

Legal Aspects in the Development of Tourism Villages in Wonogiri Regency Based on Local Wisdom

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Abstract

Tourism development in rural areas often encounters various legal challenges, especially concerning adherence to local regulations and respect for traditional values. This paper explores the legal aspects involved in the development of tourism villages within Wonogiri Regency, focusing on the integration of local wisdom. Wonogiri, a regency in Central Java, Indonesia, boasts a rich cultural heritage and a strong tradition of community-based governance. Through a comprehensive review of existing literature and legal documents, this study examines the legal framework governing tourism village development in Wonogiri, highlighting the incorporation of local wisdom into relevant



regulations and policies. Additionally, it analyzes the role of legal mechanisms in safeguarding indigenous knowledge, protecting cultural heritage, and ensuring equitable benefits for local communities. By evaluating case studies and empirical data, this research identifies best practices and challenges in aligning legal frameworks with local values, offering insights for policymakers, practitioners, and stakeholders involved in sustainable tourism development. Ultimately, this study underscores the importance of harmonizing legal norms with indigenous principles to promote responsible tourism that respects the cultural integrity and socio-economic well-being of rural communities in Wonogiri Regency and beyond.

KEYWORDS *Tourism Village, Wonogiri Regency, Local Wisdom, Legal Framework*

Introduction

Tourism development in rural areas plays a pivotal role in fostering economic growth, preserving cultural heritage, and empowering local communities. However, the success of such initiatives depends greatly on their alignment with local values, traditions, and legal frameworks.¹ In the context of Wonogiri Regency, located in the heart of Central Java, Indonesia, the development of tourism villages presents a unique opportunity to showcase the region's rich cultural heritage while promoting sustainable socio-economic advancement. This paper delves into the legal aspects inherent in the development of tourism villages within Wonogiri Regency, with a specific focus on the integration of local wisdom into regulatory frameworks.²

¹ Gregory John Ashworth, and Brian Goodall, eds. *Marketing Tourism Places*. (London: Routledge, 1990); Christopher M. Law, "Urban tourism and its contribution to economic regeneration." *Urban studies* 29, no. 3-4 (1992): 599-618.

² Iwan Nugroho, Purnawan Dwikora Negara, and Hefifa Rhesa Yuniar. "The Planning and the Development of the Ecotourism and Tourism Village in

Wonogiri Regency boasts a diverse cultural tapestry, characterized by its vibrant traditions, indigenous knowledge systems, and close-knit community structures. The essence of local wisdom permeates every aspect of life in Wonogiri, shaping governance, social interactions, and economic activities. As tourism emerges as a key driver of development in the region, it becomes imperative to examine how legal mechanisms can be harnessed to facilitate the growth of tourism villages while upholding the principles of local wisdom.³

In addition, tourism is a transformative force that deeply involves local communities, exerting various impacts across multiple facets of community life. It is often described as possessing an incredible energy trigger, catalyzing metamorphosis among local populations. As tourism development continues to evolve dynamically, it is encapsulated in various terminologies such as sustainable tourism development, village tourism, and ecotourism. These approaches aim to ensure that tourism activities are conducted responsibly in non-urban destinations. One notable approach to sustainable rural development through tourism is the concept of tourism villages.⁴

Indonesia: A Policy Review." *Journal of Socioeconomics and Development* 1, no. 1 (2018): 43-51.

- ³ Lilyk Eka Suranny, "Pengembangan potensi desa wisata dalam rangka peningkatan ekonomi perdesaan di Kabupaten Wonogiri." *Jurnal Litbang Sukowati: Media Penelitian dan Pengembangan* 5, no. 1 (2021): 49-62; E. U. Jannah, C. Muryani, and M. G. Rindarjono. "Community-Based Tourism Development at Gajah Mungkur Wonogiri Tourist Attraction." *IOP Conference Series: Earth and Environmental Science*. Vol. 145. No. 1. IOP Publishing, 2018; Ristina Yudhanti, "Indonesian Village Tourism Development: A Legal Analysis." *Journal of Legal, Ethical and Regulatory Issues* 24 (2021): 1-10.
- ⁴ Vincentia Reni Vitasurya, "Local wisdom for sustainable development of rural tourism, case on Kalibiru and Lopati village, province of Daerah Istimewa Yogyakarta." *Procedia-Social and Behavioral Sciences* 216 (2016): 97-108; Gusti Kade Sutawa, "Issues on Bali tourism development and community empowerment to support sustainable tourism development." *Procedia Economics and Finance* 4 (2012): 413-422. See also Geoffrey Wall, "Perspectives on tourism in selected Balinese villages." *Annals of Tourism Research* 23, no. 1 (1996): 123-137; Priscilla Boniface, and Peter Fowler. *Heritage and Tourism in the Global Village*. (London: Routledge, 2002).

Furthermore, tourism villages represent an alternative approach to tourism development, emphasizing community empowerment and equitable distribution of benefits in line with the principles of sustainable tourism. By focusing on the development of rural areas as tourist destinations, tourism villages seek to harness local resources, cultural heritage, and indigenous knowledge to create authentic and immersive experiences for visitors while fostering socio-economic development within the community.⁵ This approach prioritizes the preservation of local traditions, environmental conservation, and the empowerment of local residents, thereby promoting a more inclusive and sustainable form of tourism.

In this context—tourism villages—villages represent the foundational unit of governance within the structure of the Unitary State of the Republic of Indonesia. Governed by Law Number 6 of 2014 concerning Villages and its implementing regulations outlined in Government Regulation Number 43 of 2014, villages hold significant importance in Indonesia's administrative framework. Notably, the government's attention towards villages has grown with the introduction of village funds derived from the State Budget (APBN), as stipulated in Government Regulation Number 60 of 2014. This regulation, further amended by Government Regulation Number 22 of 2015, delineates the allocation and utilization of village funds sourced from the Revenue Budget and State Shopping, underscoring the government's commitment to empowering and developing village communities across the nation.

The utilization of village funds empowers village government administrators to address the specific needs of both the government and the community. These funds are allocated based on a meticulous planning process outlined in Village Regulations, including the Village Medium-Term Development Plans (RPJMDes) and Village Government Work Plans (RKPDDes). Despite the significant influx of funds into villages, the Central and Regional Governments have not entirely relinquished their responsibility for accelerating development and enhancing community

⁵ Made Heny Urmila Dewi, "Pengembangan desa wisata berbasis partisipasi masyarakat lokal di Desa Wisata Jatiluwih Tabanan, Bali." *Jurnal Kawistara* 3, no. 2 (2013): 117-226.

welfare; instead, they continue to play a significant role. One avenue for development that can be further explored by Regional Governments is tourism. By leveraging tourism development initiatives, Regional Governments can catalyze economic growth and enhance the well-being of village communities.

The emergence of tourism villages marks a significant development in Indonesia's tourism landscape. These villages inject a dynamic diversity into tourism destinations, breaking away from the conventional mass tourism patterns. By embracing the ethos of pro-employment, pro-growth, and pro-poverty alleviation, tourism villages serve as vital engines for rural job creation, regional economic expansion, and poverty reduction.⁶

Central to the concept of a tourism village is the embodiment of its residents' lifestyle and quality of life. Authenticity, a key attribute, is deeply intertwined with the economic, physical, and social fabric of the rural environment.⁷ Factors such as spatial layout, cultural heritage, agricultural practices, landscapes, service infrastructure, historical and cultural significance, as well as distinctive local experiences, collectively contribute to the authenticity of a tourism village.⁸

⁶ Made Antara, and Made Sri Sumarniasih. "Role of tourism in economy of Bali and Indonesia." *Journal of Tourism and Hospitality Management* 5, no. 2 (2017): 34-44; Jung Wan Lee, and Ahmad Mujafar Syah. "Economic and environmental impacts of mass tourism on regional tourism destinations in Indonesia." *Journal of Asian Finance, Economics and Business* 5, no. 3 (2018): 31-41; Rilus A. Kinseng, et al. "Marine-tourism development on a small island in Indonesia: blessing or curse?." *Asia Pacific Journal of Tourism Research* 23, no. 11 (2018): 1062-1072; Heidi Dahles, "Tourism, government policy, and petty entrepreneurs in Indonesia." *South East Asia Research* 6, no. 1 (1998): 73-98.

⁷ Bernard Lane, "What is rural tourism?." *Journal of Sustainable Tourism* 2.1-2 (1994): 7-21.

⁸ See Anjas Ninda Hantari, and Ardhya Nareswari. "Pengaruh wisata terhadap perubahan spasial permukiman di Desa Wisata Adiluhur, Kebumen." *Modul* 21, no. 2 (2021): 81-90; Haryo Prasetyo, and Haryo Sulistyarso. "Arahan Pengembangan Kawasan Desa Wisata di Desa Tulungrejo, Kecamatan Pare, Kabupaten Kediri." *Jurnal Teknik ITS* 6, no. 2 (2017): 269-272; Sintya O. Sumbayak, Judy O. Waani, and Aristotulus Ernst Tungka. "Perencanaan Desa Wisata Berbasis Kearifan Lokal di Kabupaten Humbang Hasundutan (Studi Kasus:

Hence, the modeling of tourism villages necessitates a continual and creative exploration of the region's identity and unique characteristics. This approach ensures that tourism development remains rooted in the essence of the locality, offering visitors genuine and immersive experiences while fostering sustainable growth and community prosperity.⁹

In the pursuit of developing sustainable tourism villages, several critical components come to the forefront, including the active involvement and participation of local communities, the cultivation of appropriate entrepreneurial initiatives, and the enhancement of rural tourism product quality. Central to this endeavor is ensuring the originality and authenticity of tourism offerings. Key elements contributing to the originality of tourism products encompass their unique quality, regional characteristics, and the sense of pride they evoke among local residents.¹⁰

Authenticity is intricately linked to the lifestyle and quality of life of the community, reflecting traits such as behavioral integrity, friendliness, and sincerity among residents. Thus, in modeling tourism villages for sustainable rural development, it is imperative to continually innovate and develop new identities or characteristics that align with the aspirations of the local populace.

Amidst the economic challenges faced by rural areas, compounded by various complex forces leading to diminished employment opportunities and widening wealth disparities, the development of small-

Desa Marbun Toruan, Desa Pearung dan Desa Tipang)." *SPASIAL* 8, no. 3 (2021): 351-366.

⁹ I. Nyoman Sukma Arida, Nyoman Sukma, and Nyoman Sukma. "Kajian Penyusunan Kriteria-Kriteria Desa Wisata Sebagai Instrumen Dasar Pengembangan Desawisata." *Jurnal Analisis Pariwisata* 17, no. 1 (2017): 1-9.

¹⁰ See some relevant cases Dimitri Ioannides, "A flawed implementation of sustainable tourism: the experience of Akamas, Cyprus." *Tourism Management* 16, no. 8 (1995): 583-592; Ghaderi, Zahed, and Joan C. Henderson. "Sustainable rural tourism in Iran: A perspective from Hawraman Village." *Tourism Management Perspectives* 2 (2012): 47-54; Emanuel De Kadt, "Making the alternative sustainable: lessons from development for tourism." *Tourism Alternatives: Potentials and Problems in the Development of Tourism* (1992): 47-75; Aristeidis Gkoumas, "Evaluating a standard for sustainable tourism through the lenses of local industry." *Heliyon* 5, no. 11 (2019).

scale tourism village industries emerges as a promising solution. Such endeavors not only foster competition and excellence in rural development but also generate new employment opportunities and enhance community welfare. By harnessing the potential of tourism as a catalyst for economic revitalization, rural communities can chart a path towards prosperity and resilience in the face of adversity.

Moreover, the concept of tourism village development represents an alternative approach towards fostering sustainable rural development, underpinned by several key management principles:

1. *Empowerment through Infrastructure*: Tourism village development begins with the provision of facilities and infrastructure owned by local communities. These resources not only facilitate community participation but also ensure equitable access to physical resources, laying the foundation for sustainable tourism growth.¹¹
2. *Economic Diversification*: A core principle involves diversifying income streams by leveraging traditional economic activities such as agriculture. By integrating these activities into tourism initiatives, communities can unlock new sources of income and bolster economic resilience.¹²
3. *Community Participation and Fairness*: Local residents play a pivotal role in shaping the tourism landscape. Effective decision-making processes ensure that communities have a voice in determining the forms of tourism that utilize their surroundings. Moreover, locals

¹¹ Singgih Purnomo, et al. "Empowerment model for sustainable tourism village in an emerging country." *Journal of Asian Finance, Economics and Business* 7, no. 2 (2020): 261-270; AA Gede Oka Wisnumurti, et al. "Collaborative Governance: Synergy Among the Local Government, Higher Education, and Community in Empowerment of Communities and Management of Potential Tourism Village." *2nd Annual International Conference on Business and Public Administration (AICoBPA 2019)*. Atlantis Press, 2020.

¹² Anne-Mette Hjalager, "Agricultural diversification into tourism: Evidence of a European Community development programme." *Tourism Management* 17, no. 2 (1996): 103-111; Elena Petkova, and Vassil Marinov. "Development of diversified tourism destination products-a case study of tourism destination, municipality of Sofia, Bulgaria." *JETA: Journal of Environmental & Tourism Analyses* 2, no. 1 (2014).

should receive a fair share of revenue generated from tourism activities, fostering a sense of ownership and equity.¹³

4. *Entrepreneurial Empowerment*: Tourism village development initiatives prioritize the entrepreneurial development of the local community. By fostering a culture of entrepreneurship and providing support for local businesses, these initiatives empower communities to harness their resources and creativity, driving economic growth from within.¹⁴

By adhering to these management principles, tourism village development can serve as a catalyst for sustainable rural development, empowering communities, preserving local heritage, and fostering economic prosperity.

The development of tourism villages in Wonogiri Regency signifies a concerted effort by the local government to enhance the tourism sector, recognizing its significant potential for economic growth. Indeed, tourism serves as a substantial source of income, contributing to the region's economic development. However, despite these aspirations, the development of tourism villages in Wonogiri Regency is beset by various challenges.

Key obstacles include the absence of regulatory frameworks specifically governing tourism villages, low public awareness and appreciation of the tourism potential within village environments, inadequate infrastructure, and a reluctance on the part of the local government and community to embrace partnerships or attract investors for tourism village development. Therefore, this study seeks to explore the

¹³ WenJun Li, "Community decisionmaking participation in development." *Annals of Tourism Research* 33, no. 1 (2006): 132-143; Tazim Jamal, and Dianne Dredge. "Tourism and community development issues." *Tourism and Development* (2014): 178-204.

¹⁴ Apisalome Movono, and Heidi Dahles. "Female empowerment and tourism: A focus on businesses in a Fijian village." *Asia Pacific Journal of Tourism Research* 22, no. 6 (2017): 681-692; Michael Z. Ngoasong, and Albert N. Kimbu. "Informal microfinance institutions and development-led tourism entrepreneurship." *Tourism Management* 52 (2016): 430-439; Mastura Jaafar, and S. Mostafa Rasoolimanesh. "Tourism growth and entrepreneurship: Empirical analysis of development of rural highlands." *Tourism Management Perspectives* 14 (2015): 17-24.

untapped potential of tourism villages in Wonogiri Regency, shedding light on the barriers hindering their development. Additionally, it aims to identify strategies necessary to realize the development of tourism villages that not only bolster economic prosperity but also bring about welfare improvements for the people of Wonogiri Regency.

This paper seeks to explore the intricate interplay between legal frameworks and local values in the context of tourism village development in Wonogiri Regency. By conducting a comprehensive review of existing literature, legal documents, and case studies, it aims to elucidate the legal landscape governing tourism initiatives and assess the extent to which these frameworks accommodate and integrate indigenous knowledge and cultural practices. Furthermore, this study endeavors to identify the challenges and opportunities associated with aligning legal norms with local wisdom, offering insights for policymakers, practitioners, and community stakeholders involved in the sustainable development of tourism villages.

Through this study, we aim to contribute to the discourse on sustainable tourism development by highlighting the importance of harmonizing legal aspects with indigenous principles. By fostering a deeper understanding of the legal intricacies involved in tourism village development in Wonogiri Regency, we aspire to catalyze efforts towards creating inclusive, culturally sensitive, and environmentally sustainable tourism models that benefit local communities while preserving the unique identity of the region.

Legal and Regulatory Analysis of Tourism Village Development in Wonogiri Regency: A Case Study

A tourist village represents a distinctive rural area with unique attractions that draw visitors. These villages are characterized by the preservation of original traditions and culture among residents, alongside various supporting activities such as traditional farming, gardening, and culinary practices, all of which contribute to the vibrant ambiance of the tourist village. Furthermore, the maintenance of original and environmentally pristine surroundings is paramount in such locales.

In accordance with the Regulation of the Ministry of Culture and Tourism Number: KM.18/HM.001/MKP/2011, which outlines the Guidelines for the National Program for Community Empowerment (PNPM) Mandiri Tourism, tourism villages embody a harmonious integration of accommodation, attractions, and infrastructure within the fabric of community life, enriched by local traditions and customs.¹⁵ Within the context of this regulation, tourism villages are envisioned as cohesive entities where various elements, including accommodation options, tourist attractions, and necessary infrastructure, are seamlessly integrated into the fabric of community life. This integration is not merely about physical aspects but also involves the cultural enrichment of the village through the preservation and celebration of local traditions and customs.

Tourism villages are characterized by their inherent tourism potential, rich local arts and customs, and inclusion within designated tourism development areas or travel routes featured in tour packages. Additionally, the presence of capable managers, trainers, and skilled performers is crucial for ensuring the sustainability of the tourism village. Accessibility and safety measures that facilitate the tourism village program, along with an emphasis on maintaining order and cleanliness, are also essential components. According to Suprihardjo, the following components must be met for a village to be considered a tourist village.

1. *Attraction*

In tourism, attractions can be interpreted as tourist attraction to visit tourist destinations in the form of *natural, cultural, social, and built attraction* (Yoeti, 1997). Tourist attractions are various things that have beauty, uniqueness and value of culture, nature, and man-made results that are the destination of tourist visits. In general, there are three types of tourist attractions, namely natural attractions, cultural attractions and special interest attractions.

¹⁵ Faris Zakaria, and Rimadewi Suprihardjo. "Konsep Pengembangan Kawasan Desa Wisata di Desa Bandungan Kecamatan Pakong Kabupaten Pamekasan." *Jurnal Teknik ITS* 3, no. 2 (2014): 245-249.

2. *Amenities*

Amenities are supporting facilities needed by tourists in tourist destinations. Amenities include a variety of facilities to meet the needs of accommodation, food and beverage provision (*food & beverage*), entertainment venues, shopping venues, banks, hospitals, security and insurance.¹⁶

3. *Accessibility*

Access includes facilities that are important in the components of tourism activities. Accessibility or smoothness of one's movement from one place to another. According to Sugiama, accessibility is the level of intensity of a tourist destination or destination that can be reached by tourists.¹⁷

4. *Ancillary*

The state of the organization that aims to facilitate and encourage tourism of the destination concerned. Some ancillary organizations include the government (such as tourism department, tourism office), tourism associations (including hotelier associations, travel businesses, tour guides and others).¹⁸ This activity is related to what will later provide an experience (*experience*) for tourists. This depends on what activities or activities tourists do in tourist attractions. Tourism activities are what tourists do during a visit to a tourist destination within a certain time. Many activities can be done in the tourist village, so the tourist village gives more experience to tourists. For example, by packaging farming activities into fun educational tours.

¹⁶ John Fletcher, et al. *Tourism: Principles and Practice*. (London: Pearson UK, 2017).

¹⁷ Andi Mappi Sammeng. *Cakrawala Pariwisata*. (Jakarta: Balai Pustaka, 2001); A. Gima Sugiama. *Ecotourism: Pengembangan Pariwisata Berbasis Konservasi Alam*. (Bandung: Guardaya Intimarta, 2011).

¹⁸ Sugiama. *Ecotourism: Pengembangan Pariwisata Berbasis Konservasi Alam*.

Tourism Potential in Villages in Wonogiri Regency

Wonogiri Regency, situated in Central Java Province, is actively pursuing tourism development, particularly within its rural villages. The establishment and growth of tourism villages in Wonogiri Regency are closely tied to the anticipation that enhancing the tourism sector at the village level will directly contribute to the economic advancement of local communities, thereby fostering greater community welfare. Currently, Wonogiri Regency boasts six designated Tourism Villages, as officially recognized by Regent Decree Number 566/247/HK/2020, issued on September 25, 2020.

The Wonogiri Regency Youth and Sports and Tourism Office (Disporapar) plays a pivotal role in assessing tourism villages within Wonogiri Regency, categorizing them into distinct groups: pilot tourism villages and developing tourism villages. This categorization process adheres to specific indicators outlined in Article 9 paragraph (3) of the Regional Regulation of Central Java Province Number 2 of 2019 concerning the Empowerment of Tourism Villages in Central Java Province.

These indicators encompass a broad spectrum of criteria, each essential for evaluating the readiness and potential of a village to thrive as a tourism destination. Among the critical factors considered are the delineation of proposed areas for tourist village designation and the compilation of regional profile data. These data provide crucial insights into the socio-economic and geographic characteristics of each village, informing subsequent development strategies.

Moreover, the assessment takes into account the village's tourism potential, including its natural and cultural attractions, institutional readiness, and conformity with spatial planning regulations.¹⁹ The availability of tourist attractions, ranging from scenic landscapes to historical sites, is carefully evaluated, alongside the presence of local

¹⁹ Aprila Niravita, et al. "Community Involvement in Spatial Planning: A Study of Public Participation in Lerep Tourism Village Perspective of Indonesian Spatial Planning Law." *Unnes Law Journal* 7, no. 2 (2021): 237-256.

cuisine, indigenous crafts, and cultural events that contribute to the village's unique identity.

Infrastructure and amenities play a crucial role in determining a village's tourism readiness, encompassing accommodation options, dining establishments, retail outlets, souvenir shops, and meeting facilities. Additionally, the promotion and preservation of local arts, cultural resources, and heritage are key considerations in the assessment process. By meticulously evaluating these diverse indicators, Disporapar ensures a comprehensive understanding of each tourism village's strengths, challenges, and opportunities. This nuanced approach facilitates the development of tailored strategies and initiatives aimed at maximizing the tourism potential of each village while preserving its cultural integrity and enhancing the overall tourism experience in Wonogiri Regency.

Data provided by the Wonogiri Regency Youth and Sports and Tourism Office (Disporapar) reveals that 95 villages within the region have expressed interest in developing tourism villages. Among these, 72 villages have been identified based on various criteria, including the type of tourism they offer, the location and size of the tourist area, road conditions leading to tourist attractions, community readiness, land ownership, potential support, as well as existing constraints and development plans.

Generally, the tourism potential in these villages lies in their natural beauty and cultural charm, encompassing attractions such as caves, mountains, forests, beaches, and cultural sites. The identification of 72 potential tourism villages underscores the significant economic potential that tourism holds for Wonogiri Regency at the village level.

The development of tourism not only promises economic benefits but also fosters social and cultural enrichment within local communities. As one of the primary drivers of economic growth in Wonogiri Regency, tourism presents vast opportunities for sustainable development and prosperity. Given the substantial potential identified, the urgent realization of tourism village development initiatives in Wonogiri Regency is imperative. By capitalizing on this potential, the region can harness tourism as a catalyst for economic, social, and cultural advancement, thereby paving the way for a brighter and more prosperous future for its residents.

Strategic Approaches to Tourism Village Development in Wonogiri Regency

The tourism village development strategy implemented in Wonogiri Regency represents a pioneering approach aimed at addressing the prevalent constraints in tourism village development. Despite ongoing challenges observed in the field, efforts are underway to overcome these obstacles through targeted strategies for fostering tourism village development within Wonogiri Regency. These strategies include:

1. Community Empowerment

One of the key principles outlined in Law Number 10 of 2009 regarding tourism emphasizes the empowerment of local communities. This principle entails granting communities the authority to actively participate in the development of tourism while also mandating their responsibility in preserving and conserving tourist sites. Additionally, communities are encouraged to contribute to maintaining a safe, organized, and clean environment, exhibit courteous behavior, and uphold the sustainability of tourist destinations.

These principles find practical application in rural tourism development initiatives, ensuring that the growth of tourism in villages is conducted in a manner that safeguards the natural environment. Moreover, community engagement is underscored through the provisions set forth in Law Number 12 of 2008 concerning Regional Government. This law grants local governments the autonomy to effectively manage and harness their regional resources, including overseeing the tourism sector.²⁰

Effective management of tourism villages necessitates active involvement and innovation from the local community. Success hinges on leveraging traditional community participation structures,

²⁰ T. Prasetyo Hadi Atmoko, "Strategi Pengembangan Potensi Desa Wisata Brajan Kabupaten Sleman." *Media Wisata* 12, no. 2 (2014): 146-154.

decentralizing organizations, and making full use of local resources.²¹ In developing such tourist villages, careful consideration must be given to the capabilities and receptiveness of the local community. This ensures that the unique characteristics and potential of the community are utilized appropriately in tourism village development, thereby determining the suitable types and levels of community empowerment.

Community-based tourism emphasizes the active involvement of local communities in shaping the development of tourism within their regions. It requires a holistic approach to planning that takes into account the economic and socio-cultural dynamics of these communities. This approach is guided by several key principles, including the utilization of local facilities and infrastructure, ensuring tangible benefits for local residents, promoting small-scale initiatives to foster community cohesion, involving community members in decision-making processes, and implementing sustainable tourism product development strategies.

In Wonogiri Regency, there is a notable lack of awareness among local residents regarding their role in tourism village development. To address this challenge, innovative solutions are required. These solutions can draw from the experiences and insights of similar initiatives elsewhere, focusing on effective communication and engagement strategies tailored to the specific context of Wonogiri. By empowering local communities through education, training, and meaningful participation in decision-making, stakeholders can cultivate a sense of ownership and responsibility towards tourism development. Additionally, efforts should be made to showcase the direct benefits of tourism to the community, highlighting opportunities for economic empowerment, cultural preservation, and social enrichment.

²¹ Muarifuddin Muarifuddin, Sungkowo Edy Mulyono, and Abdul Malik. "Analisis Kebutuhan Pengembangan Desa Wisata Batik Kecamatan Lasem Kabupaten Rembang." *Journal of Nonformal Education* 2, no. 1 (2016); 57-70.

Collaboration between local authorities, community leaders, tourism experts, and other relevant stakeholders is essential to drive these initiatives forward. By working together in a spirit of partnership and cooperation, it is possible to create sustainable tourism models that not only enrich the visitor experience but also contribute positively to the well-being and prosperity of local communities. Through innovative approaches and collective action, Wonogiri Regency can unlock the full potential of its tourism sector while preserving its unique cultural heritage and natural beauty for generations to come.²²

1) *Enabling*

- a. Creating an atmosphere or climate that allows the potential of the community to develop.
- b. Formation of public awareness of their potential and efforts to develop it.
- c. Build power by providing encouragement and motivation to develop your potential.

2) *Empowering*

- a. Increase capacity by strengthening the potential or power possessed by the community.
- b. Provision of various *inputs* for the development of their potential
- c. Opening access to various opportunities that can make the community more empowered.

3) *Protecting*

- a. Protect interests by developing protection systems for communities that are the subject of development
- b. Efforts to prevent unequal competition and exploitation of the strong over the weak.

Community involvement in tourism development is not just desirable but essential. It serves as a tangible expression of community awareness, concern, and responsibility towards initiatives aimed at enhancing their quality of life. Through active participation in

²² Hary Hermawan, "Dampak Pengembangan Desa Wisata Nglanggeran Terhadap Ekonomi Masyarakat Lokal." *Jurnal Pariwisata* 3, no. 2 (2016): 105-117.

development activities, communities demonstrate their commitment to shaping their own futures and contributing to the sustainable growth of their regions.

Community participation in tourism development takes various forms, including the contribution of ideas and resources. Ideas are shared through citizen involvement in meetings where opinions are exchanged, experiences are shared, and information about strategies, management, and the development of climbing tourism is discussed. Financial participation involves the consumption of community services and the utilization of community-owned infrastructure for service purposes. In this process, every citizen assumes a crucial role in identifying needs, planning implementation strategies, and evaluating outcomes. Decisions regarding tourism development are made collectively through mutual deliberation, ensuring that the interests and perspectives of all stakeholders are considered.

2. Infrastructure Development

The development of Tourism Villages in Wonogiri Regency has yet to materialize, largely due to several obstacles. Primary among these is the lack of sufficient access development to reach villages with tourism potential, compounded by inadequate infrastructure to support tourist attractions. To address this, local governments must prioritize the construction of essential infrastructure to facilitate tourism village development. Additionally, governmental planning for tourism development should emphasize differentiation to attract tourist interest. This entails devising innovative strategies that set Wonogiri apart from other destinations. By offering unique and distinctive experiences, Wonogiri can capture the attention of tourists and compel them to visit. Innovations that can be done include the following:

- 1) The role that is the responsibility of local governments is the provision of tourism infrastructure, such as roads, information centers, clean water facilities;

- 2) Tourism Village infrastructure development requires a large investment value, so it is necessary to publish and disseminate information to various tourism stakeholders, so that this opportunity can be utilized optimally for the benefit of promoting investment in tourism.

The development of infrastructure and facilities in the tourism village area will support the overall rural tourism activities in the Tourism Village in Wonogiri Regency as a whole and good tourism product while maintaining the authenticity and distinctiveness of culture in the Tourism Village in Wonogiri Regency.

3. Institutional Strengthening

As highlighted by Prafitri and Damayanti, institutional capacity at the system level encompasses the policies set forth by Provincial and District Tourism Offices, as well as Village Government policies pertaining to the development and management of tourism villages.²³ Moreover, it involves partnerships forged by Village Governments with external institutions beyond the village boundaries. The emergence of several tourism villages in Wonogiri Regency can be attributed to the proactive engagement of local communities in exploring the tourism potential within their villages, often organized into groups known as POKDARWIS (Tourism Awareness Groups). Subsequently, the Village Head's Decree officially recognizes the existence of POKDARWIS as organizations tasked with managing tourism villages.

The strengthening of institutional capacity among tourism village managers is paramount. These organizations comprise dedicated individuals who harbor aspirations for the advancement of their villages, particularly within the tourism sector. Furthermore, POKDARWIS actively involves numerous community members in supporting the development of tourism villages. Notably, in Wonogiri Regency, the institutional capacity of tourism-conscious organizations

²³ Gita Ratri Prafitri, and Maya Damayanti. "Kapasitas Kelembagaan dalam Pengembangan Desa Wisata (Studi Kasus: Desa Wisata Ketenger, Banyumas)." *Jurnal Pengembangan Kota* 4, no. 1 (2016): 76-86.

demonstrates commendable progress. This is evidenced by effective leadership and coordination, fruitful external partnerships, adeptness in developing tourist attractions, and proficiency in promoting tourism villages.

4. Policies Developed Related to Tourism Village Development

Policy serves as a guiding framework for governmental activities, providing a general statement of objectives to be achieved. It directs the actions of implementers, both within and outside the government, in realizing established expectations. In the context of tourism development, stakeholders include the government, private entities, and the community, all of whom play pivotal roles in fostering harmonious progress. Government policies must actively involve the community as a crucial component in development initiatives.

The attainment of good governance is imperative for the effective and successful management of government activities and development endeavors. Characterized by democratic, decentralized, transparent, and community-empowering practices, good governance ensures that policies are implemented equitably and efficiently. Furthermore, the private sector, comprising entities directly engaged in tourism activities such as hotel owners, restaurateurs, and other tourism businesses, plays a vital role in sustaining tourism industry activities. Without the investment and participation of these private investors, the tourism sector would struggle to thrive. Thus, the collaboration and involvement of all stakeholders are essential for the holistic and sustainable development of tourism.

Obstacles in the Development of Tourism Villages in Wonogiri Regency

Wonogiri Regency is earnestly advancing its tourism sector, particularly at the village level, where numerous challenges must be addressed to create tourist villages that are both appealing and competitive. The objective is to generate employment opportunities, bolster economic prosperity within village communities, and empower rural residents.

However, the journey towards developing tourism villages in Wonogiri is fraught with obstacles, posing significant hindrances to progress. The following obstacles impede the development of tourism villages in Wonogiri Regency:

1. Human Resources

In Wonogiri Regency, there is a noticeable lack of widespread support for tourism village development initiatives. Many individuals remain hesitant to engage in these programs, making it challenging to empower them to participate actively in the development of tourism villages. Moreover, stakeholders have not sufficiently involved the community in decision-making processes regarding tourism village development. This lack of community engagement hampers progress in the following ways:

- a) Community Participation in the Planning Phase

In Wonogiri Regency, the active involvement of villagers in identifying challenges and decision-making processes regarding tourism village development remains limited. This can be attributed to a general lack of awareness and sensitivity within the community regarding the untapped tourism potential within their villages. Consequently, the initiative to develop tourism villages is primarily spearheaded by the Village Government, with minimal input from the community who are the rightful owners of the resources. As a result, there exists a gap in understanding among the populace regarding the rationale behind tourism village development.

Furthermore, local residents tend to adhere strictly to government directives, carrying out tasks without fully comprehending the underlying motivations. For instance, they may readily agree to host tourist arrivals and allocate land for constructing tourist facilities as dictated by the government's programs. This passive compliance underscores the necessity for increased community engagement and empowerment, ensuring that villagers play an active role in shaping the direction of tourism village development.

b) Local Community Participation in the Implementation Phase

Community participation during the implementation phase involves active involvement in managing various aspects of tourism businesses, such as overseeing lodging, restaurants, tours, hotels, and tourist attractions.²⁴ However, the extent of local community involvement in seizing these opportunities appears to be minimal. While some participation exists, it tends to be predominantly in the management of small-scale enterprises.

c) Local Community Participation in the Supervision Phase

Local communities wield significant control in the development of tourism villages as they bear the consequences, whether positive or negative, of these initiatives. Therefore, decision-making authority should be entrusted to them. The parameter for community participation in supervision lies in their involvement in supervisory teams and the authority granted to them. However, local community engagement in overseeing the development of tourism villages is minimal. This is because community members often perceive the responsibility for management and supervision to rest solely with the Village Government, leading them to feel less accountable for the development of tourism villages.

2. Lack of Infrastructure

In Wonogiri Regency, the tourism potential of each village primarily revolves around natural attractions such as caves, mountains, forests, beaches, and cultural sites. However, the main hindrance to the development of tourism villages is the state of road infrastructure leading to these attractions and the lack of effective promotion. Accessible and well-maintained roads are crucial infrastructures in the tourism sector, facilitating visitor access to these attractions. Unfortunately, data indicates that many potential tourism sites suffer from poor or damaged road conditions, posing a significant obstacle to

²⁴ Ahmad Syaiful, "The Impact of Lerep Tourism Village Development on Tourism Businesses." *Efficient: Indonesian Journal of Development Economics* 4, no. 1 (2021): 1006-1020.

tourism village development in Wonogiri Regency. Inadequate access conditions deter visitors from exploring these attractions, highlighting the pressing need for infrastructure improvements to unlock the full tourism potential of the region.

3. Promotion

The success of tourism village development hinges greatly on effective promotion to introduce these destinations to both domestic and international tourists. Tourism village marketing involves promotional efforts aimed at showcasing the potentials, conditions, and attractions of these villages to the public. While Wonogiri Regency boasts natural tourism attractions, promotional activities highlighting the allure of tourism villages in the area remain significantly lacking. As a result, the beauty and potential of tourism in Wonogiri's villages are not widely recognized.

To address this, there is a pressing need for a collaborative approach involving both government and society in marketing and promotion activities. However, the current lack of integrated promotional efforts is evident in the low number of tourist visits to villages with tourism potential, which can be attributed to insufficient promotion. Thus, concerted efforts must be made to enhance promotional activities, thereby attracting more visitors and realizing the tourism potential of Wonogiri's villages.

4. Lack of Regulation

Wonogiri Regency does not yet have regulations related to Tourism Village Development, so there is no concrete legal payment in its implementation. An interesting thing from the empirical conditions related to tourism villages in Wonogiri Regency is that in Conto Tourism Village, Bulukerto District, one of the attractions is being built under the name Goa Resi is a tourist attraction with builders and investors. Then related to the form of partnership, and *profit sharing* has not been clearly implemented until now. This needs special attention from the Wonogiri Regency Government to immediately compile regulations related to the Development of

Tourism Villages in Wonogiri Regency, so that related to the entry of investors and the form of partnership can be regulated in it

Wonogiri Regency currently lacks regulations specifically tailored to Tourism Village Development, resulting in a lack of concrete legal framework for its implementation. An intriguing observation from empirical conditions in Wonogiri Regency pertains to Conto Tourism Village, located in Bulukerto District, where one of the attractions, Goa Resi, is under construction with involvement from both builders and investors. However, clear guidelines regarding partnership structures and profit sharing have yet to be established.

This underscores the urgent need for the Wonogiri Regency Government to promptly formulate regulations pertaining to the Development of Tourism Villages in the region. Such regulations would not only provide clarity regarding investor participation and partnership arrangements but also ensure the protection of stakeholders' interests. By establishing a robust legal framework, the government can effectively facilitate sustainable tourism development while fostering mutually beneficial partnerships within the community.²⁵

Conclusion

In conclusion, Wonogiri Regency boasts a wealth of natural and cultural tourism potential across its villages, including caves, mountains, forests, beaches, and cultural sites. The region has identified a substantial number of villages with the intention of developing them into Tourism Villages, with a significant portion already classified as such. However, the full realization of this potential is hindered by various obstacles, including limitations in human resources, inadequate infrastructure, minimal promotional efforts, and the absence of regulations governing tourism villages.

²⁵ Hans Antlöv, Anna Wetterberg, and Leni Dharmawan. "Village governance, community life, and the 2014 village law in Indonesia." *Bulletin of Indonesian Economic Studies* 52, no. 2 (2016): 161-183.

To address these challenges, Wonogiri Regency must implement both general and specific strategies tailored to the classification of villages and the unique constraints they face. General strategies encompass the categorization of villages into pioneering, developing, and advanced stages, while specific strategies address the inhibiting factors hindering tourism village development. These strategies must involve active participation and support from all stakeholders, including the community, and prioritize infrastructure development, intensified promotional activities, and the formulation of regulations governing tourism villages.

In this context, addressing legal aspects in the development of tourism villages based on local wisdom is paramount. Establishing clear regulations that reflect local values and considerations is essential to ensure sustainable and culturally sensitive tourism development. By enacting comprehensive legal frameworks, Wonogiri Regency can navigate the complexities of tourism village development while safeguarding the interests of all stakeholders and preserving the unique identity and heritage of its villages.

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