



# Unlocking Success for Cultural Tourism Villages in Yogyakarta: Insights from Wukirsari Village

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**Abstract.** This study aims to identify the factors that affect the success of cultural tourism villages in the Yogyakarta area of Indonesia, using a case study of the village of Wukirsari. The study conducted interviews with stakeholders and identified two key factors: cultural uniqueness and governance. Cultural uniqueness is the appeal of the village to tourists, offering them a unique experience. Governance involves the involvement of various elements, including the community, government, universities, companies, mass media, and social media. This study emphasizes the importance of social media in promoting cultural tourism villages. The findings of this study are valuable for tourism managers seeking to develop successful cultural tourism villages.

**Keywords:** Community-based tourism · Cultural tourism village · Yogyakarta · Cultural uniqueness · Governance

## 1 Introduction

Community base tourism (CBT) is experiencing rapid development. Many locations develop CBT in order to improve the community's economy. The community takes the initiative to open tourist destinations and develop. This is also supported by central government programs to village governments. People take advantage of their natural and cultural attractions to offer potential tourists. López-Guzmán et al. found that tourists' appetite for cultural tourism is increasing [1]. Tourists expect an interesting experience from their visit to a destination that can add cultural insight. Tourists can interact socially directly with local residents, they can be directly involved in local traditions, they can enjoy local arts, and other interesting experiences.

There is no small hope from the community for the success of CBT, unfortunately, research that explores the factors that influence the success or failure of cultural tourism villages is still limited. Widjanarko et al. [2] have conducted a study on CBT governance, but have not specifically revealed findings on the success factors of cultural tourism villages. Therefore, this study aims to find the factors that influence the success of cultural tourism villages. The results of this study contribute to improving the governance of cultural tourism villages.

## 2 Literature Review

### 2.1 Community Based Tourism

The main characteristic of Community Based Tourism (CBT) is the creation of tourism products by relying on community participation in their development [1]. CBT is able to harmonize the desires of the community with the wishes of tourists. The community participates starting from planning, implementing, and developing tourism so that they feel ownership of each destination. Cioce et al. explained that the infrastructure that has been built presents a sustainable development project so as to encourage good interaction between local communities and visitors [3]. CBT has been supported by the World Tourism Organization because the goals of CBT are community empowerment and ownership, social and economic development, preservation of natural and cultural resources, and at the same time providing a high quality experience to visitors. Thus, CBT provides an interesting experience for tourists while providing additional income for local communities without damaging the natural, social and cultural environment. CBT has been proven to create new job opportunities for local communities by opening up opportunities for local communities to sell special products, offer lodging, rental vehicles, tour guides, and others. Finally, CBT has a direct economic impact on families and socioeconomic improvements.

### 2.2 Stakeholder Theory

Freeman [4] asserts that an organization can handle its responsibilities and survive if it acts according to the demands of all stakeholders. Daub and Ergenzinger, 2005 specifically emphasizes the involvement of tourism stakeholders in managing tourist destinations [5]. Based on this argument, all stakeholders must be involved from the very beginning of CBT, planning, management, and evaluation. All interests must be accommodated so that all parties have an optimal role in the management of CBT. The community has the potential to lose with the establishment of CBT so that the community must understand the advantages and disadvantages of CBT. Mathew & Sreejesh [6] and Hussain et al. [7] show that the surrounding population has an important role in maintaining the sustainability of tourist destinations.

UNEP and UNWTO emphasize that tourism stakeholders include the government, the surrounding community, business people, and also tourists. Each party has its own role and the interests of each party must be compromised. Social norms have grown in society so that the existence of CBT should not conflict with the prevailing norms. Thus planning, implementation, evaluation, and development must always involve the community so that a destination continues to exist and develop [2]. Iniesta-Bonillo et al. [8] and Utomo et al. [9] has confirmed that tourism that is friendly to the surrounding environment (natural environment and cultural norms) will get a positive response from tourists so that tourists give appreciation to CBT.

### 2.3 CBT Governance

Nyaupane et al. emphasize two important aspects of CBT governance[10].

- (1) The level of involvement of local communities and the level of control they have over tourism. Communities and tourists have a higher involvement in CBT than tourism in general [11]. Local people offer their homes as lodging so that tourists can enjoy the traditions of the local community. The interaction between local communities and tourists becomes a very valuable experience for tourists. Tourists enjoy the traditions and culture of the surrounding community such as arts, agriculture, animal husbandry, and other activities. The community must also have a control role in supervising CBT so that it does not harm the community.
- (2) Number and types of tourists. CBT administrators must understand their ability to receive visitors. The number of visitors that exceeds the capacity will actually reduce tourist satisfaction. CBT managers must also understand the characteristics of their tourists because tourists have different preferences.

### **3 Methodology**

This study uses a qualitative approach to obtain in-depth data. Primary data were obtained from informants, namely stakeholders related to the existence and development of cultural tourism villages in Wukirsari, Imogiri, Bantul, Yogyakarta. The informants included cultural tourism village managers, Wukirsari village government, tourism awareness groups, youth groups, SME groups supporting cultural tourism villages, farmer groups, turtle breeding groups, religious leaders, and traditional leaders. Secondary data obtained from the Wukirsari village government. Research data collection methods are in-depth interviews, focus group discussions, and documentation. Data crosscheck has been carried out to ensure the validity of the data. The data collected is then analyzed to answer the problems of this research.

## **4 Results and Discussion**

### **4.1 Cultural Tourism Potential**

Wukirsari Village has been named a cultural tourism village by the Bantul Regency Government, Yogyakarta. This village has many unique cultures, in addition to the natural beauty of the mountains. Here are some of the unique cultures in the Wukirsari village community.

- (1) Wukirsari is a puppet production center which is well known abroad. People do not only rely on agriculture, but also rely on their business as craftsmen. The skill of making wayang has been passed down from generation to generation by ancestors to today's society. The raw material is made of cowhide with synthetic and natural dyes.
- (2) Wukirsari as a center for written batik. The Giriloyo batik center is located in the Wukirsari village area. More than 500 batik craftsmen are in this village so that it becomes one of the destinations for tourists to give written batik. The batik makers develop natural dyes so that they are environmentally friendly.

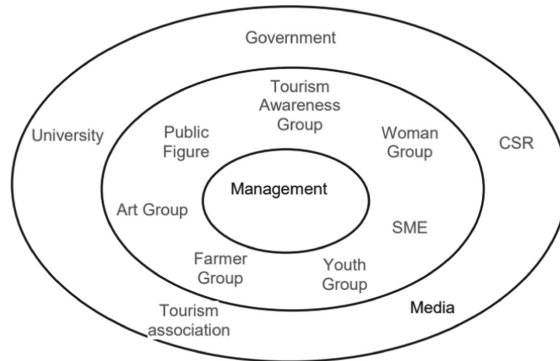
- (3) The cultivation of bird named perkutut. The people of Wukirsari village cultivate perkutut as one of the symbols of the Javanese. The sound of the perkutut is considered to have high artistic value so it is much favored by the public.
- (4) Some residents of Wukirsari work as keris producers. Keris is a traditional Javanese weapon. Currently, keris is used more as an accessory than as a weapon. Keris has a noble artistic value so that it is one of the characteristics of Javanese culture.
- (5) Wukirsari has many historical sites. The tombs of the king of Mataram are partly located in this village so that it becomes a destination for visitors who want to see directly the tomb of the king. The unique types of traditional buildings color the tomb so that it has a strong appeal.
- (6) The Mutual Cooperation Tradition. The community has a strong mutual cooperation tradition. This is indicated by the voluntary construction of village facilities. They also voluntarily cooperate in building traditional houses, making irrigation, preparing wedding party supplies, and several other activities. In addition, the tradition of “kenduri” which is still firmly rooted in society as a form of their social responsibility.

## 4.2 Cultural Tourism Village Governance

The people of Wukirsari village have realized the potential of local culture to be offered to tourists. They began to design cultural-based tourist destinations combined with nature tourism. The purpose of establishing a cultural village is to preserve local cultural values while increasing income for local residents. The people of Wukirsari village have agreed to always prioritize cultural preservation rather than pursuing short-term profits.

The Wukirsari village government has formed a cultural tourism village committee consisting of various components in the community, such as tourism awareness groups, youth groups, farmer groups, farmer groups, arts groups, traditional leaders, religious leaders, community leaders, SME groups, and community elements involved in the development of cultural tourism. other. The Wukirsari village government invites other parties to develop a cultural tourism village. Figure 1 illustrates the stakeholders involved in managing a tourist village. The collaboration of all parties involved accelerates the achievement of the goal of opening a tourist village.

Tourism awareness groups intensely oversee tourism activities. Tourism awareness groups play a role in increasing public awareness to preserve and utilize the potential of cultural tourism as additional income. The management of the cultural tourism village is responsible for planning, operating, and developing the tourism village. The management makes tourism packages based on village potential, such as batik education, puppet education, camping, traditional arts, religious tourism, and other tour packages. Youth groups facilitate cultural tourism by creating a sense of security for tourists, providing tourist information, and supporting environmental cleanliness. The group of wayang and batik producers provides education to visitors by providing batik packages and making puppets. This activity is very popular with tourists, especially children tourists. The turtle dove breeder group provides education related to bird conservation to visitors. In several events, turtle dove groups hold bird release activities to increase the turtle population in nature. Art groups display local art attractions that are able to invite visitors. SMEs in Wukirsari village sell local specialties made from local agricultural products so



**Fig. 1.** Tourism Village Stakeholders

as to increase the value of agricultural products. Religious leaders and traditional leaders play a role in directing all activities in CBT so as not to get out of cultural and religious values so that local values do not fade.

Universities together with the government are tasked with increasing the capacity of human resources for managing cultural tourism villages through training in the fields of production, finance, marketing technology. The government supports tourism activities in Wukirsari village by improving infrastructure such as roads, bridges, dams, and exhibition spaces. The government has also facilitated craftsmen to improve their skills in handicrafts and promote tourism abroad. The industry provides CSR programs such as the construction of co-production houses, exhibition halls, and promotional boards. The mass media also contributes in disseminating the existence of the Wukirsari cultural tourism village so that it is increasingly known.

### 4.3 Benefits of Tourism Village

The increasing number of tourists in cultural tourism villages provides economic benefits for individuals and communities. The community also feels the infrastructure built by the government so that their economic activities run more smoothly. In addition, the individual community feels additional income so that it improves the family economy. However, income from tourism cannot be used as the main income. The income that goes to the group is managed jointly to preserve culture, such as buying art equipment and supporting exhibition activities.

### 4.4 Factors Affecting the Success of Cultural Tourism Villages

The results of this study indicate that not all destinations in Wukirsari village are developing rapidly, even some spots look neglected. Based on the results of in-depth interviews with research subjects, this study found two factors that influence the success of cultural tourism villages, namely the cultural uniqueness factor and the governance factor.

- (1) Cultural uniqueness is a characteristic that attracts tourists and provides valuable experiences for tourists. Some destination spots that fail have minimal uniqueness,

meaning that these spots have a lot in common with other places. Visitors want a completely different experience so they own the destination.

- (2) Tourism village governance must involve various elements, namely the community, government, universities, companies, mass media, and social media. One of the important findings in this study is the importance of social media in the pentahelix. In the era of information disclosure, potential visitors seek information on the existence of destinations from social media so that tourism managers should carry out intensive promotions through social media.

#### 4.5 Research Limitations

This research approach is qualitative so it does not describe quantitatively the number of tourists, the amount of income increase, the level of tourist satisfaction, and other quantitative data. Further research needs to examine the effect of cultural uniqueness and CBT governance on tourism performance.

## 5 Conclusion

The main findings of this study are the success factors of cultural tourism villages. In this case, the success of a cultural tourism village is determined by two factors, namely cultural attractiveness and CBT governance. Managers must be able to present the uniqueness of culture so that it is truly attractive to potential visitors. In addition, CBT management must involve all stakeholders and all parties play an active role in creating value so that tourists get a unique and interesting experience.

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