visitors are introduced to a deeper understanding of slow tourism and sustainable living through travel itineraries and environmentally friendly technologies.
8	Responsibility	Visitors are encouraged to be responsible for the environment by using electricity and water resources as designed. The use of amenities such as anti-toxic soap and reducing plastic usage are forms of environmental sustainability education.
9	Impression	Visitors' revisit intentions are based on the satisfaction of the services provided by Yabbiékayu, alongside the unique and appealing concepts of sustainability and slow tourism.
10	Satisfaction	Visitors express satisfaction with the service provided by the owner, staff, and local community at Yabbiékayu Eco Bungalows.
11	Mobility/ Movement	Visitors and staff at Yabbiékayu also benefit from meditative facilities through activities such as yoga and Javanese massage.
12	Emotion	Visitors experience an authentic and memorable experience while at Yabbiékayu, leading many to express revisit intentions.

4. Conclusion

Various changes occurred in the tourism components influenced by tourists and dynamically accepted and improved by the management of Yabbiékayu Eco-Bungalows and entrepreneurs in Timbulharjo Village. These changes were categorized according to the timeline of tourism component evolution in Yabbiékayu Eco-Bungalows and Desa Timbulharjo (Desa Wisata Tembi). From this categorization, changes were identified, allowing for analysis of the four pillars of success in the slow tourism concept at Yabbiékayu Eco-Bungalows.

After identifying the four pillars of success, the researcher attempted to assess from the tourists' perspective how satisfied they were and the level of success of the slow tourism concept implemented at Yabbiékayu Eco-Bungalows. By examining the interview results and reviews from tourists, the coefficient of success of the slow tourism concept at Yabbiékayu Eco-Bungalows was determined, along with understanding the level of satisfaction and any obstacles encountered at Yabbiékayu Eco-Bungalows. After identifying the encountered obstacles, Yabbiékayu Eco-Bungalows and Desa Timbulharjo could seek ways to resolve them. In this case, Yabbiékayu Eco-Bungalows did not face significant obstacles and could still be resolved by fostering good collaboration among tourists, staff, and owners of Yabbiékayu Eco-Bungalows to address these obstacles.

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