

## CIMORY DAIRY LAND PRIGEN TOURIST DESTINATION WITH LEISURE PARK CONCEPT IN CATTLE FARMING IN PASURUAN

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### Abstract

*Cimory Dairy Land Prigen, located in Pasuruan Regency, East Java, carries the concept of a leisure park with a focus on cattle farming. This concept attracts various groups, ranging from families to tourists who are interested in the milk production process and farm life. This study aims to examine the application of the leisure park concept in Cimory Dairy Land Prigen, as well as its impact on visitor education and the local economy. This research also aims to identify development strategies that can increase the attractiveness and benefits of this destination. This research used a descriptive qualitative approach with data collection methods through in-depth interviews, direct observation, and document analysis. Interviews were conducted with managers, staff, and visitors, while observations were made to understand visitor interactions with existing facilities. Data were analyzed through reduction, presentation, and conclusion drawing to provide a comprehensive picture of the implementation of the leisure park concept in Cimory Dairy Land Prigen. The results showed that Cimory Dairy Land Prigen successfully implemented the leisure park concept well. This destination offers various educational and recreational activities such as farm tours, milking, and interaction with farm animals. Adequate infrastructure and supporting facilities such as restaurants and souvenir shops add to the convenience of visitors. The positive impact on the local economy is also evident from the support for micro, small and medium enterprises around the tourism area.*

*Keywords: Tourism Destination, Cimory Dairy Land Prigen, Recreation Park*

### 1. INTRODUCTION

Cimory Dairy Land Prigen, located in Pasuruan Regency, East Java, is one of the tourist destinations that carries the concept of leisure park with a focus on cattle farming. This destination offers a unique experience that combines education, recreation and nature in one place. With a soothing mountain backdrop, Cimory Dairy Land Prigen provides an ideal atmosphere for a vacation with family and friends. One of the main attractions of Cimory Dairy Land Prigen is the opportunity for visitors to learn about the process of cow milk production from start to finish. Starting from raising dairy cows, milking process, to processing milk into various dairy products, visitors can see firsthand and even participate in some activities. This education is not only interesting for children but also for adults who want to know more about cattle farming and the dairy industry (Prastawa, 2020).

In addition to education, Cimory Dairy Land Prigen also offers various recreational facilities that can be enjoyed by all family members. There is a children's play area equipped with various safe and fun rides. The spacious and green park also provides a place to relax while enjoying the beautiful natural scenery. Visitors can take a walk around the farm, interact with the animals, or simply enjoy the fresh air (Khasbiya et al., 2018). Cimory Dairy Land Prigen is also famous for its high-quality dairy products. Here, visitors can taste a

variety of fresh milk products, yoghurt, cheese, and various milk-based snacks made directly on site. These products are not only delicious but also healthy as they are produced with high hygiene and quality standards. It is no wonder that many visitors make dairy products from Cimory Dairy Land a must-have souvenir.

Another unique feature of Cimory Dairy Land Prigen is the integration of the concept of animal husbandry and tourism, which successfully creates a holistic and fun experience. The management of this place fully understands the importance of providing useful education as well as exciting entertainment. Therefore, various programs and activities are designed in such a way that visitors not only get entertainment but also valuable knowledge. Activities such as cheese-making workshops, farm tours and dairy-based cooking classes are in high demand (Nofiyanti, 2018). In addition, Cimory Dairy Land Prigen also plays an important role in developing the tourism sector in Pasuruan. With this destination, many tourists come to Pasuruan and have a positive impact on the local economy. Micro, small and medium enterprises (MSMEs) around the tourist area also benefit from the increased number of visitors. Thus, Cimory Dairy Land Prigen is not only a popular tourist destination but also contributes to the welfare of the local community (Hergert & Morris, 1989).

Cimory Dairy Land Prigen is a perfect example of how a leisure park concept that combines education and recreation can be successfully implemented. This destination offers a different and memorable experience for visitors, both in terms of education, entertainment, and culinary. With all its uniqueness and advantages, it is not surprising that Cimory Dairy Land Prigen has become one of the favorite tourist destinations in East Java, especially for those who want to enjoy the beautiful rural atmosphere while getting valuable educational experiences.

The novelty of this research lies in the application of the leisure park concept that combines education and recreation in the context of cattle farming at Cimory Dairy Land Prigen, Pasuruan. This research highlights how this tourist destination not only offers an entertainment experience, but also provides education about the milk production process and daily life on a cattle farm. By presenting various interactive activities such as farm tours, milking, and animal feeding, Cimory Dairy Land Prigen creates an educational as well as fun experience for visitors. This research also identifies the positive impact of this destination on the local economy, especially in supporting micro, small and medium enterprises (MSMEs) around the tourist area. The approach used in this research, which is descriptive qualitative, provides an in-depth understanding of the implementation of the leisure park concept in the field of cattle farming, which is a unique and innovative combination in the tourism sector in Indonesia.

## **2. RESEARCH METHODS**

This research uses a descriptive qualitative approach to deeply understand the concept and implementation of Cimory Dairy Land Prigen as a leisure park-based tourist destination in the field of cattle farming in Pasuruan. The research location was Cimory Dairy Land Prigen, Pasuruan, East Java, which was chosen because it is one of the well-known tourist destinations that combines the concept of leisure park with cattle farming. The data sources of this research consisted of primary data and secondary data. Primary data was obtained through in-depth interviews with managers, staff, and visitors of Cimory Dairy Land Prigen.

Secondary data consisted of official documents, annual reports, brochures, official websites, and relevant literature on leisure park and cattle farming (Prastawa, 2020).

Data collection techniques included semi-structured interviews, on-site observation, and collection of related documentation. Interviews were conducted to obtain in-depth information about the concept, implementation, and visitor experience. Observations were made to see the operation of the cattle farm and leisure park as well as the interaction between visitors and the facilities. Documentation was collected and analyzed to support this research. The collected data were analyzed through the steps of data reduction, data presentation, and conclusion drawing. Data reduction is done to simplify the data obtained, data presentation in the form of narratives, tables, or diagrams, and drawing conclusions based on the results of data analysis that has been presented, as well as providing relevant recommendations (Porter, 2001).

### **3. RESULTS AND DISCUSSION**

#### **3.1. Research Results**

##### **3.1.1. Application of Leisure Park Concept in Cimory Dairy Land Prigen**

Cimory Dairy Land Prigen, located in Pasuruan, East Java, has successfully implemented the leisure park concept in cattle farming, making it an attractive and educational tourist destination. The leisure park concept implemented at Cimory Dairy Land Prigen integrates elements of education, recreation and direct interaction with cattle farming, creating a unique experience for visitors of all ages.

##### **a. Design and Infrastructure**

The implementation of the leisure park concept begins with adequate design and infrastructure. The Cimory Dairy Land Prigen area is designed with visitors' comfort and safety in mind. There are various zones devoted to various activities, such as the cow milking area, children's play area, and an educational zone that explains the milk processing process. Well-organized paths facilitate access between zones, while large green areas add a natural and refreshing impression. Supporting facilities such as restaurants, cafes and souvenir shops are also available, offering a variety of dairy products from the farm itself. The rustic and agricultural theme of the building design gives it an authentic feel, making visitors feel like they are truly in a beautiful farm environment.

##### **b. Activities and Attractions**

One of the main attractions of Cimory Dairy Land Prigen is the variety of activities and attractions on offer. Visitors can take a farm tour guided by experienced staff. On this tour, they are introduced to various aspects of cattle farming, from the rearing to the milking process. Visitors are also given the opportunity to try their hand at milking a cow, a very exciting experience especially for children. In addition, there is an animal interaction area where visitors can feed and interact with cows as well as other animals such as goats and rabbits. This activity is not only fun, but also educational, providing knowledge about farm animals and the importance of animal welfare. The education zone at Cimory Dairy Land Prigen is equipped with various information about the milk processing process, from milking

to the final product. Visitors can see firsthand the process of making dairy products such as yogurt and cheese, as well as taste the fresh processed products.



Source: Processed by researchers, 2024

**Figure 1. Supporting facilities of Cimory Dairy Land Prigen**

### **c. Management and Operations**

The management of Cimory Dairy Land Prigen is very professional, prioritizing visitor comfort and satisfaction. Daily management includes maintaining the cleanliness and security of the tourist area, as well as providing adequate facilities for visitors. Friendly and knowledgeable staff are ready to help and provide information needed by visitors. The operational policies implemented also include sustainability aspects. The cattle farm at Cimory Dairy Land Prigen implements sustainable agricultural practices, ensuring animal welfare and environmental sustainability. In addition, the use of modern technology in the milk processing process ensures efficiency and high product quality.

#### **3.1.2. Impact on Tourism and Local Economy**

Tourism development can have a significant impact on the local economy, with effects on both economic and socio-cultural aspects of the community. Studies on destinations such as Kampung Naga (Zunaidi et al., 2022), Bergville (Zunaidi et al., 2022), and Sindu Kusuma Edupark (Rahmasari et al., 2022) highlight varied outcomes. While tourism can boost local economies by creating jobs, increasing income, and improving infrastructure, it can also lead to income inequality, lack of skills required for full benefit realization, and congestion issues. The influence of the tourism sector goes beyond economic factors, affecting socio-cultural aspects and environmental sustainability (Nepomnyashchyy et al., 2022). To ensure sustainable development, it is crucial for local communities, tourism authorities, and the private sector to collaborate effectively, involving locals in decision-making, providing necessary training, and promoting responsible tourism practices.

#### **a. Increased Number of Visitors**

The development of Cimory Dairy Land Prigen as a leisure park-based tourist destination has had a significant impact on increasing the number of visitors in the Pasuruan region. Prior to the transformation into a leisure park, visits to this area were more limited and usually only attracted tourists who had a special interest in the cattle farming industry. However, after the leisure park concept was implemented, the attractiveness of this destination increased rapidly. The more complete facilities and more diverse activities are able to attract various segments of tourists, ranging from families, students, to the nature

lovers community. Statistical data shows a significant spike in the number of visitors, especially on weekends and holiday seasons, which in turn increases Pasuruan's popularity as a major tourist destination.

**b. Local Revenue**

The economic impact of the development of Cimory Dairy Land Prigen is also very visible on local income. An increase in the number of tourists visiting directly correlates with an increase in spending in related sectors, such as accommodation, restaurants, transportation, and shopping. Tourists who visit Cimory Dairy Land Prigen not only spend their time inside the leisure park area, but also explore the surrounding area, stay at local hotels, and enjoy Pasuruan's culinary specialties. This provides multiple economic benefits for local residents involved in these sectors. In addition, the presence of souvenir shops and local products within the tourist area provides opportunities for local MSMEs to market their products, so that the wheels of the local economy turn faster and wider.

**c. Employment Opportunities**

One very important positive impact of the development of Cimory Dairy Land Prigen is the creation of new jobs. With the increase in tourism activities, the demand for labor in various sectors also increases. New jobs are not only created in the daily operations of the leisure park, such as tour guides, cleaners, and administrative staff, but also in supporting sectors such as hospitality, transportation, and food services. These impacts provide direct benefits to the surrounding communities by lowering unemployment rates and improving their living standards. Training and skills development programs organized by the management also help improve the quality of local human resources, so that they can contribute more optimally in the growing tourism industry.

**d. Social and Cultural Impact**

In addition to the obvious economic impacts, the development of Cimory Dairy Land Prigen also has significant social and cultural impacts. With the increasing number of tourists, interactions between local residents and visitors from different cultural backgrounds have intensified. This opens up opportunities for positive cultural exchange, where local communities can introduce their traditions, customs and local wisdom to tourists. On the other hand, local communities can also learn and take inspiration from cultural practices and new ideas brought by visitors. Educational activities held at Cimory Dairy Land Prigen, such as farm tours and workshops on milk processing, also provide educational benefits for visitors, especially children and students, who get a fun and informative out-of-class learning experience.

**e. Challenges and Solutions**

The development of Cimory Dairy Land Prigen tourist destination with the concept of leisure park in the field of cattle farming in Pasuruan presents a number of challenges that require strategic and innovative solutions. These challenges include operational, environmental, social and sustainability aspects.



**a) Operational Aspects**

**1) Operational Challenges**

One of the main challenges in managing Cimory Dairy Land Prigen is ensuring that daily operations run smoothly, especially in managing the interaction between visitors and farm animals. Managing operations involving live animals requires special attention to animal health and welfare. In addition, facilities such as cages, feeding areas, and milking parlors must always be in good condition to ensure the safety and comfort of both animals and visitors.

**2) Operational Solutions**

To overcome this challenge, the management of Cimory Dairy Land Prigen applies strict Standard Operating Procedures (SOP) in animal care and facility maintenance. Periodic training for staff on animal care and handling emergency situations is also conducted to ensure they are prepared to deal with various conditions. In addition, the management also works closely with veterinarians to conduct routine check-ups and provide necessary medical care for the farm animals.

**b) Environmental Aspects**

**1) Environmental Challenges**

The presence of thousands of visitors every month poses significant environmental challenges, including waste management, air pollution and land degradation. Heavy tourist activity can lead to an increase in organic and inorganic waste, which if not managed properly, can pollute the surrounding environment.

**2) Environmental Solutions**

As a solution, Cimory Dairy Land Prigen implements an integrated waste management program. Organic waste from animals and visitors is processed into compost that can be used for local agricultural purposes. Meanwhile, inorganic waste such as plastic and paper are collected separately and recycled. The management also conducts reforestation in the surrounding area to prevent erosion and maintain the balance of the ecosystem.

**c) Social Aspects**

**1) Social Challenges**

Interactions between visitors and local communities can lead to various social problems. The presence of large numbers of tourists can disrupt the daily lives of local residents and lead to conflicts of interest. In addition, visitors' knowledge and understanding of animal husbandry and conservation is often minimal, which can lead to irresponsible behavior towards farm animals.

**2) Social Solutions**

To address this social challenge, Cimory Dairy Land Prigen initiated an education and community engagement program. The program includes educational activities designed to raise visitors' awareness of the importance of animal welfare and sustainable farming practices. In addition, the management also holds dialog forums with local residents to ensure that the presence of this tourist destination provides economic and social benefits for

them. For example, local residents are given the opportunity to participate in economic activities such as the sale of local products in the tourist area.

### 3.2. Discussion

#### 3.2.1. Application of Leisure Park Concept in Cimory Dairy Land Prigen

The Leisure Park concept is a type of tourist destination designed to provide recreational and leisure activities for visitors. Leisure parks often incorporate natural and cultural elements, such as parks, gardens and historical landmarks, to create a pleasant and relaxing environment. Leisure parks can be designed using a variety of architectural styles, including Neo-Vernacular Architecture, which emphasizes integration with the local natural and cultural context (Rahman & Ginting, 2020). In the context of urban areas, Leisure Parks can also serve as spaces for "hipster recreation" that cater to the preferences of affluent and trendy individuals, often in areas experiencing gentrification (Rich & Sharpe, 2024).

Leisure Parks can be integrated with other tourist attractions, such as agritourism farms, to offer a diverse range of activities and experiences. Overall, Leisure Parks are designed to improve the quality of life for tourists and local residents by providing spaces for recreation, relaxation and fun. Cimory Dairy Land Prigen is one of the leading tourist destinations in Pasuruan that carries the leisure park concept with a focus on cattle farming. This place offers a variety of interesting educational and recreational activities for visitors.

**Table 1. SWOT analysis of Cimory Dairy Land Prigen**

| Strengths   | Weaknesses  |
|---|---|
| <ol style="list-style-type: none"><li>1. Unique combination of education and recreation</li><li>2. Interactive experience with farm animals</li><li>3. Support for local MSMEs</li><li>4. Improve community understanding of cattle farming</li></ol> | <ol style="list-style-type: none"><li>1. Dependence on weather</li><li>2. Limited land capacity</li><li>3. Complex operational management</li><li>4. Environmental challenges</li></ol>   |
| Opportunities   | Threats   |
| <ol style="list-style-type: none"><li>1. Increased interest in educational tourism</li><li>2. Development of additional facilities</li><li>3. Cooperation with educational institutions</li><li>4. Digital marketing to reach more visitors</li></ol> | <ol style="list-style-type: none"><li>1. Competition with other tourist destinations</li><li>2. Negative impact on local communities</li><li>3. Changes in regulations related to livestock and tourism</li><li>4. Economic fluctuations affecting visitor purchasing power</li></ol> |

Source: Processed by researchers, 2024

Cimory Dairy Land Prigen has strengths in terms of strategic location in Prigen which is easily accessible to tourists from various regions. The uniqueness of the concept of cattle farm-based tourism with complete facilities such as farm tours, direct interaction with animals, and milking activities makes it a special attraction. The existence of educational facilities that present the process of milk production from the beginning to become a product ready for consumption adds more value. One of the disadvantages faced is the dependence

on the weather. As an outdoor destination, tourism activities in Cimory Dairy Land Prigen are highly influenced by uncertain weather conditions, especially rain that can disrupt visitor activities. In addition, the limited land capacity can limit the number of visitors, especially during the holiday season.

Opportunities that can be utilized include the increasing public interest in educational and nature tourism. Tourism trends that focus on unique and educational experiences provide great opportunities for Cimory Dairy Land Prigen to grow. Partnerships with schools and other educational institutions for educational tourism programs are also opportunities that can be developed. Threats include competition with other tourist destinations that also offer similar concepts. In addition, changes in government regulations related to the tourism industry and the environment may affect the operation and sustainability of this tourist spot. (Zogning, 2017).

Within the framework of market orientation, Cimory Dairy Land Prigen should focus on understanding the needs and wants of the market. According to Hulley, market orientation involves three main components: customer orientation, competitor orientation, and cross-functional coordination. Cimory Dairy Land Prigen should actively listen to feedback from visitors to continuously improve the quality of services and facilities. In addition, a deep understanding of competitors' strategies and advantages can help in developing a sustainable competitive advantage. Coordination between various departments within the organization is also crucial to ensure all operational aspects run well and in accordance with the strategies that have been set (Suraweera et al., 2004).

Agency theory highlights the relationship between owners and managers (agents) in an organization. At Cimory Dairy Land Prigen, it is important to ensure that management acts in accordance with the interests of owners and other stakeholders. The implementation of an appropriate incentive system can help align managers' interests with company goals. For example, providing performance-based incentives to managers can motivate them to achieve higher operational and financial targets. In addition, transparency and effective communication between owners and management are important to reduce conflicts of interest and ensure decisions are aligned with the company's vision and mission (Jensen, 1994).

Porter's value chain analysis identifies the main and supporting activities that can create value for customers. In Cimory Dairy Land Prigen, the main activities include inbound logistics (procurement of feed and farm equipment), operations (cattle farming process and milk production), outbound logistics (distribution of dairy products), marketing and sales (promotion and sales of tourist tickets), and service (visitor services during visits). Supporting activities include procurement, technology development, human resource management, and firm infrastructure (Porter's, 1985).

Each of these activities should be optimized to create maximum value for visitors. For example, the use of advanced technology in the farming process can improve the efficiency and quality of dairy products. Good human resource management ensures employees are highly skilled and motivated to provide the best service to visitors. Adequate and comfortable infrastructure also contributes to a positive tourism experience.



### 3.2.2. Impact on Tourism and Local Economy

Cimory Dairy Land Prigen tourist destination in Pasuruan with the concept of a leisure park based on cattle farming has a significant impact on tourism and the local economy. Cimory Dairy Land Prigen has several key strengths that support its attractiveness as a tourist destination. The strategic location in Pasuruan, good accessibility, and a widely recognized brand as a producer of dairy products add to the attractiveness of tourists. In addition, the leisure park concept that combines education and recreation provides a unique added value. Good infrastructure, complete facilities, and interactive programs such as farm tours, milking, and direct interaction with cows make the tourist experience more interesting and educational. Weaknesses faced by Cimory Dairy Land Prigen include dependence on the weather, as most activities are conducted outdoors. In addition, the high cost of operating and maintaining the animals can be a financial burden. There are also challenges in maintaining the health of the animals and the cleanliness of the tourism area, which if not managed well can damage the image and attract complaints from visitors.

Leisure parks that focus on developing environmentally friendly tourism can increase public awareness of the importance of nature conservation and animal protection. This can help increase public awareness in protecting the environment and reduce the negative impacts of tourism activities (Sulistyo et al., 2023). There are many opportunities that can be utilized by Cimory Dairy Land Prigen. The increasing trend of educational tourism and agro-tourism provides great market potential. Collaboration with schools and educational institutions can increase the number of student visits. Development of milk derivative products and souvenirs can increase revenue. In addition, with the increasing awareness of local and environmentally friendly products, Cimory can develop sustainable programs that can attract more visitors. Key threats include competition from similar tourist destinations, changes in government policies related to agribusiness and tourism, and potential disease outbreaks that could affect animal health. Extreme climate change can also affect operations and visitor comfort.

The market orientation approach underscores the importance of understanding market needs and wants. Cimory Dairy Land Prigen has successfully identified market segments interested in farm-based educational and recreational tourism. By continuously conducting market research and customizing its offerings according to customer preferences, Cimory can increase visitor loyalty and expand its customer base. The implementation of market orientation also encourages managers to continue to innovate in the programs and services offered, ensuring a relevant and satisfying tourism experience. In the context of agency theory, it is important to consider the relationship between Cimory Dairy Land Prigen's management and its stakeholders, including owners, employees and the local community. This theory highlights the need for alignment of interests between agents (management) and principals (owners/shareholders). Effective management at Cimory should ensure that business operations run efficiently and transparently, reducing potential conflicts of interest. Active engagement with the local community, such as providing employment and supporting micro-enterprises, can increase support and cooperation from the community, which in turn strengthens the business' position in the local market (Misra, 2020).

Porter's value chain analysis helps identify the main and supporting activities that create value for visitors at Cimory Dairy Land Prigen. Main activities such as inbound logistics (procurement of milk raw materials), operations (cattle farming and milk production),

outbound logistics (distribution of dairy products), marketing and sales (promotion of tourism and products), and service (services to visitors) must be optimized to improve efficiency and quality of service. Supporting activities such as infrastructure, human resource management, technology, and raw material procurement also need to be well managed to support the main activities (Amadi & Owolabi, 2024). By integrating each element in the value chain, Cimory can improve its competitiveness and provide a better experience for visitors. For example, by optimizing the use of technology in the production process and farm management, Cimory can improve product quality and operational efficiency. Investing in employee training will also improve customer service, which is crucial in the tourism industry.

### **3.2.3. Challenges and Solutions**

Cimory Dairy Land Prigen has a strong appeal as a cattle farm-based tourist destination, combining elements of education and recreation. Complete and modern facilities are the main strengths that attract various segments of visitors. The existence of supportive natural resources, such as vast land and good air quality, is also a plus point. On the other hand, weaknesses that need to be addressed include operational management that may not be optimal. For example, problems in managing livestock waste, which can have an impact on the surrounding environment if not handled properly. In addition, the lack of employee training and development could affect the quality of service to visitors.

A big opportunity for Cimory Dairy Land Prigen is the growing trend of educational and experiential tourism. In addition, local government support for the development of the tourism and livestock sectors could provide opportunities for assistance and incentives. Technological developments also provide opportunities to promote this tourist destination through various digital platforms. Threats include competition with similar tourist destinations in the East Java region and Indonesia in general. Climate fluctuations and potential disease outbreaks in livestock are also risks that must be anticipated. Rapid changes in traveler preferences also demand constant innovation (Pop et al., 2021).

The market-oriented approach requires Cimory Dairy Land Prigen to always focus on the needs and wants of visitors. By understanding market preferences, managers can develop more interesting and relevant tourism programs. For example, offering interactive farm tour packages or special events such as milk and cheese festivals. By being market-oriented, this tourist destination can retain and attract more visitors.

Agency theory emphasizes the relationship between owners and managers in running a business. It emphasizes the need for mechanisms to align stakeholder interests and mitigate problems such as information asymmetry (Bellavitis et al., 2023). In addition, the agency theory perspective on corporate social responsibility (CSR) underscores how CSR can be a manifestation of agency problems and how good governance practices can help mitigate these problems, leading to higher CSR ratings in companies (Pranawaningsih & Anas, 2021). Overall, the influence of agency theory on corporate governance is evident in promoting transparency, accountability, and effective stakeholder management to improve organizational performance and sustainability. In the context of Cimory Dairy Land Prigen, it is important to ensure that managers who run operations have incentives that are aligned with the owners' objectives. This can be achieved through a fair and performance-based

compensation system, so that managers are motivated to improve operational efficiency and visitor satisfaction (Hulley et al., 2018).

Porter's value chain analysis helps in identifying key and supporting activities that can create added value for visitors (Hu et al., 2023). Key activities such as farm management, milk production, and visitor interaction should be optimized. This includes innovations in milking techniques, cleanliness of pens, and quality of dairy products produced. Supporting activities such as information technology, human resource management, and infrastructure should also be improved to effectively support the main activities. Using the SWOT approach and agency theory, managers need to conduct regular evaluations of the operational management system. For example, establish a data-driven monitoring and evaluation system to ensure efficiency in farm management and visitor services. Managers should be given clear performance targets and appropriate incentives to achieve these targets.

Based on Porter's value chain analysis, employee training and development are important supporting activities. Cimory Dairy Land Prigen should invest more in training programs to improve employees' skills in various aspects, from farm management to customer service. Regular training and professional certification will improve service quality and visitor experience. Environmentally friendly livestock waste management is a challenge that must be overcome to preserve the surrounding environment. Possible solutions include efficient and environmentally friendly waste treatment systems, such as biogas from livestock waste. This not only reduces the negative impact on the environment but also produces alternative energy that can be utilized (Porter's, 1985).

Adopting market orientation, Cimory Dairy Land Prigen must continue to innovate in the products and services it offers. This could include the development of unique dairy products, more interactive tourism experiences, and engaging educational programs. Using feedback from visitors to make continuous improvements is also very important. Utilize digital technology to promote Cimory Dairy Land Prigen more widely and effectively. The use of social media, interactive websites, and mobile applications can help attract more visitors. Creative and data-driven marketing campaigns will also increase awareness and interest in this tourist destination (Jensen & Smith, 2000).

#### **4. CONCLUSION**

The application of the leisure park concept in Cimory Dairy Land Prigen has succeeded in creating an interesting educational and recreational experience for visitors. This destination not only provides entertainment but also useful education, and supports the local economy. Further development through product and service innovation and utilization of digital technology is expected to increase the attractiveness and benefits of this destination. This research provides significant practical implications for tourist destination managers and the local economy. Tourism destination managers can utilize the leisure park concept model implemented by Cimory Dairy Land Prigen as an example in developing interesting and interactive educational tourism. Adequate design and infrastructure, as well as interactive programs such as farm tours and educational activities, can increase tourist attractiveness and provide a richer experience for visitors. In addition, Cimory Dairy Land Prigen shows that tourist destinations can have a positive impact on the local economy through the

empowerment of micro, small and medium enterprises (MSMEs) and the absorption of local labor, which improves the welfare of the surrounding community.

Theoretically, this research underscores the importance of an approach that combines education and recreation in the development of tourist destinations. The application of the leisure park concept in Cimory Dairy Land Prigen emphasizes the relevance of market orientation theory and agency theory. The market orientation approach shows the importance of understanding market needs and preferences to develop relevant and satisfying tourism programs. Meanwhile, agency theory highlights the need for alignment of interests between management and stakeholders to ensure efficient and transparent business operations. The implementation of these strategies can improve visitor loyalty and the operational performance of tourist destinations.

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