



The Role of Village-Owned Enterprises to Rural Tourism: A Scoping Review

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Abstract. While earlier reviews of the literature looked at rural tourism and village-owned businesses separately. Rarely does literature specifically address the contribution of village-owned businesses to the introduction and growth of rural tourism. This scoping review's goal is to map out how village-owned businesses contribute to the implementation and growth of rural tourism. To determine the function of village-owned businesses in the growth of rural tourism, the evaluation employs a scoping review technique. The scoping review technique developed by Arksey and O'Malley (2005) contains five steps. In several nations, studies looked into Scopus databases throughout a ten-year period (2012–2021). According to the findings of the scoping study, village-owned businesses play an important role in the growth of rural tourism as a vehicle for social capital development and village-owned media. The study offers useful suggestions for the future use of village-owned businesses in the creation of tourism attractions. The growth of tourist relies on the autonomous administration of village-owned businesses by the local community.

Keywords: Rural Tourism · Scoping Review · Village-Owned Enterprise

1 Introduction

One of the initiatives to manage the village's natural resources as a tool for growth in all facets of the village and enhance the welfare of the neighborhood is the development of rural tourism. Determining what constitutes rural tourism is difficult, though. Rural tourism is built on places that have all the characteristics of the countryside, claims Lane [1]. It should only be made up of locally owned small and medium-sized firms that connect tourism services to regional agricultural output. The industry creates tourism goods using the environment, cultural history, other resources, and local knowledge. Local tourism has two key components: attracting new residents and recycling and revitalizing rural resources and infrastructure [2].

The development of tourism in a region brings about a new income for the neighborhood. The growth of the tourism industry contributes significantly to the production of new jobs, new infrastructure, and increased competitiveness. The four primary production components for the tourist industry are labor, physical capital, technology, and

natural resources. The protection of natural resources, local populations, and cultural traditions is the fundamental policy tenet for the growth of sustainable tourism [3]. Three economic, environmental, and social components make up the sustainable tourist development strategy [4, 5]. The economic development component is concerned with generating revenue, boosting the local economy, and bringing employment to the area. The social development component emphasizes enhancing welfare, fostering social interactions, and promoting education through community tourism initiatives. The environmental development dimension focuses on conserving the environment as a valuable tourism resource and inspiring people to protect the environment, while the cultural development dimension focuses on enhancing culture and tradition as a tourist attraction.

The advantages of tourism for rural development may be seen in the rise of income and employment, new work habits, improved business capabilities, conservation of the environment, identity strengthening, community cohesiveness, and weak economic revitalization [6, 8]. Many services may be further connected through rural tourism, which would enable the growth of related industries including local cuisine, crafts, and the arts. Agrotourism and rural tourism development provide solutions to the community's economic and social issues [9]. By reducing immigration, it also promotes the growth and preservation of rural and natural heritage. It aids in fostering socioeconomic growth and job prospects in underdeveloped regions [1].

Encouragement of rural entrepreneurship, which is a development and growth strategy for welfare, is one of the actions that may be implemented to promote rural economic development [10]. Local Owned Enterprises (BUMDes), formed by the government and village communities, can accommodate this rural entrepreneurial spirit [11]. In order to manage assets, services, and other companies for the benefit of the village community, BUMDes is a commercial organization whose capital is either entirely or partially drawn from the riches of the village.

The community may be involved and actively promote rural tourist management through the formation of independently run BUMDes or village-owned enterprises. The government is supporting the development of BUMDes because of its strategic importance to the village economy in the long run [12].

Through the mobilization of challenging local resources for profit-oriented firms, this sort of locally owned and controlled business may assist in addressing societal issues [13]. Local community entrepreneurship is seen as a viable method for advancing rural development objectives [14]. However, other research focuses on some of the major difficulties faced by local businesses, such as unclear ownership, problems with membership and governance, relatively lower quality human resources, difficulties creating economies of scale, lack of access to financial resources, and restricted access to technology [15, 16]. Additionally, there has been a decline in use as the number of village-owned businesses has increased [17].

The purpose of this study is to map the body of knowledge about the impact of village-owned businesses on the implementation and growth of rural tourism. Prior literature studies placed a lot of emphasis on the contribution that village-owned businesses provide to local independence. Simply examine what a rural trip entails [18] and the traits of rural social businesses [19].

The stage described by Arksey & O'Malley [20] can serve as the basis for performing a scoping review. The practice of scoping reviews is common in the study of health sciences [21]. The contrasts between scoping reviews and systematic reviews, particularly in terms of their objectives, are described in length by Munn et al. in [22]. If the goal of the review is to explain ideas, uncover knowledge gaps, examine research behavior, or provide information for systematic reviews, scoping reviews are utilized [22]. The synthesis of results is another distinction between scoping and systematic review. When it comes to synthesizing data using meta-statistical analysis, meta-synthesis, or a mixture of the two if a review of mixed methodologies is used, systematic reviews are more stringent than scoping reviews [22]. Scoping reviews are preferred by respondents in a research by O'Brien et al. [21] because they are thought to be an effective tool for mapping subjects with a more flexible approach than systematic reviews [21].

2 Methods

To determine the impact of village-owned businesses on the growth of rural tourism, this analysis employs a scoping review methodology. The reference sources employed differ from journal papers, hence the scoping review research approach was selected. Scoping review is a technique for locating in-depth literature that has been carefully gathered from diverse sources using different research techniques and is relevant to the subject of the study [20].

This study's scoping review methodology was inspired by Arksey and O'Malley [20]. The 5 (five) stage scoping review technique adopted by Arksey and O'Malley [20] included the following steps: (1) defining the research questions; (2) finding pertinent studies; (3) study selection; (4) charting the data; and (5) compiling, summarizing, and reporting the results.

2.1 Identifying the Research Questions

At this point, research questions are identified for use as a guide during article searches. At the outset of scoping reviews, it's critical to define research questions. Researchers can develop techniques for performing literature searches while making sure that important topics are addressed by developing research questions [20, 23]. What function do village-owned businesses play in the growth of rural tourism? is the inquiry at the heart of this study.

2.2 Identifying Relevant Studies

Searches can be conducted using a variety of sources [20], including electronic databases, reference lists, original journal searches, already-existing networks, pertinent organizations, and conferences. SCOPUS, an electronic database, was used to conduct a search for the literature used in this study.

The keywords for the literature search in this study were determined using the question format P (Population), E (Exposure), and O (Outcome) (PEO). The usage of PEO question types is intended to aid in the discovery of research publications that employ

both qualitative and quantitative methodologies [24]. Village-owned businesses make up the study's population element, while rural tourism development serves as its exposure and the function of village-owned businesses as its consequence.

Consequently, the primary search phrases are developed in an effort to find literature pertinent to the study topics. The search term is "village" OR "rural" OR "social" OR "SMEs" OR "villag* owned" OR "villag*-owned" OR "community" AND "enterpris*" OR "business" AND "rural tourism" OR "village tourism" OR "tourism rural" OR "village tourism" AND "development" OR "increas*" OR "sustainabl*." 326 articles linked to study subjects were discovered based on searches with preset keyword search phrases.

Table 1 lists the criteria that were employed in the literature search procedure. Ten years, from 2012 to 2021, make up the utilized time frame. The growth of rural tourism is said to have been influenced by village-owned businesses over a period of ten years. An empirical piece that has been published in an English-language peer-reviewed journal qualifies as the chosen form of publishing. Empirical research from other nations is acceptable as long as it satisfies the other conditions listed above.

2.3 Study Selection

Table 1 lists the criteria that were employed in the literature search procedure. Ten years, from 2012 to 2021, make up the utilized time frame. The growth of rural tourism is said to have been influenced by village-owned businesses over a period of ten years. An empirical piece that has been published in an English-language peer-reviewed journal qualifies as the chosen form of publishing. Empirical research from other nations is acceptable as long as it satisfies the other conditions listed above.

2.4 Charting the Data

At this point, research on the subject of the study—the growth of rural tourism—and related analyses and literature were gathered. The outcomes of the literature categorization are then displayed as a table matrices. The most important information is taken from the chosen literature. The information that has been documented pertains to the study's author, year, setting, and conclusions.

Table 1. Inclusion Criteria

Criterion	Inclusion
Period	2012–2021
Publication Type	Empirical Articles
Article Source	Journal
Language	English

2.5 Collating, Summarizing and Reporting the Results

Compiling, analyzing, and reporting the study's findings is the scoping review's last step. At this point, analysis is completed, the chosen literature is compiled and summarized, and the results are reported in the results and discussions. The outcomes of the data collection are displayed in Table 2.

3 Results and Discussion

The importance of village-owned businesses in the growth of rural tourism is the topic of a comprehensive content analysis from four sources, which is summarized in the table below [25–29].

According to the summary in Table 2, village-owned businesses play a number of key roles in the growth of rural tourism, including:

Table 2. Summary of Selected Article Content Analysis

No	Author (year)	Location	Findings
1	Qu, M., McCormick, A.D., Funck, C. (2020) [25]	Japan	The findings suggest the emergence of “art businesses,” local social enterprises that serve as tourism and community assets and model the results of sustainable development. The islands that support such local social enterprises reap great community benefits, while the islands without local social enterprises, their recent tourism economy only benefits tourists and large entrepreneurs.
2	Naderi, A., Nasrolahi Vosta, L., Ebrahimi, A. & Jalilvand, M.R. (2019) [26]	Iran	There is a role of social capital mediation, creativity and social values to be the strength of social enterprises operating in rural tourism.
3	Aslam, M. S. M., & Awang, K.W. (2015) [27]	Sri Lanka	The social-community rural tourism company works closely with stakeholders and integrated rural resources holistically to produce sustainable rural tourism to ensure sustainable rural development.
4	Vassiliadis, C.A., Fotiadis, A., & Piper, L.A. (2013). [28]	Macedonia	Functional and technical information can also be applied as an important factor to the level of quality that customers feel from related websites at 74 rural companies in Central Macedonia.

3.1 The Role of Sustainable Development Tools

To develop a community-based tourist industry, the idea of village economic institutions or well-known village-owned businesses is really highly beneficial. Taking into account the potential for nature tourism, which is prevalent in rural regions. The connection between visitors and the tourist environment, as well as the integration of interests over time, would be more favorable with the active participation of villages as a tourism community. To preserve and retain the attraction of repeat visits, the practice of looking to make the most money possible from tourists—such as during the holidays—can be more carefully monitored. The village government can contribute effectively and most advantageously to the development of the physical and virtual infrastructure needed for tourism.

A village-owned enterprise is a company whose capital is entirely or largely held by the village through direct participation drawn from the town's wealth and is set aside to manage assets, services, and other enterprises for the maximum benefit of the village community. Therefore, there are parties who can have an impact on or be impacted by the achievement of organizational goals, or stakeholders. Stakeholders possess a variety of qualities such as authority, need, and urgency. Who has authority over, a stake in, and an interest in the organization is the emphasis of stakeholder theory [30]. Prefers those in positions of authority, plays a specific role in the dynamics of the village, is knowledgeable and skilled in the use of resources, and is interested in the town's economic growth.

Village-owned businesses are created to enhance the villagers' welfare and village economics. The integration of village government, village government bodies, and village communities is necessary for village-owned enterprises to function as the community's economic engine. Village-owned businesses may be essential to the rural economy because they may create the village's signature goods, such as rural tourism, and sell them internationally.

3.2 The Role of Social Capital

Internal social capital and external social capital are two concepts connected to relationships within and outside of a company, respectively [31]. The World Bank defines social capital as a society that consists of institutions, relationships, attitudes, and values that govern human interaction and influence both the economic and social development [32]. Personal connections, trusts, and shared duties are ways that social capital expresses the importance of dividing up roles and arranging them.

The state of the villagers' social capital, which comprises of social bonding, social bridging, and social connecting, is still adversely correlated with the condition of the villagers' economic capital. In order to achieve a socially lively village in the framework of local democracy, the third social connection of the village community becomes parochial or becomes the shallowest social capital, and it is unable to assist economic growth [33]. A village-owned business was established on the principles of family spirit with the goal of maximizing the economic, human, and natural resource potential to enhance the welfare of the village community. In order to operate enterprises at the economy and public services that are not only focused on making a profit but also on

enhancing the welfare of the village community, it is necessary to be present in the center of the community.

4 Conclusion

The scoping assessment revealed the impact of village-owned businesses on the growth of tourism, sustainable tourism development, and village-owned social capital media. Village-Owned Enterprises (BUMDes) Become Village Business Institutions The village administration and the community work to develop the economies of the villages and sub-districts that are located in villages and potential villages. BUMDes require capital, including social, human, and financial resources. Each capital procedure is heavily influenced by the master, who is extremely happy with the way BUMDes is run. so that the village's independence can ensure the continuation of BUMDes.

Tourist destinations in the village and tourist villages themselves are both unique yet sometimes challenging to behold. Today, The Tourism Village is home to several settlements. However, upon closer inspection, it becomes clear that the hamlet has not been developed as a tourist village and primarily has tourist attractions. BUMDes conduct 106 village excursions in the Malang area.

Cooperative, ignition, transparency, emancipation, accountability, sustainable with a member base, and self-help are some of BUMDes' core values. Out of everything, management operated autonomously and competently. All of the rules of the language are hard to change in practice. As a result, the growth of BUMDes may need even more of the village chief, bumdes manager, and chairman. BUMDes management is in the development stage with the goal of achieving village independence.

The only source of papers for this study is the SCOPUS electronic database. The best technique to be more thorough and true to the article's source in the SINTA database and others.

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