



Legislation on the Development of Tourist Villages in the Sociopolitical Scope

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Abstract

Background. The development of tourism villages is a crucial strategy for promoting sustainable community-based tourism in Indonesia. Sleman Regency is an area with significant growth in tourism villages but still faces challenges in resilience, sustainability, and adherence to the principles of community-based tourism.

Purpose. This study aims to examine the legislative framework and assessment indicators in the classification of tourism villages in Sleman Regency from a sociopolitical perspective and tourism sustainability.

Method. The method used is a qualitative-descriptive approach, combined with relevant policy and regulatory analysis, and the mapping of tourism village assessment indicators sourced from regional regulations, national standards, and international standards for sustainable tourism.

Conclusion. The results of the study show that the Sleman tourism village classification system has adopted the principle of sustainability through institutional indicators, community empowerment, environmental and cultural preservation, risk mitigation, and local economic utilization. However, implementing these indicators still faces challenges in terms of consistency, human resource capacity, and village readiness to withstand external pressures such as disasters and climate change.

Implementation. This research emphasizes the importance of strengthening operational legislation and periodic evaluation as strategic instruments for ensuring the sustainability and competitiveness of tourism villages.

Keywords: tourism village, tourism legislation, sustainable tourism, classification of tourist villages, community empowerment



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INTRODUCTION

As one of the potential sectors in Indonesia, the tourism industry can be developed across a wide range of dimensions, namely the economic, socio-political, cultural, regional, and environmental. In terms of financial contribution, tourism is the largest sector, accounting for USD 7.08–9.99 billion in foreign exchange earnings, according to data released by the Ministry of Tourism and Creative Economy (2023). Not only that, but tourism also contributes to the original regional or community income generated by tourism businesses.

In the socio-political sphere, tourism development can foster pride in the nation's natural and cultural wealth, thereby strengthening a sense of love for the homeland and the nation's unity. Socio-culturally, tourism provides global recognition of Indonesia's nature and culture. This is evident in the many UNESCO-recognized tourist attractions in Indonesia. In addition, tourism is a tool of cultural diplomacy that is highly effective in strengthening Indonesia's image on the international stage. Meanwhile, in the region, tourism can encourage the development of infrastructure and facilities to drive investment flows and regional development.

The image of Indonesian tourism is also built on the character of community hospitality, supported by many regions with diverse local customs and cultures. Related to this potential, tourism trends are now driving rural development through tourist villages. In fact, to raise public awareness of tourism management in the town, the Ministry of Tourism and Creative Economy organized the Anugerah Desa Wisata Indonesia (ADWI) appreciation event to make Indonesian tourism villages a world-class, highly competitive destination.

Referring to the Governor Regulation of the Special Region of Yogyakarta Number 40 of 2020, Tourism Villages are community groups that thrive in three fields of tourism, which include attractions, accommodation, and supporting facilities within the village/sub-district area, with the principle of community-based tourism. In the context of tourism, service is the primary focus of the tourism business, including in the scope of tourist villages.

The potential of a community with a distinctive character of life and built from local culture is undoubtedly a characteristic of rural areas. If this potential can be appropriately managed through a sustainable tourism development approach, tourism villages can undoubtedly add value to the nation's welfare while minimizing poverty and development gaps in rural areas.

Sleman Regency has many tourist villages. The concept of tourism village development
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was also well received by the community, as evidenced by the introduction of new tourist villages each year. In 2020, there were 61 tourist villages in Sleman Regency. However, over the span of two years, specifically in 2022, the number of tourist villages in Sleman Regency increased to 80. The data shows that efforts to socialize the development of tourist villages have succeeded in encouraging the village government and the community to package the potential to become an attraction with added value.

However, it is not easy for the village community to develop the area into a tourist destination that is worth visiting. Especially in the areas of resilience to external factors, such as natural disasters and health emergencies, climate change, risk management and mitigation, and waste management from tourism activities. In its implementation, there are still a few tourist villages in Sleman Regency that can apply resilience to external factors.

In response to this phenomenon, the results of support for tourism villages remain oriented towards each individual who manages the area. Whether or not a tourist village survives is determined by several indicators contained in the classification of tourist villages. For this reason, it is essential to conduct periodic mapping and classification to ensure the sustainability of tourism villages and to develop and maintain product quality and credibility, thereby enhancing competitiveness and gaining the trust of the tourist share.

In addition, the process of studying the classification of tourist villages can also be used as a tool to evaluate tourist villages that are not in line with the principles of community empowerment (*Community Based Tourism*), sustainable tourism, or the concept of tourism villages that have been mutually agreed. The results of the mapping can also serve as a *benchmark for stakeholders* to determine the development and improvement of the tourism component in their respective regions.

LITERATURE REVIEW

An important indicator for assessing the distribution of tourist villages in an area is the growth of existing tourist villages in the region. The growth of this tourist village offers good prospects for improving the community's welfare and empowerment (Noor and Zulfiani, 2021). The existence of this creates new opportunities for the community to develop tourism businesses, one of which is a tourist village adapted to local wisdom in the area.

In the application to develop a tourist village, reference is needed as a guideline and legal

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basis for the community, the Kalurahan Government, and the Regional Government in the implementation of tourist villages. In addition, it is necessary to formulate a Regional Regulation (Perda) that regulates tourist villages in an area. Regional Regulation (Perda) is a law and regulation established by the Regional House of Representatives with the joint approval of the Regional Head (Law Number 10 of 2004).

Based on Sleman Regional Regulation No. 9 of 2022 concerning Tourism Villages (Indonesia), a tourism village is an integration of attractions, accommodation, and supporting facilities presented within a community life structure, in accordance with applicable procedures and traditions. This tourist village represents a breakthrough for the community, offering tourists a variety of attractions tailored to local characteristics (Revida et al., 2022). As explained in the 2022 Sleman Regional Regulation, especially in article 6 (six) paragraph 3 (three) explaining the criteria for tourist villages, namely having unique and distinctive product potential or tourist attractions; have local human resources that support the management of tourism villages; have basic facilities, facilities and infrastructure for cohabitation activities within the scope of the tourist village; and/or have a homestay as part of the attraction package. This is an absolute requirement for the formation of tourist villages in an area. The formation of this tourism village will also be divided into four groups or classes: pioneers, developing, advanced, and independent.

The determination of 4 (four) classes in tourist villages, in accordance with Sleman Regional Regulation Number 9 of 2022, especially article 11, which is carried out every 2 (two) years. The determination of the class or classification is carried out through assessment using indicators adjusted to trends and criteria that must be met by a tourist village. This assessment uses the determination of indicators outlined in Sleman Regency Regional Regulation Number 9 of 2022 concerning Tourism Villages, particularly Article 11. This indicator is used to facilitate the classification of tourist villages in Sleman. In addition to determining indicators, sub-indicators are also determined to detail the options for each indicator.

METHODS

This study uses a descriptive qualitative approach, focusing on policies and regulations for the development of tourist villages in Sleman Regency. Data collection is conducted through document studies, including regional regulations, governor's regulations, national competency

standards, sustainable tourism guidelines, and supporting documents related to tourism village classification indicators.

Data analysis is carried out using content analysis techniques, namely identifying, grouping, and comparing tourism village assessment indicators contained in various regulations and standards. In addition, this study maps the assessment and classification mechanisms applied to tourist villages, both through field visits and the completion of online assessment instruments. The results of the analysis are presented in a descriptive-analytical manner to illustrate the relationship between legislative, sociopolitical, and sustainability aspects in the development of tourism villages.

DISCUSSION

The legal basis used in the sub-indicators for the assessment of the classification of Sleman tourist villages in 2024 includes:

SKKNI Tourism Village Management (Kep. of the Minister of Manpower of the Republic of Indonesia Number 86 of 2024).

There are several essential aspects in preparing the SKKNI for Tourism Village Management, including: the tourism village area.

Institutional manager:

1. Tourist villages are required to have clear legality.
2. Tourism villages have an administrative structure and work descriptions that can be implemented;
3. Tourism villages have an accountable and transparent management system;
4. Tourism villages have Tourism Development planning documents at the village level; and
5. The tourist village has a tourist code of ethics agreed upon by the parties.

Community empowerment:

1. Increasing the active participation of local communities;
2. Increasing the capacity of human resources; and
3. Fair and transparent distribution of benefits.

Preservation of local nature and culture.

Product development:

1. Tourism product development; and
2. Development of creative economy products.

Development of promotions and services.

Improving the quality of food and beverage services.

Improvement of the quality of accommodation services.

Disaster response system in tourist villages.

Permenpar Number 9 of 2021 concerning Guidelines for Sustainable Tourism Destinations, especially on destination criteria, namely:

Sustainable management with the subcriteria of the management structure, stakeholder engagement, and managing pressure and change. This sub-criterion is supported by indicators that describe the above matters.

Management Structure

1. Responsibility for destination management. Supported by evidence in the form of a clear organizational structure and *division of jobs*.
2. Destination management strategy and action plan. Supported by evidence in the form of work plans or work strategies (long-term, medium-term, and short-term plans).
3. Monitoring and reporting. Supported by evidence in the form of photos of activities or documentation, minutes, or minutes of events.

Stakeholder Engagement

1. Involvement of business entities and sustainability standards. This is evident in the existence of a tourism standard system that regulates key aspects of sustainable tourism activities for tourism actors, including managers of tourist areas, hotels, *homestays*, *tour operators*, and others.
2. Involvement and feedback from residents. Supported by evidence in engagement and input from residents, public participation in sustainable destination planning and management. The aspirations, concerns, and satisfaction of the local community regarding the sustainability of tourism and destination management are regularly monitored and reported openly to the public.

3. Engagement and feedback from visitors. Supported by evidence in engagement and feedback from visitors, this is evident in the existence of a system to monitor and report on satisfaction, such as interviews or surveys with visitors (exit surveys) or the handling of complaints.
4. Promotion and Information. Supported by evidence in the form of destination promotion, tourism products and services are carried out accurately, authentically, responsibly, and respectfully of the local community and tourists.

Managing Pressure and Change

1. Manage the number and activity of visitors. This indicator is supported by evidence, as the number and activity of visitors can be managed through a regularly reviewed visitor management system.
2. Regulatory planning and development control. This indicator is supported by evidence from regulatory planning and development control, as shown by the need for guidelines or SOPs to implement existing policies.
3. Climate change adaptation. This indicator is supported by evidence on adapting to climate change, with or without better systems, regulations, policies, and climate change adaptation programs, risk reduction, and public and tourism business awareness-raising.
4. Risk and crisis management. This indicator is supported by evidence that risk and crisis management can be assessed by the presence or absence of an emergency response management system, including action plans prepared with input from the private sector, explanations of human and financial resources, and communication procedures during and after a crisis/emergency.

Welfare and Social Impact

1. Support for the community. These indicators are supported by evidence of the existence or absence of programs and systems that enable and encourage business entities, visitors, and the public to contribute to society and sustainability initiatives in a responsible way.
2. Safety and security. These indicators are supported by evidence of the existence or absence of systems to monitor, prevent, publicly report to the public, and respond to crime, safety, and health hazards that meet the needs of visitors and locals.

3. Access for all. This indicator is supported by evidence of whether there is access to tourist villages with sites or attractions that attract tourists. On the other hand, the presence or absence of facilities and services, including those with essential natural and cultural value, is open to all, including people with physical limitations, those who need specific access, and people with special needs.

Cultural sustainability with sub-criteria of cultural heritage protection and management of cultural sites. This sub-criterion is supported by indicators that describe the above matters.

1. Protecting Cultural Heritage. This indicator is supported by evidence of the existence or absence of a written appeal and a form of cultural preservation to maintain the cultural heritage of a tourist village.
2. Visit Cultural Sites. This indicator is supported by the presence or absence of a management system for tourists visiting cultural heritage sites.

Environmental sustainability, with sub-criteria for nature conservation, as well as waste and emissions management. This sub-criterion is supported by indicators that describe the above matters.

1. Nature Conservation.
 - a. Protection of the environment. This indicator is supported by whether or not there are efforts to preserve the environment, both natural and cultural, in tourist villages in terms of appeals and SOPs.
 - b. Management of visitors in the natural environment. This indicator shows whether or not there is a form of *carrying capacity* in tourist villages, especially in the management of their natural environment.
2. Waste and Emissions Management
 - a. Solid waste. This indicator is the most crucial part of the assessment of tourist village classification, where solid waste management is a key aspect. This indicator serves as a reference for determining whether there is a solid waste management system that applies the principles of 6R: Reduce, Reuse, Recycle, and Waste Decay.
 - b. GHG emissions and climate change mitigation. This indicator serves as a reference for

reducing greenhouse gas emissions, implementing them, and reporting on policies and mitigation measures.

Yogyakarta Governor Regulation Number 40 of 2020 concerning Pokdarwis Villages/Tourism Villages.

Sleman Regency Regional Regulation Number 9. In 2022, about Tourism Villages.

Indonesian Sustainable Tourism Council (Criteria Destination).

This reference uses four standard criteria and indicators for assessing tourist villages, including Sustainable Tourism Destination Management. 14 indicators are used and adjusted in the 2024 Sleman Tourism Village classification assessment, including:

1. Sustainable Destination Strategy

This assessment is based on plans or strategies tailored to forms of destination development, both involving third parties and focusing only on specific issues. This is supported by evidence in the form of work plans (long-, medium-, and short-term), master plans, MoUs, written and unwritten rules, program plans, and so on.

2. Management Organization

This indicator serves as a reference in the assessment of the existence or absence of official organizations responsible for coordinating tourism management and for cooperating with both the private sector and the government. This is supported by evidence in the form of decrees owned by tourism villages, coordination forums involving various stakeholders or *pentahelix*, forms of funding from third parties (CSR, grants, etc.).

3. Monitoring

This section is one of the assessments of the supervision and reporting system to the public, covering problems, administration, and mitigation. This indicator is supported by providing evidence in the form of documentation, both photos and minutes at the time of evaluation or routine reporting, for example, reports at the end of each month or yearly, SOPs related to the mitigation of existing problems.

4. Seasonal Tourism Processing

The strategy adopted by tourist villages during the low season is to attract visitors. This indicator can be supported by providing evidence in the form of *a master plan, brochures of engaging activities or tour packages, or the procurement of certain events to be used during*

the low seasons of visitors.

5. Adaptation to Climate Change

Whether there is a system for identifying risks and opportunities related to climate change. This is supported by evidence in the form of follow-up SOPs when global warming occurs, programs launched for mitigation and adaptation, and efforts in the form of climate change response training modules used as materials and for improvement programs.

6. Inventory of Tourism Assets and Attractions

This reference is used to inventory and classify assets owned by a tourist village, including its attractions. This reference is evidenced by the renewal of the list of assets owned, including posters, facilities, and infrastructure, as well as attractions in a tourist village.

7. Planning Arrangements/Regulations

This indicator is used in the 2024 Sleman Tourism Village classification assessment to determine whether there are planning guidelines, regulations, and/or policies that address land use, design, construction, and impacts. This indicator can be demonstrated through SOPs, documentation related to guidelines, and policies.

8. Access for all

Access and attractions in nature and culture that can be enjoyed by all groups, including people with disabilities and special needs, through facilities, infrastructure, and accessibility. This can be evidenced by the existence or absence of facilities for particular groups (people with disabilities, vulnerable groups, and community groups with special needs).

9. Property Acquisition

This reference concerns the acquisition of property used in tourism businesses in tourist villages, in the form of policies or regulations that are in line with the rights of the previous property owner. This can be evidenced by the MoU or agreement on the acquisition system between the two parties, and by the policy that regulates existing forms of property acquisition.

10. Visitor Satisfaction

This indicator is the most critical factor in determining whether a tourist village is popular. Visitor satisfaction is used to monitor or report actions related to visitor satisfaction after visiting a tourist village, to follow up on feedback that may not be improving performance in the tourist village. This indicator can be supported by evidence of the presence or absence of

a suggestion box, documentation of feedback (whether written or not), and visitor satisfaction surveys.

11. Sustainability Standards

Standards regarding sustainability in promoting tourism villages that have received tourism certification, including environmental management and monitoring of tourism business participation as part of the certification. The ownership of a competency/expertise certificate can prove this.

12. Safety and Security

There is a preventive supervision system and hazard response owned by tourist villages. This can be evidenced by written SOPs on hazard response, the main guard posts in P3K, emergency response training, and whether there is cooperation with the SAR during a state of natural disaster.

13. Crisis and Emergency Management

Planning is owned by each tourist village for responding to emergencies and for procedures to reserve resources. This indicator is evidenced by the existence of reserve funds during disasters, crisis SOPs, disaster response training, and periodic evaluation and control.

14. Promotions

Promotion is part of this assessment to optimize marketing for tourism businesses offered by tourism villages, so they are better known to the general public. This is evidenced by explaining products on social media, responsible product *campaigns*, and distributing promotions that are carried out both digitally and *word-of-mouth (word of mouth)*.

Economic Utilization for Local Communities, 8 indicators are used and adjusted in the assessment of the classification of Sleman Tourism Village in 2024, including:

1. Economic Monitoring

Monitoring and reporting of the distribution of economic impacts for parties involved in the tourism business, especially in tourist villages. This indicator is supported by evidence in the form of data on the distribution of income to *the existing job desks* in tourist villages, whether or not there is an evaluation at the time of economic distribution.

2. Job Opportunities for Local Communities

Tourism villages provide employment opportunities for all local communities with various

groups, including women, youth, vulnerable groups, people with disabilities, and so on. This is evidenced by the presence or absence of data on the community involved in the tourism business, training programs to increase knowledge of the attractions, and work safety SOPs.

3. Community Participation

Whether there is community participation in encouraging sustainable planning and achieving planning goals. This indicator is supported by supporting information in the form of meetings or deliberations that are carried out regularly by embracing the local community to get and follow up if there are aspirations, complaints, and satisfaction experienced by the local community. So that later by involving community participation, it will have an impact on tourism awareness and the welfare of the community itself.

4. Supporting Local Entrepreneurs and Fair Trade

A form of support for local communities and small and medium entrepreneurs so that they can develop their products sustainably and distribute them fairly. This can be supported by the presence or absence of programs inspired by local traditions, CSR initiatives, and stakeholder cooperation to promote local products.

Cultural Preservation for the Community and Visitors, 5 (five) indicators are used and adjusted in the assessment of the classification of the Sleman Tourism Village in 2024, including:

1. Protection of Tourist Attractions

Management and monitoring system to protect tourist attractions featuring both natural and cultural sites, *tangible* and *intangible*. This can be evidenced by the existence of SOPs or appeals to preserve and maintain natural and cultural sites, and by a monitoring system that is carried out to maintain and preserve cultural and natural sites in tourist attractions.

2. Visitor Management

Arrangements for visitors to maintain the quality of the natural and cultural environment, to minimize the negative impact resulting from the large number of visitors. Visitor restrictions can prove this.

3. Visitor Behavior

Guidelines for managing visitor behavior, especially on sacred and *private* sites. This can be supported by the existence of SOPs to regulate tourist activities while in the place.

4. Site Interpretation

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Interpretive information related to the distribution of potential owned by tourism villages. This can be proven by the presence of an interpretive board that provides information to tourists when visiting the place.

Environmental Conservation, 3 (three) indicators are used and adjusted in the 2024 Sleman Tourism Village classification assessment, including:

1. Environmental Risks

A form of handling environmental risks that will occur, including both disasters and other hazards. The existence of SOPs for evacuation or disaster mitigation supports this.

2. Greenhouse Gas Emissions

To address climate change, greenhouse gas emissions contribute to global warming, so it is necessary to consider the sustainability of a tourist village. This is evidenced by the efforts to address global warming.

3. Reducing Solid Waste

Tourism contributes to waste, including solid waste. If solid waste is not managed correctly, it will significantly impact the sustainability of tourism. This is used as one of the assessment criteria for the classification of the Sleman Tourism Village in 2024, as evidenced by the presence or absence of solid waste management that applies the 6R principles: Refuse, Reduce, Reuse, Recycle, and Rot (*rotting waste*).

Indicators of the Indonesian Tourism Village Network (JADESTA).

The ASEAN CBT Standard Year 2022 includes:

1. Community ownership and management standards; Standards of contribution to social welfare and quality of life;
2. Sustainable environmental preservation and promotion standards;
3. Standards to encourage interaction between local communities and guests;
4. Quality tour guide and tour service standards;
5. Food and beverage service quality standards;
6. Quality accommodation standards;
7. Standards to ensure the performance of CBT (*inbound*) *Friendly Tour Operators*;
8. Safety and hygiene standards;

9. Standards for promoting innovation, creativity, and the use of technology in tourist villages.

The assessment and classification of the Sleman Regency Tourism Village is divided into 2 (two) scoring techniques, namely by a) direct visitation, and b) through filling out a *Google form*. This assessment, conducted on-site, was carried out in tourist villages that have been classified as developing to independent using several indicators.

These indicators are related to a) Ownership and Management by the community; b) Contribution to social welfare; c) Contribution to maintaining and improving the quality of the environment; d) Encourage interactive participation between local communities and visitors; e) Quality travel services and tour guides; f) Quality of food and beverages; g) Accommodation quality; h) The performance of friendly tour guides; i) Utilization of technology; and j) Mitigation, CHSE, and resilience.

The assessment also uses a quantitative evaluation, assigning an interval of 1-3 points to each sub-indicator, for a total of 10 indicators and 67 sub-indicators. The results will be accumulated for each sub-indicator and adjusted to the score obtained. The scoring is used to determine the classification of the tourist villages visited. The score range of 67- 100 falls into the stub category; The score range of 101-134 is included in the developed category; The score range of 135-168 is included in the advanced category; and the score range of 169-201 is included in the independent category.

Meanwhile, the assessment using *Google Forms* shows that the tourist village is still in the category of prospective startups to startups. The assessment stage via the Google form is also an initial screening step before the team of enumerators and assessors conducts field visits.

In this way, every tourist village manager is obliged to send several documents related to institutional legality, attractions, accessibility, and amenities, as well as supporting photo evidence (both potential and ongoing tourism activities). This is done to find out the potential of tourist villages that are still not well understood for their attractions.

CONCLUSION

The development and classification of tourism villages in Sleman Regency demonstrate systematic efforts to integrate the principles of sustainable tourism into the regional legislative and policy framework. The assessment system used has included institutional dimensions, community

empowerment, environmental and cultural preservation, risk management, and inclusive use of the local economy. This reflects a sociopolitical approach that places the community as the leading actor in the management of tourist villages.

However, the main challenge remains the implementation of indicators consistently across tourism villages, especially in human resource capacity, governance consistency, and readiness to face external pressures such as disasters, crises, and climate change. Therefore, it is necessary to strengthen operational regulations, continuous assistance, and periodic classification evaluations so that tourism villages not only develop quantitatively, but also are sustainable and competitive in the long term.

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