

## Indonesian Tourism Village Award: Impact, Strategy, and Potential for Integrated Rural Tourism in Bali

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**Abstract:** The Indonesian Tourism Village Award (ADWI) is part of the central government's commitment to stimulating the motivation of village communities to develop tourism. However, our understanding remains limited on how ADWI develop rural tourism. This present research analyses online news media, with a research question: How does ADWI impact tourism development in rural tourism destinations? Through thematic analysis, two positive impacts were found: Marketing and optimising tourism potential, with one negative impact: passive participation from the government. This article then discusses strategies for overcoming the negative impact and provides avenues for future research by reconceptualising the 4As framework for future studies on the tourism village potential. This research offers a theoretical contribution to the conceptualisation of the 4As in the context of rural tourism and, practically, provides advice to tourism village stakeholders in Bali to develop integrated rural tourism.

**Keywords:** tourism village; rural tourism; tourism village award; 4A

### 1. Introduction

Tourism Villages are the Indonesian government's flagship program during the pandemic with the aim of reviving the community's economy, as well as stimulating the distribution of tourists who are currently considered to be highly concentrated in the urban areas (Ministry of Tourism and Creative Economy, 2019). Tourism villages are part of the National Community Empowerment Program since 2010 which is contained in Ministerial Regulation Number PM.26/

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UM.001/MKP/2010 concerning General Guidelines for the National Community Empowerment Program (PNPM) Mandiri Tourism through Tourism Villages. In order to increase village community participation, the Indonesian government is intensifying the Indonesian Tourism Village Award program starting in 2021 (Kemenparekraf, 2021). Likewise, research on tourist villages is increasingly attracting the attention of academics, with various case studies ranging from the potential, strategies and obstacles faced by the community in managing villages independently for tourism business purposes (Anggaryani, Anom, & Narottama, 2023; Pickel-Chevalier, Bendesa, & Darma Putra, 2019; Widari, 2015; Wirawan & Rosalina, 2024). Most research emphasises that the existence of tourist villages is considered to bring various positive impacts, such as opportunities to increase the income of village communities, and the ability of village communities to do business and open new job opportunities (Putra, Adnyani, & Murnati, 2021; Situmorang, Trilaksono, & Japutra, 2019).

Even though tourist villages are an important part of the tourism industry in Indonesia and coupled with the government's intensive role in motivating the enthusiasm of village communities (Widiastuti, 2018), the existence and sustainability of tourist villages is being questioned. The Pinge tourist village, for example, can attract domestic tourists, yet have language barrier in attracting international tourists (Nusa Bali, 2023). Likewise, there are a number of 16 tourist villages in Tabanan that have been reduced to emerging status (*rintisan*) due to a decrease in the number of tourist visits (Simabur, 2023). Emerging status is the lowest level among the four levels of tourist villages developed by the government, consisting of: emerging, developing, developed, and independent status (Kemenparekraf, 2023). Additionally, previous research also revealed how local communities have limited skills and knowledge in developing tourist attractions and products, as well as the weakness of good marketing strategies (Pickel-Chevalier et al., 2019; Putra et al., 2021)

Even though a lot of research has been conducted on tourist villages (e.g., Anggaryani et al., 2023; Benu, Muskanan, King, Asa, & Wulakada, 2020; Dewi, Fandeli, & Baiquni, 2013), not much has touched on the Indonesian Tourism Village Award (ADWI). There are five criteria to get a village awarded: uniqueness and authenticity of tourism resources, homestay quality service that embodies local preservation, the ability to accelerate digital transformation, cultural-based art creativity along with souvenir, and the village amenities and CHSE certification – stands for Cleanliness, Health, Safety, and Environmental Sustainability (Kemenparekraf, 2023). It evidences that the criteria reflect and implement the concept of 4As as developed by Cooper et al. (1993).

The 4A conceptual framework, stands for Attractions, Accessibilities, Amenities and Accommodations by Cooper, Fletcher, Gillbert & Wanhill (1993). The 4A conceptual framework is also used as a guide in the Tourism Village Guidebook (Ministry of Tourism and Creative Economy, 2019). Criticizing the 4A conceptual framework is essential because the concept popularized by Cooper et al. (1993) seems to be generalized to rural areas, on the other hand, many rural tourism researchers emphasize that the management of tourist destinations in urban and rural areas cannot be the same (Lane & Kastenholz, 2015; Saxena & Ilbery, 2008). If the 4A concept framework is still utilised without conditioning the character of rural areas, it would potentially replicate what happened in rural areas decades ago, which are now turning into urban areas, such as in Kuta which is predicted to become mass tourism and give rise to various environmental problems. social, and cultural, since the 1980s (Jenkins, 1982; Rodenburg, 1980).

Furthermore, despite the intense popularity of ADWI as a marketing effort in mass media (see for example Kemenparekraf, 2021), limited research has been conducted to analyse this impact by analysing online media and further understand what kind of strategies to overcome the possible adverse impacts. Therefore, online mass media is used to address this research question, as mass media can provide a general picture of a social condition that is still rarely researched, for example research that examines tourism conflicts in rural China (Wang & Yotsumoto, 2019) and the role of the media in public propaganda for the use of conservation areas or protected areas as tourist attractions in Australia (Schweinsberg, Darcy, & Cheng, 2017). Therefore, the present study addresses the following main research question: How does ADWI impact tourism development in rural tourism destinations? The two sub-questions are proposed: What are the impacts of ADWI as perceived in the online mass media? What kind of strategies and 4A reconceptualisation can be further advanced to mitigate the negative impacts? The study context focuses on Indonesia Tourism Villages on the mass media analysis and Bali context on the mitigation analysis.

## 2. Literature Review

### 2.1 *The Indonesian Tourism Village Award*

The Indonesian Tourism Village Award (ADWI) has been intensively promoted since 2021 by the Ministry of Tourism and Creative Economy, as ADWI is considered capable of providing a stimulus for the progress and development of village tourism, and increasing the equitable development of tourism (Hendriyani, 2022). The implementation of ADWI is parallel to the Tourism Village program which aims to develop the village's potential to become

a tourist attraction in the form of business management and job development related to the tourism sector, such as tour guides and hospitality workers. Before being nominated to become a Tourism Village, every village that wishes to propose is required to have a Tourism Awareness Group (*Kelompok Sadar Wisata Pokdarwis* in short), which works voluntarily to increase tourism awareness in village communities and develop tourist attractions (Kemenparekraf, 2023).

Every year, hundreds of villages throughout the archipelago compete to get the best ADWI ranking. In 2021, there are seven categories, consisting of the implementation of CHSE (Cleanliness, Health, Safety, and Environmental Sustainability), Digital Villages, Souvenirs (Culinary, Fashion, Crafts), Tourist Attractions (Natural, Cultural, Artificial), Creative Content Homestays and Toilets (Kemenparekraf, 2021). Then in 2022 and 2023, the seven categories remained the same as the previous year. From the *Jadesta* website (Tourist Village Network), the assessment is carried out from the top 500, top 300, top 100 and top 50. Villages Bali has received awards multiple years. In 2021, there are three best tourist villages in Bali, namely Carangsari, Penglipuran, Pemuteran Tourism Villages (Alatas, 2021). Then in 2022, Sudaji village and Undisan village achieved it (Humas, 2022). Furthermore, in 2023, three tourist villages in Bali will be included in the top 75 consisting of Manistutu, Serangan and Kenderan villages (Itsnaini & Prasetya, 2023).

ADWI is considered to have achieved success because it was able to stimulate the village economy, especially during the pandemic, it is claimed that there was an increase in domestic tourist visits by 30 percent (Kemenparekraf, 2023). Studies on tourist destinations in rural areas begin to increase, significantly added new discussions in the literature from the beginning 1980s when tourism development in Bali was considered to be leading to mass tourism (e.g., Long & Wall, 1996; Rodenburg, 1980). In a Google Scholar search, using a *Boolean* search with the keywords “*desa wisata*” (tourism village) AND Bali came up with 12,800 research results. From the search results, the 4A concept (Attraction, Accommodation, Ancillaries, and Amenities) is most often used, for example in the analysis of Pemogan village (Sinaga, Koerniawaty, & Amir, 2023), and Jasri (Amerta & Sudiarta, 2016). However, there are also studies that combine 4A with community participation (Benu et al., 2020), and marketing strategy such as price, place promotion (Buditiawan, 2021). As a conceptual framework, the 4A was first introduced by Cooper et al. (1993). However, Cooper et al. (1993), in his book, does not specifically emphasise using this framework for the context of rural tourism. Instead, many rural tourism researchers have emphasised the need to conduct special studies on the management of tourist destinations in rural areas because of the significant social differences between the two types of areas (Ghaderi & Henderson, 2012a; Lane & Kastenholtz, 2015a).

## 2.2 *The 4A Framework: A Revisit to Rural Tourism Context*

Cooper et al. (1993) argued that an area must have four elements to become a tourist destination, consisting of attractions, access, accommodation and amenities or supporting tourist facilities. After more than three decades, the 4A concept is increasingly being used to analyse the potential of tourist destinations in Bali and Indonesia. However, how feasible are these 4As able to be applied in rural areas? The first argument, the Access and accommodation element, has been discussed and found lacking in rural areas (Cloke & Park, 2013; Ghaderi & Henderson, 2012), or not adhering to cleanliness and comfort standards like in urban areas (Ghaderi & Henderson, 2012), whereas they are considered very important element to develop a destination (Cooper et al., 1993). Second, even though attractions are one of the elements in tourist destinations (Cooper et al., 1993), attractions in rural areas have been found to experience cultural serial reproduction or similar cultural reproductions (examples of cooking classes can be found in Ubud and other villages), which then leads to tourist attractions or activities no longer being unique (Blapp & Mitas, 2018).

Third, the lack of amenities was found not necessarily discourage tourists from visiting, for example, research in Israel took a sample of 120 villages (Fleischer & Tchetchik, 2005) that tourist desires vary, and there are several groups of tourists who decide to visit not based on the availability of amenities, but based on the tourist activities offered, such as farming, hiking, and others. Likewise for the decision to stay overnight, several studies have found that tourists decide to stay in rural areas with the consideration of wanting to experience an authentic rural experience and interact directly with the local community (Cheng, Yang, & Liu, 2020; Shi, Gursoy, & Chen, 2019). Hence, the 4A needs to be conditioned and revised to align with the character of rural tourism which is different from tourism in urban areas. By understanding the impact of ADWI as discussed in online media and criticizing the implementation of the 4A framework in previous tourism village studies, researchers and academics can conduct sharper and more effective research in providing a real contribution to the development of better tourist villages.

## 3. Research Method

The present research is conducted with qualitative analysis using online mass media. The data was taken from secondary data in the form of *grey* literature (online newspaper media) in Indonesian. The keywords used are specific, namely "*anugerah desa wisata*" AND *dampak* covering all tourism villages in Indonesia. In the first search there were 143,000 results which Google then automatically filtered by removing duplicate results, to a total of 150 sources. One by one the sources were then filtered by selecting news reviews

that contained the impact of *Anugerah Desa Wisata* only, and not including articles that discussed the impact of the Tourism Village in general, at the end of the filtering process. There are 25 online media sources discussing Indonesian tourism Village, whereas the mitigation strategies and 4A reconceptualization focuses on Balinese villages case context. All data (Appendix 1) that has been filtered is then analysed using inductive thematic analysis (Braun & Clarke, 2006). The search was carried out by downloading and analysing all articles until data saturation was reached, which means no new theme emerged.

Inductive thematic analysis was carried out by grouping texts into categories with major themes and having the same meaning, understanding and semantic value (Fereday & Muir-Cochrane, 2004). Inductive thematic analysis was chosen as very limited research has been conducted on the impact of ADWI, and there is no theoretical framework that can be used as a reference for deductive analysis (Fereday & Muir-Cochrane, 2004). An example of the thematic analysis was carried out as in Table 1. A full transcript of the data can be seen in Appendix 1.

Table 1. Example of data analysis along with transcript excerpts  
(translated from Bahasa)

Transcripts	Theme
"The positive impact after receiving this prestigious award for the North Kuin Tourism Village is that we will receive <b>promotion</b> at the national level assisted by the Indonesian Ministry of Tourism and Creative Economy." (Data08)	Marketing
"The award that we received from the tourist village was just euphoria and <b>we have not felt any significant impact</b> in the tourism village that we manage." (Data06)	Pseudo-optimisation

#### 4. Results

There are three main themes as in Figure 1: Tourism potential optimisation, Marketing, and Pseudo-optimisation. The following sections provide detailed examples of the analysis.

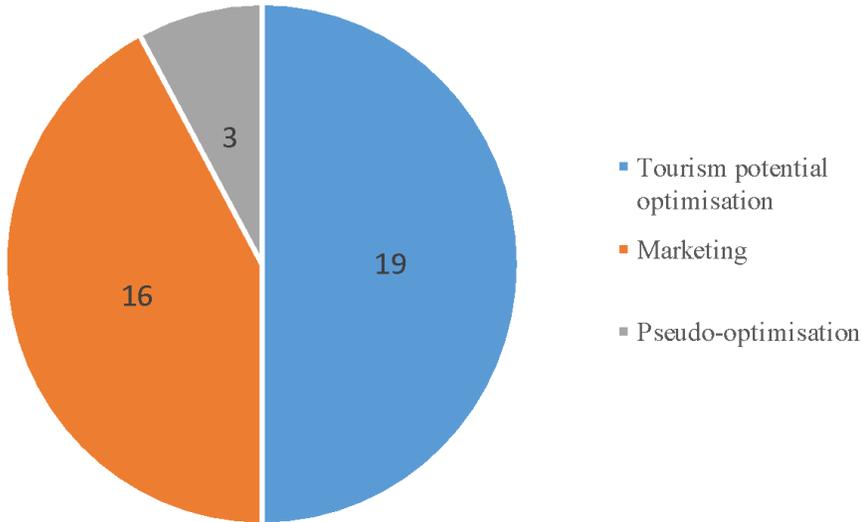


Figure 1. Thematic analysis result (Source: Author, 2024)

#### 4.1 Potential Optimisation

Overall, optimising tourism potential was the most widely discussed (19 sources, Appendix 1, Figure 1). The theme of optimizing tourism potential refers to a discussion of how ADWI is able to maximize/take advantage of the existence of resources that become attractions or tourism products which can then provide employment opportunities for village communities and drive the village economy. The optimization referred to here is mostly for economic purposes, an example quote is as follows

“Tourism villages can be used as a locomotive for the revival of the Indonesian tourism sector. Therefore, the ADWI 2021 event was held so that the public would become more aware of the great potential of tourist villages.” (Data02)

#### 4.2 Marketing

The marketing theme was the second most found (16 sources, Figure 1). Sources categorised under the marketing theme highlighting that ADWI can increasingly affect the popularity of village names/brands so that they become better known. Several sources in this category also link marketing to an increase in the number of tourist visits. An example of a source with a marketing theme is as follows: “With these [ADWI events], it increases interest from the public or the wider audience to visit the Pandanrejo Tourism Village.” (Data17)

### 4.3 *Pseudo-Optimisation*

Even though in terms of quantity, explanations of negative implications were discussed by only 3 sources (Figure 1), the discussions carried out were crucial in relation to the lack of government assistance to villages that received awards (Data07), as well as the assistance provided being long-distance and unsustainable, or targeting crucial problems such as waste management and tourism business development (Data06, Data22). This entire discussion falls within the theme of passive participation from the government, with one of the transcripts quoted as follows:

“To date, there is still none (support from the Ministry of Tourism and Creative Economy) program. So far, what we have seen are only discourses which have not yet been put into practice.” (Data06)

## 5. Discussions

### 5.1 *Practical Contribution: Mediating Media Bias and Disengagement*

This article aims to investigate the impacts of ADWI by looking at the discussion in online news media. Our result shows that although in terms of quantity, positive aspects are more discussed, there is a possibility of negative implications from the implementation of ADWI. This negative result adds the current lack of discussion about negative implications, which can be attributed to media bias, supporting earlier literature that outlines how media bias is able to hinder tourism development (Kwabi, Ezeani, Owusu, Wonu, & Hu, 2023). Not only media bias, this result is also linked with disengagement between the government and village communities, as previously discussed in the context of tourism in rural areas in Bali (Cole, 2012; Graeme MacRae, 2017; Wall, 2018).

First, media bias, or what is defined as the imbalance interest of media authority to change public opinion not by reporting facts, but by fabricating or creating new ones (McCarthy & Dolfsma, 2014), which can then hinder the development of tourism, especially in developing countries (Kwabi et al., 2023). The present research has revealed the possibility of bias carried out by the media in order to provide a good image for the sustainability of a program. The result evidenced a significant unbalanced percentage in Figure 1, and for example Data24 in the appendix. Findings correspond to earlier research that have explained how the media has an important influence on the image of a tourist destination, as well as influencing potential tourists to choose or not choose to visit a destination (Schweinsberg et al., 2017). Therefore, from a practical perspective, this research suggests the neutrality of online mass media in reporting news, especially those relating to tourist villages, as well as the need for objectivity among tourism village actors in digesting ‘success stories’ of tourist villages in the media.

Second, government involvement and community response are not necessarily in line, or disengagement occurs. Tourism awards in managing its tourism potential have been widely explained as having a good impact on promotion and increasing sustainability from a cultural and environmental perspective (Lee, & Gunarathne, 2019; McKenna, Williams, & Cooper, 2011; Sasidharan, Sirakaya, & Kerstetter, 2002). In contrast, many earlier research also questions the effectiveness of tourism awards, such as public doubts about the impact of the Beach Award in the UK (Nelson & Botterill, 2002) and in the United States (McKenna et al., 2011) that reveal undesired outcomes of giving can instead move away from the sustainability aim, yet the inappropriate growth of tourism facilities.

Reflecting to the third least emerged theme, ‘pseudo-optimisation,’ this research is adds discussion to the disengagement potential within rural tourism context, expanding previous research that emerged on heritage tourism and cultural tourism (Kneafsey, 2001; Larson & Poudyal, 2012; Graeme MacRae, 2017). Not only in western countries, the development of rural tourism in Asian countries also clashes between government programs and actual realization. For example, in Cambodia (Biddulph, 2015) and China (Zhang, Fyall, & Zheng, 2015), where there is disintegration of the rural tourism development program, which then results in loss of community involvement and even loss of a sense of belonging to a region (place ownership). The main cause is the taking over of authority for unilateral interests. This present research suggests the importance of two-way communication between village communities and the government, for example through mentorship or regular consultations related to entrepreneurship and management (Komppula, 2014; Rosalina, Dupre, & Wang, 2021) as a form of continued empowerment after the award is given. This is needed as a mediator of the possibility of the ADWI program not being optimal, so that it makes a real and sustainable contribution to village development through tourism.

### ***5.2 Strategy: The Potential of Integrated Rural Tourism in Bali***

One of the challenges in managing a Tourism Village is the lack of tourist infrastructure and accommodation, cultural tourist attractions that are similar or can be easily duplicated (Karali, Das, & Roy, 2021), as well as the lack of labor caused by the migration of people to urban areas (Piso, 2016). Policy makers can consider connecting each village’s potential with the potential of other villages to jointly develop tourist villages. Taking the example of villages in Bali, for example, Ubud Village, which is well known to international tourists, can be collaborated with Taro Village, which won ADWI in 2021. Ubud, which already has better accommodation capacity, can be collaborated by promoting

tourist attractions in Taro (Figure 2), so that development tourism is not partial and only focuses on one village. Another example of a village is the village of Serangan which just won third place at ADWI 2023 (Putri, 2023). Policy makers from Serangan Village can collaborate with villages that are close and already popular, for example Sanur. This model has been applied in Europe, where it is known as Integrated rural tourism, which is defined as “network construction that allows actors to jointly develop resources such as local traditions, art forms, celebrations, experiences, entrepreneurship and knowledge” (Saxena & Ilbery, 2008, p. 236).



Figure 2. Tegal Dukuh, Taro village (Source: Rosalina)

By looking at integrated rural tourism, not partial to one village, tourism management becomes comprehensive. The distribution of income between villages involved in integrated rural tourism should be discussed by implementing written cooperation provisions between the tourism business parties involved, such as tour guides, tour drivers and homestays, which are a form of levy on individual or collective income for the village, as is the case with the income distribution system in Taro Village, as well as in Munduk (Rosalina et al., 2023) as a photo in Figure 3. A similar approach can be taken by expanding external cooperation with neighbouring villages. Without this collaboration, competition between one village and other neighboring villages becomes increasingly vulnerable, for example the conflict between Ceking Village and Kedisan Village where the rice field tourist attraction is in Kedisan Village, as it is reported that there is no profit sharing as promised by the business owner in Ceking Village for rice field owners in Kedisan Village (Suriyani, 2020).



Figure 3. An example of Munduk village's micropreneurship (Source: Rosalina)

### 5.3 Strategy: Rethinking 4A Frameworks to Advance Integrated Rural Tourism

The existing literature on tourism research in Bali and Indonesia is limited to the 4A elements (Accommodation, Accessibilities, Amenities, Attractions) popularised by Cooper et al. (1993). The 4A framework is a kind of checklist that all four must be present in one village. However, with integrated rural tourism, 4A can spread to other remote villages in one area or cluster. In other words, to research tourist villages in Bali and Indonesia, the 4A concept needs to be reviewed and analysed with a focus on "one cluster or region," not just one administrative village. The reasoning is the possibility of limited infrastructure in one village (in the aspect of accommodation and amenities), with limited accessibility, yet potentially has tourism attractions.

Examples of rural tourism destinations that not explicitly adhere to 4As in developing their villages are in Sweden (Yachin & Ioannides, 2020), Iran (Ghaderi & Henderson, 2012), Denmark (Korsgaard et al., 2020), and Finland (Komppula, 2014). Ghaderi and Henderson (2012), for instance, discusses how Iranian villages do not have sufficient accommodations for tourists, whereas able to attract rural enthusiasts to learn the culture of their village. Similarly, villages in Finland (Komppula, 2014) and Sweden (Yachin & Ioannides, 2020) creatively use natural and cultural resources by extensively adding storytelling elements to make it more appealing and compelling. Indeed, many European countries

have implemented Integrated Rural Tourism that goes beyond the application of 4A, instead by integrating the embeddedness element of rurality, meaning, “the unique sociocultural characteristics and identities that are embedded in place” (p. 237). This would be a critical underpinning that constructs Figure 4.

Previous research also makes the same argument. The 4A framework has currently been widely criticized, for example the 6A which is considered capable of making a destination more competitive, which consists of: Attractions, Accessibility, Amenities, Available packages, Activities, Ancillary services (Buhalis, 2000). Morrison (2013) also has a different opinion, stating that the success of a tourist destination depends on 10A, which consists of: awareness, attractiveness, availability, access, appreciation, assurance, activities, appearance, action and accountability. Likewise research from Lee and King (2019) revealed that these attributes/elements must be adjusted based on the priority needs of the type of tourist. Their research proves that senior tourists prioritise access over tourist attractions.

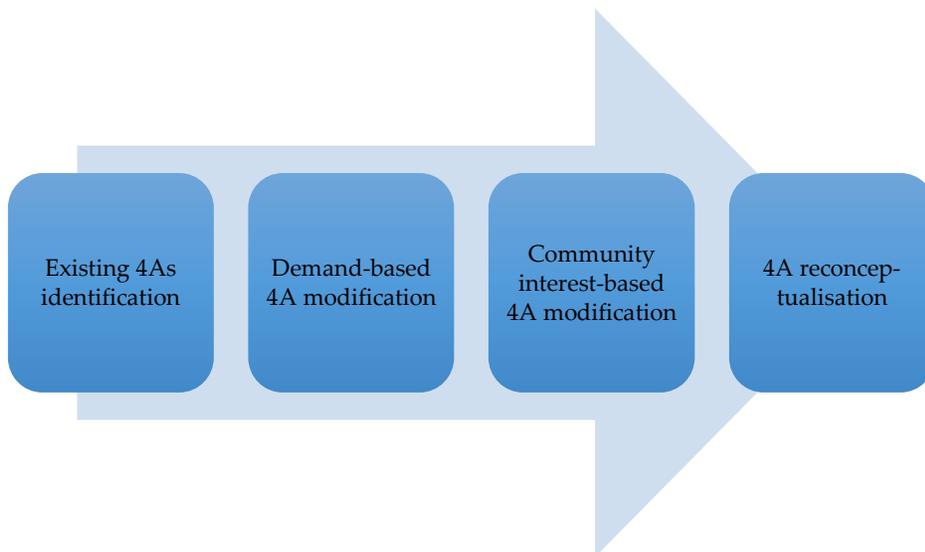


Figure 4. Reconceptualisation process of 4A (Source: Author, 2024)

Figure 4 illustrates that the As in 4A can be added, modified, removed to suit the ultimate goal of developing a destination. Therefore, in line with ADWI’s objectives, in order to make rural tourism development a success, it is necessary to reconceptualise the 4A framework (as illustrated in Figure 4) which needs to be adjusted to three things: resources of a destination (resources), market demand (market demand) and community desires for results. development of tourist villages (desired outcomes). First, the assessment can start from identifying existing attractions and accommodation (*existing 4As identification*).

The second and third assessment then identify whether it is necessary to create new resources or *modify* the existing ones, which can be assessed by two approaches: market demand and community interest. Visitor surveys can help to identify the market demand, whereas focus groups with relevant stakeholders can strongly contribute to modify existing resources based on the community interests. If this last step is feasible, then identification is carried out again regarding the presence or absence of knowledge and financial resources, whether it is possible to form new resources, for instance by utilising storytelling, co-creation, and creative knowledge (Rosalina, Dupre, Wang, Putra, & Jin, 2023).

## 6. Conclusion and future research agenda

This study aims to examine the impact of the Tourism Village Award by analysing online mass media. From 25 online news sources, there is a negative impact (pseudo-optimisation), and two main positive impacts (marketing and optimization of tourism potential). In the discussion section, this article criticizes the possibility of bias in the mass media that causes only good news and the success of village tourism recipients to be highlighted, where media neutralisation and mentorship are considered necessary to minimise this bias. The discussion then continues by offering a strategy in the form of integrated rural tourism and reviewing the implementation of the 4A framework (Cooper et al., 1993).

However, this study is limited to secondary data (Appendix 1). This study can be used as a basis for the need for further empirical research on the impact of ADWI on the progress of rural tourism, for example through in-depth interviews with related stakeholders. Likewise, future research can use a quantitative approach, for example, studying how effective the awards can influence tourist visits. Second, future research can expand existing discussion on an integrated rural tourism model (Saxena & Ilbery, 2008). Further research is also worth exploring an integrated perspective in the form of rural area clustering, not partial or individual research based on just one or two case studies. Third, further research should raise the potential of villages based on the categorization of tourism services and products and consider the formation of a rural tourism network, as previously in the Ecotourism Network (Widyatmaja, 2013). As an illustration, Village A may not be suitable for accommodation development due to land structure or Customary Village regulations, which can be facilitated by collaborating with neighbouring Village B. Zoning and potential mapping are very important to be the focus of future research

Rural tourism emphasizes the uniqueness, distinctiveness, and authenticity of rural areas so that in the Amenities and Accommodation

elements, a comprehensive study is needed on: does a village need to create new and modern tourist amenities (such as restaurants, bars, etc.) and tourist accommodations (such as hotels and homestays) following market demand? Or is a village able to condition what already exists to be used as tourist amenities and accommodations, without adding new building construction that requires large investments? Is it necessary to assess the feasibility of tourist villages, or guidelines for implementing tourist villages, considering the element of creativity, as proposed by Blapp and Mitas (2018) who researched villages in Bali. Therefore, the present findings highlight that 4As conceptual framework requires modification or contextualization that is adjusted to the research object.

For the Attraction element of rural tourism studies, for example, the community managing the tourist village must see their daily activities as the main attraction for visitors, so that tourists who come appreciate the values of authentic rural life, such as those developed in Taro Village, for instance in SeekSophie (n.d.). The attractions should be rather spontaneous and authentic, aligning with previous research that examined creative tourism in Bali (Blapp & Mitas, 2018).

Second, Accessibility element, has been mostly referred to the infrastructure that facilitates the mobility of tourists to tourist destinations (Cooper et al., 1993), yet in the context of rural tourism, the ‘access’ that needs to be considered is how tourists have and get the opportunity to meet and feel a deep immersive experience with the local community (Lane & Kastenholz, 2015). Likewise, access to sacred attractions must be re-regulated to avoid contamination of the culture and spirituality of a place, as has also been discussed in a sacred attraction of Machu Picchu, Peru (Larson & Poudyal, 2012).

Third, accommodation that refers to infrastructure as a place for tourists to stay (Buditiawan, 2021; Lee & King, 2019) has been discussed causing low carrying capacity when there are more accommodations than tourists visiting. The construction of new accommodation becomes a concern to cause a decrease in the number of green areas and the replacement of rice-fields with concrete luxury villa buildings which lead to environmental and social problems, as discussed by MacRae (2016, 2017) with the case in Ubud Village. Therefore, the definition of accommodation needs to refer to how a tourist village can provide facilities for tourists to stay, ‘without building new buildings,’ and focus more on how to explore potential so that tourists can extend their stay. The countryside in Sweden (Yachin & Ioannides, 2020) can also be an illustration, where they use residents’ houses for tourist accommodation, without adding any new commercial buildings. Similarly, Taro Village in Bali also creatively utilised residents’ houses for tourist accommodation, by for instance, creating campsites in the middle of the forest, such as in Tegal Dukuh (Rosalina et al., 2023).

The present study concludes and suggests that further research on tourism villages requires reconditioning the 4A framework (Cooper et al., 1993) and aligning community expectations about what tourism in rural areas should be (as illustrated in Figure 4), not only referring to what is used as a guideline by the central government. Likewise, ADWI should be supported by mentorship and increasing community capacity in collaborating with other villages in the form of integrated networking. The existing Tourism Village Network needs to be re-examined for its effectiveness in improving the development of tourism villages in Indonesia. Furthermore, active participation and community involvement are needed in redefining the 4A framework in each of their villages, as well as creating a collective vision for the development of tourism in their villages. With this active participation, village communities will view awards as a bonus, not the end goal of developing tourism villages, which can shape an environmental and cultural mindset of the community for sustainable tourism for the village.

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### Appendix 1. Transcripts in Bahasa Indonesia

No	Sources	Transcripts	Theme
1	<a href="https://telkomuniversity.ac.id/fakultas-industri-kreatif-tel-u-berperan-aktif-dalam-suksesnya-desa-wisata-baros-di-anugerah-desa-wisata-indonesia-2023/">https://telkomuniversity.ac.id/fakultas-industri-kreatif-tel-u-berperan-aktif-dalam-suksesnya-desa-wisata-baros-di-anugerah-desa-wisata-indonesia-2023/</a>	"Penghargaan Juara Harapan pada kategori Digital Content pada ADWI 2023 adalah bukti nyata bahwa kolaborasi antara FIK Tel-U dan Desa Wisata Baros telah memberikan dampak positif bagi promosi pariwisata digital."	Marketing
2	<a href="https://www.antaraneews.com/berita/2612285/desa-wisata-jadi-alternatif-ketahanan-perekonomian-indonesia">https://www.antaraneews.com/berita/2612285/desa-wisata-jadi-alternatif-ketahanan-perekonomian-indonesia</a>	"desa wisata dapat dijadikan sebagai lokomotif kebangkitan sektor pariwisata Indonesia. Karena itu, ajang ADWI 2021 diadakan agar masyarakat semakin mengetahui potensi besar desa wisata."	Tourism potential optimisation
3	<a href="https://www.liputan6.com/surabaya/read/4544826/tingkatkan-kesejahteraan-masyarakat-desa-melalui-anugerah-desa-wisata?page=2">https://www.liputan6.com/surabaya/read/4544826/tingkatkan-kesejahteraan-masyarakat-desa-melalui-anugerah-desa-wisata?page=2</a>	"Seluruh desa wisata yang terdaftar dalam Anugerah Desa Wisata 2021 nantinya akan masuk ke dalam Jaringan Desa Wisata Indonesia atau Jadesta. Desa-desa tersebut juga akan dipromosikan kepada wisatawan domestik maupun mancanegara"	Marketing

No	Sources	Transcripts	Theme
4	<a href="https://www.detik.com/jatim/wisata/d-6154195/sandi-klaim-kunjungan-ke-desawisata-naik-30-meski-masih-pandemi">https://www.detik.com/jatim/wisata/d-6154195/sandi-klaim-kunjungan-ke-desawisata-naik-30-meski-masih-pandemi</a>	"Sandi melanjutkan, output dari program Anugerah Desa Wisata Indonesia (ADWI) 2022, menjaga itu tetap berkelanjutan. Desa wisata ini diharapkan mampu menjadi lokomotif pengembangan pariwisata"	Tourism potential optimisation
5	<a href="https://diskominfo.wonosobokab.go.id/detail/terima-adwi-2022-sembungan-masuk-50-desawisata-terbaik-indonesia">https://diskominfo.wonosobokab.go.id/detail/terima-adwi-2022-sembungan-masuk-50-desawisata-terbaik-indonesia</a>	"Sandiaga Uno juga meninjau potensi penunjang wisata alam, antara lain souvenir, kuliner, produksi carica, terong belanda, cabai dieng dan fashion. Selain itu juga berkesempatan mengikuti Atraksi Ruwat Cukur Rambut Gembel dan penandatanganan prasasti, sertifikat, dan plakat yang telah disiapkan oleh tim teknis ADWI 2022.	Tourism potential optimisation
6	<a href="https://padek.jawapos.com/pariwisata/27/03/2023/curhat-pengelola-sejumlah-desawisata-di-sumbar-usai-dapat-penghargaan-adwi/">https://padek.jawapos.com/pariwisata/27/03/2023/curhat-pengelola-sejumlah-desawisata-di-sumbar-usai-dapat-penghargaan-adwi/</a>	Sampai saat ini masih belum ada (dukungan program Kemenparekraf). Selama ini yang kami lihat hanya sekedar wacana-wacana yang sampai sekarang masih belum terealisasikan. Anugerah desa wisata yang kami terima hanya masih sebuah euforia semata dan belum ada dampak signifikan yang kami rasakan di desa wisata yang kami kelola,	Pseudo-optimisation
7	<a href="https://hariansinggalang.co.id/zuhrizul-menteri-pariwisata-jangan-hanya-sekedar-berikan-anugerah-di-adwi/">https://hariansinggalang.co.id/zuhrizul-menteri-pariwisata-jangan-hanya-sekedar-berikan-anugerah-di-adwi/</a>	tidak adanya pembinaan secara real minimal bagi desa wisata peraih nominasi nasional yang dilakukan kementerian selain bimtek via zoom dan lebih kepada dasar teoritis desa wisata yang bisa dipelajari sendiri di google	Pseudo-optimisation
8	<a href="https://www.sonora.id/read/423880532/harapan-1-desawisata-maju-adwi-2023-apa-dampak-bagi-kuin-utara">https://www.sonora.id/read/423880532/harapan-1-desawisata-maju-adwi-2023-apa-dampak-bagi-kuin-utara</a>	Adapun dampak positif yang dapat dirasakan usai mendapat 8 penghargaan bergengsi itu bagi Desa Wisata Kuin Utara diklaimnya, bakal mendapat promosi di tingkat nasional dibantu oleh Kementerian Pariwisata dan Ekonomi Kreatif	Marketing

No	Sources	Transcripts	Theme
9	<a href="https://greennetwork.id/kabar/mendorong-pengembangan-desa-wisata-melalui-adwi/">https://greennetwork.id/kabar/mendorong-pengembangan-desa-wisata-melalui-adwi/</a>	Anugerah Desa Wisata Indonesia (ADWI) merupakan program Kemenparekraf yang bertujuan untuk mengembangkan pariwisata desa yang berkelanjutan, membuka lapangan pekerjaan, dan membangkitkan ekonomi desa	Tourism potential optimisation
10	<a href="https://www.masterplandes.com/wisata/meningkatkan-ekonomi-pedesaan-melalui-pengembangan-pariwisata/">https://www.masterplandes.com/wisata/meningkatkan-ekonomi-pedesaan-melalui-pengembangan-pariwisata/</a>	Program ADWI diharapkan dapat memberikan semangat dan harmonisasi antara pemerintah pusat, daerah, masyarakat desa serta para penggiat pariwisata.	Tourism potential optimisation
11	<a href="https://jogjaprov.go.id/berita/tiga-desa-wisata-diy-raih-adwi-2023">https://jogjaprov.go.id/berita/tiga-desa-wisata-diy-raih-adwi-2023</a>	Ini (ADWI) bukan hanya tentang program pemerintah, melainkan perjalanan spiritual kita, 3 tahun bersama-sama berjuang membangkitkan ekonomi dari desa, bersama masyarakat desa yang semangatnya sungguh luar biasa. Saya semakin yakin bahwa ternyata bukan Indonesia membangun desa, tapi desa lah yang membangun Indonesia. Saya semakin yakin juga bahwa desa wisata di Indonesia sudah siap mendunia	Tourism potential optimisation
12	<a href="https://ekonomi.republika.co.id/berita/rpcnfn457/sandiaga-adwi-2023-dapat-perhatian-khusus-presiden-jokowi">https://ekonomi.republika.co.id/berita/rpcnfn457/sandiaga-adwi-2023-dapat-perhatian-khusus-presiden-jokowi</a>	ADWI ini menjadi fenomena bahkan Presiden Joko Widodo menanyakan berkali-kali bagaimana perkembangan desa wisata dan beliau ingin mengunjungi langsung	Tourism potential optimisation
13	<a href="https://pontianakinformasi.co.id/lokal/muda-mahendrawan-sebut-desa-wisata-jadi-upaya-merawat-pesan-peradaban/">https://pontianakinformasi.co.id/lokal/muda-mahendrawan-sebut-desa-wisata-jadi-upaya-merawat-pesan-peradaban/</a>	ADWI 2023 merupakan ajang yang digelar oleh Kementerian Pariwisata dan Ekonomi Kreatif guna mendorong dan mendukung pengembangan potensi desa-desa wisata di Indonesia agar menjadi destinasi wisata yang berkelas dunia, berdaya saing, dan berkelanjutan.	Tourism potential optimisation

No	Sources	Transcripts	Theme
14	<a href="https://www.blorakab.go.id/index.php/public/berita/detail/5585/sambongrejo-ditetapkan-sebagai-salah-satu-desa-wisata-terbaik-indonesia">https://www.blorakab.go.id/index.php/public/berita/detail/5585/sambongrejo-ditetapkan-sebagai-salah-satu-desa-wisata-terbaik-indonesia</a>	Juara berapa saja itu hanya bonus. Yang penting kita sajikan yang terbaik. Bisa masuk 75 desa wisata terbaik se Indonesia ini sudah bagus. Bagaimana nanti ini bisa berkelanjutan berkesinambungan. Sinergi dengan berbagai sektor harus terus dibangun. Terus gali potensi lokal untuk daya tarik wisata	Tourism potential optimisation
15	<a href="https://biroumum.jakarta.go.id/news_web/detailnews/raih-adwi-2023-kepulauan-seribu-terus-kembangkan-potensi-wisata">https://biroumum.jakarta.go.id/news_web/detailnews/raih-adwi-2023-kepulauan-seribu-terus-kembangkan-potensi-wisata</a>	Harapannya, dengan anugerah ini, Kelompok Sadar Wisata (Pokdarwis) Pulau Kelapa bisa diberdayakan, sehingga ke depan potensi wisata Pulau Kelapa semakin berkembang. Namun, yang terpenting, penghargaan ADWI ini bisa membawa Pulau Kelapa semakin dikenal dan banyak wisatawan yang datang untuk menikmati keindahan alamnya	Tourism potential optimisation; Marketing
16	<a href="https://jatengprov.go.id/publik/melihat-pesona-pandanrejo-purworejo-juara-desa-wisata-jateng-2023/">https://jatengprov.go.id/publik/melihat-pesona-pandanrejo-purworejo-juara-desa-wisata-jateng-2023/</a>	Dengan adanya gelar-gelar tersebut meningkatkan minat dari masyarakat atau khalayak luas, untuk berkunjung ke Desa Wisata Pandanrejo	Marketing
17	<a href="https://desacikahuripanlembang.id/desa-cikahuripan-lembang-bandung-barat-masuk-300-besar-anugerah-desa-wisata-indonesia-adwi-2023/">https://desacikahuripanlembang.id/desa-cikahuripan-lembang-bandung-barat-masuk-300-besar-anugerah-desa-wisata-indonesia-adwi-2023/</a>	Anugerah Desa Wisata Indonesia (ADWI) adalah sebuah penghargaan yang diberikan kepada desa-desa di Indonesia yang memiliki potensi dan prestasi dalam bidang pariwisata. Tujuan dari ADWI adalah untuk mendorong pembangunan pariwisata berkelanjutan di tingkat desa serta memberikan pengakuan yang pantas kepada desa-desa yang telah berhasil memajukan sektor pariwisata mereka	Tourism potential optimisation
18	<a href="https://kumparan.com/kumparantravel/sandiaga-targetkan-4-000-desa-wisata-di-anugerah-desa-wisata-indonesia-2023-1zkBAYXN33E/full">https://kumparan.com/kumparantravel/sandiaga-targetkan-4-000-desa-wisata-di-anugerah-desa-wisata-indonesia-2023-1zkBAYXN33E/full</a>	Peningkatan target desa wisata dari tahun sebelumnya dikatakan Sandiaga, sebagai salah satu upaya untuk membangkitkan ekonomi dan membuka lapangan kerja seluas-luasnya.	Tourism potential optimisation

No	Sources	Transcripts	Theme
19	<a href="https://ppid.serangkota.go.id/detailpost/kemenparekraf-serahkan-bantuan-dpup-kepada-18-desa-wisata-di-11-provinsi">https://ppid.serangkota.go.id/detailpost/kemenparekraf-serahkan-bantuan-dpup-kepada-18-desa-wisata-di-11-provinsi</a>	<p>bantuan DPUP tahun 2023 merupakan pemenang dari Anugerah Desa Wisata Indonesia (ADWI) tahun 2022 dan tahun 2023.</p> <p>Ke-18 yang menerima bantuan dan dukungan masing-masing mendapatkan bantuan berupa uang rata-rata sebesar Rp120 juta.</p> <p>"Melalui bantuan ini diharapkan mampu memberikan dampak yang signifikan untuk pengembangan desa wisata serta dapat berkontribusi dengan meningkatnya jumlah wisatawan</p>	Tourism potential optimisation
20	<a href="https://www.kaltimprov.go.id/berita/anugerah-desa-wisata-untuk-kang-bejo">https://www.kaltimprov.go.id/berita/anugerah-desa-wisata-untuk-kang-bejo</a>	Anugerah Desa Wisata diberikan Kemenparekraf guna mendorong kreativitas warga desa untuk lebih inovatif mengelola potensi desanya,	Tourism potential optimisation
21	<a href="https://disbudpar.acehprov.go.id/keren-desa-wisata-iboih-pecahkan-rekor-muri/">https://disbudpar.acehprov.go.id/keren-desa-wisata-iboih-pecahkan-rekor-muri/</a>	Almuniza berharap anugerah yang diraih ketiga desa wisata menjadi pemicu motivasi kepada desa-desa lainnya guna mengembangkan potensi pariwisatanya.	Tourism potential optimisation
22	<a href="https://balitribune.co.id/content/pengembangan-desa-wisata-di-masa-pandemi-tidak-cukup-sebatas-penghargaan">https://balitribune.co.id/content/pengembangan-desa-wisata-di-masa-pandemi-tidak-cukup-sebatas-penghargaan</a>	Upaya pemulihan sektor pariwisata khususnya di Pulau Dewata tidak cukup melalui pemberian penghargaan kepada desa wisata. Pengembangan desa wisata khususnya di masa pandemi Covid-19 ini bisa disinergikan dengan pengelolaan sarana akomodasi yang lainnya untuk tujuan jangka panjang dan kemajuan pariwisata berorientasi global.	Pseudo-optimisation

No	Sources	Transcripts	Theme
23	<a href="http://www.inditourist.com/read/program-unggulan-itu-adalah-desa-wisata.html">http://www.inditourist.com/read/program-unggulan-itu-adalah-desa-wisata.html</a>	Dalam kesempatan tersebut, Sandiaga Uno menyampaikan besarnya harapan masyarakat pasca pandemi COVID-19, terkait pemulihan ekonomi dan pembangunan berkelanjutan, sehingga Indonesia tak hanya mampu bertahan, tetapi berkembang menjadi negara yang mandiri.	Tourism potential optimisation
24	<a href="https://travel.murianews.com/murianews/353397/adwi-2023-diluncurkan-ditarget-ada-4-000-desa-wisata-yang-mendaftar">https://travel.murianews.com/murianews/353397/adwi-2023-diluncurkan-ditarget-ada-4-000-desa-wisata-yang-mendaftar</a>	Salah satu tujuan diselenggarakannya ADWI, selain mendongkrak kunjungan wisatawan nusantara (wisnus), juga menciptakan kesadaran wisata dari berbagai pelaku usaha dan industri pariwisata ekonomi kreatif.	Tourism potential optimisation; Marketing
25	<a href="https://www.goodnewsfromindonesia.id/2021/09/07/jumlah-desa-wisata-kian-meningkat-bentuk-sinergibanyak-pihak-kelola-potensi-desa">https://www.goodnewsfromindonesia.id/2021/09/07/jumlah-desa-wisata-kian-meningkat-bentuk-sinergibanyak-pihak-kelola-potensi-desa</a>	Anugerah Desa Wisata Indonesia diharapkan mampu mendorong berkembangnya desa wisata menjadi desa wisata berkelanjutan. Selain itu, juga mampu meningkatkan kualitas desa wisata di Indonesia, serta mewujudkan visi “Indonesia sebagai Negara Tujuan Pariwisata Berkelas Dunia, Berdaya Saing, Berkelanjutan, dan Mampu Mendorong Pembangunan daerah dan Kesejahteraan”	Tourism potential optimisation

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