

THE ROLE OF PASSING CLOUDS HOME INDUSTRY TO SUPPORT THE TOURISM ACTIVITY IN THE MUSK VICTORIA AUSTRALIA

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ABSTRACT

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The purpose of this research is to provide an overview of what tourist activities can be done by tourists when visiting Passing Clouds. The research approach used is exploratory research. Methods of data collection are done by observation, interviews, and documentation. Interviews were conducted using an in-depth interview model with informants using purposive sampling. The key informant is the owner of Passing Clouds himself, the total number of informants is 10 people. The data analysis method used is the qualitative data analysis method in the field of the Spradley Model. The results of this study describe the tourist activities that can be done by tourists when visiting Passing Clouds, namely The Winery, Dining Room, Cellar Doors, and The Caravino. Wineries in the form of tourists can see the wine-making process starting from the cultivation of grapes, storage of stock materials, and wine production to the wine distribution process. The dining room is in the form of Fine Dining with views of the vast vineyard accompanied by wine produced directly from Passing Clouds, Cellar Door tourists can try a variety of wine products, and The Caravino in the form of picnic boxes provided every summer and spring.

Keyword: Role, Home Industry, Tourism Activity.

INTRODUCTION

The development of tourism activities can be done with various models and strategies. One of them is the development of tourism activities on the basis of developing a home industry. Home Industry has been developed in many countries as an alternative choice for local people's businesses. In Indonesia, one of the developments of local community-based tourism is to develop a home industry. The home industry is usually in the form of food businesses, handicrafts, and the processing of local wisdom and arts. Tourist attractions that have developed a home industry as tourist attractions include Ubud Bali, Batik Trusmi Area Cirebon, and Kasongan Tourism Village Area, Yogyakarta.

The home industry is a home-based business built to meet the needs and maximize local power (dosenpertanian.com, 2022). The purpose of home industry



development is to improve the welfare of the community evenly by utilizing existing resources, both natural resources and human resources by preserving the environment. (Sulaiman 2021). The activities carried out in the home industry are not only limited to production carried out by these entrepreneurs but can also present tourist activities that tourists can do. Many activities can be offered to tourists from the beginning of the product manufacturing process, processing to distribution to consumers. This can make the home industry one of the choices for tourist activities and visits to tourist destinations.

According to Yoeti (2008) an area can be said to be a tourist destination if it fulfil the aspects of something to see, something to buy, and something to do. Something that can be seen is related to what can be seen in tourist areas, and tourist attractions and creates memories from the experiences obtained. Something to buy means that there is something that can be bought to take home, for example, souvenirs, local products, or handicrafts. Something related to what activities can be done in tourism objects such as educational tours, tourist activities, and activities that can attract tourists to visit.

Australia is one of the continents of choice for world tourist destinations because of the unique nature, culture, and life of its people. One of the cities that has many tourist attractions is Musk City. The city of Musk is located in the south of the Australian continent in Victoria. Tourist attractions that develop in Musk City include agricultural cultivation, agriculture, tourist trains, and home industry in the form of wine production. One of the home industries and the main recommendation when visiting Musk is Passing Clouds. Passing Clouds is a wine production house pioneered by entrepreneur Graeme Leith. This business has been running for about 48 years.

Passing Clouds is a tourist destination that offers a variety of wine production activities including places to eat with an aesthetic vineyard view. The purpose of this study is to see how Passing Clouds as a home industry can support tourism activities in Musk City. The researchers themselves made direct visits to Passing Clouds and conducted research as well as visiting for approximately 2 weeks. Coincidentally, the writer has a good relationship and is friends with Graeme Leith when he visits Bali. The study was conducted in the form of seeing the tourist activities that tourists can do when visiting Passing Clouds. In addition, this research is expected to provide an example for the home industry so that it can develop not only as a production house but also the tourism activities in it.

LITERATURE REVIEW

Role is an aspect or position of a person when he has carried out his rights and obligations (Soekanto, 2002). Associated with the role of an organization is as a guide to the values adopted by the community and has assumptions and expectations that can provide views to a wide audience (Husni, 2016).

According to the Law of the Republic of Indonesia Number 20 of 2008 concerning UMKM, Home Industries are productive businesses owned by individuals or individual business entities engaged in certain industrial fields. The home industry is related to a company run by a family that only uses one or two

houses as a production centre and a place for administration, marketing, and product sales simultaneously (Diana and Laila, 2020).

Tourism activities are related to the notion of tourism. Tourism is a travel activity carried out by a group of people or individuals on a temporary basis with the aim of personal development, recreation, and learning about the uniqueness of tourist attractions (Sucipto and Limbeng (2017) According to Yoeti (2008) tourism activities are things that must exist). In a tourist attraction, the activities consist of something to do (something that can be done in a tourist attraction), something to see (something that can be seen), and something to buy (something that can be purchased).

Home industry activities can be used as a choice of tourism activities (Perwirasari and Sukmawati, 2020). The problems in the management of Home Industry are influenced by two factors, namely supporting factors and inhibiting factors. These supporting factors include: being able to utilize local raw materials, and the availability of employment opportunities. The inhibiting factor is the erratic weather, limited capital, the absence of training in terms of production and in terms of product marketing (Agustina, 2020).

Home industry business can increase added value in a tourist area (Sundoro et al, 2021). Tourists can directly see local products offered by the home industry. In addition to adding to the tourist attraction that can be done by tourists, it can also support the development of community businesses in the tourist area. The type of home industry is classified as Micro, Small, and Medium Enterprises. Home industries can also be a location for tourists to learn about the manufacture of local products or what is known as educational tourism. Educational tourism activities can support the development of tourism activities in a tourist destination.

Many home industries have developed into creative tourism options such as handicraft, food, and local wisdom industries. This creative industry has an important role in creating new tourist activity options for tourists.

METHOD

The research approach used in this research is exploratory research. Exploratory Research is research that aims to get an overview of the research theme or problem further (Morissan, 2017). Data collection methods used are observation, interviews and documentation. Observations were made by coming directly to the Passing Clouds location in Musk City, Victoria Australia. Interviews were conducted with an in-depth interview type. In-depth interviews were conducted with 10 people consisting of Owner Passing Clouds, 2 sons of the owner as manager, 3 staff and 3 tourists who were visiting. The method of determining the informants using purposive sampling. Purposive sampling is the determination of informants provided that the sample meets the criteria for being the most knowledgeable about the research topic raised (Sugiyono, 2021).

The data analysis method used is data analysis during in the field with the Spradley Model. Data analysis was carried out based on the stages in qualitative research. The qualitative research process begins with going to the field and determining key information. Furthermore, these key informants can open the door for researchers to enter the object of research and then conduct interviews.

Then proceed with analysis of the results of interviews, record the results of observations and conduct analysis by describing the results of the study (Spradley, 2007).

The expected result in this study is a description of the types of tourist activities that can be carried out in Passing Clouds Musk City Victoria. In addition, this research can be a study of the management of the home industry as well as a tourism activity.

RESULTS AND DISCUSSION

Overview of Passing Clouds Home Industry

Passing Clouds was founded in 1974 by the initiation of Graeme Leith and his friends named Sue Mackinnon. They are both good friends and best partners. They decide to challenge life for career development. Previously Graeme Leith was an electrical contractor and Sue Mackinnon was a journalist. They want to challenge the elements, face the challenges of the land, and like many before them they pursued the holy grail of the best wines in the world.

They chose a location in a dry area in north west of Bendigo Victoria Australia. The location is used as a place to grow vines such as Shiraz and Cabernet Sauvignon for classic drink mixes. Then began to develop to plant grapes as the main ingredient for making wine. This is where the name Passing Clouds begins. Graeme Leith gave the name of the business that was started to be built with the name Passing Clouds. Bendigo is a barren area, so it rarely rains. As Graeme Leith surveyed his vine yard, large clouds just passed through the sky, with no rain at all. For this inspiration, Graeme Leith decided to name his business Passing Clouds. Then in 1998 Graeme Leith decided to move to Musk City and rebuild there. At Musk Graeme Leith developed less than 3 hectares of land for vine yards. In addition to building a location for processing grapes into wine. The types of grapes cultivated are Pinot Noir and Chardonnay Grapes.



Figure 1. Passing Clouds Vinery Yard

The business built in Musk by Graeme Leith is a home industry as well as a residential area. After moving to Musk, Graeme Leith ran the business with a

family consisting of his wife and children. The development of a home industry business can be a tool for improving the family economy (Yaman, 2021). Home industry also provide jobs for the surrounding community (Wardah, 2021). Passing Clouds is the main family business and can be a consistent source of steady income.

Passing Clouds continues to grow rapidly by making a wide variety of wines. The efforts to improve the home industry economy are looking for high-quality raw materials, adding labor, increasing production and expanding distribution sites (Alfizain, 2020). This statement also supported by the research done by Liyanawati and Rizali (2019) show that to support the Home Industry development also consider the relationship of aspects of working capital, raw materials, labor and marketing process.

Furthermore, the business was continued by Graeme Leith's son named Cameroon Leith. Graeme has entered his twilight years and retired while controlling the business around his residence.

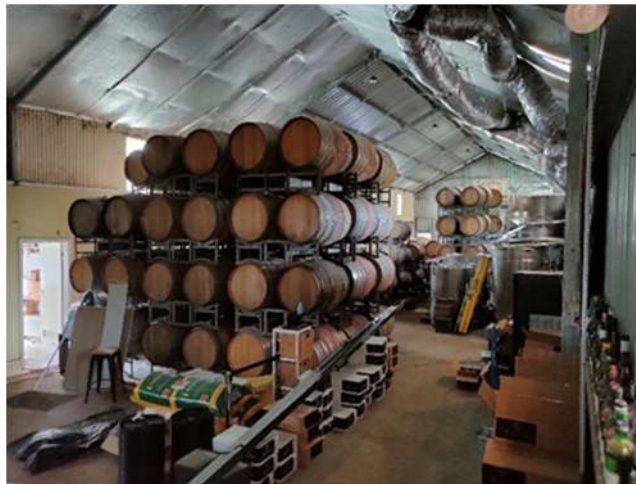


Figure 2. Winery Maker

In 2016 Cameroon Leith expanded the Passing Clouds business not only to produce wine but also to open a dining room and wine tasting. Furthermore, this home industry is growing rapidly and has become one of the preferred tourist destinations in Victoria.

Passing Clouds Wine Product

Wine products are based on the colour category and the type of wine raw materials used. There are types of wine Rose, White and Red. Types of varieties consist of Cabernet, Chardonnay, Pinot Noir, Shiraz, Shiraz Cabernet and Other Varieties. These wine products have different flavour and prices. The following table shows the types of wine products sold on Passing Clouds and their prices.

Table 1. Wine Product of Passing Clouds

No.	Types of Wine	Price (\$)
1.	Estate Pinot Noir 2021	53.00
2.	Bendigo Shiraz 2019	34.00
3.	Serpentine Shiraz 2020	58.00
4.	The Graeme's Shiraz Cabernet 2020	34.00
5.	Estate Chardonnay 2021	53.00
6.	Picolit 2019	60.00
7.	Viognier 2022	38.00
8.	Macedon Ranges Rose	38.00
9.	Elevation Pinot Noir 2018	98.00
10.	Bridgewater Shiraz 2020	53.00
11.	Festival of Shiraz Father's Day 6 Bottle Wine Pack	290.00
12.	The Angel 2020	58.00

In addition to the above wine products, Passing Clouds also provides Gift Cards for gifts that are packaged in attractive forms.



Figure 3. Wine Product

These wine products are sold through various distribution channels. The first one is sold on site, sold online at the website <https://www.passingclouds.com.au/>. Furthermore, it is also distributed in all beverage sales outlets including cafes, hotels and restaurants in the Victoria and surrounding areas.

The Role of Passing Clouds to Support the Tourism Activity in Musk

Musk City's location is close to one of Victoria's popular tourist towns, Daylesford City. So that the presence of Passing Clouds adds to the reference of tourist activities that can be done by tourists. Passing Clouds Home Industry currently has 15 employees. Employees consist of 3 chefs, 3 gardeners, 2 waiters, 4 winemakers, 1 administration, and 2 product promotion and distribution staff. The form of business activity carried out is a kind of home industry with a direct grape cultivation system, which is then processed and produced into wine. The largest market consists of Singapore about 50 percent, then Melbourne 30 percent and the remaining 30 percent consists of China and the rest of the world.

Home Industry development requires product diversification and Brand Identity. Product diversification is an activity carried out by business actors to create novelty in the production of goods and services with the aim of maximizing profits (Tjiptono, 2017). Brand identity is a collection of words, impressions and a number of consumer perceptions about the brand of a product. Brand Identity is also the identity and characteristics of a product or service (Susanto and Wijanarko, 2004).

Passing Clouds pioneered establishing a home wine industry in the Musk area. The products developed differ mainly in wine processing. In addition, the concept of tasting wine and unique fine dining are the selling points of this business.

The Brand Identity used in Passing Clouds is in the form of an attractive company naming concept and has its own history, as described in the company overview. Passing Clouds' identity symbol is a picture of several birds perched on the Vine. The bird has been harvesting ripe grapes. The bird is a bird native to Australia called the Magpie Bird. The characteristic colour of the bird is black and white with a size that is not too large. Magpie birds are classified as tame birds and usually interact with the surrounding community. When visiting Passing Clouds, tourists can see a flock of Magpie birds perching in the Vineyard area according to the company symbol of Passing Clouds. This view is fascinating to complement the Fine Dining and Wine Tasting atmosphere at Passing Clouds.

Passing Clouds, apart from producing wine, also consists of a dining room, Cellar Doors and The Caravino. The dining room is a place to eat, at least accompanied by special wines produced directly from Passing Clouds. The dining room only serves lunch and you must make a reservation in advance. The dining room is only open Thursday – Monday. The menu served for the Dining Room is in the form of Fine Dining and is always changing every week. The menu served varies from around the world. The menu served is complete, starting from Appetizer, Main course and Dessert.



Figure 4. Dining Room

Cellar Door itself is open every day 7 days from 10 am – 5 pm. The concept of Cellar Door itself is a kind of outlet to try all the wine products that Passing Clouds has and can buy directly on the spot. Tourists will be charged different prices

according to the type of wine being tried. Classic Wine Tasting \$10 per person redeemable on purchase. Premium Wine tasting \$15 per person not redeemable on purchase.



Figure 5. Cellar Doors

Caravino is a kind of picnic box that lies in the Passing Clouds winery area. Caravino is only open in certain seasons. Usually in Summer and Spring months. The Caravino is open Friday - Sunday with house made picnic boxes and take away bottles or glasses of wine available for purchase. The Caravino also the tourist can find a lovely shady spot to sit and enjoy the surroundings.



Figure 6. The Caravino

Passing Clouds is located at 30 Roddas Lane Musk, Victoria about 9 minutes from Daylesford City. Passing Clouds is one of the tourist destinations of choice when visiting Musk City. Tourists can enjoy four choices of tourist activities, namely The Winery, Cellar Doors, Dining Room and The Caravino. Tourists can do tourist activities such as seeing the wine-making process at The Winery. See the expanse of a very beautiful vineyard with lots of sheep around. Tourists not only travel but can do educational tours by looking at the Passing Clouds home industry

process in processing wine. In addition, Passing Clouds offers an area around the winery in the form of a very wide graceful garden. Tourists can also witness the process of harvesting grapes and planting grapes according to the season when visiting. The vine will grow thick leaves and bear fruit in the springs and summers. During the autumn and winter season, the vine will be suspended or known as moul.

The sensation that tourists can feel when Fine Dining is lunch with a view. Views of the expanse of vineyards, natural springs, wild birds and sheep eating grass. It's a beautiful atmosphere accompanied by delicious food that has been served by the chef.



Figure 7. Fine Dining Ambience

The concept of Fine Dining with the theme of home industry is very unique and different according to tourists. Actually, Fine Dining can be done in luxury restaurants and in urban areas. In contrast to Passing Clouds, which offers direct lunch with a new atmosphere.

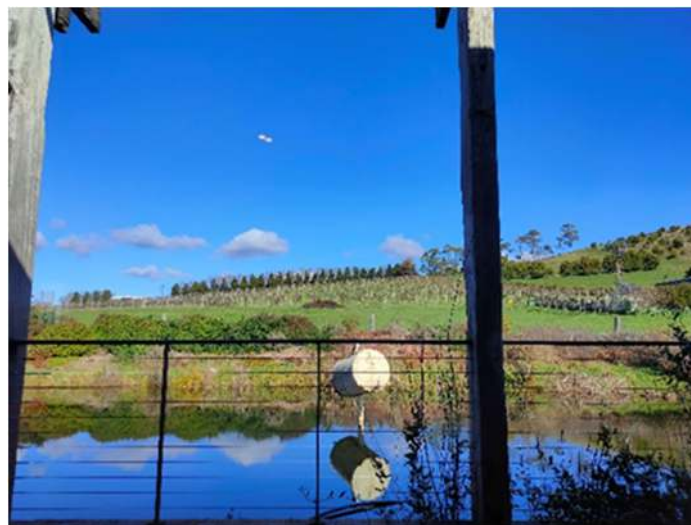


Figure 8. Dining Room View

Fine dining at Passing Clouds can be enjoyed by all, including family tourists and couples. It also provides non-alcoholic drinks that are safe for children. Tourists can make reservations for gathering activities or for educational tours of wine processing with the concept of home industry.

CONCLUSIONS

Passing Clouds as a home industry has successfully managed a home business as a tourist activity option in Musk City. The role of this home industry can create jobs for the surrounding community and present new types of tourism activities in the form of wine processing with the concept of a family business.

There are four tourist activities that can be done at Passing Clouds, namely: winery, dining room, Cellar Door, and The Caravino. Every tourist activity can be done by tourists and with a different atmosphere. The Winery looks at the wine production process from the beginning to the distribution process.

The Dining Room is a Fine Dining concept to enjoy delicious food accompanied by a very beautiful view of the vineyard. Cellar Door is the location to try a variety of wines. The Caravino is a seasonally ordered picnic box available in Summer and Spring. These various activities can be carried out in one home industry and can be a choice of new tourist destinations in Musk City Victoria.

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