



Comparative Analysis of the Potential and Attractiveness of Tourism Villages for Sustainable Development

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Abstract

This study analyzes how the Krebet and Rejowinangun tourist villages in Yogyakarta manage their tourism potential to achieve sustainable tourism. The analysis utilizes the 4A Framework (Attraction, Accessibility, Amenities, and Ancillary) to evaluate the supporting components of both destinations comparatively. Data were analyzed using the Miles and Huberman interactive model to produce a comprehensive analysis and strategic recommendations for the sustainable development of cultural tourism in both locations. Using a qualitative descriptive approach, the study found that both villages implemented different yet effective models. Krebet succeeded through specialization in wooden batik crafts, supported by a fair profit-sharing system and strategic collaboration with academics and companies. In contrast, Rejowinangun developed with a diverse and integrated approach, offering a variety of cultural and environmental attractions managed by the Tourism Awareness Group (*Pokdarwis*) with strong support from the government and financial institutions. The study concluded that sustainability can be achieved through various models tailored to local potential, and its findings provide strategic recommendations for the future development of other tourist villages. This study also contributes to the literature on sustainable tourism management by highlighting the need for adaptive frameworks based on specific local resource endowments.

Keywords *Community-Based Tourism, Sustainable Tourism, Tourism Village*

INTRODUCTION

Sustainable tourism, a key paradigm in Yogyakarta's development, strikes a balance between economic growth, environmental preservation, and socio-cultural involvement (Yanan et al., 2024). Tourism villages are a form of community-based tourism that can significantly increase local income and create jobs (Habibi, 2022). They embody a sustainable approach by preserving local culture and traditions (Dewi, 2013) and creating a harmonious environment (Marysya & Amanah, 2018). Rejowinangun and Krebet Tourism Villages, with their distinct characteristics—Rejowinangun's historical and activity-based tourism and Krebet's unique wooden batik crafts—present a case for a comparative study. However, tourism village development often faces challenges such as limited management capacity (Yusnita & Annabila, 2024), a lack of stakeholder synergy (Maryunani et al., 2024), and suboptimal promotion (Anggaini & Juviano, 2023). Active community participation is crucial for success (Cahayani et al., 2024), as it provides positive socio-cultural, environmental, and economic impacts (Subadra & Nadra, 2016).

These challenges present opportunities for improvement through enhanced communication, human resource development, and digital marketing. A structured bureaucratic framework and active community involvement are vital for sustainable development (Yusnita & Annabila, 2024). Although existing studies often focus on evaluating the success factors of a tourism village, a critical gap remains in understanding how fundamentally different management models

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compare. This lack of comparative insight hinders policymakers' ability to develop context-specific and tailored strategies for the heterogeneous village tourism sector.

This study aims to address this gap by analyzing and comparing community-based tourism management models in Rejowinangun and Krebet. Specifically, it examines the unique potential of each village, the effectiveness of its management model based on tourism-supporting components, and its socio-cultural, environmental, economic, and community participation impacts. These findings will result in recommendations for development strategies tailored to each village.

LITERATURE REVIEW

Sustainable Tourism and the SDGs

Sustainable tourism aligns with the global Sustainable Development Goals (SDGs), particularly SDG 8, 11, 12, and 15 (Martins et al., 2025; Romeo et al., 2021). The United Nations World Tourism Organization (UNWTO) conceptualizes sustainable tourism as a form of tourism development that integrates economic, social, and environmental considerations to address the needs of all stakeholders. As outlined by UNWTO and the United Nations Environment Programme (2005), sustainable tourism is built upon three fundamental pillars: the efficient utilization of environmental resources, the preservation of local socio-cultural integrity, and the promotion of economic viability through the equitable distribution of benefits. The goal of sustainable tourism extends beyond visitor numbers to encompass the preservation of ecosystems, the protection of cultural heritage, and the equitable distribution of economic benefits to local communities (Punzo et al., 2022). Destination quality should be measured by qualitative indicators, such as community well-being and environmental sustainability, rather than just quantitative metrics (Mason et al., 2022). This local-level implementation, particularly in urban and rural management, is exemplified by the development of tourism villages.

Cultural Tourism and Its Potential

Cultural tourism, a significant form of travel where cultural heritage is the main attraction (Priyanto, 2016), is growing due to demand for authentic experiences. It boosts a destination's appeal and preserves local identity (Richards, 2018). This is often implemented through tourism villages, which combine cultural, man-made, and natural resources to attract visitors (Eresus et al., 2016). These villages allow tourists to experience and learn about local life, fostering a sustainable environment through a balance of social interaction and traditional customs (Marysya & Amanah, 2018; Rosalina et al., 2021). Studies have shown that they generate significant economic benefits, including increased employment and improved living standards locally (Samper-Mendívil et al., 2025; Ede et al., 2025; Chen et al., 2020). Socio-culturally, they help preserve traditions and support environmental conservation (Samper-Mendívil et al., 2025). The success and sustainability of tourism villages depend on the active involvement of the local community, who are the primary custodians of their cultural heritage (Giampiccoli & Saayman, 2018).

Tourism Attractions

Active community participation is crucial in identifying the key components required for the successful development of tourism villages. The presence of tourists, in turn, serves as the primary driver of destination attractiveness. According to Yuliardi et al. (2021), the 4A framework—comprising Attraction, Accessibility, Amenities, and Ancillary—provides a valuable approach for evaluating and enhancing the feasibility of tourism objects. As elaborated by Fortuna (2020), the 4A framework can be applied to assess the attractiveness of a tourism destination through the following dimensions:

- Attraction: the central elements that draw tourists, representing unique resources that

other destinations cannot fully replicate.

- Accessibility: the ease of reaching destinations, including transportation availability, travel time, road conditions, and signage.
- Amenities: supporting facilities that cater to tourists' needs, such as accommodation, restaurants, entertainment venues, and shopping centers.
- Ancillary: institutions and services that facilitate and promote destination development and marketing, including tourism boards, industry associations, and destination marketing organizations.

However, a critical review reveals a gap in the synthesis of these frameworks when analyzing diverse management models. Most studies apply the 4A framework to a single, successful destination, focusing on what is present (Buditiawan, 2021; Sinaga et al., 2023; Maryunani et al., 2024; Radzanowski & Uğur, 2020; Rahmawati et al., 2019; Sawir et al., 2021; Widyastuti & Dharmesti, 2020), rather than how the components are strategically managed across different village models (e.g., specialized vs. integrated). This study aims to fill this gap by utilizing the 4A framework not only as an evaluation checklist but also as a comparative lens to analyze distinct management philosophies in two successful villages, thereby contributing to a more nuanced understanding of how local potential translates into sustainable outcomes within heterogeneous village contexts. This comparative synthesis is essential for developing adaptive, context-specific policy recommendations.

RESEARCH METHOD

This study uses a qualitative descriptive method to provide an in-depth overview of the cultural tourism potential of the Rejowinangun and Krebet Tourism Villages in Yogyakarta. Both villages were selected using purposive sampling because they are categorized as Independent Tourism Villages by the Ministry of Tourism and Creative Economy. Rejowinangun was chosen for its ability to preserve cultural values in an urban environment and develop educational tourism. Krebet was chosen as an example of the successful integration of tradition and the creative economy, being a center for wooden batik crafts that has successfully penetrated the international market.

Primary data were collected in September 2025 through participant observation and in-depth interviews with 10 key informants (five from each village). Key informants included tourism village managers, local craft entrepreneurs, local community leaders, and community leaders who had been actively involved in tourism management for at least five years. Secondary data were obtained from relevant documents and literature. For ethical reasons, written informed consent was obtained from all informants, guaranteeing their anonymity and the right to withdraw from the study at any time.

The collected data were analyzed using the interactive model of Miles and Huberman, encompassing data reduction, data presentation, and conclusion drawing to produce a comprehensive analysis and strategic recommendations (Miles et al., 2014) for the sustainable development of cultural tourism in both locations. To explain tourist attractions, the 4A Framework (Attractions, Accessibility, Amenities, and Support) was used to evaluate and improve the feasibility and attractiveness of tourist destinations, including tourist villages (Fortuna, 2020; Yuliardi et al., 2021).

FINDINGS AND DISCUSSION

Specific Characteristics of Potential Tourism Villages

Rejowinangun Tourism Village

Administratively, Rejowinangun Tourism Village is located in Rejowinangun Village,

Kotagede District, Yogyakarta City, DIY Province, covering an area of 125 hectares and comprising 13 RW (community units). Its location is strategic, only 10–15 minutes from the center of Yogyakarta City, located right behind the Gembira Loka Zoo, making it easily accessible. In 2014, Rejowinangun Village emerged as the most frequently visited rural destination, attracting 15,785 international tourists and 1,608,643 domestic tourists (Supartini, 2012). The overall tourism performance of the Special Region of Yogyakarta (DIY) has continued to show positive growth, as evidenced by the recorded 22,588,531 domestic and 11,120 international tourist visits between January and July 2024 (Central Statistics Agency of Yogyakarta City, 2024). During the same year, the Rejowinangun Tourism Village was formally established and structured into five development clusters, each reflecting the distinctive potential of its respective area. The initiative was designed not to create entirely new economic prospects, but rather to optimize and enhance existing local resources, stimulating socioeconomic development and strengthening community welfare.

The Rejowinangun Tourism Village is systematically structured into five thematic clusters, each designed to cultivate and showcase the area's distinctive local potential. The Agro Cluster emphasizes the community's agricultural heritage, exemplified by traditional practices such as the *wiwit pari* harvest ceremony. The Cultural Cluster serves as a creative hub that supports local artists and art studios, promoting cultural expression and preservation. Meanwhile, the Craft Cluster promotes local entrepreneurship through the production and sale of handcrafted goods, including leather products and items made from recycled plastic materials. As noted by Susanti et al. (2024), the Herbal Cluster serves as a center for traditional Javanese herbal medicine, providing education-based health tourism while sustaining indigenous knowledge systems. The Culinary Cluster complements these efforts by offering both traditional cuisine and interactive cooking experiences. Collectively, this cluster-based development model enables Rejowinangun to deliver a diverse, integrated, and sustainable tourism experience that effectively capitalizes on its cultural, natural, and creative resources.

Krebet Tourism Village

Krebet Tourism Village is located in Krebet Hamlet, Sendangsari Village, Pajangan Subdistrict, Bantul Regency, Special Region of Yogyakarta; the distance to the center of Yogyakarta City is approximately 18 km, and approximately 7 km to the center of Bantul City. Krebet is primarily known as a center for Wooden Batik, which has developed over the past few decades and has become a leading tourism product (Widyastuti & Dharmesti, 2020; Statistics Bantul Regency, 2025). The uniqueness of Krebet Tourism Village lies in the combination of natural wealth, cultural heritage, and community artistic activities. In terms of nature, this village has three main attractions: the Pulosari Waterfall, with its fresh and natural water flow; Pajangan Hill, which offers views of the green hills typical of the countryside; and the Krebet Tree, an icon and symbol of the village's identity. This large tree is believed to be hundreds of years old and bears witness to the history of the ancestors' struggle in building the village. Not far from the tree, there is a statue of Semar, a *punakawan* character in Javanese *wayang* (shadow puppetry), who is interpreted as a symbol of prosperity, simplicity, and protection for the community (Widyastuti & Dharmesti, 2020).

Krebet Tourism Village embodies a profound artistic and cultural legacy that continues to be actively preserved and practiced by its local community. Among its most notable traditions is the *Merti Dusun* Ceremony, an annual thanksgiving celebration featuring a vibrant cultural procession, the symbolic *tumpeng* (rice cone) offering, and an all-night *wayang kulit* (shadow puppet) performance that draws both domestic and international visitors. The village also hosts more than ten local art groups, encompassing *karawitan* (Javanese *gamelan* ensembles), diverse traditional dance forms, and *ketoprak* (Javanese theatrical performances). These community-based art groups function not only as custodians of intangible cultural heritage but also as dynamic

attractions that enhance the village's tourism appeal and reaffirm Krebet's identity as a center of rural artistic expression. The village's distinctiveness lies in its integration of traditional cultural values with contemporary tourism practices, thereby fostering sustainable economic growth while maintaining cultural authenticity and community pride.

Supporting Components for Tourism Village Management

The success of community-based tourism destinations, such as Rejowinangun and Krebet Tourism Villages in Yogyakarta, depends on key supporting elements: attractions, accessibility, amenities, and institutional support. Rejowinangun thrives on a diverse approach, integrating arts, culture, and agritourism. In contrast, Krebet builds its strength on a single, specific icon: wooden batik crafts. Both villages employ different partnership models with local government, stakeholders, and the community to manage and optimize their potential, creating unique and sustainable tourism experiences. Through this partnership model, various potentials can be sustainably optimized (Mansur et al., 2024).

Table 1. Supporting Components for the Management of Rejowinangun Tourism Village and Krebet Tourism Village

Supporting Components	Rejowinangun	Krebet
	Diverse and Integrated	Specific and Powerful
Tourist attractions	Offers hands-on (participatory) experiences in various activities, including craft training, traditional arts (such as dance, <i>gamelan</i> , and <i>wayang</i>), and agrotourism (farming).	A primary focus on wooden batik crafts, with hands-on batik training for tourists. Supported by the attraction of other arts and cultures and local products.
	Strategic and Easily Accessible	Adequate Road Access
Accessibility	Located in Kotagede, close to other tourist attractions (Gembira Loka). Accessible by private and public transportation. Adequate parking and complete facilities are available.	Located in Pajangan, Bantul (approximately 18 km from Yogyakarta), the area is well accessible by both private and public transportation. Ample parking and supporting facilities are available.
	Integrated with the Local Economy	Distributed and Independent
Amenities	Facilities such as lodging and food stalls are managed directly by local MSMEs as part of the village economic ecosystem.	Facilities such as product sales stands and other facilities are managed independently by the community and are located at various points in the village.
	Strong Support Structure	Broad Collaborative Model
Supporting (Institutional)	Managed by <i>Pokdarwis</i> (internally). Receives external support from the government (Tourism Office, Cooperatives) and financial institutions (banks) for training and technology (QRIS).	Managed by village administrators in collaboration with community groups (RT, PKK, Cooperatives). External support comes from various sectors, including the government, academia (UMY and Amikom), and the private sector (BSI and Astra).

Comparison of the Effectiveness of Tourism Potential Management

From a socio-cultural perspective, Rejowinangun and Krebet Tourism Villages both prioritize culture, but with different focuses. Rejowinangun offers diverse, interactive cultural experiences like crafts, dance, gamelan, and wayang. In contrast, Krebet focuses on a single cultural icon, wooden *batik*, which is marketed digitally (Fajri, 2021). The issue of cultural commercialization in tourism is also relevant here (Kanoksilapatham et al., 2023). In terms of environmental management, both villages have community-based programs. Rejowinangun implements waste management through a waste bank, reforestation, and waterway revitalization. Meanwhile, Krebet's environmental programs are integrated with economic sustainability, such as planting trees for craft materials and a waste bank, which aligns with research by Wangsa et al. (2023), who state that waste banks can help create a clean and comfortable environment. Economically, the benefit distribution models differ. Rejowinangun employs an MSME-centered model, featuring direct transactions between tourists and local businesses, which is supported by the government and financial institutions (Arbainah & Utami, 2019). Krebet, conversely, uses a more structured 50:50 profit-sharing system channeled through community organizations and supported by multi-stakeholder collaborations. Community participation in Rejowinangun is voluntary and organic, evaluated through regular neighborhood forums. In Krebet, participation is more formal through structured working groups. Both villages face similar challenges in maintaining community trust through transparency and open communication (Revida et al., 2023). The development strategies also differ. Rejowinangun focuses on strengthening its differentiation through integrated cultural and agritourism experiences, human resource capacity building, and digital branding. Krebet's strategy, on the other hand, is to develop its *batik* identity into a leading brand through in-depth workshops, integrating batik with ecotourism, and strategic partnerships.

Previous research on tourism villages has often focused on evaluating a single location or examining the commercialization of culture (Kanoksilapatham et al., 2023). While these studies offer valuable insights, they often fail to capture the diversity of management models needed for heterogeneous local contexts. This study addresses this gap by providing a direct comparative analysis of two successful, yet contrasting, sustainability models in one region: a specialized, craft-centered model (Krebet) versus an integrated, diverse cluster model (Rejowinangun). Its primary novelty lies in demonstrating that the path to sustainable development is not a single one. According to Radzanowski and Uğur (2020) and Duchek et al. (2020), diversity is a central element in creating resilient destinations. However, Krebet demonstrates that deep specialization combined with broad collaborative support (academia, the private sector) can be equally effective and resilient. Furthermore, the comparison highlights important differences between organic, interest-based participation (Rejowinangun) and formal, structured working groups (Krebet), adding nuance to the discussion of community-based tourism (CBT) participation mechanisms that is often simplified in the literature (Revida et al., 2023).

CONCLUSIONS

Rejowinangun and Krebet Tourism Villages are successful examples of tourism village development, each with a different approach. Rejowinangun succeeded with an integrated approach that combines various potentials, such as culture (dance, *gamelan*) and environment (agrotourism), offering a rich and diverse experience. In contrast, Krebet succeeded thanks to an approach focused on a strong identity/specialization: wooden batik, which is the core of all village activities. Both villages demonstrate that tourism village development can be a sustainable economic driver. Rejowinangun shows that diversity is a strength, while Krebet demonstrates that specialization is key to building a strong brand.

The findings of this study contribute to the theoretical understanding of sustainable

tourism by demonstrating that the path to sustainability is non-unitary and context-dependent. It specifically highlights the effectiveness of adaptive management models—either integrated or specialized—tailored to local resource endowments and social structures, thereby adding nuance to the existing literature on Community-Based Tourism (CBT) participation. Practically, this research provides strategic recommendations for developing other tourism villages by emphasizing the importance of multi-stakeholder collaboration (as seen in Krebet) and authentic resource leveraging.

LIMITATIONS & FURTHER RESEARCH

Based on the current research findings, it is recommended that future research conduct a quantitative study to measure the long-term economic resilience of the specialized model (Krebet) versus the integrated model (Rejowinangun) and analyze the role of digital marketing in building global brand equity for highly specialized cultural products.

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