

Rural tourism development through the role of village government: Study of Purbayan Tourist Village, Indonesia

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Abstract

Purpose – This study examine to examine the role of village government in developing regional potential, particularly in rural tourism.

Methodology/Design/Approach – This qualitative case study investigates how the village government develops the Purbayan Tourism Village through planned work programs. Data were collected via semi-structured interviews with selected stakeholders.

Findings – The village government plays a key role in developing the Purbayan Tourism Village, acting as a driver in optimizing rural tourism potential. Programs emphasize sustainability through community deliberation, legal strengthening, external collaboration, and management innovation. Policies are responsive to local needs while aligned with regulations.

Originality/Value – This study highlights village government policies that contribute to sustainable tourism development.

Keywords: Attraction, Development, Government, Sustainable, Tourist Village

Introduction

Tourism has a positive impact on developing regional potential and empowering communities (Fafurida & Mulyaningsih, 2023; Sulistyo et al., 2023, 2024). One piece of evidence is the emergence of tourist villages as opportunities that can be achieved (Demolinggo et al., 2020). This condition is in line with predictions issued by the OECD if alternative and green tourism becomes a tourist destination (OECD, 2018, 2022). The presence of a tourist village is a breath of fresh air for developing regional potential that can improve community welfare. However, the role of the community as the main driver needs to be considered. Seeing this opportunity, various parties need to work together in an effort to create sustainable tourism. The role of the government in developing the tourism sector is something that is expected. Developing studies explain the various functions and roles of government in tourism. Through the resulting policies, the government is able to become a driver of tourism at several regional levels (Rembulan et al., 2020; Zhao et al., 2019).

However, several studies also explain that policies produced by the government have the potential to become obstacles to tourism development in terms of regulations (Sayeda et al., 2020; Yanes et al., 2019). Through its attractions, the manager tries to stimulate tourist visits. There has not been much research on the role of village governments in supporting tourism development. The studies conducted mostly reviewed its potential and attractiveness (Demolinggo et al., 2020).

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Research on tourist villages in Indonesia is still limited to certain themes. Many studies have researched management strategies and the resulting impacts (Kuninggar et al., 2021; Wahyono & Hutahayan, 2020). As a new potential, tourist villages have experienced quite significant development. Based on data released by the Ministry of Tourism and Creative Economy of the Republic of Indonesia, there are 4,711 tourist villages in Indonesia.

This number is divided into several tourist village clusters, including the pioneering (3462 tourist villages), developing (942 tourist villages), advanced (284 tourist villages), and independent (23 tourist villages) categories (Sulistyo et al., 2022, 2023). These results have increased compared to 2022, with a total of 3,419 tourist villages. Serious attention is given to the Ministry of Tourism and Creative Economy through the Anugrah Desa Wisata Indonesia (ADWI) activity (Jadesta, 2023; Sulistyo et al., 2023). This condition is believed to be growing as tourist interest changes from mass tourism to special interest tourism. Moreover, a study released by the Organization for Economic Co-Operation Development (OECD) confirms the increasing development of green tourism, especially nature-based tourism (OECD, 2018, 2022).

In an effort to fill research gaps, this study will uncover the policies implemented by the village government to create sustainable tourism. This research aims to see the role played by the village government in developing regional potential. In answering this focus, the Purbayan tourist village was chosen as the object of this research. Purbayan tourist village is a tourist attraction that has the potential to be a cultural and historical tourist attraction. This tourist village is in the Yogyakarta City area. Various efforts have been made to develop this tourist village so that it produces sustainability and has an impact on the region and the community's economy. The achievement that the Purbayan tourist village was able to achieve was becoming one of the winners of the Indonesian Tourism Village Award (ADWI) in 2023. This study will have an impact on sustainable management. Independent management will produce policies that have a direct impact on the field. The contribution of this research is very important for developing its potential and can be adopted by other tourism village managers.

The presence of tourist villages makes an important contribution to the development of the country. However, reality on the ground shows that the village economy is still dominated by agricultural sector activities, which tend to have low productivity, run slowly, and are less exciting from an economic perspective (Ghidouche & Ghidouche, 2019). Another reality is the limited employment opportunities, lack of facilities and infrastructure, and low level of community education (Asad et al., 2022; Rembulan et al., 2020). Responding to these challenges, tourism development in villages can be focused on improving the community's economy through creating added value for the environment, social, cultural, and village development. The current trend in tourist activity is changing from mass tourism to alternative tourism. This change leads to types of tourism activities that are oriented towards natural tourism or local culture. This tour aims to increase tourists' insight, adventure, and learning. Implementations include adventure tourism, mountain climbing, walking, and also tourism that offers direct experiences to tourists, such as rural tourism. The change from mass tourism to alternative tourism provides benefits for tourist villages as a choice of tourism activity. Tourist villages generally have a variety of products that can be offered to tourists, such as activities and the social life of village communities. The experiences provided to tourists in the form of cultural diversity, unique nature, and creative work are one of the goals of sustainable tourism (Ozascilar et al., 2019).

As one of the new potentials in the tourism sector, the existence of tourist villages needs to be appreciated. The development of tourist villages as regional potential is interpreted as a way to deal with the emerging impacts of acculturation (Hetteema & Egberts, 2019; Inocian et al., 2019). A tourist village is an area in which there are tourist attractions (cultural, artificial, or natural) packaged in such a way that it is interesting to visit (Manrai et al., 2020; Wiweka et al., 2021). Tourist village managers need to provide a pathway for interaction between tourists and the local community (Nagy & Segui, 2020). The interesting experience that tourists experience after visiting will create an impression in their minds. As the main player, the role of society as a driving force needs to be developed. Tourist villages present different experiences that tourists will feel. Rural tourism is increasingly developing along with changes in tourist

benefit and broad impact (Rembulan et al., 2020; Zhao et al., 2020). The regulations issued are an effort to protect common interests rather than the interests of certain groups. Potential friction due to policy errors needs to be avoided. The ability to see reality on the ground in policymaking is an attitude that needs to be had. The government's role as a policy regulator needs to be supported by the ability to see and formulate strategies that will be used. The government needs to continue to evaluate the policies taken. Efforts to improve and evaluate the organization are a signal of seriousness in carrying out government functions.

Method

A qualitative research design using a case study approach was chosen in this study (Creswell & David, 2019; Yin, 2003). This research investigates the role of village government in developing tourist villages through work programs that have been prepared. The Purbayan tourist village in Yogyakarta City was chosen as the research object. The Purbayan tourist village is in the administrative area of Purbayan Village, Yogyakarta Special Region. The attraction of this tourist village is closely related to the cultural heritage and history of the Islamic kingdom. Furthermore, achievements in the Indonesian Tourism Village Award are evidence and reinforcement for choosing research objects. Data collection in this study was done through semi-structured interviews. In an effort to strengthen data quality, several people were selected to become informants. Some of the informants were village heads, chairs of POKDARWIS, community institutions, and management staff. Informants were selected based on the experience they had in dealing with the management of the Purbayan Tourism Village. Data collection through document searches was also carried out as part of the data triangulation process. The data analysis and validation process was carried out through the adoption of the Miles-Huberman method, starting from the stages of transcription, reduction, categorization, and drawing conclusions (Miles & Huberman, 1994; Sulistyo et al., 2022).

Findings and discussion

Focus on developing the attractiveness of the Purbayan tourist village

Being in an area that is thick with cultural and historical nuances makes the Purbayan tourist village a unique tourist destination. The village government, together with the community, strives to exploit the potential of the area they have (Rembulan et al., 2020; Zhao et al., 2020). Some of the attractions of this village include the tomb of the Kotagede king, the twin gate building (between two gates), a traditional culinary center, silver crafts, and several other cultural attractions. The attractions offered are the main capital for building an integrated tourist area.

"We as the Village Government try to accommodate various things, starting from utilizing regional potential to encouraging the community to benefit from tourism development (Village Government).

"Cultural and historical tourism experiences are the main values that tourists will experience. We offer the romance of the past in the frame of historical evidence that can still be enjoyed" (POKDARWIS).

The development of the Purbayan tourist village needs to be encouraged as an effort to improve community welfare. Village government programs are prepared taking into account the benefits to the community. Sustainable management steps to improve the quality of human resources are important programs that must be realized (Beydyk et al., 2019; Fafurida & Mulyaningsih, 2023; Sulistyo et al., 2023). Through the program prepared by the Village Government, it is hoped that it will be able to have an impact on tourism development. Program evaluations carried out internally or externally are several other efforts to assess the performance that has been produced. Purbayan tourist village has several superior attractions. Cultural nuances and historical heritage buildings are the main instruments offered. Close to the Raja Kotagede dining complex, it makes the Purbayan tourist village interesting to visit. Its historical value and stories are able to stimulate tourist visits (illustrated in Fig. 2). Periodically, at this location several events

are regularly held which are considered sacred by the community. Another motivation for tourists to come to this place is the desire to make a pilgrimage and seek the blessings of life. Visiting this place is very interesting and can provide an experience for tourists. Those who visit this place are required to wear special clothing (surjan clothes).

"... several times we accompanied groups of tourists who came to make pilgrimages to the king's tomb complex. They want to take a closer look and know firsthand the story and history of this place" (manager).

"Administratively, the location of the Kotagede king's tomb is not in the Purbayan area, but its close proximity and existing permits allow us to make this dining complex into a tourist package that can be offered" (community organization).

The twin gates (between two gates) are the next attraction. This place explains the shape and layout of traditional Javanese houses. The house complex in this area is different from the design outside the complex. This residential area is semi-closed because it is flanked by two twin gates. This uniqueness differentiates the Purbayan tourist village from other tourist areas (illustrated in Fig. 3). The existence and romance of cultural and historical tourism is interesting to enjoy. Seeing this opportunity, the management also created another tourism product in the form of exploring the area by bicycle. Taking certain routes and seeing exotic spots means that tourists will have other experiences in the tourist activities they participate in.



Figure 2. Kotagede King's Tomb Complex or Pasarean Hastana Kitha Ageng, is a tomb complex for the first Islamic Mataram kings and their relatives built by Panembahan Senopati. Source: Author's collection, 2025

As an effort to create sustainability, tourism needs to provide space and benefits for the environment and community welfare. The OVOP (one village one product) program is another program offered. The Purbayan tourist village has a silver craft center which is famous for its quality. Tourists can see directly the manufacturing process and can practice processing it. Various silver crafts can be used as souvenirs or souvenirs for colleagues. Apart from crafts, the Purbayan tourist village has a traditional specialty food



Figure 3. Gate Building and Traditional Javanese House. Between Two Gates is a village located in Kotagede District, and there are historical buildings with unique nuances. Source: Author's collection, 2025

called "Waru Flower Cake". This food has a history of being a dish that kings loved in the past. In its development, this food is still part of the lives of people who hold certain events or traditional ceremonies. The next development presents plans for the management and Village Government to create nature-based tourist attractions. Tourist villages are starting to launch nature and environment-based eco-tourism development programs. This attraction will complement the other attractions it has. Utilizing river flows and rice fields as capital that will be developed. Efforts to develop new tourist attractions are not only carried out independently, but also in collaboration with other parties. The private sector and academics are invited to participate in developing regional potential that can have an impact on society and the environment. This condition is directly in line with the results of research conducted by the OECD. Tourists' interest in the green sector is an opportunity for tourism management to further develop.

Management of Tourism Villages by the Village Government

As a regulator and regional stakeholder, the presence of the Village Government is expected to be able to provide programs in tourism development. This effort can be seen in the mapping of regional potential and the preparation of work programs aimed at creating sustainable tourism. The government functions that have been carried out have been able to bring the Purbayan tourist village to achieve various achievements that are widely recognized. These results make the Purbayan tourist village one of the destinations for comparative studies carried out by managers of other tourist villages. Some of the Government's efforts to make this happen can be seen in several programs carried out (Fig. 4).

The development of civilization means that various things can be done instantly and easily. However, these steps sometimes do not match the expected results. As a region that still adheres to local principles and wisdom, deliberation activities are still carried out to find the best results. Various potential problems that arise can be mapped through deliberation activities. Tourism is very complex and of course requires the contribution of various instruments. Steps to create sustainable tourism need to consider several things such as: the environment, economic impact and future sustainability. Seeing this focus, the Village Government together with all elements tries to produce the best policies that can be used (Beydyk et al., 2019; Fafurida & Mulyaningsih, 2023; Sulistyo et al., 2023). Community elements such as: POKDARWIS, community institutions, managers up to generations young people are involved in every process.

"We don't just produce policies. We use various aspirations and information as a basis for preparing the program that will be implemented" (Village Government).

"As a party that encourages tourism progress, the presence of POKDARWIS must be able to become a bridge between the village government, tourism managers, and the community as beneficiaries" (POKDARWIS).

"Social harmony is important to achieve. Tourism is a great opportunity that can have an impact. We encourage village governments to develop policy programs that are able to have an impact on the region and the community's economy" (community institution).

"The management of tourist villages is starting to involve the younger generation. "We are happy because we have been given the space to contribute to developing the region and obtain greater benefits" (Manager).

Deliberation is one of the methods used by the village government to achieve the stated goals. Success in accommodating the wishes of various parties is the key to success that continues to be used. Basically, all parties have the same desire to develop tourism. Regional stakeholders must respond well to this situation in an effort to accommodate needs.

1 PAKET STUDI BANDING

Ketahui dan pelajari sistem pengelolaan wisata yang memberikan dampak positif terhadap masyarakat di Kelurahan Purbayan.

- Durasi: 2 Jam
- Benefit: Narasumber, Guide lokal, Makanan tradisional, Dokumentasi

" RP50.000/PAX "
(Min. order 25 pax)

3 CYCLING TOUR

Menyusuri tempat bersejarah di Kelurahan Purbayan dengan bersepeda dan mengunjungi beberapa pengrajin di Kampung Penjaga Tradisi.

- Durasi: 2 Jam
- Jarak: 3,6 km
- Pitstop: Between Two Gates, Keris, Blangkon, Lumbung Mataram.
- Benefit: Guide Lokal, Mineral Water, Sepeda, Souvenir dan Merchandise*, Dokumentasi

" RP199.000/PAX "
(Min. order 2 pax)

5 CUSTOM TOUR

Dapatkan pengalaman yang lebih memorable dengan belajar untuk membuat produk kerajinan dari pengrajinnya langsung!

- Durasi: 2 Jam
- Pilihan tempat: Keris Pak DuI, Batik Mbak Nungki, Kembang Waru Pak Eko, Roti Kacang Adnan Dani, Perak Bengkel 76.
- Benefit: Guide Lokal, Mineral Water, Dokumentasi, Hasil Produk, Merchandise*

" RP199.000/PAX "
(Min. order 2 pax)

2 MATARAM TRAIL

Menjelajahi situs peninggalan Kerajaan Mataram Islam khususnya di Kelurahan Purbayan.

Situs yang dikunjungi: Masjid Besar Mataram, Kawasan Makam Kotagede, Between Two Gates, Lorong Labirin, Makam Hasto Renggo, Situs Benteng Cepuri, Situs Watu Gatheng, Situs Bedahan Raden Ronggo.

- Durasi: 4 Jam
- Benefit: Guide Lokal, Snack & Makan, Akses kunjungan, Dokumentasi

" RP200.000/PAX "
(Min. order 2pax)

4 WALKING TOUR

Menyusuri Kampung Penjaga Tradisi dan mengunjungi beberapa pengrajin, mulai dari pengrajin makanan hingga perhiasan.

- Durasi: 2 Jam
- Jarak: 3,6 km
- Benefit: Guide Lokal, Mineral Water, Dokumentasi, Souvenir*
- Terdapat 4 rute dan wisatawan dapat memilih maksimal 3 pengrajin dari segala rute.

" RP199.000/PAX "
(Min. order 2 pax)

ADD ON

Tambahan khusus bagi kamu yang menginginkan experience lebih, dengan durasi hingga 1 jam.

Pilihan:

- Makan : Rp25.000/pax
- Gamelan : Rp700.000/penampilan
- Dalang Cilik: Rp700.000/penampilan
- Tari-tarian : Rp300.000/penampilan
- Keroncong : Rp1.500.000/grup
- Kethoprak : Rp700.000/penampilan
- Kursus Perak: Rp250.000/pax
- Kursus Batik: Rp50.000 - Rp150.000/pax*

*) syarat dan ketentuan berlaku

Figure 4. Tourism Package of Purbayan Tourist Village. Tourists are offered various complete offers when enjoying tourism activities. This tour package will provide tourists with an excellent experience. Source: Departement of Tourism Yogyakarta, 2025

Strengthening the Legality of Tourism Village Management

The Government of the Republic of Indonesia issued a business management permit policy for the tourism sector. Referring to this, the Ministry of Tourism, as the management authority, encourages actors to have management permits. This direction was implemented by elements of the Purbayan Tourism Village by

creating a tourism awareness group (POKDARWIS) as well as several community institutions. POKDARWIS has a role in encouraging the community to develop tourism potential that has a broad impact (Beydyk et al., 2019; Fafurida & Mulyaningsih, 2023; Sulistyo et al., 2023). Meanwhile, community institutions play a role in monitoring work programs and the resulting performance achievements. Management The tourism sector, which has a legal basis, will make it easier to carry out activities and strategic choices.

As presented in Table 1, the village government has undertaken several strategic efforts in strengthening tourism management, including participatory discussions, institutional strengthening, external collaboration, and management innovation.

"POKDARWIS and community institutions have the task of providing input and monitoring work programs. The Village Government was helped by this condition. We have achieved various achievements, one of which is winning awards through the institutional instrument of tourist villages (Village Government).

We get attention from various parties. They offer cooperation in terms of training, mentoring, and promotion. We are very helpful, and we are not alone when facing problems (Manager).

Table 1. Village government efforts in tourism management

Effort	Implementation
Discussion	Conduct discussions with various elements such as: <ol style="list-style-type: none"> POKDARWIS Community Institutions Internal Manager Public
Strengthening Legality	Create a tourism awareness working group that is able to become a bridge and driving force in regional tourism management
External Collaboration	Building and opening collaboration with several parties such as: <ol style="list-style-type: none"> Private Institution Academics Tourism Supporting Industry
Management Innovation	Enriching knowledge brings innovative attraction; <ol style="list-style-type: none"> Transportation Culinary Cultural art's performances

Source: Data primary, 2025

External Cooperation

Creating sustainable tourism needs support from various parties. Tourism village managers have limited capabilities that must be circumvented. The Village Government's efforts to build cooperation with external parties are steps that can be taken (Rembulan et al., 2020; Zhao et al., 2020). Problems in managing tourist villages are the focus of resolution through collaboration. Several parties, such as private agencies, academics, and other tourism-supporting industry players, were involved. Private agencies are the parties who are expected to be able to introduce the tourism sector as a profitable business commodity. One example is the travel agency business, which is able to act as a driving force for tourist arrivals. The role of academics is also needed in strengthening motivation and skills in producing strategies and policies. Various Tri Dharma Higher Education programs are being targeted by the village government to be realized in their areas. The village government provides space for academics to implement the knowledge they have.

"In monitoring activities carried out by the Ministry of Tourism, we conveyed the need for collaboration with travel agencies, the hotel industry, and academics to strengthen existing work programs. Their input is very good in motivating us in managing this tourism potential" (Village Government).

"The digital online portal also seeks to collaborate in the promotional activities it carries out. Some examples include Attourin, Traveloka, and other tourism portals submitting proposals to exploit this potential (Village Government).

Management Innovation

Innovation is interpreted as an organization's effort to present something new periodically (Gu et al., 2019; Rogers, 1983; Sulistyo et al., 2022). The need for innovation in the tourism sector is important to present. Managers need to consider tourist input and needs. Several new programs are trying to be realized by the village government. The Village Government program through eco-tourism attractions is one of the priorities that will immediately be realized. Furthermore, the next step in the development of the culture- and history-based tourism sector is the implementation of the next work program. The Village Government embraces all arts and history actors to jointly develop tourism potential based on their focus and abilities.

"We have several cultural-based tourist attractions, such as gamelan, keroncong, and other community arts. We are carrying out the regeneration process so that people's love of art and culture is not lost (Village Government).

Conclusion

The research focus that highlights the role of the village government in managing the Purbayan tourist village shows various positive achievements. The village government is able to carry out its duties as a driving force in maximizing its tourism potential. The work program implemented considers sustainability as a goal. The focus of village government activities through deliberation, strengthening legality, external cooperation, and management innovation are the key factors carried out. This study is able to investigate the success of the village government in developing the potential of the Purbayan tourist village. Various efforts and policies that are in line with sustainable tourism are produced periodically. Through its authority, the village government is able to make policies based on needs that do not conflict with other norms or regulations. This research has contributed to tourism management through the participation of the village government. Furthermore, this research is also able to provide information from the perspective of the community as partners of the village government. As the main driver, the community has an important role in bringing tourism potential in a better direction. The results of this research can be adopted by other parties as a reference in the development and management of sustainable tourism.

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Declaration

Ethics approval and consent to participate

Not applicable.

Consent for publication

All participants provided consent for the publication of anonymized data.

Availability of data and materials

The data supporting the findings of this study are available upon request.

Competing interests

The author have no conflict of interest to declare.

Declaration of generative AI and AI-assisted technologies

During the preparation of this work the author used Grammarly in order to correct spelling mistakes and help me make better sentences. After using this tool/service, the author reviewed and edited the content as needed and takes full responsibility for the content of the published article.

Author contributions

AG conceptualization, methodology, validation, formal analysis, writing review and editing, supervision project administration. TEY, FDK and DAK investigation, data curation, writing original draft preparation. All author shave read and agreed to the published version of the manuscript.

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