

## **The Role of Tourism Village Development on the Economic Welfare of Local Communities**

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### **ABSTRACT**

This study aims to analyze the role of the development of Sosromenduran Tourism Village in improving the economic welfare of the local community. Sosromenduran Tourism Village, located in the Municipality of Yogyakarta, was developed as a form of community-based tourism by actively involving the community in economic and tourism activities. The approach used in this study is a qualitative descriptive method, with data collection techniques in the form of observation, in-depth interviews, and documentation involving eight informants from three categories, namely the management of Sosromenduran Tourism Village, community members who are involved, and those who are not involved. Data analysis is carried out through the stages of data reduction, data presentation, and conclusion drawing. The results of the study show that the role of tourism village development has a positive impact on economic welfare indicators, including increased income, job creation, MSME growth, access to training and skills, and the availability of infrastructure and public facilities. In addition, this village also encourages the promotion of local products and cultural preservation through various tourism events. This research emphasizes the importance of community empowerment in creating inclusive and sustainable tourism and shows that Sosromenduran Tourism Village can serve as a model for community-based local economic development. However, challenges are still encountered; limited public participation remains a challenge in itself, and fluctuations in the number of tourists during certain periods can affect income stability.

**Keywords:** *Tourism Village, economic welfare, local communities, MSMEs, community-based tourism*

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### **INTRODUCTION**

Tourism is one of the fastest-growing economic sectors in Indonesia (Hidayati, 2026; Rusmini, 2022; Sanjaya et al., 2024; Silalahi & Agustina, 2024; Trimulato et al., 2023). With its natural beauty and cultural richness, tourism not only functions as a means of recreation but also contributes significantly to increasing community income, job creation, and regional development (Bakalo et al., 2025; Ijatuyi et al., 2025; Livandovschi, 2022; Tola et al., 2024; Yanan et al., 2024). Law No. 10 of 2009 concerning Tourism emphasizes that the purpose of implementing tourism is to increase regional income, expand employment opportunities, and encourage sustainable development. The Special Region of Yogyakarta is one of the provinces that makes a significant contribution to the national tourism industry. This area is known as a center of education, culture, and a leading tourist destination for both domestic and international visitors. So far, tourists have tended to visit popular destinations such as Malioboro, Tugu Jogja, Beringharjo Market, the Keraton, and Taman Sari. To extend tourists' length of stay, the city government has introduced a tourism village program as an alternative attraction. Tourism villages are expected to preserve local traditions and culture while improving the economic welfare of the community. Based on data from the Yogyakarta City Tourism Office, there are 25 tourism villages spread across various regions with diverse potential in terms of culture, crafts, and the community's socioeconomic life (Harini et al., 2025; Hariyadi et al., 2024; Rahajeng et al., 2023; Wibowo & Darsono, 2022).

The research gap this study addresses is threefold. First, existing literature lacks specific analysis of urban tourism villages where the primary attraction is community life and cultural activities rather than natural scenery; Sosromenduran represents this understudied category. Second, previous research has not systematically disaggregated economic welfare into its constituent indicators (income, employment, MSME growth, training access, and infrastructure) within a single tourism village study. Third, the challenges specific to urban tourism villages, particularly dependency on institutional visitors (study tours and seminars) and vulnerability to policy changes, have not been adequately explored. This study fills these gaps by providing a comprehensive analysis of an urban tourism village's impact across multiple welfare indicators while identifying context-specific challenges.

The novelty of this research lies in its integrated analytical framework, which combines Community-Based Tourism (CBT) principles with economic welfare theory applied specifically to an urban tourism village context. Unlike prior studies that examined either economic impacts or community participation in isolation, this research simultaneously analyzes five welfare indicators: income increase, job creation, MSME growth, training access, and infrastructure development. Furthermore, this study introduces the concept of "institutional market dependency" as a specific vulnerability for urban tourism villages, which has not been identified in previous literature. The research also provides empirical evidence from Sosromenduran's transformation from a negatively stigmatized area (associated with prostitution) into a recognized cultural tourism destination, offering a unique case of image rehabilitation through tourism.

One of the tourism villages that is growing rapidly is Sosromenduran Tourism Village. Its strategic location, close to Malioboro and Tugu Station, makes this village easily accessible to tourists. The development of this tourism village follows a community-based tourism model (Community-Based Tourism/CBT), in which the community plays an active role in managing tourism activities, ranging from tour guides and homestay managers to culinary providers and craftspeople. The increase in tourist visits has encouraged the formation of micro, small, and medium enterprises (MSMEs), which contribute to local economic growth. Previous research has shown that the distribution of economic benefits from tourism villages is not always equitable; some community groups with stronger access to capital and networks tend to gain more than others. This phenomenon highlights the challenge of ensuring that the economic benefits of tourism are experienced inclusively. Based on this background, this research was conducted to answer several important questions: (1) how the Sosromenduran Tourism Village has developed; (2) what factors affect its success; (3) what role tourism village development plays in the economic welfare of the community; and (4) what challenges are faced in the management of tourism villages. Thus, this study aims to analyze the role of Sosromenduran Tourism Village development in the economic welfare of local communities, as well as to provide recommendations for more sustainable and inclusive tourism management.

## **METHOD**

This research used a descriptive qualitative approach with the aim of exploring in depth the role of the development of Sosromenduran Tourism Village on the economic welfare of the local community. The research location was carried out in Sosromenduran Tourism Village, Sosromenduran Village, Gedongtengen District, Special Region of Yogyakarta in 2025. The

research subjects were selected using the Purposive Sampling technique, so that eight informants were obtained consisting of four people who were actively involved in the management of tourist villages, three people who were not involved but felt the impact, and one community leader. Research data was collected through direct observation, in-depth interviews, and documentation in the form of activity notes, photographs, and supporting archives. Primary data was obtained from the results of interviews with informants, while secondary data was obtained from official documents, reports, literature, and data from related agencies. Data analysis was carried out using the Miles and Huberman method which included three stages, namely data reduction to filter relevant information, presentation of data in the form of narratives and tables, and drawing conclusions verified with field data.

## RESULTS AND DISCUSSION

Based on the Regulation of the Mayor of Yogyakarta Number 115 of 2016, Tourism Village is an area with social and economic activities based on the potential of natural and artificial attractions, including cultural heritage, social life, cultural values, arts, crafts, traditional culinary, and accommodation facilities. This principle underlies the formation of the Sosromenduran Tourism Village, which is known as a cultural area as well as a t-shirt production center. In the early stages, this potential has not been utilized optimally; Most businesses are managed by outsiders, while local communities only play a passive role. This condition encourages the manager, Edi Subagiyo, to invite residents to actively participate. Public awareness then increased, as seen from the increase in efforts, training, and empowerment activities. The physical transformation of the village is also carried out, for example the arrangement of vegetable plant passages that beautify the environment. Administratively, this area was inaugurated in 2010 under the name of Sosromenduran Tourism Village, then changed to Sosromenduran Tourism Village in 2012. The area includes seven villages, 14 RWs, and 54 RTs, with an area of 0.45 km<sup>2</sup> and a population of ±7,500 people.

Development is carried out through the participation of various elements of society (youth organizations, PKK, craftsmen, MSMEs), who then agree on an MoU and form a joint tour package. This effort has yielded results in the form of achievements, including the third place in the DIY Tourism Village/Village Competition and the best national village village award in the tourism category in 2023. The government also supports with training and empowerment programs.



**Figure 1: Map of Sosromenduran Village Area**  
(Source: Sosromenduran Village)

Since then, people's income has begun to increase in line with government support through empowerment and training programs to optimize the potential of residents and improve the quality of life. In strengthening tourist attractions, Sosromenduran Tourism Village collaborates with various parties, including hotels and universities, to organize cultural events. The two main activities that are routinely held are Ruwahan dan Sarkem Festival, which has succeeded in building the image of the village as a destination rich in culture and community creativity. In addition to cultural events, this village offers various tour packages, such as *full day*, *half day*, and *Live-in*, which not only showcases local traditions but also allows tourists to get directly involved in community activities. Supporting facilities such as lodging, parking area, meeting hall, public bathroom, prayer room, souvenir shop, *restoran*, *money exchangeservice Laundry*, as well as the rental of traditional clothes and vehicles with these facilities providing comfort for tourists while supporting the sustainability of tourism programs.

### Development of Sosromenduran Tourism Village

From the description of the research location that the researcher has explained in the previous section, an overview of the condition of the tourist village can be obtained, namely the beginning of the formation of the Sosromenduran tourism village and the development of the Sosromenduran tourism village as follows:

**Table 1. Informant Profile**

Aspects	The Beginning of the Formation of the Sosromenduran Tourism Village	Development of Sosromenduran Tourism Village to date
<b>Image and Identity of the Village</b>	<p>A). It is known as a cultural village and a t-shirt manufacturer, but it is less widely known as a tourist destination.</p> <p>B). Sarkem, or Flower Market, which is known for its negative connotations related to prostitution.</p>	<p>A). It is known as a multicultural tourist village with a variety of art, cultural, culinary, and interactive local attractions.</p> <p>B). The term Sarkem is now beginning to be known as the name of the Sarkem <i>Fest cultural festival</i>.</p>
<b>Environmental Physical Conditions</b>	<ul style="list-style-type: none"> <li>Many of the passages are small, narrow, and poorly organized.</li> </ul>	<p>The hallway is laid out into a vegetable plant hallway, a plant hallway, and an aesthetic zone that becomes a visual attraction</p>
<b>Community participation</b>	<ul style="list-style-type: none"> <li>The community tends to be passive, the business sector is largely controlled by outsiders</li> </ul>	<p>the community is actively involved in the management of tourism, MSMEs, and cultural activities; Formation of community institutions</p>
<b>Types of Community Businesses</b>	<ul style="list-style-type: none"> <li>Limited to non-tourism home businesses such as convection, <i>laundry</i> or informal sector employees</li> </ul>	<p>The business has grown into <i>homestays</i>, culinary, handicrafts, vehicle rentals, tour guide services, and souvenir products</p>
<b>Cultural Activities and Attractions</b>	<ul style="list-style-type: none"> <li>Cultural activities are not organized and are only seasonal or individual initiatives</li> </ul>	<p>Routinely organizes <i>events</i> such as Ruwahan and Sarkem <i>Fest</i> as leading tourist attractions</p>
<b>Public Facilities and Infrastructure</b>	<ul style="list-style-type: none"> <li>Lack of tourist facilities; Narrow Village Road, Not Yet Tourist-Friendly</li> </ul>	<p>Complete facilities are available, namely <i>homestay</i>, <i>restaurant</i>, prayer room, meeting hall, <i>Money exchange</i>, vehicle rental, public bathroom</p>
<b>Local Economic Opportunities</b>	Limited and uneven economic opportunities	Economic opportunities grow with the presence of MSMEs and collaboration between communities; Income of the community increases
<b>External Cooperation</b>	Lack of partnerships with external parties	Cooperation with hotels, campuses, communities, and <i>stakeholders</i> supporting community promotion and training

In the early days of its formation, Sosromenduran Tourism Village was not widely known as a tourist destination. Its identity is more inherent as an ordinary cultural area and a T-shirt production center, even some areas such as Pasar Kembang (Sarkem) face a negative stigma because it is associated with prostitution. This perception creates an unfavorable image in the eyes of the outside community. However, over time, the strategy of changing the image was carried out through the transformation of the term "Sarkem" into a symbol of cultural promotion. This initiative is realized in the organization of Sarkem Fest, a festival that features art, culture, MSME bazaars, and creative community activities. These efforts have succeeded in turning negative stigmas into positive potentials to support tourist attractions. In line with the change in image, community participation in the management of tourist villages has increased significantly. If at first the residents tended to be passive and many economic activities were controlled by outsiders, now through the encouragement of the managers, the community is beginning to realize the potential of their village. This collective awareness process encourages the active involvement of the community in various activities, such as the provision of *homestays*, the rental of vehicles and traditional clothing, the production of souvenirs, and participation in training and empowerment.

In addition to increasing participation, changes are also reflected in the physical aspects and infrastructure of the village. The alleys that were once narrow and unorganized are now beautified with alleys of vegetable plants, which in addition to improving the aesthetics of the environment also add to the tourist attraction. A comparison of the initial and current conditions shows that the Sosromenduran Tourism Village has made significant progress. This development has not only succeeded in changing the image of the village positively, but also makes a real contribution to the sustainable improvement of the welfare of the local community.

### **Factors That Affect the Success of the Sosromenduran Tourism Village**

Based on the results of the interviews, it shows that the success of Sosromenduran Tourism Village in improving the welfare of the local community is influenced by three main factors, namely the collective awareness of the community, the role of local leaders, and multi-stakeholder collaboration. First, the community's collective awareness of the potential of the region is a key factor. This awareness encourages people to switch from passive positions to active actors in tourism activities. These changes are reflected in the increasing participation of residents in cultural arts, culinary, and accommodation services, including the courage to open new businesses as part of emerging economic opportunities.

Second, the role of local leaders functions as a driving force. Leaders have an important role in initiating programs, directing activities, and building public trust to be actively involved. Without strong leadership, the management of tourism villages is difficult to run collectively.

Third, multi-stakeholder collaboration strengthens the success of management. Through the 5K program (campus, village, community, corporate, city), the community receives support in the form of training, funding, promotion, and facility improvement. Collaborations with hotels, universities, stations, and tourism offices show that success does not only depend on internal actors, but also on synergy with external parties.

These findings confirm that the success of the Sosromenduran Tourism Village is the result of collective work involving community awareness, local leadership, and external

support. This synergy strengthens tourism villages as an inclusive, participatory, and sustainable empowerment space.

## **The Role of Tourism Village Development on the Economic Welfare of the Community**

### **1) Increased Revenue**

The development of the Sosromenduran Tourism Village plays a significant role in increasing community income. Before the existence of tourism management, some residents did not have a business or worked informally with an uncertain income. After the training and encouragement of managers, many people began to open businesses, such as *angkringan*, which is now a source of daily income. An informant stated:

*"After opening angkringan and participating in training, the results can be enough for daily needs and sometimes you can save" (S4. W1.58-60).*

The increase in income was also felt by residents who switched from irregular jobs, such as project contractors, to owners *Homestay* with more stable income.

*"I used to work as a contractor, the project was not definitive, sometimes there is, sometimes not. Now I open a homestay, Alhamdulillah, the results are better, guests also stay quite often." (S2. W1.22-24).*

The same thing happens to business actors *Laundry* which was previously quiet, but now gets many customers from tourists and owners *Homestay*. In addition, simple activities such as parking attendants, small traders, and pedicab pullers also provide a more stable daily income.

The economic impact of tourism villages not only touches culinary and accommodation actors, but also other supporting businesses. An even increase in income is an important indicator of community welfare, as explained by the welfare theory, and in line with the findings of Raharjo & Nugroho (2021) that this tourist village makes a real contribution to increasing residents' income. Despite this, some communities still rely on income from formal work which also maintains the economic stability of their families.

### **2) Job Creation**

The development of the Sosromenduran Tourism Village has a significant influence on the creation of community jobs. Before it developed, this area was just an ordinary settlement with limited economic activity and a fairly high unemployment rate, especially among the youth.

*"Yes, there is clearly a change, ma'am. The economy of the residents around here has indeed increased since the existence of the tourist village. In the past, before it became a tourist village, this was just an ordinary village. Many residents are unemployed, especially young people." (S3. W1.80-83).*

The presence of tourism villages is a solution by opening up formal and informal job opportunities. People who previously did not have jobs began to open businesses such as *angkringan*, souvenir sales, traditional clothing rentals, and lodging or *Homestay* new.

*"Wow, a lot, ma'am. Since the existence of this tourist village, thank God employment has also increased. For example, those who used to have no jobs, now they can open angkringan, sell souvenirs, there are also those who rent traditional clothes for tourists to take photos at Pokok'e Blankon. There are also those who open inns or homestays and inns. The problem is that more and more guests come, so the existing lodging is full, finally the residents make more, add more." (S1. W1.251-261)*

In addition to independent businesses, cooperation with external parties, such as hotels, creates new opportunities through the supply of foodstuffs that provide additional income. Job opportunities are also open in the tour guide service sector which earns a commission directly from services to visitors. These findings show that the development of tourism villages expands employment not only in the tourism sector, but also in the supporting sector. This is in line with Wahyuni *et al.* (2023) and Maisyaroh (2020) which emphasized the multiplier effect of tourism on the creation of productive jobs for local communities.

### **3) MSME Growth**

The development of the Sosromenduran Tourism Village has a significant impact on the growth of micro, small, and medium enterprises (MSMEs). This tourist village not only functions as a cultural destination, but also as a new economic space that encourages the growth of various local businesses. The growth of MSMEs is an indicator of the success of community-based tourism because it expands economic opportunities while actively involving the community.

Village managers play a role in building partnerships with MSME actors through a tour package bundling system, so that local products such as snacks, handicrafts, and services are promoted along with cultural attractions. This strategy not only strengthens the tourism identity, but also increases the visibility of public products. The growth of MSMEs then creates a multiplier effect in the form of additional job opportunities, especially in the fields of packaging, distribution, and product sales.

In addition, MSME actors are now organized into groups facilitated by managers, with the support of promotion and the provision of business facilities. These findings confirm that the development of tourism villages strengthens the MSME ecosystem in a sustainable manner and provides a more equitable economic impact. The results of this study are consistent with Abdillah & Hakim (2020), Wahyuni *et al.* (2023), and Frasawi (2018) who emphasized the importance of community empowerment and training in strengthening the competitiveness of community-based MSMEs.

### **4) Availability of Public Infrastructure and Facilities**

The development of Sosromenduran Tourism Village makes a significant contribution to improving infrastructure and public facilities that function not only to support tourism activities, but also to improve the quality of life of the local community. The availability of these physical facilities is proven to be closely related to economic welfare indicators (BPS, 2020), because they are able to encourage trade activities, service provision, and new business opportunities. Currently, public facilities in tourist villages are increasingly complete, including prayer rooms, meeting halls, public bathrooms, *money exchange*, lodging, services *Laundry*, to vehicle rental. In addition, tourist information boards are installed at strategic points to facilitate the mobility of visitors. Environmental planning efforts are also carried out through mural repairs, sanitation improvements, and road repairs with *paving block* which is more environmentally friendly. The transformation of the alley into a vegetable plant passage adds aesthetic value as well as tourist attraction.

This infrastructure improvement provides benefits not only for people who are directly involved in the tourism sector, but also for residents who work outside of tourism. They feel the comfort of a cleaner environment, better road access, and the presence of various culinary

businesses and household services that support their daily needs. Thus, the development of tourism villages is proven to bring equally inclusive benefits to all levels of society.

These findings are in line with the 3A (Attraction, Accessibility, and Amenities) theory which emphasizes the importance of amenities in the development of tourist destinations (Sakina & Wedadjati, 2023). These results also support Fitria et al.'s (2024) research which shows that the quality of public facilities not only increases tourist satisfaction, but also strengthens public participation in tourism development.

### **5) Access Training and Skills**

The development of Sosromenduran Tourism Village not only increases income and creates jobs, but also expands community access to training programs and skills improvement. This training serves as a strategy to encourage economic independence and increase the competitiveness of tourism businesses. Activities facilitated by the tourism office and educational institutions include dance, gamelan, English, product photography, packaging design, financial management, and creative skills such as *eco print* and lion handicrafts. The training strengthens the capacity of MSMEs through improving digital skills and design that supports modern marketing. In addition, the training also provides production cost efficiency and expands women's empowerment through digital-based entrepreneurship. This activity takes place routinely 1-3 times every month, so that the community can develop their abilities gradually.

Community participation in training continues to increase as awareness of the importance of community-based tourism management grows. However, some residents are still not involved due to limited time, information, or motivation. Thus, access to training at Sosromenduran Tourism Village contributes significantly to strengthening technical capacity, increasing the competitiveness of MSMEs, and encouraging more inclusive economic empowerment. A persuasive strategy is still needed so that the benefits of training can be felt equally by the entire community.

### **6) Improvement of Local Products**

Local products play an important role in strengthening cultural identity and attracting tourists. The development of the Sosromenduran Tourism Village has a real impact on the increase in local products which is now the main attraction of visits. Pokok'e Blankon products are most in demand by tourists because they offer photo services as well as traditional clothing rentals. Tourists, especially young people and out-of-town visitors, are enthusiastic about using traditional clothing to take pictures. In addition, culinary specialties such as Coro Bikang cakes, bakpia, and wingko add to the appeal with authentic flavors. Fashion products such as Ciplak-Cipluk and *eco print* It also gets attention for its distinctive design and manufacturing techniques. The village manager promotes these products through art events, bazaars, potential titles, and annual traditions of Ruwahan and *Sarkem Fest*. This activity is an effective means to introduce local products while expanding the tourist market.

The integration of local products in tour packages provides wider promotional space, increases MSME income, and creates new business opportunities. This finding confirms that increasing local products strengthens community economic growth and is an indicator of welfare (BPS, 2020). From perspective *Community Based Tourism*, The community not only receives benefits but also plays a key role in the development of local potential. These results

are in line with Fitriani et al. (2020), who emphasized the contribution of *Event* tourism in increasing the competitiveness of local products.

### **Challenges in the Management of Sosromenduran Tourism Village**

The management of the Sosromenduran Tourism Village faces various challenges that come from internal and external factors. Internal challenges are mainly related to limited human resources. Community-based tourism management requires readiness, awareness, and active participation of all residents. However, the level of community readiness is uneven, so regular training and empowerment are important strategies to increase collective capacity and awareness in supporting the sustainability of tourism villages.

External challenges can be seen from fluctuations in the number of unstable tourists, especially in certain periods. This condition affects the sustainability of community businesses that depend on tourism activities. In addition, government policies that reduce the budget for official trips, seminars, and *study tour* has a significant impact on the flow of tourists. The loss of institutional markets causes MSME actors to experience a decrease in turnover and shows the vulnerability of local economic structures.

These findings show that the sustainability of tourism villages is not only determined by internal capacity, but also by external factors that are difficult to control. Therefore, a strategy of market diversification and strengthening local economic resilience is needed so that the sustainability of tourism villages is maintained. These results are in line with Dewanti (2019) who emphasized that the challenges of community-based tourism include limited human resources and dependence on policy support.

### **CONCLUSION**

The development of Sosromenduran Tourism Village has contributed significantly to improving community economic welfare and reducing unemployment through job creation, supported by strong community awareness, government policies, collaboration with the private sector and academic institutions, and effective promotion. Active community participation fosters a sustainable, multi-stakeholder tourism ecosystem. This development positively impacts five key aspects of economic welfare: increased income through various local businesses, expanded employment opportunities in both direct and supporting sectors, growth of local MSMEs alongside rising tourist visits, enhanced community skills through training programs, and improved public infrastructure. However, challenges remain, including limited participation among older residents, fluctuations in tourist numbers, and restrictive tourism-related policies. Overall, Sosromenduran Tourism Village functions as an effective instrument for community economic empowerment, aligning with Community-Based Tourism principles and economic welfare theory. Future research is recommended to explore strategies for increasing inclusive participation—particularly among older populations—and to examine resilience mechanisms that can help tourism villages adapt to policy changes and fluctuations in tourist demand.

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