

# Sustainable Tourism Policy in Dewi Tinalah and Nglinggo Tourism Villages: Enhancing Economic Recovery in Yogyakarta

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**Abstract:** This study investigates the policy recommendation with analysis the strengths, weaknesses, opportunities, threats and strategies approach for restoring tourism through digitizing tourist villages and the contribution of digitizing tourist villages in restoring tourism. The tourist village objects in this research are the Nglinggo and Dewi Tinalah Tourism Villages. This research uses descriptive analysis methods and SWOT analysis. Data collection for this research was in April 2022. Based on the research results obtained, it was the Strength factor, the Nglinggo and Dewi Tinalah tourist village rides were an attraction for visitors. Weaknesses, health protocols that are not implemented properly. Opportunity, fresh air is an attraction during the pandemic. Threats, government policies related to Covid-19 (social distancing) have reduced the number of visitors. The strategy used to restore tourism through digitizing tourist villages is to take advantage of the attractiveness of rides in tourist villages, improve facilities and infrastructure such as prayer rooms, hand washing places, etc., increase social media

promotion. Then the digitalization of tourist villages can help restore tourism in the Special Region of Yogyakarta, because by digitalizing tourist villages it can attract tourists to visit.

**Keywords:** Strategy, Tourism, Tourism Village

## Introduction

Tourism is one of the most important sectors in the world and in Indonesia (Islami & Dwinugraha, 2022), several countries rely on tourism to help their economy and also use this to develop the surrounding area. Tourism continues to develop over time, but currently the Covid-19 disaster is occurring, and a new variant of Covid-19 has also emerged. This is very disturbing in various fields, both health and the economy. Many countries are experiencing economic difficulties because several sectors contributing to their economy are hampered by Covid-19 and the country's tourism sector is also disrupted (Roy, 2020). Various countries have made policies such as maintaining distance, no gatherings, PPKM and others. This closes the door to tourism so that the virus does not spread to the country. This is difficult for the government because if the policy is relaxed then Covid-19 cases could rise, whereas if it is not relaxed then the economy will be affected. According to (Sączewska-Piotrowska, 2021), the peak impact of this pandemic will be felt by the tourism and domestic

service sectors in the future. This pandemic is causing a global crisis because handling this must be done globally to Indonesia is also affected by Covid-19. One of the cities frequently visited by tourists, both local and Indonesian, is the Special Region of Yogyakarta. The following contributions or tourism data in DIY are as follows.

Table 1 Yogyakarta Special Region Tourism Office Performance Data

Sub element	Year					Unit
	2017	2018	2019	2020	2021	
Number of Tourist	25.952.122	25.716.216	27.365.291	9.961.315	3.673.943	Person
Visits in tourist destination areas						
Number of domestic tourists who use star and non-star hotels	4.831.347	5.272.719	6.116.354	1.77.580	1.243.765	Person
Number of foreign tourists who use star and non-star hotels	391.951	416.372	433.027	69.968,	36.856	Orang
Spending money tourists	6.328.177	7.414.988	9.212.105	1.215.000	1.055.773	Rp

Source: Regional Planning and Development Agency of Yogyakarta Province, 2021.

Yogyakarta has been affected by this pandemic, according to (Pangky et al., 2021). Restrictions on operational activities have affected DIY tourism, which is a favorite destination in Indonesia. According to what we know, tourism is currently experiencing very rapid development (Rohman et al., 2020). Therefore, if the already developing tourism sector is hampered, it will have a huge impact, especially for the Special Region of Yogyakarta. We can see that the tourism sector in the Special Region of Yogyakarta has experienced a decline both in terms of the number of tourist visits, as well as in terms of the economy. The number of tourist visits, then tourists' spending money, use of hotels by foreign and domestic tourists has also decreased, of course this will affect DIY regional income. In fact, it is hoped that tourism can help DI's economy. Yogyakarta, but the impact of Covid-19 has had a major impact on the Yogyakarta tourism sector. The following is the impact of the DIY tourism sector.

The existing data showed that in 2020 and 2021, when COVID-19 occurred, PAD in the DIY tourism sector experienced a fairly large decline and this of course really disrupted economic activity in DIY. If it is not addressed immediately, DIY tourism will stop and so will the DIY economy.

Table 2 Development of Total Regional Original Income (PAD) in the Yogyakarta Special Region Tourism Sector

Sub element	Year				Unit
	2018	2019	2020	2021	
Entertainment tax	34.589,06	35.990,53	12.610,67	5.242,37	Rp
Restaurant tax	160.585,99	201.656,43	132.315,94	117.000,40	Rp
Hotel tax	251.723,37	284.165,36	126.975,01	96.327,49	Rp
Levy for use of regional assets (tourist attractions)	21.795,95	23.940,87	13.161,03	5.684,94	Rp

The strategy that the government can implement to restore the tourism sector is the existence of tourist villages. A tourist village is a rural area that has several special characteristics to become a tourist destination (Islami & Dwinugraha, 2022). It is hoped that the existence of a tourist village can help the government, especially the tourism sector, to recover. The tourist village itself is one way to restore the tourism sector and can also help the economy of the surrounding village, for example with the existence of a tourist village it will open up new business fields such as guest houses or homestays, etc. so that this can help the local economy, however the tourist village itself was also affected during the pandemic, therefore current developments can help the tourist village. With digitization, the tourist village is easy to access and find, everyone can easily visit the tourist village (Pencarelli, 2020).

Tourism is also a source of strategic value derived from local cultural inspiration whose potential is developed so that it becomes a tourism activity (Islami & Dwinugraha, 2022). Recently there has been several digitization of tourist villages carried out by the government in DIY, this is in order to improve tourism, which is currently being disrupted, one of which is the digital tourism village is in Kulon Progo, namely West Nlinggo Village. Therefore, the digitization of this tourist village is expected to help the DIY tourism sector, both for the government's economy and the surrounding community.

### Tourism Village

A tourist village is a rural area that has several special characteristics to become a tourist destination (Islami & Dwinugraha, 2022). The tourist village itself has an important role for tourism and the surrounding area. Tourist villages can improve the welfare of the surrounding community and can then help the regional economy (Arintoko et al., 2020). Tourist villages highlight their uniqueness to attract tourists, each tourist village has its own uniqueness. Therefore, tourist villages have become a unique tourism sector.

Tourism villages often develop facilities and services to attract tourists, such as traditional inns, local restaurants, and tourism activities such as hiking, cycling, or visits to historical places (Lubis et al., 2020). The village can also be a center of arts and crafts, where

visitors can learn or buy local products (Bui & Jolliffe, 2013). Building a tourism village requires the cooperation of local communities and governments to ensure sustainable growth (Manaf et al., 2018). They need to maintain a balance between developing tourism and preserving the local environment and culture. If managed well, tourism villages can provide economic and social benefits to local communities, while providing valuable experiences for tourists.

Yogyakarta, as one of the tourism destinations in Indonesia, is home to many tourism villages (Manaf et al., 2018), with the tourism sector being one of its key sectors. However, during the Covid-19 pandemic, the tourism sector in Yogyakarta came to a standstill, though not as severely as in Bali, another well-known tourism destination in Indonesia. The tourism sector in Yogyakarta can be said to still have its pulse, but almost all stakeholders in this sector experienced a decrease in income during the Covid-19 pandemic in Indonesia.

Yogyakarta has Tourism Villages developed massively by the local government. The presence of Tourism Villages is crucial as they can foster entrepreneurship innovation in villages (Pangky et al., 2021), enabling villagers to have various livelihoods in the village. Consequently, Tourism Villages ultimately contribute to the development and welfare of rural communities (Arintoko et al., 2020). Additionally, the presence of Tourism Villages is important as it can open up access to remote areas with tourism potential that are difficult for tourists to reach. The abundant natural resources in these villages serve as the foundation for villages to develop sustainable rural economies (Lubis et al., 2020).

### **Tourism Attraction**

A tourist attraction is one of the things that is very necessary in a country's tourism. The existence of tourist attractions can be a driver of the tourism sector economy, and of course assistance or cooperation is needed from many parties such as the government, local communities, the private sector, and others. According to (Ardianti, 2017), the existence of the tourism sector must be supported by all parties, namely the government, and the community in the tourism area as well as the private sector as investors. Tourist attractions are also the most important thing in driving tourism, because tourists visit or carry out tourist activities to enjoy the attractions of tourist attractions in the country (Khairi & Darmawan, 2021). The potential of tourist attractions is very large for tourism with its attractions can be utilized and become a characteristic of tourism (Khairi & Darmawan, 2021).

One example of a tourist attraction is a beach that has beautiful scenery and exciting activities such as swimming, sunbathing, or playing water sports (Eagleton, 2020). This place is often the choice of tourists for vacation and relaxation. Another example is a national park with biodiversity that tourists can explore to see unique wildlife and plants (Cozma et al., 2021). Historical monuments are also popular tourist attractions. Places such as temples, palaces, or archaeological sites attract tourists who want to know the history and culture of an area. Visitors can learn about the past while enjoying the stunning architecture (Dogan & Kan, 2020).

In addition, tourist attractions can be modern entertainment venues such as playgrounds or interactive museums (Fyall et al., 2022). These places offer a fun and educational experience for the whole family. They are often a favorite destination for holidays with children. Cultural events such as music festivals, traditional dances, or night markets are also tourist attractions (Drummond et al., 2021). Tourists can feel an authentic local atmosphere and interact with the local community (Kastenholz et al., 2020). These tourist attractions add color and uniqueness to the holiday experience in an area.

### **Development Of Tourism Place**

Tourist attractions are a driving force or attraction for tourism to attract tourists, both local and foreign, therefore it is necessary to develop tourist attractions to ensure that they remain sustainable and increase tourism. Tourism will contribute to the economy, and by developing tourist attractions as well help local communities. According to (Diwyarthi, 2021), the developments that occur require a management system with new standard norms, and involving various components of society, entrepreneurs, and tourists.

The development of tourist attractions can start from maintaining their sustainability and then increasing their human and natural resources (Boley & Green, 2016). This development can provide comfort to tourists who come to visit the tourist attraction, for example, after being given training to human resources, the tourist attraction guide service becomes better, then tourists who visit feel comfortable and tourist activities become better. Apart from that, the development tourism can also provide various benefits, according to (Ardianti, 2017) tourism development is one of the developments that needs to be developed because this sector can increase the country's foreign exchange receipts, produce rapid economic growth in providing jobs, increasing income, living standards, and stimulating factors. -other production factors. According (Sutrisnawati et al., 2020) tourism is a trip that is carried out repeatedly to fulfill the need for health and change of air, conscious assessment and fostering (love) for natural beauty and using the facilities provided by both the community, entrepreneurs and government, therefore the role of government and society is very important in the development of this tourist attraction.

After planning, infrastructure development becomes an important step (Adshead et al., 2019). This infrastructure includes roads to the location, public transportation, and facilities such as lodging, restaurants, and public toilets (Pérez-Acebo & Romo-Martín, 2019). This facility must be well designed to be comfortable for use by tourists. Promotion is an important part of the development of tourist attractions. The government and the community need to work together to promote tourist attractions through social media, advertising, or cooperation with travel agents. Effective promotion can attract more tourists to visit (Amin & Priansah, 2019). Finally, the management of tourist attractions must be sustainable. This means maintaining a balance between the needs of tourists and the sustainability of the local environment and culture. Good management will ensure tourist attractions remain attractive to visitors and provide long-term benefits to the local community (Fyall et al., 2022).

## Research Method

This research uses descriptive qualitative and SWOT analysis. The research location is the West Nlinggo and Dewi Tinalah Tourism Village of Kulon Progo. The respondents of this research are visitors to the West Nlinggo and Dewi Tinalah Tourism Village. The data collection time is April 2022. The data collection technique used is a questionnaire. Data analysis begins with collecting respondents' answers, grouping them into internal and external factors based on the similarity of the types of respondents' answers, then looking for the average for each type of answer which is the same and becomes a scoring value, then weighting. After that, determine the x and y values based on the results of the scoring and weighting values for each external and internal factor analysis statement which then produces an analysis matrix, diagram or strategy via SWOT. According to SWOT analysis, it is the systematic identification of various factors to formulate company strategy (Pradikta, 2013).

This research used 100 respondents because they did not know the population of the Nlinggo Barat and Dewi Tinalah tourist villages. This was based on the opinion of (Hair et al. 2010) that the number of representative samples was 100 to 200. According to (Hertanto, 2017), the advantages of the questionnaire instrument were that The Likert scale with five scales is a questionnaire that can accommodate respondents' neutral or unsure answers.

## Result and Discussion

### Swot Analysis

The SWOT analysis of this research is internal factors which is consist of strength and weakness indicators in Dewi Tinalah and Ndlinggo Tourism Villages. The following is the SWOT result analysis.

Table 3 Internal Factor Analysis Summary (IFAS) Matrix

No	Internal Factor	Weight	Ratings	Weight Score
<b>Strength</b>				
1	Tourist Village Object rides provide an attraction for visitors	0,1	4	0,4
2	Typical tourist village products are an attraction	0,08	4	0,32
3	Visitors already feel comfortable in the service	0,065	4	0,26
4	Digitalization of Tourism through Promotion on Social Media is already interesting	0,05	4	0,2
5	Facilities and Infrastructure that accommodate (prayer room, toilet, trash can, hand washing place)	0,2	4	0,8
<b>Total Strength</b>		<b>0,495</b>		<b>1,98</b>

Table 3 Internal Factor Analysis Summary (IFAS) Matrix (cont')

No		Internal Factor	Weight	Ratings
Weakness				
1	Health Protocols are not implemented properly	0,05	3	0,15
2	Location or access to the tourist village is quite far	0,15	3	0,45
3	Weak Branding Image as a Tourism Village based on Digitalization	0,1	3	0,3
4	Lack of Professional Human Resources in managing	0,125	3	0,375
5	Lack of Information on Tourist Villages	0,08	3	0,24
Total Weakness		0,505	3	1,515
Total Skor		1		3,495

The second result is part of external factors consisting of Opportunities and Threats, as follows:

Table 4. External Factor Analysis Summary (EFAS) Matrix. The following is an analysis of the EFAS table, namely:

No	Eksternal Factors	Weight	Ratings	Weight Score
Opportunity				
1	Fresh air is an attraction during the pandemic	0,1	4	0,4
2	Tourist Interest in Environmental Tourism	0,05	4	0,2
3	The visitors are interested again	0,05	4	0,2
4	Advanced information technology as a medium for promoting Tourism Villages	0,1	4	0,4
5	There are no competing tourist villages with more interesting rides	0,1	4	0,4
Total Opportunity		0,4		1,6
Threats				
1	Government policy regarding Covid-19 (Social Distancing) reduces the number of visitors	0,2	3	0,6
2	Access that is quite far makes visitors decrease	0,2	3	0,6
3	Visitors to the Tourism Village do not maintain the cleanliness of the Tourism Village	0,1	3	0,3
4	Covid-19 makes visitors afraid to visit the Tourism Village	0,05	3	0,15
5	Coordination in managing tourism activities among managers is not yet good	0,05	3	0,15
Total threats		0,505	3	1,8
Total Skor		1		3,4

Based on the results of the IFAS and EFAS matrices, then identify x and y by looking for the difference between scores and weaknesses, scores of opportunities and threats which are then obtained by coordinates in the SWOT analysis quadrant and used for efforts to restore the West Nglinggo and Dewi Tinalah Tourism Villages during the pandemic which can be seen through the following image:

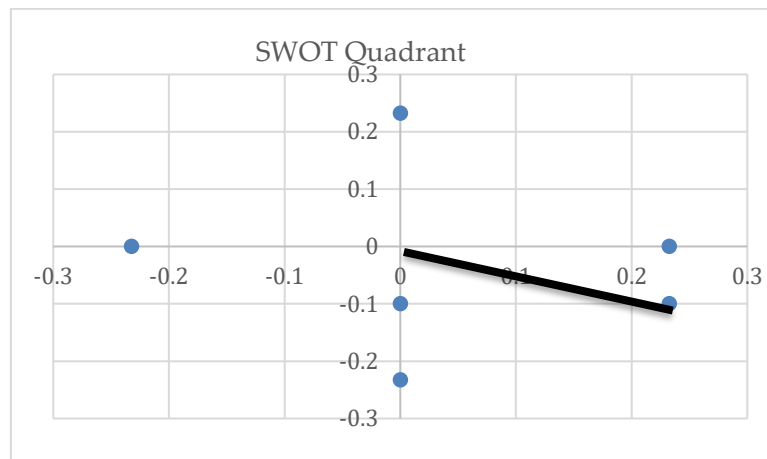


Figure 1 SWOT Quadrant

The results of the IFAS and EFAS tables above can be used to identify the x and y axis matrix tables, which are obtained by subtracting the strength and weakness scores, then between the opportunity and threat scores. The results of the difference in these two factors produce coordinates in the SWOT matrix as a way to restore the Tourism Village Nglinggo and Dewi Tinalah during this pandemic outbreak. Based on the table above, it can be explained that the West Nlinggo Tourism Village and Dewi Tinalah are in the position of the Strength and Threats axis or in quadrant II, then from this quadrant a strategy can be formulated to help restore tourism through digitizing tourist villages during the pandemic in the West Nlinggo tourist village and Goddess Tinalah.

This explains that tourist villages are advised to carry out a diversification strategy, namely a strength to overcome a threat that comes by utilizing strengths within the tourist village to prevent threats from outside the tourist village. ST Strategy, a strategy that utilizes strengths to overcome the weaknesses of the tourist village.

These results showed that, a policy can be adopted that can be used to restore the Nglinggo and Dewi Tinalah tourist villages, namely: Utilizing the attraction of rides in the tourist village, so that visitors who travel quite far feel rewarded when they arrive at the tourist village. Most local tourists who come must come from cities that are quite far away, then after they arrive, they can enjoy the attraction of the beauty and enjoyment of the Nglinggo and Dewi Tinalah tourist villages.

Improving facilities and infrastructure such as prayer rooms, hand washing places, providing hand sanitizers in several places and others. It is hoped that increasing the provision of these facilities can increase the comfort of visitors to tourist attractions, so that they do not worry about what they need.

Increase social media promotion regarding information on health protocols in tourist villages to inform tourists who are still afraid to visit tourist villages because of Covid-19. There are still many tourists who do not visit because they are afraid of crowds and do not comply with existing health protocols, but if they know that the Nglinggo and Dewi Tinalah tourist villages have implemented existing health protocols then they no longer need to worry about visiting.



## Conclusion

Based on the research results above, a conclusion can be drawn to find out the method or strategy used to restore tourism through digitalization of the Nglingsgo and Dewi Tinalah Tourism Village, which is as follows: ST Strategy, a strategy that utilizes strengths to overcome the weaknesses of the tourist village. From these results, a policy can be adopted that can be used to restore the tourist villages of West Nlinggo and Dewi Tinalah, namely: Utilizing the attraction of rides in the tourist village, so that visitors who travel quite far feel rewarded when they arrive at the tourist village. Improving facilities. and infrastructure such as prayer rooms, hand washing places, providing hand sanitizers in several places and others.

Increase social media promotion regarding information on health protocols in tourist villages to inform tourists who are still afraid to visit tourist villages because of Covid-19. It is hoped that the results of this research can be used as a reference for tourism village managers so that they can overcome related problems. Tourism village managers are expected to be able to develop the potential or strengths that exist within the village and reduce existing weaknesses so that the tourist village is helped and can help restore tourism also through digitizing the tourist village.

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