

MAPPING THE VILLAGE TOURISM STUDIES IN INDONESIA

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ABSTRACT

This article aims to identify, map, and analyze the research related to village tourism in Indonesia conducted from 2011 to 2021. This bibliography-based study employed a charting-the-field method involving 233 studies published in national journals at least Sinta 3 accredited and international journals of four academic publishers including Elsevier, Springer, Wiley, and Emerald. This study presents a picture of topics, kinds, tourist destinations, research methods, number of citations, and journals rarely used but having received attention for further research on village tourism. Research findings show that the number of studies on village tourism increases every year, but there are several aspects not receiving attention or not being studied. The classification according to research sites shows that some studies are required to be conducted in the provinces outside Java and Bali islands. Research results further indicate that some research topics of local wisdom, the roles of the governments and stakeholders, and village tourism from the perspectives of gender and conflict and also assessment of village tourism management have not been studied. Similarly, the types of village tourism that have not received enough attention are education tourism, religious tourism, social tourism, and culinary tourism. The lack of these research aspects is observable by employing research methods which have not been used by many, including mix-methods and literature studies.

Keywords: *bibliography study; charting the field method; village tourism.*

Introduction

Tourism has been the biggest contributor to state revenue. World Travel and Tourism Council indicates that Gross Domestic Product (GDP) from tourism experienced a yearly increase from 9.8% in 2015 to 10.2% in 2016 and 10.4% in 2017 and 2019 (WTTC, 2021). Although it once experienced a fall in 2020 following the Covid-19 outbreak, the tourism sector was predicted to regain its strength after the pandemic ends. Some studies indicate that there has been a significant correlation between tourism sector development and the economic growth of tourist areas (Adil et al., 2019; Aliansyah & Hermawan, 2019; Harefa, 2020; Oktavia et al., 2021; Wardhana et al., 2019). These studies also show that growth indicators are not only obvious in the contribution of the sector to the increase in the state revenue. The economic impacts are also apparent in new job vacancies and the development of facilities and infrastructure to support tourism in some tourist destinations.

In addition to significant economic impacts, the development in this sector does not come without shortcomings (EU, 2019; Oktavia et al., 2021). A study demonstrates that tourism has also caused some environmental problems, contributing 5% of CO₂ gas emissions globally. Of this 5%, 40% came from air transport, 20% from tourism accommodation such as hotels and homestays, while the rest was from other forms of transport such as vessels, cars, trains, and many others (EU, 2019). These negative impacts have encouraged authorities to come to alternative tourism, which may involve the idea of nature-based tourism or local culture-based tourism intended to give insights and adventurous experiences and make people engage in the learning process (Arismayanti et al., 2019; Widiyanti et al., 2021). Alternative tourism offers a wide range of tourism activities such as adventure-based tourism, hiking, trekking, and other direct experiences people can enjoy in village tourism and others. This alternative tourism is predicted to set the trend for future tourism (Widiyanti et al., 2021).

Among several types of alternative tourism, village tourism has been frequently offered. The data from the government indicate that there were about 7275 kinds of village tourism in Indonesia (Widiyanti et al., 2021). Village tourism holds its strategic position considering that this is a priority program under Law Number 6 of 2014 concerning Village, denoting that villages have their rights of origin and traditional rights to manage all matters in their environment and they have a role to manifest the ideology of the state according to the 1945 Constitution of the Republic of Indonesia (Widiyanti et al., 2021). Furthermore, governments at the rural level also have their local autonomy to manage natural resources and development. Village tourism is expected to trigger economic growth in congruence with mutual work and sustainability principles. This outlook is in line with the concept of development that departs from rural areas by discovering local potentials and encouraging community empowerment (Widiyanti et al., 2021).

Congruent with the above elaboration, this study aims to reveal and identify several studies on village tourism in Indonesia. Many research studies have been conducted on village tourism issues mostly about the strategies and processes of village tourism development (Ernawati et al., 2017; Komariah et al., 2018; Masitah, 2019; Rosalina et al., 2021; Saepudin et al., 2019; Suranny, 2020; Tyas & Damayanti, 2018; Wayan Pantiyasa et al., 2019); participation of village community members (Komariah et al., 2018; Nurul & Latif, 2017; Trisnawati et al., 2018); and economic impacts of village tourism (Leonandri et al., 2018; Suranny, 2020). However, there have not been any attempts done to map studies on village tourism in Indonesia comprehensively. As a result, similar topics were repeated; one of which is a descriptive study on the strategies and processes of village tourism development. This situation has made research lack novelty in terms of either the topics or findings on village tourism. This research aims to identify, classify, and map previous studies on village tourism in Indonesia from 2011 - 2021. The mapping was performed by referring to 'Charting the Field', firstly used by Hesford (2006) Based on the research

findings, will other researchers would be able to identify several topics, approaches, or research methods that were rarely employed in prior studies on village tourism.

Literature Review

The paradigm of mass tourism was an initial strategy used to manage the tourism sector. Poon (in Vainikka, 2013) argues that there are four conditions indicating that tourism can be categorized as a mass tourism: 1) standardized/organized and rigid tourism package; 2) massively produced tourism; 3) massively marketed tourism without clear segments of consumers/customers; 4) the tourism is consumed by tourists without taking into account the culture or local norms. From the perspective of tourists, these mass tourist objects have several benefits; 1) mass tourism guarantees comfort because the itinerary is organized by the agent concerned; 2) mass tourism is often low cost for customers; 3) tourists are not required to be able to speak the local language to buy souvenirs or enjoy the tourist attractions (Triarchi & Karamanis, 2017). That is, mass tourism does not engage people in close contact with authentic local cultures.

The tendency of mass tourism seems to have shifted to alternative tourism. The popularity of this new paradigm is increasing. Previously, alternative tourism was adopted in the late 1970s and early 1980s. Four contributing factors in alternative tourism involve the development paradigm in economic growth that is not even close to poverty issues; 2) negative impacts on the environment; 3) gaps between developed and developing countries; 4) post-modern culture that is emerging (Ei & K, 2017). Unlike mass tourism, tourism management in the alternative paradigm is more flexible and it is more individual ((Poon in Vainikka, 2013). Moreover, alternative tourism is often linked to nature tourism, social aspects, and community values. This paradigm allows both the host and tourists to interact and share positive experiences (Smith, & W.R in Triarchi & Karamanis, 2017).

Mass and alternative tourism are also different in terms of their characteristic. Mass tourism has a particular characteristic including the absence of specific motivation of the tourists. Most of them are fascinated on the common tourist destination attractions, such as beach, ocean, sand, and sun. Unlike mass tourism, alternative tourism encourages people to get back to nature, allowing them to establish direct interaction with the locals and to learn about the local cultures and the uniqueness of the tourist destination areas. Adventure-based tourism, hiking, trekking, and village tourism are some examples of alternative tourism. Village tourism is one of the kinds of alternative tourism which are established by the village government; they are thematic and offer various attractions ranging from rural activities to the local wisdom of the rural community.

Village tourism is more likely to offer more community- and local wisdom-based tourist destinations with their unique cultures and to trigger economic growth based on mutual work and sustainability principles. Local wisdom is the soul of village tourism management (Widiyanti et al., 2021). The values of local wisdom arise from the society through the cultural uniqueness reflecting the locals and the genuine traditional values living in the society. All these values attract tourists to the destinations. Community-based tourism (CBT) is one of the tourism developments that empowers the community (Widiyanti et al., 2021).

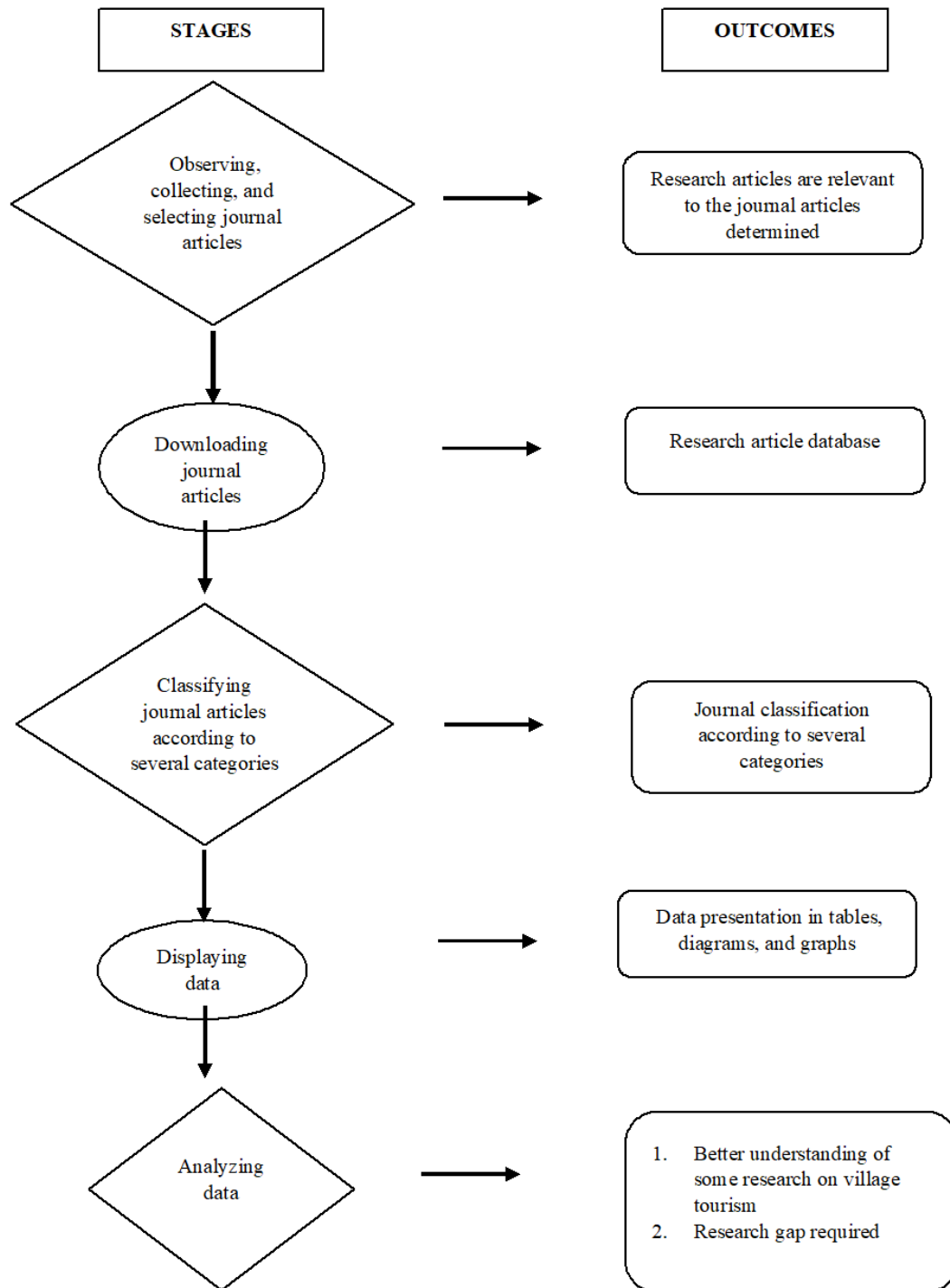
Method

This research employed the charting-the-field method first developed by Hesford (2006), involving bibliographical studies to reveal research development in accounting management. In the following phase of the development, this method was also used in studies of different topics, such as banking performance (Suryaputra et al., 2017), profit management bibliography, research review on taxes in Indonesia (Herawati & Bandi, 2019), conceptual review on research activities related to

revelation in Indonesia (Dewi et al., 2018), and research related to the implementation of CSR in Indonesia (Rahmawati et al., 2020).

With this method, this research identified, mapped, and analyzed related studies regarding the revelation of the development of village tourism in Indonesia from 2011-2021. Studies on village tourism were further classified according to the topics, research variables, methods, disciplines, and other criteria found during the mapping process. This research observed and selected 233 research articles obtained from national and international journals available online in congruence with the outlines set. The articles of the national journal consisted of 183 articles from level-3 SINTA accredited journals available on the webpage of the Ministry of Education and Culture (<https://sinta.kemdikbud.go.id/journals?q=&search=1&sinta=2>). In addition, this research also observed 50 articles from the international journal from 4 publishers, including Elsevier, Springer, Wiley, and Emerald.

This research involved five stages including, first, exploring and selecting research articles published from 2014 to 2021 from particular sources. This process required opening the journal portals one by one and inserting the keywords “desa wisata” or “tourism village in Indonesia” in the search bar. The second stage was downloading the articles. The third stage was mapping or clarifying the articles according to several categories such as research topics and research methods after all articles were obtained. Fourth, all data were presented in tables and graphs to allow for easier data analysis processes and a clearer understanding of studies on village tourism in Indonesia as conducted by previous researchers. For more details, these research stages are presented in the following flow chart:



Results and Discussion

The shifting tendency from mass tourism paradigm to alternative one is manifested in village tourism, which leaves some impacts or consequences. Village governments in Indonesia have attempted to get the opportunity to increase their economies. As a consequence, the number of village tourism has increased in Indonesia, for approximately 7275 villages (Widiyanti et al., 2021). Some studies indicate that tourism sectors have contributed positive impacts to tourist destinations through the increasing regional revenue and job opportunities as well as the development of infrastructure and facilities supporting tourism (Adil et al., 2019; Aliansyah & Hermawan, 2019; Harefa, 2020; Oktavia et al., 2021; Wardhana et al., 2019).

Research Trends on Village Tourism in Indonesia

The growing trends in village tourism management have attracted the attention of many scholars to conduct research aiming to study all village tourism-related aspects. Diagram 1 shows the increase in the research on village tourism.

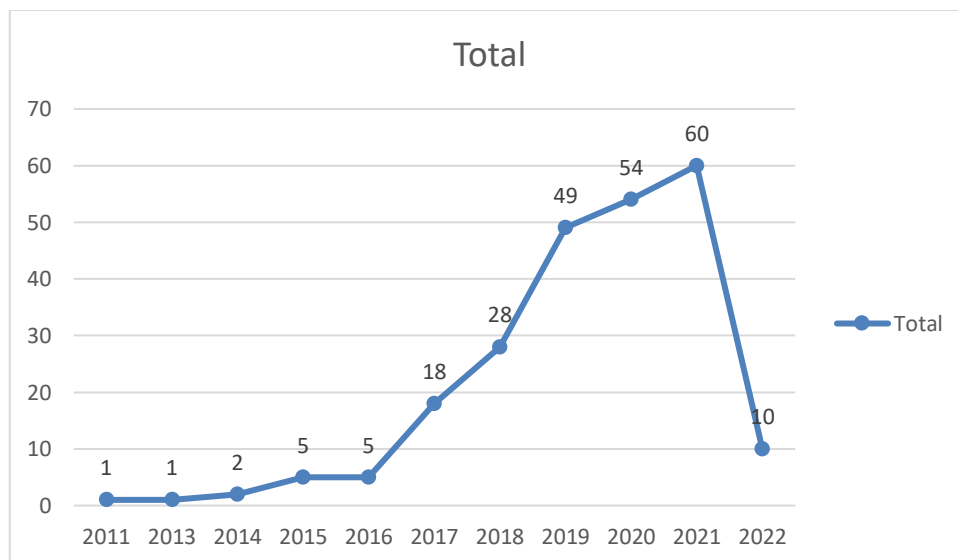


Diagram 2. Quantity of Journals on Village Tourism according to Publication Year

Diagram 2 shows the increasing trends in the quantity of research studying investigating village tourism issues from 2011 to 2021. From 2011 to 2012, there had not been much research on village tourism, and there had been only one related study every year. In 2014 the numbers of village tourism studies have increased and these numbers continued to significantly grow and peaked in 2021 with 60 research papers published in journals. This could be because, in 2014, Law Number 6 of 2014 concerning Village was stipulated and put in place. This law also indicates that the central government has given greater authority to village governments to manage their natural and human resources and to achieve social and economic development objectives. This was then manifested by initiating to manage village potential. As a result, many village governments have established the village tourism programs. With the varied number of their growth, the data from the Indonesian Tourism and Creative Economy Ministry (henceforth referred to as Kemenparekraf) and Ministry of Village Development of Underdeveloped Regions and Transmigration (henceforth referred to as PDTT Ministry) indicate that there are thousands of village tourism managed by village governments in Indonesia. The data of Kemenparekraf shows that there are 1831 tourism villages (Kemenparekraf, 2022), while PDTT ministry reports that there are 7275 tourism villages (Finaka, 2022).

The number of publications and citations

Research findings indicate that despite numerous research results about village tourism, they were only published only in several journals as illustrated in Table 1.

Table 1. The Number of Research Articles Published in Journals

No	Journal	Count of Publishers	% Count of Publishers
1	JUMPA Budapest International Research and Critics Institute-	26	11.16%
2	Journal	7	3.00%
3	JURNAL PARIWISATA PESONA	6	2.58%

Journal of Indonesian Tourism and Development		
4	Studies	6 2.58%
5	Social and Behavioral Sciences	5 2.15%
6	Other Journals	183 78.54%
Total		233 100.00%

Table 1 shows that of 233 research articles on village tourism, twenty-six research articles, or 11.16% were published in Jurnal Master Pariwisata (JUMPA). This number could be because this journal only publishes studies on tourism. Furthermore, JUMPA is organized by Universitas Udayana, Bali, known for its famous tourist destinations in Indonesia, making it famous as a journal that publishes lots of studies with tourism-related themes. Similar studies were also published in international journals such as Social and Behavioral Science Journals, accounting for 183 research articles or 78.54%. This information is referred to as a reference to pick journals where studies on village tourism can be published.

Despite numerous publications in JUMPA, the citations taken from this journal are not many. Table 2 shows the number of citations which were taken from Village Tourism.

Table 2. The Number of Citations taken from Journals

No	Journal	Sum of Citations	% of Citations
1	Jurnal Kawistara	244	17.53%
2	Jurnal Ketahanan Nasional	143	10.27%
3	JUMPA	138	9.91%
4	Human Falah	78	5.60%
5	Journal of Hospitality and Tourism Management	71	5.10%
6	Other journals	718	51.58%
Total		1392	100.00%

Table 2 shows that the citations on village tourism studies were taken from journals published in Jurnal Kawistara, accounting for 244 citations or 17.53%. The

second biggest citations were taken from *Ketahanan Nasional*, accounting for 143 citations or 10.27%. Despite numerous articles on village tourism published in *JUMPA*, not many citations were taken from this journal or there were only 138 citations, or 9.91% were made from this journal. Furthermore, most citations in international journals were taken from the *Journal of Hospitality and Tourism Management*, accounting for 71 citations or 5.10%.

Classification according to Research Sites

Research has majorly taken place in main or favorite tourist destinations in Indonesia. Diagram 2 shows the locations where research on village tourism has been conducted.

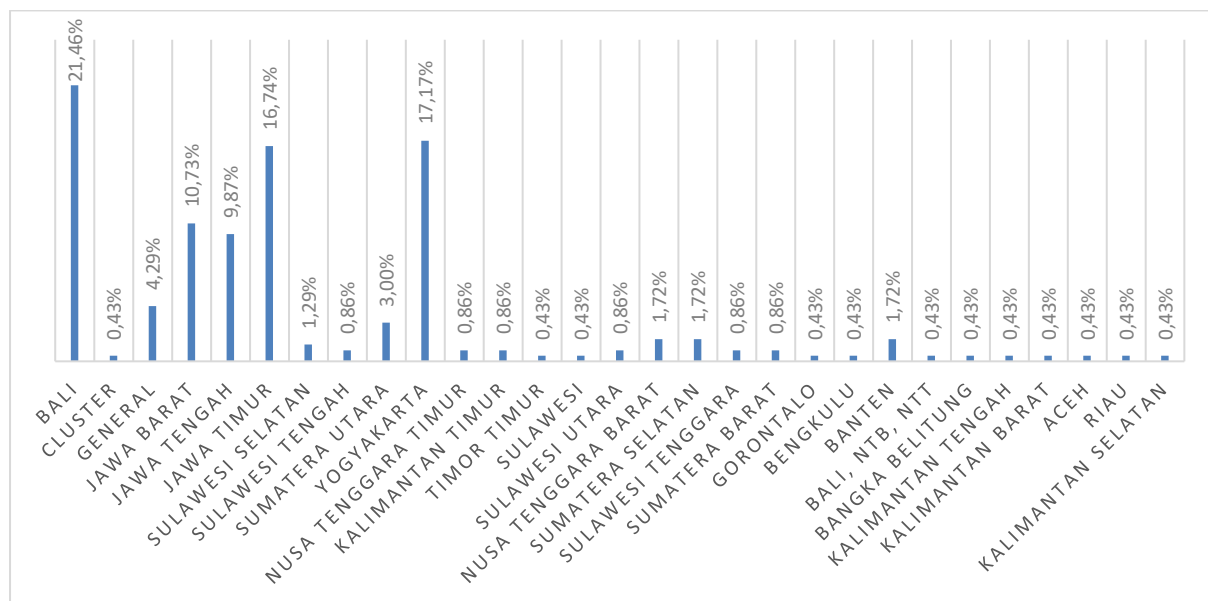


Diagram 3. The Village Tourism Research Sites in Indonesia

It is obvious that the major research activities have been mostly centered on favorite tourist destinations in Indonesia, including Yogyakarta, for 40 or 17.17% of research articles, East Java for 39 or 16.74%, West Java for 25 or 10.73% and the Province of Central Java for 23 or 9.87% of research articles. These figures indicate that the research sites have mostly taken place on Java Island, while some others were

outside Java Island such as Bali, representing 50 research articles or 21.46%, and Sumatera representing 7 or 3% of research articles.

The above data indicate that there is a growing interest in studying more about village tourism in areas that have grown famous or in some particular main destinations for both local and foreign tourists. In addition, mass tourism is also being managed in the areas concerned, where this type of tourism is offered to a number of people to encourage as many tourists as possible to visit tourist spots without referring to any particular segment groups (Vainikka, 2013). Thus, managers and stakeholders participating in this mass tourism often offer tour packages that are up to the standards in an organized and non-flexible way for easier organization. This tendency indicates that more studies and research on village tourism need to be conducted outside the main tourist destinations in Indonesia for a wider and varied understanding of village tourism in Indonesia.

The Classification according to the Types of Village Tourism studied

The classification of the following journal articles is based on the types of village tourism studied. Table 3 shows the types of village tourism often studied and those rarely studied.

Table 3. Village Tourism studied

Row Labels	Count of Tourism Types	% Count of Tourism Types
Artificial Tourism	28	12.02%
Cultural Tourism	69	29.61%
Eco-Tourism	76	32.62%
Education Tourism	9	3.86%
General	13	5.58%
Religious Tourism	3	1.29%
Social Life Tourism	1	0.43%
Agrotourism	24	10.30%
Halal Tourism	4	1.72%
Culinary Tourism	6	2.58%
Grand Total	233	100.00%

Table 3 presents four types of village tourism mostly studied, ranging from ecotourism accounting for 76 or 32.62%, cultural tourism for 69 or 29.61%, artificial tourism for 28 or 12.02% to agrotourism for 24 or 10.30%. Ecotourism offers tourist attractions including flora and fauna and the local culture of a tourist region. Ecotourism management complies with environmental conservation for the sustainability of the ecosystem (Butarbutar, 2013). Ecotourism has significantly contributed to the protection of habitats and natural species in the tourism location and economically benefitted local communities. Among other kinds of alternative tourism, ecotourism remains preferable recalling that it helps to promote small-scale tourism activities, managed by local communities authentically (Abukhalifeh & Wondirad, 2019). The principle of accountability in ecotourism management is far different from the mass tourism that is seen to have caused disadvantageous impacts on the ecosystems and local communities (Abukhalifeh & Wondirad, 2019; Chan & Bhatta, 2013).

In addition to ecotourism, cultural tourism has also been in the spotlight for research on village tourism. These two types of village tourism are contingent upon local cultures and attractions in terms of inviting more tourists. Artificial and agrotourism are also among others. Unlike ecotourism, cultural tourism, and agrotourism heavily relying on natural potentials and the variety of local cultures, artificial tourism intentionally offers artificial attractions to invite more visitors; these artificial attractions are commonly referred to as MICE, where M = meetings, I = Incentives, C = Conference and E = Exhibition (Harefa, 2020).

Information regarding the types of village tourism has been frequently studied, showing that, **first**, quantitatively, tourist attractions are dominated by those with a variety of natural features and traditional values or local cultures, positioned second to Brazil (Abukhalifeh & Wondirad, 2019). **Second**, there are growing numbers of researchers keen to study ecotourism, agrotourism, cultural tourism, and artificial tourism, but, overall, these data show that some other types of village tourism could

be developed more as those of education tourism, religious tourism, social tourism, and culinary tourism that, so far, have been off the attention of village governments.

Research Topics on Village Tourism

The next classification deals with tourism categorized based on research topics. Table 4 presents several topics that are often and seldom picked regarding research on village tourism.

Table 4. Village Tourism Research Topic

Row Labels	Count of Themes/Topics	% Count of Themes/Topics
Assessment	6	2.58%
Community Development	41	17.60%
Economy Development	2	0.86%
Gender and Tourism	3	1.29%
Government Role	6	2.58%
Sustainable Tourism	3	1.29%
Sustainable Tourism Model	13	5.58%
Tourism Development & Community Development	2	0.86%
Tourism Development Strategy	33	14.16%
Tourism Promotion	5	2.15%
Religion Tourism Development	7	3.00%
Tourism Development	5	2.15%
Analysis of Tourism Impacts	24	10.30%
Eco-Tourism Development	11	4.72%
Education Tourism Development	4	1.72%

Row Labels	Count of Themes/Topics	% Count of Themes/Topics
Analysis of Tourism Facilities	1	0.43%
Agrotourism Development	3	1.29%
Tourism Promotion	18	7.73%
Stakeholder Role	6	2.58%
Cultural Tourism	7	3.00%
Development		
Village Tourism Spatial	7	3.00%
Planning		
Studies on Tourism Conflicts	1	0.43%
Tourism Management	19	8.15%
Local Wisdom	3	1.29%
Natural Tourism	2	0.86%
Development		
Eno Tourism Development	1	0.43%
Grand Total	233	100.00%

Table 4 shows that the topic of village tourism frequently studied is community development or community empowerment, accounting for 41 research articles or 17.60%. This topic has been frequently picked because village tourism belongs to an alternative tourism paradigm whose management is community-based, requiring the participation of the community (Uno, 2021; Abukhalifeh & Wondirad, 2019). The second topic often picked is related to the strategy of developing village tourism, representing 33 research articles or 14.16%. In addition to tourism development strategies, some research has also leaned more toward a similar topic regarding village tourism management, such as tourism management, representing 19 research articles or 8.15%, tourism promotion for 18 research articles or 7.73%, and sustainable tourism model, accounting for 13 research articles or 5.58%. The **third** topic is associated with village tourism, representing 24 research articles or 10.30%. These data show that there

are many topics on village tourism that have not been studied, including the topics related to local wisdom, governments' roles and stakeholders, village tourism seen from the perspectives of gender and conflict, and also assessment of village tourism management.

Research Methods Trent

Research findings also present several research methods most frequently used in studies on village tourism, as shown in Table 5.

Table 5. Research Methods on Village Tourism

Row Labels	Count of Methods	% Count of Methods
Library Research	8	3.43%
Participatory Action Research (PAR)	37	15.88%
Mix Method	15	6.44%
Quantitative	30	12.88%
Qualitative	143	61.37%
Grand Total	233	100.00%

Table 5 shows that the studies on village tourism have been frequently conducted by employing qualitative method, representing 143 research articles or 61.37%, participatory action research (PAR), accounting for 37 or 15.88%, and quantitative method representing 30 or 12.88%. Qualitative research method often referred to involves case studies and qualitative-descriptive studies, while quantitative-based research often used includes surveys and descriptive-quantitative research. The data show that there has not been much research on village tourism using literature studies and mix-method which combines both quantitative and qualitative approaches.

Conclusion

This study analyzed 233 journal articles studying village tourism in Indonesia. These articles were derived from 183 articles from national journals with at least Sinta 3 accreditation and 50 articles from international journals taken from four publishers, including Elsevier, Springer, Wiley, and Emerald. The selected journal articles were further classified into several categories according to the research trends, research sites, the number of publications and citations, the types of village tourism studied, research topics, and research methods used in these studies. The data obtained show that the research trends on village tourism keep increasing every year. However, of the data classification performed, some studies have been narrowed down to only particular aspects. The data classification based on research sites show that favourite or famous regions such as Bali, Yogyakarta, the Province of West Java, East Java, Central Java, and North Sumatra have been the locations where related studies have taken place. That is, research that should take place in the regions outside those provinces is required.

The classification according to the types of village tourism shows that the majority of the research has been conducted to study the types of village tourism that utilize natural resources and local cultures. Many other villages can still be developed for education tourism, religious tourism, social tourism, and culinary tourism that have been off the attention of village governments and village tourism researchers. The data based on the classification of the research topics show that several topics have not been researched and some others have received too much attention, including topics such as local wisdom, the roles of the governments and stakeholders, village tourism from the perspectives of gender and conflict and assessment of village tourism management. The topics rarely picked for studies can be researched with mix-method and literature studies.

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