

STRATEGIES FOR CREATING MEMORABLE TOURISM EXPERIENCE IN ENVIRONMENT-BASED TOURISM IN THE KAMPOENG OASE ONDOMOHEN

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Abstract:

Memorable Tourism Experience is an important part of tourism because it creates a memorable feeling (in a positive way) for visitors during their experience visiting a tourist spot. This memorable experience will make visitors want to return to the tourist spot and tell others about their experience. This research will focus on strategies to create memorable tours in environment-based tourism at Kampoeng Oase Ondomohen Surabaya. Kampoeng Oase Ondomohen is located in the middle of Surabaya, which has the title Kampung Wisata with various MSME (Micro Small Medium Enterprise) products from the community and the results of utilizing the environment around the kampung. By using descriptive qualitative methods and purposive sampling techniques, data collection in this study was conducted by interviewing informants consisting of the Community Leader of Kampoeng Oase Ondomohen, Tour & Travel Practitioners, and Visitors to Kampoeng Oase Ondomohen. Based on the results of data mining, it was found that Kampoeng Oase Ondomohen has the potential to be a memorable tour for visitors by utilizing the surrounding environment through Urban Farming, which is one of the activities that can be obtained when visiting Kampoeng Oase Ondomohen. This research will show how Human Resources play an important role in the development of a kampung and the importance of creating memorable tourism for a tourist spot.

Keywords: Community, Human Resources, Kampoeng Oase Ondomohen, Memorable Tourism Experience, Urban Farming

INTRODUCTION

Tourism is an important sector in Indonesia, which the government is currently intensifying to continue to be developed as a pillar of national development because it can boost the national economy, as stated in Law No. 10 of 2009 concerning Tourism, which states that tourism development is needed to encourage equitable business opportunities and benefits and be able to face the challenges of changing local, national, and international life. (Ethika, 2016). Tourism has become a mandatory need for everyone to release fatigue from work; therefore,

business people began to look for strategies to create attractive and memorable tourism so that visitors feel at home and want to always return to these tourist attractions. With increasingly sophisticated technology, it is easier for business people to attract visitors to visit their tourist attractions with good marketing capital and interesting content uploaded to social media. As tourism increasingly plays a key role in the growth of modern cities, both the state and government are giving greater attention to the tourism environment than ever before. The development of this environment involves various

stakeholders, including residents, local governments, and businesses. If not managed properly, it can have significant negative effects on the city's economy and environment (Tan, 2023). Peace, the environment, and tourism are all influenced by local conditions. Beyond addressing the needs of tourists, it is crucial to ensure community involvement and safeguard the environment (Ghimire & Upreti, 2011).

Murni et al. (2024) examined the management of environmentally based tourism villages from the perspectives of both local managers and government authorities to promote sustainable tourism. Their findings indicate that adopting the indicators established by the Global Sustainable Tourism Council (GSTC) and developing a tourism management model aligned with GSTC standards can strengthen the implementation of the Village Sustainable Development Goals (Village SDGs) mandated by the Indonesian government, particularly in Bali and other regions of Indonesia. Likewise, Surabaya City possesses diverse tourism resources, including coastal areas, marine attractions, rich flora and fauna, and urban green spaces. To increase both domestic and international tourist arrivals, it is essential to develop integrated and interconnected tourism destinations that enhance accessibility, enrich visitor experiences, and strengthen destination competitiveness. In this regard, the development of an integrated tourism route linking parks and environmental attractions is expected to improve connectivity among tourism sites, expand the range of accessible destinations, and encourage tourists to explore a wider variety of attractions within the city (Umilia et al., 2018).

Surabaya city tourism is supported by the growth of village tourism, one of which is Kampung tourism. Lawas Maspati Kampung tourism is one of them and holds significant untapped potential, particularly in terms of its historical and socio-cultural tourism aspects. However, the primary challenge is the inadequate quality of human resources and tourism management. Data analysis indicates that a new strategy is needed for Kampung Tourism Lawas Maspati. This strategy should focus on providing training in excellent service and management, as well as foreign language courses for the community, to enhance the competence of local human resources and promote sustainable tourism (Noviyanti UDE, 2020). Suprobo and Mutfianti (2021) found that the outcomes of the Green Kampung program extend beyond environmental improvements to include public recognition, enhanced creativity and innovation among residents, and the development of collective environmental awareness. These outcomes represent important indicators of environmental innovation performance in urban villages, complementing conventional measures that primarily focus on tangible products. The Villages in Surabaya continue to preserve their distinctive qualities (Furuta R, 2021). As a form of local urbanism, the Village has remained a durable and enduring heritage. Central to its longevity is the concept of 'everyday resilience,' which focuses on ongoing risks and micro-economic factors. This study suggests three strategies for enhancing urban community resilience, aimed at shaping future resilience frameworks and assisting urban communities in managing daily risks (Shirleyana, 2021).

Kampoeng Oase Odomohen is one of the Kampoeng located in Surabaya, more precisely in Odomohen Magersari V RT

08, RW 07 Ketabang Village, Genteng, Surabaya City, which has a myriad of achievements, especially in the field of environmental management. This village managed to get awards from various events held by the Surabaya City government, including Merdeka Dari Sampah with the category “Penghijauan Terbaik”, Surabaya Green and Clean (SGC) with the category “Lingkungan Paling Berguna” and “Pengelolaan IPAL Terbaik”, Surabaya Smart City with the category “Energi Alternatif Terbarukan”. Thanks to the victory, Kampoeng Oase Odomohen began to receive visits from Corporate Social Responsibility (CSR) companies such as Pertamina and PLN. In addition to CSR, the Department of Agriculture and Parks also helped Kampoeng Oase Odomohen by donating fertilizers and plants. The reason for providing this assistance is that they feel that Kampoeng Oase Odomohen has the potential to be developed further (Lubiansyah, 2021). In addition, Kampoeng Oase Odomohen also has the opportunity to collaborate with the concept of “Sister Village”. This collaboration is contained in one management called “Kampoeng Wisata Oase Surabaya” which consists of Kampoeng Pintar Tembok Gede (Oase-Tembok Gede) and Kampoeng Odomohen (Oase-Odomohen) (Wafiq et al., 2023). This Kampung also has a mixture of local and foreign wisdom cultures, namely Javanese culture and Dutch culture, which has been developed since 2000 by presenting the 1935 Odomohen Straat Zone in it.

In addition, the residents of Kampoeng Oase Odomohen Surabaya also contributed creativity to make their village better known to the public, such as converting sewers into fish ponds where the fish will be sold to food stalls such as Ayam Bakar Wong Solo, the existence of

MSME (Micro Small Medium Enterprise) products such as Sinom and Wedang Pokak, Solar Panels as alternative energy to overcome the increase in conventional and non-subsidized electricity prices, and charcoal briquettes made from tree branches and dry leaves which are used as a substitute for household fuel oil and gas. Since 2021, there have been several work programs and competitions participated in by the local community, namely Merdeka Dari Sampah (2016), Surabaya Green and Clean (2016 - 2018), Rujak Uleg Festival (2016, 2017, 2019), BSF (Black Soldier Fly) Nursery in collaboration with Project Forward, Soft Launching “Kampung Oase Suroboyo” (Lubiansyah, 2021).

A Memorable Tourism Experience (MTE) plays a crucial role in influencing tourists' intentions to revisit a destination, as positive and meaningful experiences create lasting memories that shape future travel decisions. Tourists who repeatedly visit the same destination often do so because of memorable experiences associated with the destination's attractions, service quality, or interactions with the local community. These memorable experiences foster emotional bonds with the destination, which in turn strengthen tourist loyalty. Furthermore, place attachment and a favorable destination image reinforce tourists' emotional connections, increasing their likelihood of revisiting the destination and recommending it to others (Nugraheni & Dirgantara, 2023). The memories of tourists about the things they experienced when visiting a tourist spot are temporary. They can only be conveyed by word of mouth, which will be used in making decisions to make a return visit to the tourist spot or not (Nova Putra et al., 2022). In this research, the concept of Memorable Tourism Experience will be applied to Kampoeng Oase Odomohen to attract

tourists to visit Kampoeng Oase Odomohen not only once but many times with the same purpose as the definition of the Memorable Tourism Experience concept itself. The strategy to create this concept starts from cooperation with the local community of Kampoeng Oase Odomohen itself because, after all, the people who drive tourism in Kampoeng Oase Odomohen are the people who live in the village.

The development of tourism undeniably has a very positive impact on economic development but has an impact on the environment that is increasingly not maintained. The problem that usually arises is that, because of following the ongoing trend, many tourist attractions build tourism support facilities without caring about how the environment of the tourist attractions is. This has an impact on the environment, which will be increasingly unkempt, which will have an impact on the tourism of the place, which will be labeled bad by the outside community (Widiati & Permatasari, 2022). Therefore, those who can improve and care for the environment of the tourist attractions themselves are the people who live/are responsible for the tourist attractions. It is useless if the natural resources owned by a tourist spot are attractive, but the state of the environmental ecosystem is bad. Therefore, community participation here is very important for the sustainability of tourism. There is a need to maintain the environmental ecosystem to create a green and cool climate to attract visitors to come (Yasmita, 2023). Outcomes of the Tourism Development Policy Implementation in Kampoeng Oase Odomohen, Surabaya (Safira et al., 2025):

1. Preserving the distinctive character and culture of the local community
2. Enhancing the quality of life

3. Promoting environmental sustainability
4. Elevating living standards
5. Ensuring fair distribution of benefits among community members

One of the advantages of Kampoeng Oase Odomohen that may be different from other kampung is its environment because it used to be an arid and slum environment then courtesy to the cooperation between residents of Kampoeng Oase Odomohen, this Kampoeng became a clean and beautiful Kampung. In addition, the residents also turned a sewer that was usually dirty and emitted an unpleasant odor into a fishpond, which is very interesting and rarely found in Indonesia. The contribution of the local community is something that must be done to support the implementation of the development of village tourism. Community empowerment is essential for improving the quality of life and living standards of local communities, enabling them to become more competitive and economically resilient. In addition to having a positive impact on the community, the concept of community-based tourism must also have an impact on the surrounding environment, namely reducing waste, protecting a sensitive environment, and developing the environment in a better direction (Teguh Iman Pribadi, 2021).

Community empowerment in Kampoeng Oase Odomohen can be carried out starting from learning about how to use technology as a means of promoting the village. In today's modern era, information can be quickly known through social media/internet. Kampoeng Oase Odomohen itself has social media such as websites and Instagram, but unfortunately it is not often used/active. This makes it difficult for people who may want to

know/visit Kampoeng Oase Odomohen to get information about this village, either to visit or to buy original village products. The lack of knowledge of the villagers in managing the use of websites such as not understanding how to use them, not knowing how to create website content in maximizing the promotion of their village will be a barrier to the creation of Memorable Tourism Experience that reaches tourists later because after all, if promotion is lacking, then it is also useless to create this Memorable Tourism Experience (Maulana et al., 2022). Every stage in the process of community empowerment has provided positive implications, namely changes in mindset that are increasingly concerned with the environment, increasing confidence, creativity, and productivity of citizens so as to obtain additional income. However, some things need to be improved, namely the lack of active participation of the community, limited funds, optimizing local potential through training, and the lack of contributions of youth in maintaining the sustainability of the Odomohen Village (Wafiq et al., 2023).

Research shows that in community empowerment, community participation is needed and the role of local institutions. Kampoeng Oase Odomohen has local institutions, such as the existence of environmental cadres, environmental facilitators, RTs, and RWs, which succeeded in inspiring community participation in preserving city villages through environmental and economic activities in the form of MSMEs. Community empowerment through social and economic activities that focus on handling environmental problems functions as a vehicle to encourage the creativity and independence of the community to maintain the comfort and sustainability of the village environment.

Community empowerment makes the existence of the Kampoeng Oase Odomohen even stronger in the midst of the development of the city of Surabaya. This is indicated by the development of the concept of the village sister for the Kampoeng Oase Odomohen with several other city villages in the city of Surabaya, where Kampoeng Oase Odomohen became the village (Rochmania, 2024).

Based on the description of the problems above, the problem formulation is obtained, namely.

1. What are the strategies that the community can do to create memorable tourism in environment-based tourism in Kampoeng Oase Odomohen?
2. What efforts does the community make in the development of tourism in Kampoeng Oase Odomohen?

The purpose of this research is to find out what strategies can be done by the community in order to create memorable tourism in environment-based tourism in Kampoeng Oase Odomohen Surabaya, and to know the efforts made by the community in the development of tourism in Kampoeng Oase Odomohen.

LITERATURE REVIEW

Sustainable Tourism

Sustainable tourism has emerged as one of the dominant paradigms in tourism development because it seeks to balance economic growth, environmental conservation, and social welfare. Unlike conventional tourism, sustainable tourism emphasizes long-term destination competitiveness while ensuring that tourism activities do not degrade natural resources or reduce the quality of life of local communities. The concept has become increasingly important as governments recognize tourism as a strategic sector capable of stimulating

economic growth while simultaneously preserving environmental and cultural assets.

According to Law No. 10 of 2009 concerning Tourism, tourism development in Indonesia aims to improve economic welfare, expand employment opportunities, preserve nature and culture, and strengthen national identity. This policy aligns with global sustainable development agendas that encourage tourism destinations to integrate environmental protection, social inclusion, and economic resilience into destination management (Ethika, 2016).

Recent studies emphasize that sustainable tourism cannot be achieved solely through destination promotion but requires collaboration among governments, businesses, local communities, and tourists. Tan (2023) explains that tourism environments are complex systems involving multiple stakeholders whose interests must be managed carefully. Poor governance may lead to environmental degradation, overcrowding, and declining destination competitiveness. Similarly, Ghimire and Upreti (2011) argue that sustainable tourism should prioritize community participation and environmental protection because tourism sustainability depends largely on local support and ecological preservation.

The implementation of sustainable tourism in Indonesia has increasingly adopted international sustainability standards. Murni et al. (2024) demonstrate that tourism villages applying the Global Sustainable Tourism Council (GSTC) indicators improve not only tourism management but also contribute significantly to achieving Village Sustainable Development Goals (SDGs). Therefore, sustainable tourism is no longer measured only by visitor numbers but also by environmental quality, community participation, and

socio-economic benefits generated for residents.

Community-Based Tourism and Community Empowerment

Community-Based Tourism (CBT) is recognized as an effective approach for ensuring that tourism benefits are distributed equitably among local communities while preserving local culture and environmental sustainability. CBT positions local communities as the primary actors in tourism planning, implementation, and management rather than merely as tourism beneficiaries.

Community empowerment forms the foundation of CBT because residents possess the knowledge, culture, and environmental understanding necessary for sustainable destination development. Teguh Iman Pribadi (2021) argues that community empowerment not only improves residents' economic welfare but also enhances environmental stewardship, waste management, and ecological conservation. Consequently, tourism becomes a mechanism for improving community quality of life while protecting natural resources.

Research conducted in various tourism villages in Surabaya indicates that successful community empowerment depends heavily on local institutional capacity. Rochmania (2024) found that environmental cadres, community facilitators, neighborhood organizations (RT/RW), and local MSMEs significantly encourage community participation in environmental conservation and tourism development. Such institutional collaboration strengthens social capital and enables communities to develop innovative tourism products.

However, community empowerment also faces several challenges. Wafiq et al. (2023) identify limited financial resources, insufficient youth participation, inadequate tourism training, and low

technological capability as major barriers to sustainable community development. These limitations reduce the effectiveness of destination promotion and limit tourism innovation.

Therefore, successful community-based tourism requires continuous capacity building through education, digital literacy, entrepreneurship training, and collaborative governance involving government agencies, universities, private sectors, and local communities.

Memorable Tourism Experience (MTE)

Memorable Tourism Experience (MTE) has become one of the most influential concepts in tourism marketing because tourists increasingly seek meaningful experiences rather than simply consuming tourism products. Kim et al. (2012) define MTE as a tourism experience that is positively remembered after the tourism activity has ended and influences future behavioral intentions.

Previous studies consistently demonstrate that memorable experiences significantly affect tourist satisfaction, destination attachment, electronic word-of-mouth (e-WOM), and revisit intention. Nugraheni and Dirgantara (2023) explain that destination image and place attachment strengthen tourists' emotional connections with destinations, thereby increasing destination loyalty. Similarly, Nova Putra et al. (2022) suggest that tourists retain memories of their travel experiences, which subsequently become references when deciding whether to revisit a destination.

The creation of memorable experiences depends not only on destination attractiveness but also on service quality, local hospitality, authenticity, and community interaction. Tourists who experience meaningful interactions with residents are more likely

to develop emotional attachment and positive memories.

In community-based tourism destinations such as Kampoeng Oase Ondomohen, MTE can be generated through unique environmental attractions, cultural authenticity, creative community activities, and local hospitality. Consequently, local communities become essential contributors in designing tourism experiences that are authentic, educational, and emotionally engaging.

Environmental-Based Tourism Development

Environmental quality has become one of the critical determinants of tourism competitiveness. Modern tourists increasingly prefer destinations that demonstrate environmental responsibility, cleanliness, biodiversity conservation, and sustainable resource management.

Widiati and Permatasari (2022) explain that rapid tourism development often prioritizes infrastructure expansion while neglecting environmental sustainability, resulting in pollution, ecosystem degradation, and declining destination attractiveness. Such conditions reduce tourist satisfaction and negatively affect destination image.

Conversely, Yasmita (2023) emphasizes that community participation in environmental conservation contributes significantly to creating attractive tourism environments characterized by clean ecosystems, green landscapes, and ecological resilience. Environmental preservation therefore becomes both an ecological necessity and a competitive advantage.

Safira et al. (2025) further identify several positive outcomes of tourism development policies in Kampoeng Oase Ondomohen, including preservation of local culture, improved quality of life,

environmental sustainability, enhanced community welfare, and equitable distribution of tourism benefits. These outcomes indicate that environmental tourism development can simultaneously generate ecological, social, and economic value.

Digital Promotion and Tourism Marketing

Digital technology has transformed destination marketing by enabling tourism organizations to reach wider markets through social media, websites, and online communication platforms. Effective digital marketing not only increases destination visibility but also shapes tourists' expectations before visiting.

Maulana et al. (2022) argue that inadequate digital literacy among tourism communities limits destination competitiveness because tourists increasingly rely on digital information when selecting travel destinations. Although Kampoeng Oase Odomohen already possesses digital platforms such as websites and Instagram, limited content management and inactive promotion reduce public awareness and destination exposure.

Digital promotion therefore should not merely focus on advertising but also on storytelling, visitor engagement, user-generated content, and showcasing authentic community experiences capable of creating memorable tourism experiences.

Kampoeng Oase Odomohen as an Environmental Tourism Destination

Kampoeng Oase Odomohen represents an innovative example of community-based environmental tourism in Surabaya. Originally characterized by slum conditions, the village has successfully transformed into an environmentally friendly tourism

destination through collective community action.

The destination has received numerous awards, including Surabaya Green and Clean, Merdeka Dari Sampah, Smart City Awards, and recognition for wastewater management and renewable energy initiatives (Lubiansyah, 2021). Innovative environmental practices include transforming drainage canals into fish ponds, utilizing solar panels as renewable energy, producing charcoal briquettes from organic waste, and developing environmentally friendly MSMEs.

The village also preserves historical and cultural heritage by integrating Javanese and Dutch colonial cultures within the "1935 Odomohen Straat Zone." Furthermore, collaboration through the "Sister Village" program with Kampoeng Pintar Tembok Gede has strengthened destination management and expanded tourism networks (Wafiq et al., 2023).

Despite these achievements, several challenges remain, including limited digital marketing capacity, insufficient community participation among younger generations, and the need for continuous innovation in creating memorable tourism experiences. These issues indicate that sustainable destination competitiveness depends not only on environmental excellence but also on continuous community empowerment, technological adaptation, and collaborative governance.

METHODOLOGY

The subject of this research is Kampoeng Oase Odomohen, and the object of this research is the community of Odomohen Oase Village and tourists who have visited Kampoeng Oase Odomohen.

The method used in this research is the descriptive qualitative research method. This research method itself is a qualitative approach where this approach

usually understands directly what is experienced by the research subject and examines directly the phenomena that are happening. Using this approach also produces descriptive or oral data obtained from direct observation at the research site. Data collection techniques are needed for both qualitative and quantitative research methods to obtain true and authentic data (Hanyfah et al., 2022):

1) Field Study

- Direct observation
- In this study, observation is the first step taken. Observation can be concluded as an observation activity by visiting the research site directly to examine the problems that exist in the object of research to produce original and clear data.
- Interview & Documentation
- The next step is interviews and documentation. An interview is an activity of digging up information by having a conversation with informants who have been selected using questions that have previously been prepared. This interview is conducted face-to-face or directly with the informant. The results of this interview can be documented through writing that is recorded directly, voice recordings, or photos together as evidence of having conducted an interview. This evidence is commonly referred to as documentation. Documentation not only contains evidence of interviews, but also contains evidence of observation of the research site.

2) Literature Study

This data collection technique is carried out by digging up information using books, journal articles, or references from

the internet regarding the problem being studied.

The main focus of this research is the creation of a memorable tourism strategy in Kampoeng Oase Ondomohen Surabaya by looking at what problems are the main topics in Kampoeng Oase Ondomohen, and then involving the local community there to work together. In conducting research, especially in the interview session, the informants needed are people who know about Kampoeng Oase Ondomohen as a whole, have a good relationship with the local community there, and are directly related and decision-makers.

The Informant Sampling Technique in this research is Purposive Sampling. This technique involves selecting data sources with certain considerations. This consideration concerns whether the intended informant is in accordance with what is expected and in accordance with the purpose of this research, so that it will make it easier to explore the situation being studied. In other words, Purposive Sampling will give freedom to researchers in selecting respondents who are in accordance with the research objectives based on predetermined criteria.

The criteria for informants in this study are the Tourism Awareness Group of Kampoeng Oase Ondomohen Surabaya. The informants are those who know about Kampoeng Oase Ondomohen Surabaya from the beginning of its formation until now, participate in developing Kampoeng Oase Ondomohen Surabaya, and know the programs or activities that are running in Kampoeng Oase Ondomohen Surabaya. The informant to be interviewed is "ES," a Community Leader in Kampoeng Oase Ondomohen. "ES" is the originator of Kampoeng Oase Ondomohen, from an arid and slum environment to a well-maintained environment like now, which is also inseparable from the intervention of

the care of the people of Kampoeng Oase Odomohen. In addition, this research also invited informants from “Tour & Travel Praktitioner”, namely “AW”, as well as 3 tourists who had been to Kampoeng Oase Odomohen Surabaya. The reason for selecting these informants is that it is considered that these informants meet the existing criteria, especially “ES”, who is arguably the figure behind Kampoeng Oase Odomohen Surabaya, who accompanied it from its inception until now, participated in the development of Kampoeng Oase Odomohen, and has a role in decision making regarding Kampoeng Oase Odomohen Surabaya.

RESULT

Table 1. List of Informants

Name & Age	Background
ES (57)	Community Leader <i>Kampoeng Oase Odomohen</i>
AW (53)	Tour & Travel Practitioner
VI (37)	<i>Kampoeng Oase Odomohen</i> Visitors
AD (64)	<i>Kampoeng Oase Odomohen</i> Visitors
GN (20)	<i>Kampoeng Oase Odomohen</i> Visitors

Community Participation & Constraints in *Kampoeng Oase Odomohen*

Community participation is one of the important things in the development of Tourism Villages in Indonesia, including *Kampoeng Oase Odomohen*. Community participation is part of the community empowerment process to meet the needs or overcome problems experienced by the Tourism Village based on the vision and mission that have been compiled and agreed upon together from the beginning. (Suryani, 2021). From the results of the interview with “ES”, it is known that the people of *Kampoeng Oase Odomohen* are very participatory in the development of the Village, which is supported by the words of “ES”, namely:

“They have been very supportive of the development of the village by maintaining the title of champion for the last few years which has made this village a Tourism Village, as well as playing a role in the running of MSME products where they make and get money from the sale of these MSME products, they also market MSME products by often participating in bazaars held by the village and have entered selling in the MSME booths of the village,” said ES.

Although the people of *Kampoeng Oase Odomohen* have participated greatly in the development of *Kampoeng Oase Odomohen*, this is not enough to make *Kampoeng Oase Odomohen* known to the wider community. This can happen because of a lack of knowledge of technology, which hinders the promotion of the village. Visitors who usually come to this village are mostly from the community & agencies where the guest environment only revolves around that, and related to the limited Human Resources in *Kampoeng Oase Odomohen* where those who live and participate in this village are mostly children and the elderly (there is no next generation / young people because most of them are studying outside the city) which is the reason for the lack of knowledge of technology in this village. This statement is supported by the words of “ES”, namely :

“Regarding Human Resources, this is a complex problem that occurs in Kampoeng Oase Odomohen because the population in this village is small and uneven. The average resident who lives in this village is the elderly and small children, where we only rely on the elderly for the development of Kampoeng Oase Odomohen. We really hope for the next generation / young people, but it seems difficult because many young people in this village go to school

outside the city of Surabaya“ said ES.

In order for a tourist spot to be recognized by the wider community, one way to promote it is through content shared on social media. The suitable generation to play a role in this is the young generation, or better known as Gen Z (Generation Z). Gen Z are individuals who were born between 1997 and 2012, when technology was booming. With their creativity and skills in using social media, Gen Z could be the generation that changes and bridges the gap between tradition and modern trends. (Apriani, 2024).

As we know, today's technology is very developed, with the birth of online marketplaces, which, with this platform, sell their products online, expanding the reach and accessibility of products to consumers globally. (Sudarma, 2024). With the lack of knowledge of technology experienced by the people of *Kampoeng Oase Odomohen*, this will be an obstacle for *Kampoeng Oase Odomohen* to be recognized by the wider community. In addition to being constrained by knowledge of technology, *Kampoeng Oase Odomohen* is also constrained by funds to change the physical form of *Kampoeng Oase Odomohen*, which is considered less attractive to visitors. This statement is supported by the words of “ES”, namely:

“In the form of environmental arrangements, it is still less attractive. I have already submitted to CSR (Corporate Social Responsibility) such as banks, but I just have not gotten it. I want there to be several photo spots for visitors' documentation, but it seems difficult to implement because, frankly, we are not in the funds. Camat and Lurah here have surveyed several times, but yesterday they were constrained by the elections, so now it is not running again,” said ES.

It is undeniable that the physical form of a tourist spot is one of the reasons visitors are interested in visiting the tourist spot. This is supported by previous research, which states that 3 factors influence visitors to come to a tourist spot. (Cholida Sofi, 2017):

- Human factors: motivation for tourist visits, previous experience, visit priorities
- Physical pull factors: the condition of tourist attractions both in physical form and the surrounding environment.
- Time factor: easy accessibility so that it does not take a long travel time and a long stay in the tourist destination.

Through the statement above, we can find out that the physical condition of a tourist spot is very influential on the decision to visit tourists. For its own physical condition, *Kampoeng Oase Odomohen* is already quite feasible to visit, but to get tourists to visit again may be difficult with the current physical condition because it is not attractive enough to make visitors choose to come back.

Potential of *Kampoeng Oase Odomohen* to be a Memorable Tourism Experience for Visitors

For visitors, a memorable experience from a tourist spot will be the reason they want to always return to that place. Therefore, it is important for a tourist spot to create a memorable tour for visitors. According to visitors who have been to *Kampoeng Oase Odomohen*, the reason that makes them interested in visiting *Kampoeng Oase Odomohen* is its Urban Farming activities. Urban farming is a form of agricultural activity that includes crop cultivation, aquaculture, and livestock production, and is regarded as an effective approach to enhancing food security and improving environmental quality. The results of Urban Farming can be sold to meet economic needs or for personal consumption. (Septya, 2022). One example of the results of Urban

Farming is hydroponic plants, which Kampoeng Oase Odomohen also develops.



Figure 1. Urban Farming Kampoeng Oase Odomohen

Source: Personal Documentation (2025)



Figure 2. Urban Farming Kampoeng Oase Odomohen,

Source: Personal Documentation (2025)

In terms of visitors, *Kampoeng Oase Odomohen* has shown a positive side from several visits that have been made; this is supported by the words of visitors, namely:

"Kampoeng Oase Odomohen can provide educational learning for students, namely to care about the surrounding environment and process unused items into useful items such as processing used

bottles into eco-brick sofas & turning wet waste into fish feed, feeding fish, harvesting vegetables which can be an example for other villages", said one of the visitors who had been to Kampoeng Oase Odomohen.

Therefore, from a Tour & Travel Practitioner, *Kampoeng Oase Odomohen* has enough potential to be used as a tour in a Tour & Travel package because, in terms of accessibility, this village is quite easy to reach because it is in the middle of Surabaya city. It has an Urban Farming program that can attract foreign tourists who are usually interested in traveling while learning.

"The Urban Farming activities offered by Kampoeng Oase Odomohen can attract foreigners to visit, but the village cannot stand alone because not everyone is interested in Urban Farming & Kampung Tourism, so there must be an agenda to visit other places such as taking the Kalimas boat, which is close to there, going to Jalan Tunjungan, and Culinary" said AW.

According to "ES", besides Urban Farming, the activities that can be obtained when visiting *Kampoeng Oase Odomohen* that can make a memorable tour for visitors are that we are also invited to learn about environmental management with various environmental products.

"In addition to learning Urban Farming, here we also offer learning about environmental management, which will make visitors curious and interested in visiting because they will not expect that in such a small place there is a lot to learn," said ES.

"... yes, like we explain how the use of IPAL (Instalasi Pengolahan Air Limbah), we have magot apartments, lobster apartments, kolam gendong (fish ponds in the sewer), we have alternative energy

machines (charcoal briquettes), solar panel energy,” said ES.



Figure 3. Magot Apartments

Source: Personal Documentation (2025)

Previous research has found that urban farming has an influence on human health. This may occur because older adults who participate in urban gardening activities tend to have better health outcomes. In addition, a study found that gardening reduces the risk of being overweight or obese, improving mental, physical, and psychological health factors. This can happen because, in doing Urban Farming, we do physical activities and socialize with other people, which affects the mental and physical condition of a person, especially the elderly. (Harada, 2021). This research can be supported by the statement of one of the visitors to *Kampoeng Oase Odomohen*, namely:

“In accordance with the learning theme, children recognize and care about the surrounding environment. We are invited to process unused items into useful items, and we are invited to harvest vegetables. I want to come back to Kampoeng Oase Odomohen because the activities offered here are very useful for children,” said a visitor who has been to Kampoeng Oase Odomohen.

CONCLUSION

To create a memorable tour for a tourist spot, it will not be separated from the intervention of Human Resources in it because these two variables are very related and connected. Therefore, through this research, we can conclude and answer the problem formulations listed above, namely:

1. First, this study found that the Kampoeng Oase Odomohen community is the most instrumental in the development of the kampung itself as evidenced by the community's cooperation in building Kampoeng Oase Odomohen from arid land until now it is worth visiting and receiving many awards from various competitions that are followed and helping the kampung economy by selling MSME products from their own products and promoting them by selling at bazaars held by the Kelurahan. However, this is not enough to make Kampoeng Oase Odomohen known to the wider community because the people of this Kampoeng are quite lacking in technological knowledge, in addition to the absence of a young generation / successor in this kampung, which causes the development of this kampung to be quite hampered.
2. Second, through this research, it was found that Kampoeng Oase Odomohen already has the potential to create memorable tourism for visitors by utilizing the surrounding environment, namely through Urban Farming activities that offer learning activities while practicing. The development of Kampoeng Oase Odomohen is inseparable from the intervention of the community, which has constraints in terms of technology because it does not have young people in the village. From interviews with visitors who have been to Kampoeng Oase Odomohen, it was found that there are visitors who want to return to Kampoeng Oase Odomohen because they want to discuss helping

to develop Urban Farming in Kampoen Oase Odomohen. It can be concluded that Urban Farming can be used as a forum for Kampoen Oase Odomohen to be recognized by the wider community.

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