



Article

Mapping for Development Strategy Tourism Village in East Java

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Abstract: In this article the author wants to map out a strategy for developing tourist villages in East Java which is sourced from previous research totaling 38 (thirty eight) studies of tourist villages in East Java from various national journals in the period 4 (four) years 2021-2024. From various studies, 3 (three) patterns of tourism village development strategies were found, namely: 1) *Community Empowerment* (Community Empowerment), 2) *Collaborative Governance* (Collaborative Governance), and 3) *Community Based-Tourism* (Community Based Tourism). Apart from that, a mistaken concept was found about village tourism being the same as village tourism. However, this is very different. Village tourism is the development of a village area that does not change what already exists, but rather develops the potential of the existing village by utilizing existing elements within the village to become a small tourism product and a series of activities or tourism activities that can meet various travel needs. . So the entire village area becomes a tourist attraction starting from the friendliness of the people, clean environment, interesting tourism and also the availability of infrastructure. So village tourism is only a small part of village tourism.

Keywords: Mapping, development strategy, tourist villages in East Java Province

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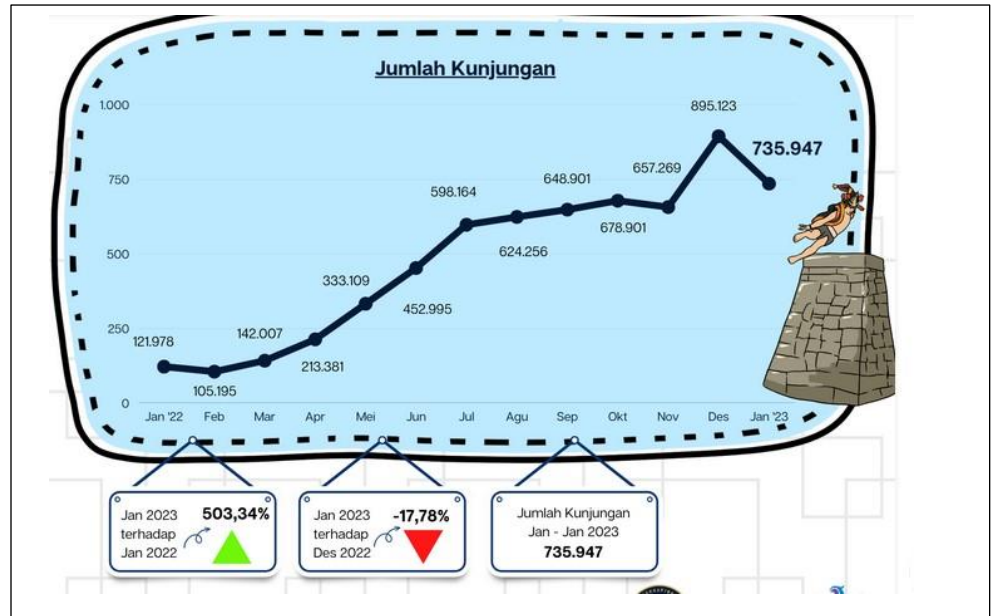


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1. Introduction

Tourism is considered one of the fastest growing industries in the world. Some of the benefits obtained from tourism include: growth of creative industries, local economic growth, increased income, and increased exports. Apart from that, tourism growth also has a double effect, namely supporting tourism, such as the service sector, business, transportation, and others. The success of tourism is directly correlated with the success of national development [1]. The world of tourism is developing into a global business world because it is related to the development of large economic industries towards growing prosperity through the holiday travel revolution and information technology [2].

Indonesia's tourism potential is very large. Sources of this potential can be cultural diversity, ethnicity, natural beauty, and regional languages. According to [3] Indonesia has a lot of potential consisting of: 17,100 islands, diverse national cultures, 300 tribes and ethnicities, and more than 700 local languages. This is what can attract domestic and foreign tourists. The following is the development of foreign tourists to Indonesia in 2023:



Graph 1: International Tourist Visits in 2023

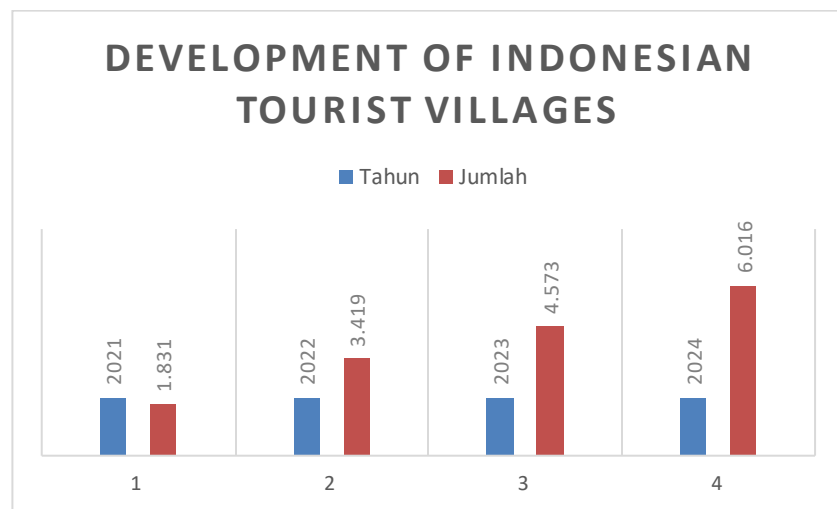
Source: <https://kemenparekraf.go.id>, March 2023

Based on the data above, it can be seen that there will be a significant increase in tourist visits in 2023. This shows that after the Covid-19 pandemic, foreign tourists are free to travel abroad again because they are considered safe and will not cause dangerous diseases. In January 2023, the number of foreign tourist visits to Indonesia was 735,947, an increase of 503.34% compared to 121,978 in the same month the previous year. The three countries with the highest visits in January 2023 were Malaysia with 112,287 visits, Australia with 99,089 visits, and Singapore with 96,032 visits. In January 2023, the largest tourist arrivals came from the three main gates of Ngurah Rai Airport with 330,037, Soekarno-Hatta Airport with 115,590, and Batam with 94,247. Based on the data, it is also shown that Ngurah Rai Airport is the main airport with the largest influx of foreign tourists. It can be concluded that Bali and its surroundings are still a favorite tourist destination for foreign tourists.

The government's concern, commitment and role in empowering communities in the tourism sector is very important. Various regulatory efforts from the center to the regions have been created as a basis and basis *event* promotions by the government continue to be held in tourism development. As a replacement for Law Number 9 of 1990 concerning Tourism, Law Number 10 of 2009 stipulates that the growth of the tourism sector will improve community welfare, reduce poverty and unemployment levels, and promote environmental conservation. Tourist visits have been proven to have a positive and large impact on the community's economy [4]. Tourism has direct, indirect and induced economic impacts on surrounding communities [5]. In East Java, policies related to tourism are contained in Regional Regulation Number 4 of 2022 concerning Empowerment of Tourism Villages and Governor Regulation Number 188/61/Kpts/013/2022 concerning Working Group for the Acceleration of Integrated and Sustainable Tourism Development Programs. At the city district level, tourism policy is contained in regional regulations, Perbup or Perwali. For example, Sumenep Regent

Regulation Number 15 of 2018 which determines Tourism Village Areas. In Mojokerto Regency, it is stated in Regional Regulation No. 8 of 2019 concerning the Regency Tourism Development Master Plan for 2018-2033.

The development of tourist villages is considered very capable of answering several tourism development agendas. Tourism Village according to Indra Wiratma & Sri Wahyuni (2022) Tourism Village is the development of a village area that does not change what is there, but rather develops and utilizes existing elements within the village to become small tourism products and a series of tourism activities or activities that can meet various travel needs. So the entire village area becomes a tourist attraction starting from the friendliness of the people, clean environment, interesting tourism and also the availability of infrastructure. Tourism villages are a driving force for community empowerment and preserving local culture which is unique and has its own characteristics in each region. Apart from that, what is more important is that tourist villages can increase the position and responsibility of the community as the main actor or subject. Village development also depends on community participation[6]. The following is the development of Tourism Villages in Indonesia:



Graph 2: Development of Tourism Villages in Indonesia

Source: <https://kominfo.jatimprov.go.id>, <https://jadesta.kemenparekraf.go.id>, processed by researchers

The development of tourist villages in Indonesia is very rapid. Of course, there are various reasons for this, including: 1) Carrying out community empowerment, 2) Utilizing village potential, and 3) improving the economy. According to [7] the solution to overcoming poverty is produced by the active role of the government and society. The government does this by exploiting the tourism potential that exists in the village. Among the programs that are considered appropriate at this time is the Tourism Village Program. Based on graph number 2, the development of tourist villages in Indonesia from 2021-2024 shows a very significant increase. Every year the increase is more than 1000 tourist villages. (<https://kominfo.jatimprov.go.id>, 2023). The distribution of tourist villages in all provinces in Indonesia is as follows:

Table 1: Distribution of Tourism Villages in all Provinces in Indonesia

Province Name	Number of Tourist Villages
Central Sulawesi	118
In Yogyakarta	203
East Java	583
Southwest Papua	36
Jambi	73
West Sumatra	560
Maluku	121
Central Java	499
West Sulawesi	81
Banten	86
West Java	464
Bali	168
South Sulawesi	538
Southeast Sulawesi	234
West Kalimantan	93
East Kalimantan	120
North Sumatra	321
Bangka Belitung Islands	98
Aceh	141
Gorontalo	47
East Nusa Tenggara	165
Bengkulu	86
Central Kalimantan	70
South Sumatra	123
North Maluku	39
DKI Jakarta	32
Lampung	140
North Sulawesi	127
South Kalimantan	62
Riau	123
West Nusa Tenggara	275
Papua	57
West Papua	34
North Kalimantan	40
Riau islands	43
Central Papua	1
Papua Mountains	12
South Papua	1

Source: <https://jadesta.kemenparekraf.go.id/sebaran>



Graph 3: Distribution of Tourist Villages in Indonesia

Source: <https://jadesta.kemenparekraf.go.id/sebaran>

The largest number of tourist villages in Indonesia is East Java Province. This is made possible by the abundance of cultural diversity, the charm of natural beauty that spreads across various districts and cities, local wisdom and various other beauties in 38 districts/cities in East Java. Based on the data above, the top 3 (three) provinces that have the most tourist villages are: 1) East Java with 583 tourist villages, 2) West Sumatra with 560 tourist villages, and 3) South Sulawesi with 638 tourist villages. The following is the distribution of tourist villages in East Java Province.

Table 2: Distribution of Tourism Villages in all Provinces East Java

District Name	Number of Tourist Villages
Ngawi Regency	7
Stone City	24
Sampang Regency	11
Malang Regency	249
Trenggalek Regency	36
Jember Regency	49
Pasuruan Regency	15
Banyuwangi regency	60
Bondowoso Regency	7
Blitar Regency	37
Ponorogo Regency	35

District Name	Number of Tourist Villages
Jombang Regency	10
Mojokerto Regency	22
Situbondo Regency	6
Probolinggo Regency	16
Pamekasan Regency	3
Sidoarjo Regency	7
Lamongan Regency	18
Gresik Regency	18
City of Surabaya	13
Madiun Regency	14
Pacitan Regency	7
Tulungagung Regency	8
Tuban Regency	10
Magetan Regency	27
Kediri Regency	16
Bojonegoro Regency	10
Nganjuk Regency	4
Sumenep Regency	8
Malang city	6
Mojokerto City	14
Blitar City	2
Kediri City	3
Lumajang Regency	10
Bangkalan regency	1

Source: <https://jatim.jadesta.com/sebaran>

Banyuwangi is the district that has the most tourist villages in East Java Province. The natural beauty in Banyuwangi starts from beaches, culture and arts including: Watu Dodol Beach, Red Island, Grajagan, culture, especially Gandrung dance, Osing tribal culture, Ijen Crater and many others. Based on the data above, the 3 (three) major regencies that have the most tourist villages are: 1) Banyuwangi Regency with 60 tourist villages, 2) Malang Regency and Jember Regency with 49 tourist villages, and 3) Blitar Regency with 37 tourist villages. The following is the distribution of tourist villages in East Java Province.



Graph 4: Distribution of Tourist Villages in East Java Province

Source: <https://jatim.jadesta.com/sebaran>

2. Materials and Methods

This research was conducted using a literature review research method. This research provides an explanation of the existing findings and data. The results can be used as an example of other research to organize or discuss the problem to be researched. The author collected data or literature material from articles or journals over a period of 4 years starting from 2021-2024 in *google scholar* with using keywords including: tourist village, tourism village development strategy, *collaborative governance*, *Sustainable Based Community* (CBT). Next, the author criticizes and analyzes methods, theories and conclusions from previous research and provides references for conducting further research or studies.

3. Results and Discussion

There are several strategies carried out by each village to develop tourist villages. This is done so that the tourist village remains an attractive destination marked by more visitors, the community is involved and the natural ecosystem remains maintained and clean. According to the Regulations Governor of East Java Number 4 of 2022 concerning Empowerment of Tourism Villages "A tourist village is an area that has potential and unique tourist attractions, namely experiencing the unique life and traditions of rural communities with all their potential." Based on this definition, village tourism is not only village tourism, but includes the entire village area, which has unique communities, culture and natural potential. In this regard, villages that have committed to becoming tourist villages have development strategies that are tailored to their potential and the involvement of all stakeholder. Author in literature review This will divide sub-themes related to development strategies, especially village tourism. The sub-theme of village tourism development comes from 38 (thirty eight) previous studies taken from national journals via *google scholar* for 4 (four) years, namely 2021-2024, divided into 3 (three) development strategies, namely: 1) Community Empowerment (Community

Empowerment), 2) Collaborative Governance (Collaborative Governance), and 3) Community Based-Tourism (Community Based Tourism)

1) Community Empowerment (Community empowerment)

There are (9) nine journals in tourist villages that focus on community empowerment. All research methods use a descriptive qualitative approach. Data collection through observation, interviews and document analysis. In the research of [8], there is an additional data collection method with direct participation, namely in recovering shellfish waste into artificial reefs. Likewise, in research [9], direct participation was used in directing the construction of healthy latrines in realizing rice field tourism and combined with focus group discussions (focus group discussion).

In research [8], [10], [9], [11], and [12] the theory used is community empowerment which emphasizes increasing community capacity and participation in the development process. The theoretical reference used for analysis is according to Warren and McCarthy (2009), efforts to involve the community in order to achieve development because decision making regarding sustainable resource use rests with organizations in the surrounding community. Apart from that, it also uses theory from Fahrudin (2018), several efforts that can be made to enable and make society independent are as follows: a. Enabling, namely by creating an environment that allows community potential to develop, such as by providing incentives and raising awareness; b. Empowering, namely increasing capacity through the potential possessed by the community, such as by providing access and providing advice; and c. Protecting, namely safeguarding interests by developing a system that safeguards interests; and In this case, as an effort to avoid exploitation and competition. In several previous studies there was also an elaboration of community empowerment theory with other theories. such as: theory smart village, entrepreneurship, local wisdom, development communication, and Community-Based Total Sanitation Theory (STBM). In their research [13] elaborated on the theory of social entrepreneurship with a focus on the application of entrepreneurial principles to achieve social, economic and environmental goals. Meanwhile, in their research [14] elaborated on sustainable tourism theory with a focus on responsible tourism resource management for the long term and local wisdom theory focusing on the use of local knowledge, values and practices in solving problems and developing communities. Meanwhile [15] elaborate on development communication, emphasizing the role of communication in facilitating social change and development. In contrast to research [16], it is elaborated with concepts Smart Village, which integrates information and communication technology (ICT) to improve people's welfare and quality of life.

The research results show that community participation has different implementations depending on the context. Because the locations are in Mojokerto, Malang, Jombang, Trenggalek, Pacitan which have different characteristics, the forms of community participation are also different. In Trenggalek Regency, the research location of [15], [17], which still has a very strong Javanese culture and each of them tends to have a relatively low economic level, so community empowerment places more emphasis on the stages of enabling or awareness and motivation to develop the potential that exists in the village and the importance of communication with all stakeholder. Meanwhile, in Mojokerto Regency the research location is [13], Malang Regency [14] and Jombang [16] are already at the empowering namely an effort to increase community capacity by offering various innovations, for example introducing smart village applied in manufacturing web, promotion through media for MSMEs and village tourism. Apart from that, it also combines entrepreneurship which can be implemented in villages with local potential that can be explored and can increase income. The hope of all empowerment is to become an independent society both socially and financially.

According to the authors of various research on village tourism, especially village tourism, it focuses on community empowerment in increasing capacity, innovation from local potential. Because according to the author, existing village tourism needs to be developed and it is impossible to only rely on funding sources from BUMDes or from the village government. For this reason, there is a need for a study of community empowerment based on social capital. There is still no one who has carried out community empowerment by including business capital or some kind of investment. Apart from that, the research locations are still limited to 5 (five) districts out of 38 (thirty eight) districts/cities in East Java.

2) Collaborative Governance (Collaborative Governance)

Articles on rural tourism development, especially in perspective Collaborative Governance The research method used is qualitative description. The theories used by Ansell and Gash (2007) include research: [18], [19], [20], [21], [22], [23], [24]. In this theory, 5 elements are used to describe Collaborative Governance which consists of: "Face to Face, Trust Building, Commitment to Process, Shared Understanding, and Intermediate Outcomes". (1) direct conversation; (2) build trust; (3) commit to the process; (4) shared understanding; and (5) intermediate results of the collaboration process between stakeholders. Apart from that, there are those who use a different theory, namely the a [25] using the theory of the work of Emerson and Tina Nabatchi. This theory explains three collaboration processes, namely collaboration dynamics, collaboration actions, and collaboration impacts. Likewise, [26] use a different theory from Goldsmith and Kettl, namely: "networked structure, commitment to a common purpose, trust among the participants, governance, access to authority, distributive accountability/responsibility, information sharing, dan access to resources". (Goldsmith and Kettl's theory, namely: network structure, commitment to shared goals, trust between participants, governance, access to authority, accountability/distributive responsibility, information sharing, and access to resources). Meanwhile, [27] use the collaborative governance process theory according to More and Stephens (2012) which consists of assessment, initiation, deliberation, and implementation (assessment, initiation, deliberation, and implementation) which is elaborated on Goldsmith and Kettl's theory. In collecting data using

Data collection uses observation, interviews, document study. Key informants involve all stakeholder originating from government, private and community elements. But there are those who use Phentahelix, namely: government, private sector, society, academics and media. Location of observation in perspective Collaborative Governance spread across 12 (twelve) districts/cities in East Java, namely: Pamekasan Regency, Surabaya City, Batu City, Bondowoso Regency, Malang Regency, Sidoarjo Regency, Blitar Regency, Mojokerto Regency, Bojonegoro Regency, Madiun Regency, Jember Regency, and Poor

The conclusion from the research is that for the most part there has been good and effective collaboration between the elements involved in developing village tourism, but in some places there are still obstacles because they have different perceptions and not all elements can work together well. For example, [20] who conducted research in the city of Surabaya, collaboration between government and non-government was not synchronous. This is proven by the fact that the government has two agencies that focus on tourism promotion, but each continues to operate independently. The community does not know when tourism development started, which shows that they are not even involved in the tourism development process. In turn, local communities are not used by private developers in the development process. Likewise the article by [26] collaborative governance BUM Desa "Sukses Bersama" has not succeeded in increasing the Original Income of Sugihwaras Village due to several indicators such as network structure,

governance, access to authority, and accountability/responsibility distributive has not been implemented well.

According to the author of the 13 (thirteen) articles discussing Collaborative Governace the analysis is not in depth. This is demonstrated by the results of research which describes the relationships and roles between elements involved in developing village tourism. Apart from that, the concept understood so far of tourist villages does not yet reflect actual tourist villages, but is only limited to village tourism. In fact, what is meant by a tourist village covers everything including: culture, environment, natural beauty, local wisdom and other supports. This is in accordance with what was conveyed by [28] Tourism Village is the development of a village area that does not change what is there, but rather tends to develop and utilize existing elements in the village to become small tourism products and a series of activities or tourism activities that can meet various travel needs. So the entire village area becomes a tourist attraction starting from the friendliness of the people, clean environment, interesting tourism and also the availability of infrastructure. The recommended study that needs to be carried out is an evaluation of village-based tourism development strategies collaborative governance. So it can answer why not all elements can participate in the development of tourist villages or are limited due to education problems and lack of communication.

3) Community Based-Tourism (Community Based Tourism)

Articles that focus on developing village tourism in perspective Community Based Tourism (CBT) totaling 16 (sixteen) and research locations spread across 9 (nine) districts/cities in East Java. The research methods chosen are mostly qualitative methods using a descriptive approach and a case study approach. Data collection techniques use observation, in-depth interviews with various elements of interest and document analysis. There are several theories used for analysis, including: 1) [29] Sherry Arnstein's theory of community participation which is known as "Ladder of Citizen Participation." This theory includes eight indicators divided into three categories: Non-participation, Tokenism, Citizen Power; 2) [30] CBT theory which emphasizes active participation and control of local communities in the development and management of tourism activities. Theoretical focus this is on social, economic and environmental sustainability through direct community involvement; 3) [31], [32], [33], [34], [35], [36], [37], [38], [39] use CBT theory which emphasizes the role of active community participation in tourism management and development. Indicators that may be used in this theory include: (1) Community participation in tourism planning and decision making, (2) Sustainable use and management of local resources; (3) Economic benefits felt by local communities; (4) Increasing community capacity and skills in the creative industry; (5) Cultural and environmental preservation in tourism development, (Koerniawaty, 2022) [40] community resilience theory (community resilience) developed by Norris et al. (2008). Indicators used in this theory include: (1) Social connectedness and communication; (2) Stable local economic system; (3) Adaptation and strategic change; (4) Social support system; (5) Psychological and emotional recovery. Of all the theories used in the analysis in the CBT-based tourism village development article, a theory is used that emphasizes the role of active communities and innovation with 5 (five) elements as parameters.[33] try to elaborate with another theory, namely popular economic theory which includes indicators: (1) Involvement of local communities in economic activities; (2) Community economic independence; (3) Increasing community welfare, and (4) Inclusive sustainable development. Meanwhile [41], [18] [42] only use big theory without explaining the elements of Tourism-Based Community Development theory (Community-Based Tourism), only focuses on the involvement of local communities in the development and management of village tourism.

The research results in this article show that community-centered village tourism development has a positive impact even though involvement is still varied and limited. According to [29], community involvement is still varied and limited in Ketapanrame Village, this is influenced, among other things, by several factors, namely awareness, education and government support. In contrast to other research, community-based village development has had a positive impact as stated by [30] in the Osing Traditional Village showing a high level of participation from the local community, which is reflected in decision making, operational management, and distribution of economic benefits. . This participation is supported by a strong institutional structure and collective awareness about the importance of sustainable community-based tourism. Key factors such as government support, training and community education are important elements in the successful implementation of CBT in this village. Meanwhile, according to [31] the implementation of the CBT concept in Sumberdem Coffee Village has succeeded in increasing participation and empowerment of local communities. Apart from that, according to [32] community-based management in Gintangan Village has provided significant economic and social benefits for the local community,[36] community-based tourism management in Claket Village has had a positive impact on welfare local communities and environmental and cultural preservation.[37] development of community-based tourism, Situbondo is able to utilize the potential of local resources and cultural riches to create unique and interesting creative products.)[34] With their active participation and economic contribution, women can help maintain the sustainability of tourist villages, increase family income, and strengthen social ties within the community. [35] succeeded in increasing the number of tourist visits and providing economic and social benefits for local communities. It can be concluded that the results of research in articles relevant to community-based village development have largely had a significant impact on the development of village tourism, including: increasing love for and preserving the environment, increasing family income, increasing tourist visits, producing unique and attractive products, helping to maintain village sustainability. tourism and strengthen ties within a community in society.

According to the author, the advantages of articles are that they focus on objective communities and have varied local culture and wisdom. . This is shown by the research locations spread across 9 (nine) districts/cities in East Java, namely: Mojokerto Regency, Banyuwangi Regency, Malang Regency, Jombang Regency, Kediri Regency, Situbondo Regency, Surabaya City, and Blitar Regency. In theory, this research is correct, but the analysis is not yet in depth. It is shown by the research results that they still look at community participation in village tourism and do not look at the complete development of Tourism Villages like the concept of tourist villages that the author has conveyed in the previous sub-theme. Apart from that, several studies still mention the term indicator in research that uses qualitative descriptive methods. This is best avoided. From several existing themes there are gaps that need to be carried out in a study related to evaluation, especially on responsiveness Is society still consistent, is there an increase or a decrease? And then recommendations will be given regarding the development of tourist villages that integrate all elements, not just tourist villages.

4. Conclusion

Based on previous research contained in various journals that discuss village tourism development strategies, it is only limited to village tourism. In fact, the concept of a tourist village includes all potential elements possessed by a village, including not only village tourism but also local wisdom, unique culture, MSMEs providing typical culinary delights and various supporting infrastructure. Of the tourist village development strategies, CBT strategies are widely used, both through groups and individuals. But most of the people in this case fall into groups, for example: Pokdarwis, tourism activists, MSME groups and

community groups involved in managing village tourism. Furthermore, village development emphasizes collaboration between various elements, including: government, private sector, community, academics and media. All to integrate to develop a tourist village according to its field and scope. Apart from that, what is no less important is that adapting to technology is a necessity and has no small contribution in introducing tourist villages to the wider community, regionally, nationally and internationally. Next is the community empowerment strategy. In this strategy the emphasis is on efforts to increase community capacity by offering various innovations. So the hope is that a society will be created that is economically and socially independent. From various previous studies that could be used as further studies and have not been or are still rarely researched are: 1) Village tourism development strategies based on social capital, 2) Evaluation of CBT in increasing innovation in developing tourist villages, and 3) Development of village tourism based on Dynamic Governance . Specifically for Dynamic Governance can be taken from one or all elements of capacity development, namely: 1) thinking ahead (thinking forward); 2) thinking again (reviewing); and 3) thinking across (learning from the experiences of other countries/organizations).

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