

A NEW APPROACH TO COMMUNITY EMPOWERMENT-BASED TOURISM VILLAGE DEVELOPMENT IN INDONESIA

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Abstract: The development of tourism villages in Indonesia is a potential strategy to encourage local economic growth and cultural preservation. However, these efforts still face challenges in terms of community empowerment and optimal utilization of local potential. This study aims to identify effective strategies for developing tourism villages based on community empowerment by conducting a systematic review of 15 scientific articles published between 2019 and 2024. The method used is the systematic literature review (SLR) with a thematic qualitative analysis approach. The main findings show that the success of tourism village development is greatly influenced by three key factors: (1) active community participation in planning, management, and evaluation, which strengthens a sense of ownership and social legitimacy; (2) government support through policies, infrastructure, and funding that strengthen local institutional structures; and (3) the use of digital technology such as the smart village concept and online platforms that increase the efficiency and competitiveness of local MSMEs. This study offers a conceptual model of three-pillar synergy as a new approach that can be replicated with contextual adaptation in various regions. Strategic recommendations include community training, inclusive policies, strengthening cross-sector collaboration, and long-term evaluation to ensure social, economic, and ecological sustainability. This research provides theoretical and practical contributions for stakeholders in developing tourism villages in a sustainable and equitable manner.

Keywords: Tourism village; community empowerment; participation; digital technology; collaboration.

INTRODUCTION

The development of tourist villages is a strategy that is increasingly gaining attention in Indonesia, especially in the context of community empowerment. By utilizing local potential, villages in Indonesia are trying to attract tourists and improve the local economy. However, addressing the challenge of integrating community participation in the planning and management of tourist villages remains crucial. According to (Ritchie, 2003) local community involvement in tourism

development can increase the sustainability and social acceptance of the initiative.

Innovation in the development of tourist villages is not only limited to physical aspects, such as infrastructure and accessibility, but also includes managerial and social approaches. According to (Kotler & Keller, 2016), marketing innovations that involve the community can create significant differentiation in attracting visitors. Innovation in this context can take the shape of creating tourism offerings that draw from local knowledge and customs.

Community empowerment is the key to developing sustainable tourism villages. According to (Putnam, 2000), communities with strong social networks tend to be more successful in managing their resources. Therefore, it is important to involve the community in every stage of tourism village development, from planning to implementation. This reasoning is in line with the findings (Junaidi, 2020), which emphasize the positive impacts of tourism development on local community income and empowerment. Collaboration between government, community, and the private sector is also an important factor in the success of tourism village development. Collaborative governance can create synergies that benefit all parties involved (Sinta, 2022). The village administration serves as a facilitator for community activities, while the private sector supplies essential resources and experience.

Despite extensive research on tourism village development, there remains a knowledge gap regarding the effective integration of innovation and participation. (Fatma, 2023) highlights the importance of using the Participatory Rural Appraisal (PRA) method to identify village needs and potential in tourism development. This method allows communities to play an active role in the planning process.

The novelty of this research lies in a new approach that combines innovation in marketing and institutions with community participation. This research intends to enhance best practices in the development of tourism villages in Indonesia by concentrating on the creation of tourism products rooted in local expertise. (Arif, 2022) stated that an effective community empowerment model can increase the success of tourism initiatives.

Although many villages have adopted tourism development strategies, their success varies. This suggests the need for a deeper understanding of the factors that influence the success of tourism village development. (Budi, 2023) conducting an analysis of the economic impact of developing tourist villages on local community income, shows that the impact is not always evenly distributed and depends on community involvement.

This research focuses on the period 2019-2024, where many new initiatives in tourism village development emerged in response to the challenges facing the tourism sector. (Riza, 2023) it was also observed that the utilization of digital technology is one of the innovative components that can enhance the productivity of local MSMEs. By utilizing technology, villages can increase their competitiveness in the tourism market.

This study aims to elucidate the sustainable and inclusive development of tourism villages through the integration of innovation, participation, and community empowerment. Thus, the results of this study are expected to be a guide for stakeholders in designing and implementing programs for developing tourism villages that are not only economically profitable but also socially and environmentally sustainable.

RESEARCH METHODS

This study looks at community empowerment-based tourism villages in Indonesia from 2019 to 2024 by reviewing existing literature and analyzing it thematically. The purpose of this method is to identify patterns, challenges, and best practices based on the results of a synthesis of various relevant empirical and conceptual studies.

A. Research Design

Thematic synthesis techniques analyze this qualitative study, which draws its basis from literature. The method used combines both existing theories and new insights gathered from secondary data.

1) Data Sources and Inclusion Criteria

Data were obtained from scientific articles, research reports, and academic publications published in the period 2019-2024. Article inclusion criteria include: (a) Emphasize the development of tourist villages in Indonesia through a community empowerment approach; (b) Include research on technological innovation, the role of the government, and/or community participation; and (c) Submitted to accredited journals, scientific conferences, or university repositories. A total of 15 articles that satisfied the criteria were sourced from databases including Google Scholar, DOAJ, and Garuda.

2) Data Collection Techniques

The following stages guide the data collection process: (a) **Identification:** Article search using keywords such as “tourism village development,” “community empowerment,” “local participation,” and “smart village.” (b) **Selection:** Screening of articles based on title, abstract, and content to ensure suitability to the research focus; (b) **Data Extraction:** Information from selected articles was coded based on key variables and implementation context.

3) Data Analysis Techniques

Data were analyzed using a thematic content analysis approach. The stages of analysis include: (a) **Coding** based on three main categories: community participation (e.g. training, village deliberations), government support (policies, infrastructure, funding), and technology utilization (digital platforms, smart village concepts); (b) **Classification of findings** into a matrix to facilitate pattern identification and

comparison between studies; and (3) **Synthesis of findings** conducted narratively to combine the results and develop an integrative conceptual model.

4) Data Validity

The validity of the results was ensured through cross-source triangulation techniques, comparing findings from articles originating from diverse geographical and methodological contexts. In addition, a critical evaluation of potential biases and limitations in each study was carried out.

5) Research Ethics

All references used are cited appropriately in accordance with academic standards. There is no modification or interpretation that deviates from the original data in any source used.

6) Visualization Methodology

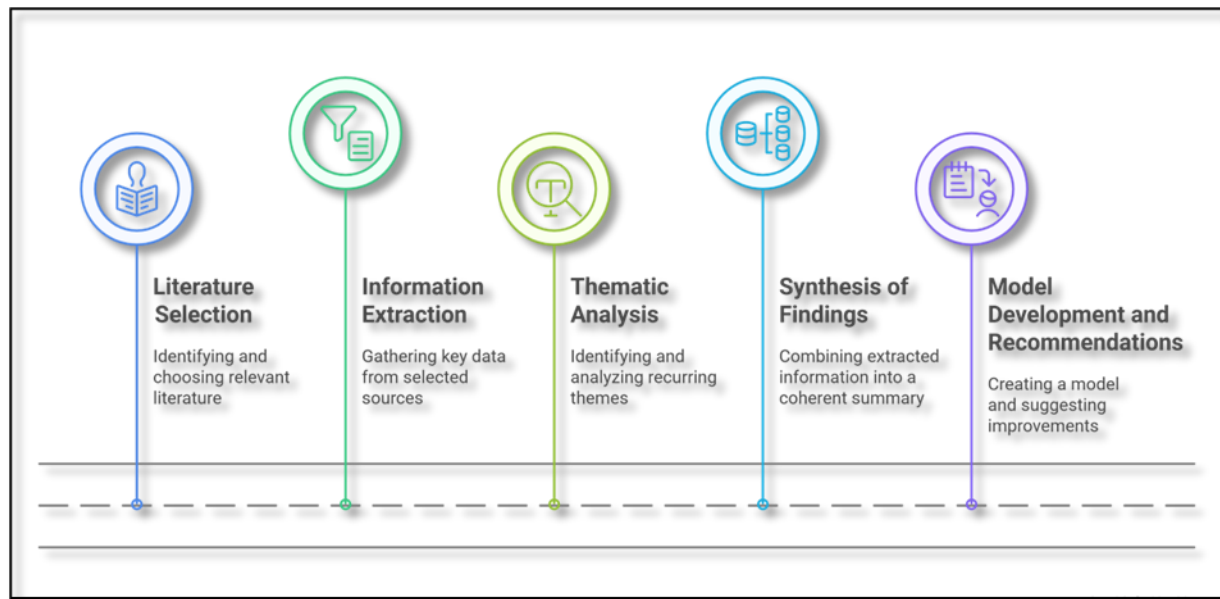
The following diagram schematically describes the methodological stages that were undertaken in this research. Each stage represents a crucial step in the overall research process, starting from the identification of the problem, followed by data collection, analysis, interpretation, and finally the formulation of conclusions and recommendations. The objective of this visual representation is to offer a clear and concise summary of the research flow, thereby facilitating the comprehension of the systematic approach that was implemented to address the research objectives. The approach is made clearer and more obvious, thereby guaranteeing the replicability and reproducibility of the research, by depicting these phases in an organized graphic.

RESEARCH METHODS

Our search results yielded various relevant research findings, offering valuable insights into the focus and objectives of this study. Each aspect has been analyzed in

depth, requiring detailed explanations including 1) potential carbon generated, 2)

economic potential, 3) positive impacts, and 4) implementation plan.



Picture 1. Research Method Flow

RESEARCH RESULT

Table 1. Journal Review Article

Tourism Village Development Through Community Empowerment Approach

No	Writer	Article Title	Year	Substance of Findings
1	Ahmad, R.	Development of Tourism Villages Through Community Empowerment Approach	2021	Highlighting the importance of community participation in designing and managing local tourism potential.
2	Sari, L.	Development of Tourism Villages by the Government of Babakan Village, Pangandaran District, Pangandaran Regency	2022	Describes the efforts of the village government to improve the infrastructure and accessibility of tourist villages.
3	Junaidi, M.	Community Empowerment Through Tourism Village Development	2020	Emphasizing the positive impact of tourism development on local community income and empowerment.
4	Fatma, N.	Participatory Rural Appraisal (PRA) for Tourism Village Development in Pucung Hamlet, Wukirsari Village	2023	Using PRA to identify village needs and potential in tourism development.
5	Rudy, T.	The Role of the Community in the Development of Community-Based Tourism Villages	2024	The community plays an active role in the management and promotion of tourist villages, increasing their sense of ownership and responsibility.

No	Writer	Article Title	Year	Substance of Findings
6	Eko, H.	Empowerment of Hendrosari Village Community Through Development of Lontar Sewu Tourism Village	2021	Focus on training and empowerment strategies to improve community skills in the tourism sector.
7	Sinta, R.	Collaborative Governance in Tourism Village Development	2022	Explains the importance of collaboration between government, communities and the private sector in tourism development.
8	Budi, A.	Implications of Tourism Village Development for Improving the Economy of Local Communities: Case Study in Ketenger Village	2023	Analysis of the economic impact of developing tourist villages on local community income.
9	Nila, T.	Strategy for Developing Tourism Villages Based on Natural and Cultural Tourism as a Promotion Media for Sangiang Village	2020	Identifying natural and cultural tourism potential as the main attraction for village promotion.
10	Deni, S.	Development of Pentingsari Tourism Village, Sleman Regency from the Perspective of Community Participation	2021	Emphasizing the importance of community participation in designing sustainable tourism programs.
11	Arif, J.	Community Empowerment Through Tourism Village Development: Case Study of Wonokarto Village, Sekampung District	2022	Presenting an effective community empowerment model through tourism activities.
12	Riza, A.	Digital Village Development Strategy to Increase MSME Productivity	2023	Implementing digital technology to increase market access for local MSMEs, supporting village growth.
13	Subekti, D.	Implementation of the Smart Village Model in Developing Tourism Villages: A Study on the Boon Pring Sanankerto Tourism Village	2019	Exploring how the smart village concept can improve efficiency and tourism appeal.
14	Indra, K.	Utilization of Village Funds in the Development of Tourism Villages in West Kurau Village	2021	Analyzing how village funds are used to support sustainable tourism initiatives.
15	Adit.	Village Development Strategy Through Utilization of Village Funds in Sako Margasari Village	2021	Focus on managing village funds to strengthen infrastructure and promote tourism.

DISCUSSION

A. Integration of Key Variables in Tourism Village Development

Based on the results of a review of 15 scientific articles, the success of developing tourist villages in Indonesia is greatly influenced by three main variables: community participation, government support, and the use of digital technology. These three variables interact synergistically in forming the foundation for sustainable development of tourist villages:

1) Community Participation as a Pillar of Sustainability, most articles emphasize that active community involvement in every stage of tourism village development is a determining factor in maintaining sustainability. (Ahmad, 2021), (Junaidi, 2020), and (Deni, 2021) shows that citizen participation in program planning, implementation, and evaluation increases sense of ownership, social legitimacy, and management effectiveness. (Rudi, 2024) adding that community involvement strengthens local social capital and institutional capacity.

2) Government Support as a Structural Facilitator, research by (Sari, 2022) and (Indra, 2021) shows that government support is crucial in providing basic infrastructure, village funds, and supporting institutions. (Sinta, 2022) through a collaborative governance approach, shows that partnerships between government, society, and the private sector create more adaptive and efficient policies.

3) Technological Innovation as a Driver of Competitiveness, (Riza, 2023) and (Subekti, 2019) stated that digital technology is an important element in increasing the visibility of tourist villages, expanding the market for

MSME products, and increasing the efficiency of tourism management. The concept of smart tourism and smart village accelerates the digital transformation of villages that are more adaptive to the needs of the tourist market.

4) Conceptual Model: Three Pillars Synergy, based on the synthesis of literature findings, this study develops a conceptual model that describes the synergy between community participation, government support, and digital technology innovation as the main foundation for developing sustainable tourism villages.

Picture 2. Conceptual Model of Synergy of Three Pillars of Tourism Village Development



This model shows that the integration of the three pillars will produce a tourism village that is economically, socially and ecologically sustainable.

5) Differences and Challenges in the Field, (Budi, 2023) finding economic differences in how tourism benefits are shared among communities highlights the need to consider local factors, as successful development relies heavily on cultural values, local institutions, and social-political situations. Therefore, a uniform approach is not always relevant.

6) Theoretical and Practical Implications, the theoretical implication of this study is the importance of an interdisciplinary approach in village-based tourism development that integrates economics, sociology, technology, and governance. Practically, synergy between actors and the application of technology that is appropriate to the local context are needed to support the development of tourist villages.

7) Research Contributions and Novelty, the novelty of this research lies in the simultaneous integration of three main pillars of tourism village development: community empowerment, government support, and technological innovation. This holistic approach differs from previous studies that tend to highlight aspects separately. Other villages in Indonesia can replicate the resulting model with contextual adaptation

CONCLUSION

This study uses a review article method to explore various strategies for developing tourism villages through a community empowerment approach in Indonesia during the period 2019 to 2024. The results of the analysis show that community participation, government support, and technology implementation are key variables that are interrelated and have a major influence on the success of tourism village initiatives. Community involvement in the planning and management of tourism programs is essential to create a sense of responsibility and sustainability, while government support in the form of policies and infrastructure contributes significantly to this development. The application of digital technology has also been shown to increase the efficiency and attractiveness of tourism villages, expanding market access for local products.

Based on the research findings, it is recommended that stakeholders, including the government and communities, conduct training programs and workshops to improve community skills in managing tourism villages. In addition, the government needs to develop more inclusive and responsive policies and improve infrastructure and funding to support local initiatives. Optimizing the use of digital technology, such as the development of online platforms, should also be prioritized to promote tourism villages. Further research is needed to evaluate the long-term impacts of tourism village development initiatives on community welfare and environmental sustainability, which can help identify best practices that can be applied in other locations.

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