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Systematic Literature Review on Tourism Village in Indonesia

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Abstract: - Tourism villages, also known as "Desa Wisata" in Indonesia, are emerging as a form of tourism development that promotes local culture and heritage. These villages offer visitors a complete rural experience and contribute to the economic growth of rural areas. However, challenges such as low wages and unfavorable working conditions exist. This research assesses the readiness of local communities for tourism village development and evaluates its effectiveness. By applying bibliometric analysis, the study explores the trends and clusters in tourism village research. The findings provide insights for stakeholders to promote national development and address regional disparities in Indonesia.

Key-Words: - Tourism Village; Rural Tourism; Bibliometric, Indonesian Tourism; Systematic Literature Review; Bibliometrics.

1 Introduction

The tourism industry is a significant contributor to Indonesia's foreign exchange earnings. According to BPS data in 2018, the tourism sector generated approximately US$ 16,426 billion in foreign exchange, primarily from spending by international tourists. This influx of foreign currency has a substantial multiplier effect, creating job opportunities and stimulating the local economy, [1].

The development of tourism villages, known as "Desa Wisata" in Indonesia, has played a role in the advancement of rural areas. These villages have emerged due to supportive regulations implemented by local authorities. Desa Wisata offers visitors a complete rural experience, including cultural traditions, natural attractions, and unique elements which attract both local and international tourists, [2]. Tourist villages possess distinctive characteristics that entice visitors seeking to acquire new knowledge, understanding, and skills. Tourism is interconnected with various sectors such as transportation, the arts industry, housing, tourist attraction services, and micro, small, and medium enterprises (MSMEs). Desa Wisata has a significant economic impact on local communities, as rural residents actively participate in the development of these tourist villages. The concept of a Tourism Village places the community as the main driver of tourism development in the village, [2].

Tourism villages are a form of tourism development that offers products with cultural value and strong traditional characteristics, [2]. Ideally, a tourism town should be constructed around the area's natural resources, therefore empowering the local populace, [2]. In actuality, though, the goals of the local community are not always met by the

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manner these tourism communities are developing today. Typical difficulties include inadequate pay and unpleasant working environment, [3].

Despite these challenges, tourism villages hold the potential to increase the income of residents and contribute to establishing the image of a religious tourist destination within the tourism industry, [3], [4]. Successful tourism village development requires effective management, taking into consideration important aspects such as language education and local potential, [3], [5]. This paper aims to assess the readiness of local communities for tourism village development and evaluate the effectiveness of village development, [6], [7].

Therefore, this research provides valuable insights into tourism villages within the Indonesian context and highlights the trends, scales, and research clusters that have emerged from previous studies. This understanding serves as a strategic tool for stakeholders involved in tourism villages, enabling them to promote national development by addressing developmental vulnerabilities and disparities across different regions of Indonesia. This research presents a methodological approach; namely a bibliometric analysis that describes the trend of tourism villages in Indonesia.

2 Literature Review

Tourism villages are gaining popularity as a means of promoting local culture and heritage. Additionally, the utilization of local wisdom and community empowerment in the development of tourism villages shows promise in fostering economic growth and shared prosperity, [8]. In general, the development of tourism villages necessitates a holistic approach that considers various dimensions and factors, including local culture, economic advancement, and environmental sustainability.

The technique of employing quantitative tools with bibliographic data is known as "bibliometric analysis", [9]. Bibliometric studies are well-established in numerous scientific fields, including management, [10]. Researchers can now handle large volumes of bibliographic data without succumbing to biases, [11]. Through the measurement and statistical analysis of books and other literary works, bibliometrics seeks to follow the nature and direction of development and describe the process of textual communication by examining a variety of communication-related elements, [12]. One may learn more about the functioning of written communication and its

evolution within a particular subject by using bibliometrics, [13].

Data on tourist villages and associated subjects were gathered for this study from worldwide journals that were found in the Google Scholar database. The data was collected from publications using the keyword "Tourism Village" in their titles that were published between 2020 and 2023.

3 Methodology

The research on tourism villages that were published in 2020–2023 is examined in this study. The data indicates that while research in tourism villages has varied over time, it peaked in 2021. However, there was a notable decline in the quantity of articles regarding tourism villages between 2022 and 2023 (Table 1).

Table 1. Number Of Paper (2020-2023)

Year	Number of Paper
2020	53
2021	73
2022	53
2023	21
Total	**200**

The papers that have been evaluated are also arranged based on the writers who have written on tourism villages in the past three years; Table 2 lists the top two authors along with the titles of their articles.

Table 2. Top Authors

Author	Numbers of Paper	Paper Title
G. Prayitno	2	Community decision making based on social capital during COVID-19 pandemic: Evidence from Bangelan Village tourism, Indonesia
		The Influence Of Social Capital In Improving The Quality Of Life Of The Community In Sidomulyo Tourism Village, Indonesia.
I. Wijaya	2	Implementation of community-based ecotourism concept in Paksebali Tourism Village, Bali Indonesia
		Local and Sustainable Potential Approaches in the Design of a Master Plan Architecture: Case Study of Paksebali Tourism Village Development, Indonesia

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According to Table 2, certain writers stand out as having produced the greatest number of papers between 2020 and 2023—two—while the remaining authors have only written one. Table 3, which shows the top ranking of referred article titles from the time of publication to the writing of this manuscript, reveals that the majority of citations are from articles published in 2017.

Table 3. Top Citations

Citation	First Author	Titles	Year	Journal
85	S. Purnomo	Empowerment model for sustainable tourism village in an emerging country	2020	Journal of Asian Finance
85	H. Tucker	The ideal village: interactions through tourism in Central Anatolia	2021	Tourists and Tourism
54	A. Arintoko	Community-based tourism village development strategies: A case of Borobudur Tourism Village area, Indonesia	2020	Geo Journal of Tourism and Geosites
48	S. Priatmoko	Rethinking sustainable community-based tourism: A villager's point of view and case study in Pampang Village, Indonesia	2021	Sustainability
36	M. Simanjuntak	Designing of service-dominant logic and business model canvas: Narrative study of village tourism	2021	Golden Ratio of Marketing and Applied Psychology of Business
34	R. Ramadhani	E-Marketing of village tourism development strategy (Case study in the tourist village Puncak Sosok)	2021	Journal of Robotics and Control
32	A. Sangchumnong	Sustainable cultural heritage tourism at Ban Wangka Village, Thailand	2020	Culture and Cultures in Tourism
31	N. Sharma	Consumer engagement in village eco-tourism: A case of the cleanest village in Asia–Mawlynnong	2021	Consumer Behaviour in Hospitality and Tourism
30	N. Ćurčić	The role of rural tourism in strengthening the sustainability of rural areas: The case of Zlakusa village	2021	Sustainability
29	K. Shen	Chinese traditional village residents' behavioral intention to support tourism: An extended model of the theory of planned behavior	2021	Tourism Review

The Table 3 shows the ratings for the most citations. The 2020 paper by Purnomo et al., which was published in the Journal of Asian Finance, is presently (2023) at the top with 85 citations.

4 Result and Discussion

This section employs graphic visual mapping to explore the findings of the meta-analysis conducted on studies related to tourism villages. The mapping technique focuses on identifying significant or distinctive terms that appeared in multiple articles through co-occurrence analysis based on keyword mapping findings. It is feasible to identify the dynamics, dependencies, and interactions between various knowledge and configuration items by mapping these elements.
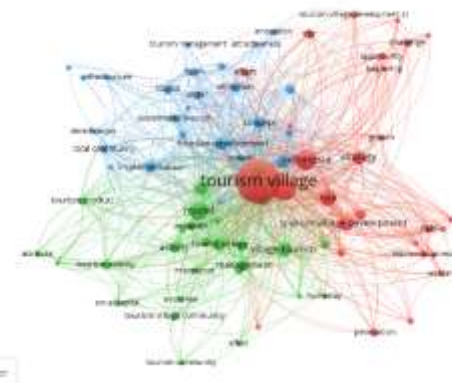

Fig 1: Network analysis

A bibliometric technique called "science mapping" is used to graphically depict a scientific field. It entails drawing a landscape map that accurately represents the theories and notions found in that discipline, [14]. The co-word map network visualization for the tourism village topic is shown in Figure 1. This graphic illustrates the connections between different words. It's crucial to remember that these associations could not accurately reflect the articles' whole contents because they are based just on the titles and keywords of the articles.

Figure 1 displays several frequently occurring terms in publications related to tourism villages over the past three years. These terms are shown along with their relationships to other keywords, organized into three major clusters. These clusters are as follows:

- Cluster 1 (28 Items, red color): Beginning, Challenge, City, Community, Economy, Effort, Environment, Field, Growth, Halal Tourism Village, Idea, Impact, Indonesia, Attribute, Opportunity, Point, Promotion,

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Role, Society, Strategy, Tourism Business, Tourism Object, Tourism Village Development, Tourism Village Development Strategy, Tourism Village Manager, Village Community, Village Government, Woman.

- Cluster 2 (10 Items, green color): Activity, Area, Attribute, Covid, Effect, Element, Existence, Factor, Government, Homestay, Importance, Information System, Management, Model, Perspective, Potential, Program, Social Capital, Sustainability, Tourism Activity, Tourism Community, Tourism Product, Tourism Village Community, Tourism Village Management, Tourist Village, Village Tourism, Way.

- Cluster 3 (9 Items, blue color): Attraction, Attractiveness, Best Tourism Village, Concept, Creative Economy, Cultural Tourism, Development Strategy, Form, Identification, Implementation, Infrastructure, Innovation, Local Community, Local Wisdom, Ministry, Order, Person, Quality, Sustainable Tourism, Term, Tourism Development, Tourism Management, Tourism Potential, Tourism Village Policy, Tourist.

The three previously generated clusters are represented by the colored circles that group the keywords. This data aids in ascertaining the words' historical pattern. Several keywords that are often used in the study's target article are found using bibliometric analysis. Each circle becomes bigger the more keywords that are found.

The correlation between keywords indicates their close interconnectedness. The image provided demonstrates that "tourism village" has a significant impact across multiple sectors. In Cluster 1 (red color), which represents the core theme, terms such as challenges, community, economy, tourism business, and village development are prominent. This cluster focuses on the difficulties and strategies related to the development of tourism villages, including the community's role, economic growth, and promotional efforts.

Cluster 2 (green color) concentrates on elements such as activity, management, government involvement, and sustainability. It also considers the influence of factors like COVID-19 on tourism activities and the significance of information systems in managing tourism villages. Cluster 3 (blue color) highlights the appeal of tourism villages, cultural tourism, sustainable practices, and infrastructure development. It also emphasizes the involvement of the local community, government,

and innovative approaches in shaping tourism villages.

We demonstrate overlay analysis in addition to network analysis. Research history traces will be displayed using overlay visualization. The year's description and the link between the themes are displayed. Figure 2 illustrates how much research was done on tourism villages prior to 2022 and how it has steadily declined since then.
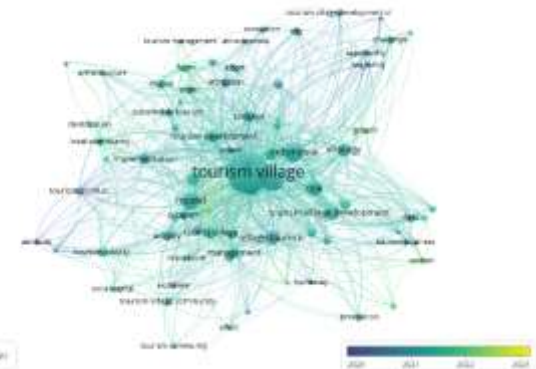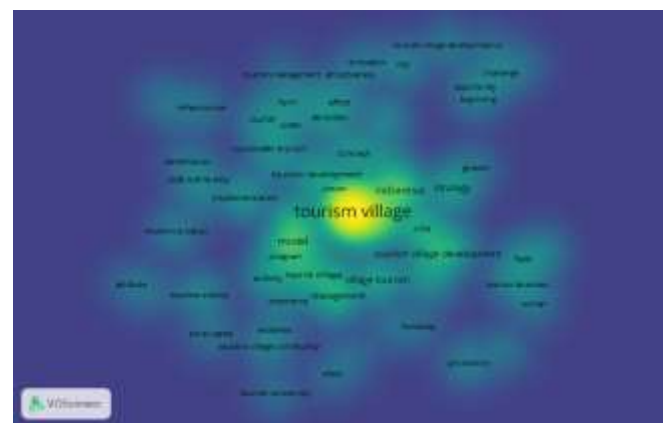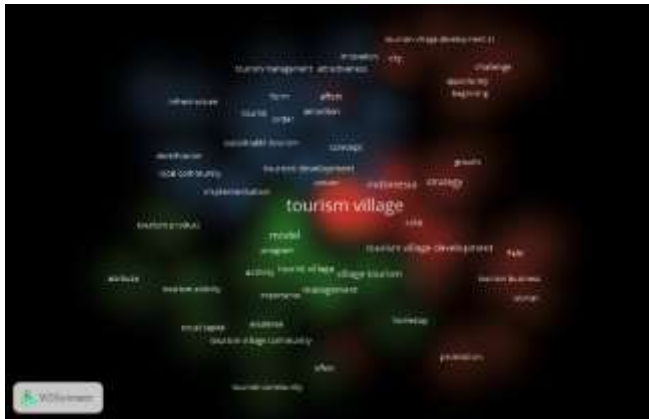

Fig. 2: Overlay analysis

Finally, we show the density visualization, which sheds light on the study group's priorities, [15]. We can find comparatively unexplored study areas by using density analysis. Density visualization comes in two varieties. The first kind is item density visualization. This artwork uses a color spectrum that runs from yellow to blue. A subject under investigation is indicated by a stronger and more concentrated yellow color (Figure 3a). On the other hand, a bluer hue indicates a lower density and less focus on the topic. The second type is called cluster density visualization, and it is similar to item density visualization. However, in this type of representation, the color of a point depends on how many nearby objects are in that specific cluster, [16].

(a)

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(b)

Fig. 3: (a) Item density; (b) Cluster density

5 Conclusion

This research shows that the development of tourism villages in Indonesia has the potential to promote local culture and increase the economic growth of rural areas. This study has shown that many academic publications have focused on optimizing the development of tourism villages. Despite challenges such as low wages and unfavorable working conditions, an effective approach to management and empowerment of local communities can optimize the positive impact of tourism village development. The bibliometric analysis reveals research trends and clusters in tourism villages, which provide valuable insights for stakeholders in advancing national development and overcoming regional disparities in Indonesia. In this context, related parties need to consider aspects of local culture, economic progress, and environmental sustainability in developing tourism villages as a holistic approach to improving the tourism sector in Indonesia.

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Contribution of Individual Authors to the Creation of a Scientific Article (Ghostwriting Policy)
- Akhmad Yunani created the initial concept.
- Yuhana Astudi, Tarandhika Tantra, and Eva Nurhazizah carried out the field survey, data analysis, and optimization.
- Mahir Pradana and Marheni Eka Saputri were responsible for the field survey
- Mokhtarrudin Ahmad and Aznul Fazrin bin Abu Sujak did the supervision.

Conflict of Interest
The authors have no conflict of interest to declare.