



## Classification of Tourism Villages in Sleman Regency in 2022: Quantitative and Qualitative Analysis Based on Sustainable Tourism Indicators

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### Abstract

**Background.** Tourism villages are a model for community-based tourism development that plays a vital role in improving economic welfare, cultural preservation, and maintaining environmental sustainability. Sleman Regency, as one of the centers of tourism growth in the Special Region of Yogyakarta, has experienced a significant increase in the number of tourist villages in the last five years.

**Purpose.** This study aims to map the status of tourism village development in Sleman Regency in 2022 and analyze strengths, weaknesses, opportunities, and challenges based on ten leading indicators: institutional human resources, partnerships, environmental and cultural preservation, community roles, tourist attractions, accessibility, amenities, promotion and marketing, disaster mitigation, and CHSE.

**Method.** The research uses quantitative and qualitative approaches through observation, in-depth interviews, documentation, and assessment instruments based on the ASEAN CBT Standard, the 2019 Tourism Village Guidelines, and UNWTO sustainability indicators.

**Results.** The results of the study show that 80 active tourism villages out of a total of 85 registered tourism villages, with the composition of pioneers (39%), developing (21%), advanced (20%), and independent (14%). Qualitative findings confirm the weak aspects of partnerships, disaster mitigation, and digital marketing in start-up and developing villages.

**Conclusion.** Independent tourism villages have optimized USP, industrial partnerships, and institutional strengthening.

**Implementation.** This study recommends a category-based development strategy to increase the competitiveness of tourism villages in a sustainable manner.

**Keywords:** tourist village, destination classification, sustainable tourism, community-based tourism, Sleman.



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## INTRODUCTION

Indonesian tourism is one of the most significant contributors to foreign exchange and plays a vital role in national economic growth. In addition, tourism has an impact on socio-cultural development, international diplomacy, and regional development. At the local level, tourism villages are a strategic model for developing community-based tourism (CBT) that is not only oriented towards the economy, but also cultural and environmental preservation (Syahari, 2023).

Sleman Regency is one of the areas with the fastest growth of tourist villages in the Special Region of Yogyakarta. According to the official report on the classification of tourist villages, the number of tourist villages increased from 47 in 2018 to 61 in 2020, and then to 85 in 2022. This significant increase shows the success of socialization, mentoring, and community acceptance of tourism as the village's leading sector. However, the COVID-19 pandemic since 2020 has had a significant impact on the sustainability of tourist villages. Travel restrictions, the implementation of CHSE standards, and a decrease in tourist visits have caused some tourist villages to stagnate and even go into a state of inactivity. This condition underscores the importance of periodic classification, mapping, and evaluation to assess the performance of tourism village management, the level of independence, and the village's readiness to face tourism dynamics (Zanuba et al., 2024).

### Problem Formulation

Based on the above context, the formulation of the research problem is:

1. What is the status of the classification of tourist villages in Sleman Regency in 2022?
2. How does each tourist village perform based on tourism sustainability indicators?
3. What are the driving and inhibiting factors for the development of tourism villages based on qualitative findings?

### Research Objectives

This research aims to:

1. Classify active tourism villages in Sleman Regency based on institutional, social, economic, and environmental indicators.
2. Identify the achievements and weaknesses in each assessment indicator.
3. Provide strategic recommendations for the development of sustainable tourism villages.

## Research Benefits

This research is expected to be useful for:

1. Local government: as the basis for the preparation of a tourism village capacity building program.
2. Tourism village manager: as a tool for evaluating development and identifying improvement spaces.
3. Academics: as a reference for research on the development of CBT and sustainable tourism.

This state-of-the-art research is an international tourism study showing a shift from the mass tourism model towards sustainable tourism and Community-Based Tourism (CBT). Frameworks such as *the UNWTO Sustainable Tourism Indicators* (2004) emphasize the balance of economic, socio-cultural, and environmental aspects in destination management. At the ASEAN level, the ASEAN CBT Standard (2016) sets standards for governance, community participation, conservation, and tourism services. This standard was then adapted in various national guidelines, including the 2019 Ministry of Tourism and Creative Economy Tourism Village Guidelines and several regional regulations. This research aligns with this global trend by integrating international and national indicators as the basis for classifying tourist villages in Sleman.

## LITERATURE REVIEW

### The Concept of Tourism Village and Community-Based Tourism (CBT)

Tourism villages are a community-based tourism development model that emphasizes the involvement of local communities as the leading actors in planning, managing, and utilizing tourism economic benefits. This concept aligns with the Community-Based Tourism (CBT) paradigm, which emphasizes community empowerment, equitable distribution of benefits, cultural preservation, and control of environmental impacts (Syahari et al., 2023). CBT is seen as an inclusive development strategy that can improve local welfare while maintaining the sustainability of ecological and social functions. In various studies, the success of CBT is determined by institutional strength, community participation, attraction management, and innovation and adaptation of tourism villages to tourism dynamics (Lestari et al., 2025; Rinjani, 2022). In the context of Sleman, the rapid growth of tourist villages indicates positive public acceptance of this community-based development model, so mapping tourist village classifications is important for measuring the level of independence and readiness of villages to manage sustainable tourism.

## **Sustainable Tourism and Its Assessment Indicators**

The concept of sustainable tourism, according to UNWTO (2004), demands a balance between economic, socio-cultural, and environmental aspects. UNWTO's sustainability indicators emphasize aspects such as:

1. Environmental quality and natural resource conservation
2. Socio-cultural resilience and preservation of local culture
3. Economic benefits to society
4. Risk management and disaster mitigation

Tourism village assessment instruments in Indonesia strengthen this framework, for example, the Tourism Village Guidelines (Kemenparekraf, 2019) and the ASEAN CBT Standard (2016), which include institutional elements, human resources, amenities, accessibility, promotion, partnerships, and environmental sustainability as the main components of the tourism village classification.

Yogyakarta Governor Regulation No. 40 of 2020 also establishes standards for tourism village management, including institutional strengthening, tourist safety, environmental governance, and sustainable creative economy. These standards serve as the methodological reference for research on the classification of Sleman tourist villages.

## **Classification of Tourism Villages and Their Determining Factors**

The classification of tourist villages is generally divided into four categories: pioneer, developing, advanced, and independent, as applied in various studies on community-based destination development. The development of the status of tourist villages is influenced by some key variables:

1. Institutions & HR. Previous studies have confirmed that the management of tourism villages is highly dependent on institutional strength, professionalism of human resources, and clarity of organizational structure. Villages with strong institutions tend to diversify their products, conduct routine evaluations, and maintain sustainable management (Halim, 2023; Andrianto, 2025).
2. Amenities and Tourist Attractions. Unique attractions and adequate amenities are important factors in attracting tourists and boosting destinations' competitiveness. Advanced and independent tourism villages generally offer integrated tour packages, adequate facilities, and sustainably developed attractions (Trihayuningtyas et al., 2024).

3. Digital Partnerships and Promotions. Partnerships with the tourism industry, universities, and creative communities play an important role in increasing the capacity of tourist villages. Meanwhile, digital promotion skills are the primary determinant of villages' success in increasing visibility and visit numbers in the post-pandemic era (Rubiyatno et al., 2023).

### **Disaster Mitigation and CHSE**

Sleman is at high risk of disasters, mainly due to the eruption of Mount Merapi, so disaster mitigation indicators are crucial. However, several studies show that most tourist villages have not implemented systematic mitigation, such as evacuation SOPs, disaster training, and early warning systems (Izdihar, 2025). The implementation of Cleanliness, Health, Safety, and Environment (CHSE) standards is also an important factor in post-pandemic recovery.

### **The Role of the Community in the Development of Tourism Villages**

Community participation is the core of CBT and is the main predictor of the success of tourism villages. Participation may include:

- Institutional management (pokdarwis)
- Provision of tourism services (homestay, culinary, handicrafts)
- Contributions to environmental and attraction care

The study by Syahari et al. (2023) shows that tourism villages with high community involvement have stronger tourism business sustainability, higher levels of innovation, and a more equitable distribution of economic benefits. Independent tourism villages generally experience community participation above 70%, showing a direct relationship between citizen involvement and destination success.

### **Unique Selling Point (USP) and Destination Differentiation**

USP is an important aspect in building the identity and positioning of tourist villages. According to Izdihar (2025), tourist villages with clear USPs—for example, educational, cultural, agricultural, or eco-tourism—are more able to attract specific market segments and increase the competitiveness of destinations. In many cases, the startup village lacks a strong USP, while the independent village has an established tourism brand and a straightforward, consistent destination narrative.

## **The Impact of the COVID-19 Pandemic on the Development of Tourism Villages**

The COVID-19 pandemic has had two main impacts:

### **Negative impacts:**

- Decrease in the number of visits
- The vacuum of tourism village activities
- Reduced community income
- Weaknesses of the CHSE system in most villages

### **Positive impact:**

- Acceleration of promotional digitalization
- The emergence of innovations in outdoor and education-based tour packages
- Institutional re-evaluation and risk management

Studies in the post-pandemic period show that tourism villages that are adaptive to digital marketing and health SOPs recover faster.

## **Previous Research on Sleman and Jogja Tourism Villages**

Several studies discuss the dynamics of tourism village development in the Yogyakarta and Central Java regions:

- Zanuba et al. (2024) emphasized the importance of implementing sustainable tourism indicators to measure destination performance.
- Sutrisni & Mahendra (2024) show how waste management is a critical component in the sustainability of tourism villages.
- Trihayuningtyas et al. (2024) emphasized the role of Sapta Pesona in strengthening tourism awareness and improving services.
- Rubiyatno et al. (2023) show the importance of SWOT analysis in determining tourism village development strategies.

These studies show that the sustainability of tourism villages is influenced by institutional strengthening, tourism product innovation, risk mitigation, and consistency of digital promotion and marketing.

This literature review shows that the development of tourism villages requires a multidimensional approach that includes institutions, community participation, environmental sustainability, tourism product innovation, and risk mitigation. An assessment framework based on national and international standards serves as the basis for classifying the tourist

villages included in this study. Thus, this literature review strengthens the theoretical and empirical foundation for analyzing the status of tourist villages in Sleman Regency in 2022.

## **METHODS**

### **Research Design**

The research uses a mixed-methods approach, combining quantitative analysis based on assessment scores with qualitative analysis based on field findings (observations & interviews). This approach was chosen to provide a comprehensive overview of the status and dynamics of tourism village development.

### **Research Location and Time**

The field survey was conducted from March 11 to April 18, 2022, in 85 tourist villages across Sleman Regency.

### **Data Collection Techniques**

1. In-Depth Interviews. It is carried out to tourism village managers (pokdarwis), village officials, and local business actors.
2. Participatory Observation. The assessor team conducts a direct review of facilities, tourism activities, and community interaction.
3. Documentation. Collect physical evidence in the form of photos, institutional documents, administration, tour packages, and visit data.

### **Assessment Instruments**

The instruments include a rating scale of 1–4 based on the standard:

- ASEAN CBT Standard (2016)
- Tourism Village Guidelines (2019)
- UNWTO Sustainable Tourism Indicators
- Yogyakarta Governor Regulation No. 40/2020 concerning Tourism Villages

Ten leading indicators are used as a classification reference.

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### **Data Analysis Techniques**

Quantitative data were analyzed using an interval scale, yielding the following categories: stub, developing, advanced, and independent. Qualitative data were analyzed using thematic coding from interviews and observations.

## DISCUSSION

Research on tourism villages in Indonesia over the past five years has focused on three main areas: Institutional and Human Resources Strengthening, Community Participation as the core of CBT, and attraction, amenities, and differentiation.

Many studies emphasize that institutions (pokdarwis), human resource professionalism, and organizational governance are the most determining factors for the success of tourism villages (Halim, 2023; Andrianto, 2025). Tourism villages that have a strong organizational structure tend to be more adaptive and innovative. The CBT literature confirms that destination success is strongly influenced by community participation (Syahari et al., 2023). The >70% engagement rate relates to economic sustainability, attraction innovation, and cultural preservation. Studies such as Izdihar (2025) show that destinations with a unique selling point (USP) are clearly more competitive and better able to build strong market positioning. This study complements the previous study by mapping the strengths and weaknesses of each indicator at the district level using both quantitative and qualitative methods.

### **New Challenges: Digitalization, Disaster Mitigation, and Post-Pandemic CHSE**

The COVID-19 pandemic has led to research on: Digital Transformation in Tourism Promotion. Digital promotion is the primary determinant of the competitiveness of tourist villages, yet it remains weak in many regions (Rubiyatno et al., 2023). CHSE as a Condition for Tourism Recovery. Studies show that implementing CHSE correlates with accelerated destination recovery. Disaster Mitigation in Risk-Prone Destinations Research in Sleman highlights the weak implementation of evacuation SOPs, evacuation route signs, and disaster education in tourist villages in eruption-prone areas of Merapi (Izdihar, 2025). Research position: This article corroborates these findings with field evidence that disaster mitigation is the weakest indicator in almost all categories of tourist villages.

Research Gaps That Seek to Fill This Study, until now, the study of tourist villages in Yogyakarta is more of the following characteristics: Case studies per village micro portraits; Partial analysis focus on one aspect (e.g., institutional, attraction, or community participation); Without integration of national–international standards; There is a lack of quantitative mapping of all tourist villages in one administrative area.

**The main contribution of this article is: Comprehensive Mapping of 85 Sleman Tourism Villages**

This study maps the status of 80 active tourism villages using 10 sustainability and governance indicators, filling a gap in comprehensive district-level classification data. Multi-Standard Integration (UNWTO–ASEAN CBT–Guidelines for Tourism Villages–Governor’s Regulation of DIY). This multiperspective approach has not been used in previous research—a combination of quantitative and qualitative analysis. Previous studies have generally been qualitative descriptive. This article provides a weighting scheme for numerical scores that yields the categories of stub, developing, advanced, and self-sustaining. New Findings on Structural Weakness. This study uncovered a consistent pattern of weaknesses: Weak external partnerships, Limited digital promotion, and Minimal disaster mitigation, which had not been systematically mapped in previous studies. The USP Identification and Success of Independent Villages provides *a model of best practice* that can be replicated at the national level.

**Overview of Tourism Villages in Sleman Regency 2022**

Of the 85 tourist villages recorded, five were declared vacant due to a lack of tourism activities, inactive management, or internal conflicts. The remaining 80 active tourism villages are classified into four categories as follows:

Table 1. Tourism Village Category

Categories	Quantity	Percentage
Stub	33	39%
Growing	18	21%
Forward	17	20%
Self-Sufficient	12	14%
Vacuum	5	6%

This condition shows that the majority of tourism villages are still in the early growth stage and need intensive assistance, especially in institutional and promotional aspects (Zanuba, 2024; Lesatari et al., 2025; Trihayunigtyas et al., 2024; Rinjani, 2022; Halim, 2023; and Ribiyatno et al., 2023).

## **Quantitative Analysis by Category**

### **Tourism Village Startup Category**

The pilot category comprised 33 tourist villages, which were generally still building basic infrastructure and did not offer integrated tour packages. Watu Purbo Tourism Village occupies the highest score (118), while several villages, such as Petung, Plumbon, and Rajek Wetan, have the lowest score (69).

#### **Key Findings:**

1. The supporting amenities are relatively good.
2. Digital partnerships and promotions are the dominant weaknesses.
3. Disaster mitigation has not been implemented systemically.

This finding indicates the low capacity of professional management in pilot villages.

### **Tourism Villages in the Developing Category**

There are 18 developing tourism villages, with Sempor Hamlet Tourism Village receiving the highest score (145). Developing villages generally have tour packages, clear institutions, and more structured community activities.

#### **Features of the growing category:**

1. The amenities are superior and start to meet the standards of comfort.
2. Institutional human resources are more established.
3. The level of collaboration with schools/colleges began to increase.
4. Digital promotion is still limited.

The biggest strength in this category lies in amenities and the community's role.

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### **Advanced Category Tourism Villages**

This category consists of 17 tourist villages that already have a professional management system and tourism products that can be sold sustainably.

#### **Significant findings:**

1. The implementation of CHSE is relatively good.
2. Institutions are stable, and the evaluation process is routinely carried out.
3. The most significant challenge lies in the aspect of disaster mitigation.

The eruption-prone geology of Sleman makes disaster mitigation a crucial but suboptimal element (Izdihar, 2025; Andrianto, 2025).

**Independent Category Tourism Village**

It consists of 12 tourist villages, including Blue Lagoon, Pulesari, Pentingsari, Gamplong, and Brayut.

**Characteristics of an independent village:**

1. It already has a strong USP (unique selling point).
2. Build strategic partnerships with the tourism industry and educational institutions.
3. Experienced human resources professional who participates in regular training.
4. Digital promotion is active and integrated with various platforms.

This category can serve as a model for the development of national tourism villages.

**Qualitative Analysis**

**Unique Selling Point (USP)**

Most startup villages have not identified or developed a strong USP. Independent villages have actually succeeded in achieving a clear market position through tourism branding (e.g., natural tourism, education, culture (Izdihar et al., 2025)).

**Community Participation**

Community involvement is the most decisive indicator of success. Advanced and independent tourism villages have a resident engagement rate of more than 70%, including culinary businesses, homestays, and local handicrafts (Syahari, 2023).

**Disaster Mitigation and Management**

The mitigation aspect is the weakest indicator in almost all categories. Most villages lack disaster SOPs, evacuation signage, and disaster education programs.

**The Impact of the COVID-19 Pandemic**

The pandemic slowed tourism growth but accelerated the digitalization of tourist villages. Villages that adapt faster show higher institutional and promotion scores.

Table 2. Research Novelty

Elements of Novelty	Explanation
Integration of four international, national, and regional assessment standards	Forming a new, more comprehensive classification instrument

Elements of Novelty	Explanation
Mapping of 80 tourist villages in one study	The largest dataset in Sleman and rarely done in Indonesia
Mixed methods that complement each other	Explain quantitative scores through field findings.
Cross-category structural weakness identification	New empirical findings are helpful for policy interventions.
USP-based success model + community participation	Becoming a benchmark for the development of tourist villages
Development strategy based on the tourism village category	Practical innovations that have not been present in previous research

## CONCLUSION

Of the 85 tourist villages in Sleman Regency, 80 can be classified into four categories, with the most significant proportion in the pilot stage (39%). Supporting amenities, institutional human resources, and community roles are the indicators that make the most significant contribution to the overall assessment. Partnerships, digital promotion, and disaster mitigation are the weakest indicators in almost all categories, especially in startup and developing villages. Independent tourism villages outperform in product innovation, USP, strategic partnerships, and institutional management. The 2022 classification can serve as a basis for preparing a program to increase the competitiveness of tourism villages through a sustainable tourism approach.

## Recommendations

1. Tiered institutional assistance for pioneering and developing villages.
2. Intensive program to strengthen digital marketing for all categories.
3. Mandatory implementation of disaster mitigation systems, including evacuation routes and emergency SOPs.
4. USP development based on local potential to increase destination differentiation.
5. Increased partnerships with universities, creative industries, and travel agencies.
6. Empowerment of inclusive communities, especially women and vulnerable groups.

7. Periodic monitoring and evaluation uses assessment instruments that are more adaptive to tourism dynamics.

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