

# Factors Affecting The formation of Tourism Village : Focusing on Components Tourism Supply in Indonesia

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## Abstract

Tourism is one of the supporting development. Increased development in the tourism sector is one of the alternatives to improve the economy of the community through rural tourism. This research aims to determine the optimization of tourism resources as a component of tourism offerings towards the formation of tourist villages in Indonesia. The research method used is a descriptive method with a quantitative approach. The study involved data from 1,734 tourism villages and merged in 308 regencies in Indonesia obtained from PODES 2018 data. Factors Affecting The formation of Tourism Village consists of Natural Resources (NR), Built environment (BE), Operating sectors (OS) and Hospitality and Cultural Resources (HCR). Data analysis uses multiple regression analysis using STATA version 14 to test the influence of each variable. The results showed marine tourism, Economy infrastructure (lodging, hostels, motels, inns, guesthouses), Economic Support Facilities (Ticket Agent / Travel / Travel Agency) and The existence of programs, development activities, community empowerment in the village with activities is a means of recreation and tourism has a significant effect on the formation of rural tourism. While in the coefficient of determination (R<sup>2</sup>), based on table 3 above shows that at (R<sup>2</sup>) of 0.6859. In this case it means that 68.59% of the components of the tourism offering consisting of 12 indicator calculations can be explained by the variables Natural Resources (NR), Built Environment (BE), Operating Sectors (OS) and Hospitality and Cultural Resources (HCR) while for 31.41% described by other components of tourism offers not included in the study. Research is expected to provide an overview of related parties in managing rural tourism to improve the formation of rural tourism.

**Keywords:** Tourism, Rural Tourism, Components Tourism Supply, Natural Resources, Hospitality and Cultural Resources

## 1. Introduction

The tourism sector is important in supporting the development of the country's economy. Tourism provides benefits and economic impact on the population. Many positive impacts can be generated by the tourism sector [1]. In a different tourist typology, rural tourism has grown rapidly in recent decades [2]. For many of these countries, rural tourism has become an important product, allowing local communities to share their natural environment with tourists looking for a more natural and authentic experience [3] [4] [5].

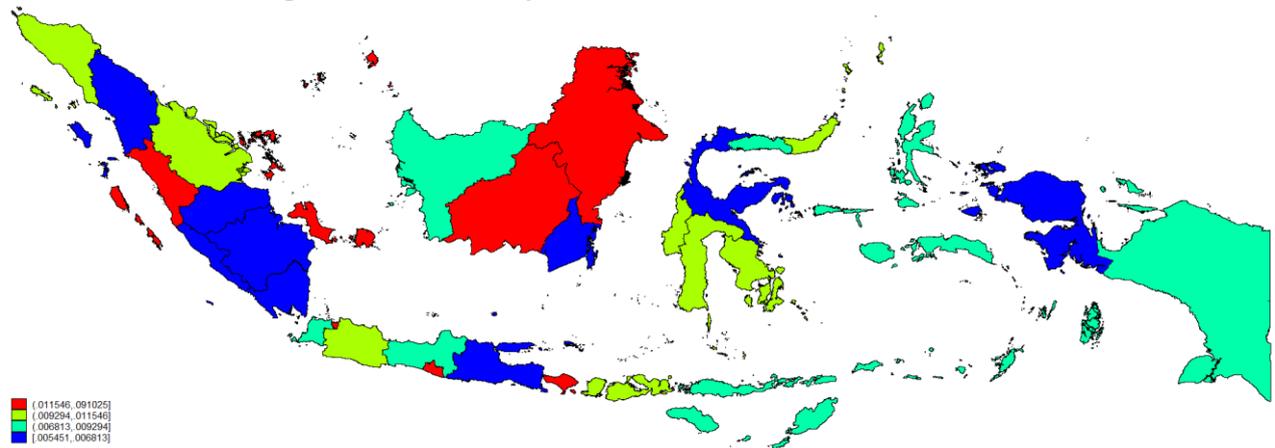
Rural Tourism is a rural area that offers an overall

atmosphere that reflects the authenticity of the village both from socio-economic, cultural and various unique potentials of the village that has been developed into a tourist component. Rural tourism has experienced a lot of growth over the past 20 years, which contributes a lot to the region's economic growth. Rural tourism provides regional economic, socio-cultural and ecological improvement and growth [6] [7] [8] [9]. Rural tourism is a tourist activity carried out on village attractions. Rural tourism make one of the attractions are the natural resources of tourism. Natural resources of tourism is a place of tourism that is still natural and has not undergone much change by human intervention.

Various components of natural tourism resources such as mountains, beaches, hills, lakes and rivers [10] [11] [12]. In tourist areas, it is important to identify and classify the service components. Compare the quality and quantity of offerings with those competing Components are essential to the success of tourism [13]. The components of tourism supply divided into four categories : Natural resources and environment, Built environment, Operating sectors and Spirit of hospitality and cultural resources [13] [14].

Recreational tourism is an ubiquitous component of local, national, and global, and usually this

recreational tour is in rural areas. This is beneficial for rural areas, where rural tourism is becoming more valued and may represent new opportunities for economic development [15]. Therefore, areas with abundant tourism resources can achieve economic development through the positive effects of tourism. Tourism as one of the global drivers of development has implications for tourism, which can be divided into three categories: economics, ecology and socio-cultural [16]. Over the last three decades, many studies have focused on the perceptions and attitudes of residents and stakeholders towards the introduction of tourism into rural areas as the primary approach to impact measurement [17] [18][19] [20] [21] .



**Figure 1. Tourism Village in Indonesia**  
**Source: Processing data using STATA 14**

In figure 1 above, it can be seen from the tourist villages in Indonesia based on the division of provincial areas. It can be seen that the most tourist villages are in west Sumatra, Riau Islands, Yogyakarta, Bali, North Kalimantan, East Kalimantan and Central Kalimantan.

Rural tourism has limited facilities and infrastructure. Tourism is a tool for improving these areas, especially in rural areas, where agricultural activity is unstable and unpredictable [22]. There has been no equalization of the construction of facilities and infrastructure in tourist village objects. With these limitations and inequalities make it difficult for tourist villages to develop. However, the development of tourist villages that have not been optimal makes the goal to achieve the welfare of the surrounding communities in tourist villages.

This research aims to find out the factors that influence the formation of tourist villages in Indonesia. These factors are seen from the perspective of supply that provided by the tourist

village. This research complements previous research using a more detailed complement of tourism offerings. This is the first study using Village Potential Data (PODES) involving 83.931 villages in Indonesia

with the number of tourist villages being as many as 1.734 touristm villages.

## 2. Literature Review

### 2.1 Tourism

Tourism is growing because there is a human movement in search of something unknown, exploring new territories, looking for a change of atmosphere or to get a new trip. Today tourism has become one of the main industries in generating foreign exchange in various countries. Tourism is a variety of tourist activities supported by various facilities and services provided by the community, entrepreneurs, government and local government.

The definition of tourism is as a travel activity, whether carried out by individuals or groups, aimed

at recreation and enjoying the uniqueness offered by tourist attractions [23] [24] [25] [5]. In the era of modern civilization the definition of tourism has developed more widely and progressively. In practice there are types of tourism that were previously unknown or the understanding, such as : business tourism, medical tourism, sipiritual / religious tourism, nature tourism, ecotourism, wildlife tourism, adventure tourism, alternative tourism, halal tourism, and so on [26] [27] [28] [29] [30]. Tourism is one of the important industries in many countries. The results of previous researchers' studies showed that tourism has a positive effect on several things such as : quality of life, economic growth, job creation, cultural development, and infrastructure development [31] [32] [33] [34].

## 2.2. Rural Tourism

Rural tourism is one form of tourism-based community development. The concept of rural tourism with its characteristics of unique, distinctive and environmentally friendly products that become a new solution for the development of tourism in the world. Rural tourism development efforts can tap into the potential of agriculture, and involve rural communities [35] [36] [37].

Rural tourism can be defined as the movement of people from their normal residence to rural areas for a minimum period of twenty-four hours to a maximum of six months for the purpose of pleasure and pleasure alone. Rural tourism refers to all tourism activities in rural areas [38] [39] [40]. Any form of tourism that showcases rural life, art, culture, and heritage in rural locations, thus benefiting local communities economically and socially as well as enabling interaction between tourists and locals for a more enriching tourism experience can be referred to as rural tourism [41] [42]. The term 'rural tourism' to refer to all tourism activities in rural areas.

## 2.3. Tourism Village

The tourism village is a village administrative area that has the potential and uniqueness of a distinctive tourist attraction, namely experiencing the experience and uniqueness and traditions of the people in the village with all its potential. The main condition of the village determined as a tourism village is to use a Letter of Decision from the local Regent which officially states that the village is a tourist village [43] [38] [44].

Based on one of the Regional Regulations from the Regent, namely Purworejo Regency Regional

Regulation Number 15 of 2019 concerning Tourism Villages. Declaring Tourism Village is a form of integration between attractions, accommodations, and supporting facilities presented in a structure of community life that blends with applicable ordinances and traditions [45]. Tourism village has an important role to advance the welfare of the community, leveling opportunities for business and employment, optimization of economic potential and regional characteristics, as well as lifting and protecting cultural values, religions, customs, and maintaining the preservation of nature [45].

The stages of tourism village development start from the phase: stub, develop, develop and independent. To be able to assess a tourist village in the category of stub, developed, advanced and independent with criteria : ownership and stewardship by the community, contribution to social welfare, contribution to maintaining and improving the quality of the environment, encourage interactive participation between local communities and visitors (tourists), quality tourist and tourism services, quality food and beverage quality, quality of accommodation (homestay) and friendly tour operator performance [46].

The purpose of developing Rural tourism is to organize and manage the potential and resources of villages in the field of tourism in order to increase the economic income of the community and villages and be utilized as much as possible for the welfare of the people [47]. Forms of development of tourist villages include : natural tourism which includes tourist attractions based on rural natural resources such as nature reserves that include protected forests and people's plantations in the agrotourism development model natural tourism which includes tourist attractions based on rural natural resources such as nature reserves that include protected forests and people's plantations in the agrotourism development model ; cultural tourism which includes tourist attractions based on cultural traditions and local wisdom such as traditional ceremonies / rites, traditional music, traditional dance, sites / cultural heritage, local crafts weaving ikat and culinary and other cultural peculiarities in the village; religious tourism which includes religious tradition-based tourist attractions such as religious objects / buildings, ancient objects; artificial tourism which includes tourist attractions based on the creation and creativity of people and groups such as handicrafts in the form of fine arts, painting, recreation parks, galleries and local cultural sanggars; and Attractive tours that include traditional show-based tourist attractions and evolving creations such as traditional games, cultural performances, entertainment and other types of performances [46] [48].

### 2.4. Tourism Supply

Tourism Supply are defined as a number of goods and services offered to tourists at a certain price. Tourism Supply can be in the form of natural attractions, human creations, goods and services that can encourage people to visit a tourist destination [49] [50] [51].

In terms of Tourism Supply, it is the most important thing is to be able to identify and create a component category of tourism Supply. It is important for tourist areas to identify and categorize their supply components and compare them with competition because the quality and quantity of supply components are important factors in determining tourism success [13]. Actually tourism supply is a demand for tourism products from tourists. The demand for tourism products depends on the income of the tourists, The results of the study found that income has the greatest impact on tourism supply [48]. Most elements of tourism supply include accommodation, communication and networking services, restaurants, security, attractions, sanitation, and recreational facilities [52] [53].

This study uses a classification of Tourism supply components consisting of four categories, namely: Natural resources and environment (Basic elements in this category include air and climate, physiography of the region, landforms, terrain, flora, fauna, bodies of water, beaches, natural beauty, and water supply for drinking, sanitation, and similar uses); Built environment (infrastructure and

superstructure); Operating sectors and Spirit of hospitality and cultural resources [13].

### 3. Research Methodology

This study used data from village potential data (PODES) provided by the Central Statistics Agency (BPS). Data was used in 2018 consisting of 83.931 villages in Indonesia with the number of tourism villages being as many as 1.734 tourism villages spread from 33 provinces in Indonesia. In this study the data used in merged to the Regency level. So that sample data was obtained in this study to 308 Regency [54]. The data used in the merge from data obtained from village potential data (PODES) at the Subdistrict level.

The dependent variable of this study is from the variable components of tourism supply that affect the formation of tourist villages. Tourism offering component consisting of 4 components : Natural Resources (NR), Built Environment (BE), Operating Sectors (OS) and Hospitality and Cultural Resources (HCR) [13]. The method used is multiple linear regression using STATA software. Testing these multiple linear regression parameters using t-test and F-test, Godness of Fit measurements or model precision using R2 and R2-adjusted [55]

In accordance with the purpose of this study, namely analyzing Factors Affecting The formation of Tourism Village : Focusing on Components Tourism Supply in Indonesia, then from the Village Potential Data Collection questionnaire obtained details of the data used :

Variable	Information	Code	Abbreviation
Natural Resources	Utilization of the sea as a marine tourism	R308B1D	NR 1
	Use of the river for tourism (commercial)	R509B5K2	NR 2
	Use of the lake for tourism (commercial)	R509B5K4	NR 3
Built Environment	Use of irrigation canals for tourism (commercial)	R509B5K3	BE 1
	Availability of Base Transceiver Station (BTS)	R1003A	BE 2
	Traffic to the village with asphalt /concrete surface type	R1001B1	BE 3
Operating Sectors	Economic facilities and infrastructure (Warung, food and beverage shops)	R1206HK2	OS 1
	Economy infrastructure (lodging, hostels, motels, inns, guesthouses)	R1206HJ2	OS 2
	Economic Support Facilities (Ticket Agent/Travel/Travel Agency)	R1209FK2	OS 3
Hospitality and Cultural Resources	There is a cultural heritage site in the village that is managed	R807	HCS 1
	The existence of local wisdom is a culture / customs / noble customs that characterize the community and are still maintained in the village (Marriage)	R8105K2	HCS 2
	The existence of programs, development activities, community empowerment in the village with activities is a means of	R1601A8K2	HCS 3

	recreation and tourism.		
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Source : Village Potential Data (PODES) form Central Statistics Agency (BPS)

Table 1 : Variables Factors Affecting The formation of Tourism Village

Empirical models in this study can be formulated are :  
 Rural Tourism =  $\alpha + \beta_1 NR_1 + \beta_2 NR_2 + \beta_3 NR_3 + \beta_4 BE_1 + \beta_5 BE_2 + \beta_6 BE_3 + \beta_7 OS_1 + \beta_8 OS_2 + \beta_9 OS_3 + \beta_{10} HSC_1 + \beta_{11} HSC_2 + \beta_{12} HSC_3 + \epsilon$

model is obtained about the factors that affect the formation of Rural Tourism as follows :

$$\text{Rural Tourism} = 0,0078671 + 0,2178792 NR_1 - 0,2288898 NR_2 + 0,0563301 NR_3 + 0,131945 BE_1 - 0,145199 BE_2 + 0,9396249 BE_3 - 0,0544982 OS_1 + 0,3455146 OS_2 + 0,7916357 OS_3 + 0,0789875 HSC_1 - 0,146507 HSC_2 + 0,5058216 HSC_3 + \epsilon$$

**4. Finding**

**4.1. Multiple Analysis Test**

In this study using multiple linear regression methods. Multiple linear regression is useful for knowing the influence of independent variables on dependent variables. The table below shows the results of multiple linear regressions using stata as follows:

The results of the analysis as in the table above are obtained :

1. t calculate NR1 at 4.21 with a probability value of 0.000 smaller than 0.05. While the value of coefficient is 0,040474 then it can be said that the NR1 variable that is utilization of the sea as a marine tourism affects the formation of Rural Tourism.
2. t calculate NR2 at -3.46 with a probability value of 0.001 smaller than 0.05. While the value of coefficient is -0.0626658 then it can be said that the NR2 variable that is Use of the river for tourism (commercial) does not affects the formation of Rural Tourism.
3. t calculate NR3 at 0.89 with a probability value of 0.375 bigger than 0.05. While the value of coefficient is 0.0232548 then it can be said that the NR3 variable that is Use of the lake for tourism (commercial) does not affects the formation of Rural Tourism.
4. t calculate BE1 at 1.87 with a probability value of 0.062 bigger than 0.05. While the value of coefficient is 0.13648 then it can be said that the BE1 variable that is Use of irrigation canals for tourism (commercial) does not affects the formation of Rural Tourism.
5. t calculate BE2 at -1.60 with a probability value of 0.110 bigger than 0.05. While the value of coefficient is -0.0009901 then it can be said that the BE2 variable that is Availability of Base Transceiver Station (BTS) does not affects the formation of Rural Tourism.
6. t calculate BE3 at -4.60 with a probability value of 0.000 smaller than 0.05. While the value of coefficient is -0.0086236 then it can be said that the BE3 variable that is Traffic to the village with asphalt /concrete surface type does not affects the formation of Rural Tourism.
7. t calculate OS1 at -0.80 with a probability value of 0.427 bigger than 0.05. While the value of coefficient is -0.0000209 then it can be said that the OS1 variable that is Economic facilities

rt	Coef.	Std. Err.	t	P>t	Beta
nr1	.040474	.0096069	4.21	0.000	.2178792
nr2	-.0626658	.0181194	-3.46	0.001	-.2288898
nr3	.0232548	.0261508	0.89	0.375	.0563301
be1	.13648	.072933	1.87	0.062	.131945
be2	-.0009901	.0006183	-1.60	0.110	-.145199
be3	-.0086236	.0018751	-4.60	0.000	-.9396249
os1	-.0000209	.0000262	-0.80	0.427	-.0544982
os2	.0011375	.0001727	6.59	0.000	.3455146
os3	.0294587	.0039117	7.53	0.000	.7916357
hcs1	.0056843	.0067757	0.84	0.402	.0789875
hcs2	-.0015319	.0018088	-0.85	0.398	-.146507
hcs3	.0574317	.0092866	6.18	0.000	.5058216
_cons	.0078671	.0006863	11.4	0.000	.

Table 2 : Multiple Linear Regressions

Based on Table 2 of the double linear regression above, a double linear regression equation

and infrastructure (Warung, food and beverage shops) does not affects the formation of Rural Tourism.

8. t calculate OS2 at 6.59 with a probability value of 0.000 smaller than 0.05. While the value of coefficient is 0.0011375 then it can be said that the OS2 variable that is Economy infrastructure (lodging, hostels, motels, inns, guesthouses) affects the formation of Rural Tourism.
9. t calculate OS3 at 7.53 with a probability value of 0.000 smaller than 0.05. While the value of coefficient is .0294587 then it can be said that the OS3 variable that is Economic Support Facilities (Ticket Agent/Travel/Travel Agency) affects the formation of Rural Tourism.
10. t calculate HCS1 at 0.84 with a probability value of 0.402 bigger than 0.05. While the value of coefficient is 0.0056843 then it can be said that the HCS1 variable that is There is a cultural heritage site in the village that is managed does not affects the formation of Rural Tourism
11. t calculate HCS2 at -0.85 with a probability value of 0.398 bigger than 0.05. While the value of coefficient is -0.0015319 then it can be said that the HCS2 variable that is The existence of local wisdom is a culture / customs / noble customs that characterize the community and are still maintained in the village (Marriage) does not affects the formation of Rural Tourism
12. t calculate HCS3 at 6.18 with a probability value of 0.000 smaller than 0.05. While the value of coefficient is .0078671 then it can be said that the HCS3 variable that is The existence of programs, development activities, community empowerment in the village with activities is a means of recreation and tourism affects the formation of Rural Tourism.

**4.2. Determination Test**

Number of obs	=	308
F (12, 295)	=	53.69
Prob > F	=	0.0000
R-squared	=	0.6859
Adj R-squared	=	0.6732
		0.0082
Root MSE	=	6

*Table 3 : Determination Test*

Based on the table above shows that adjusted R2 amounted to 0.6859 or 68.59%. In this case it means that 68.59% of tourist villages can be

explained by natural resources (NR), built environment (BE), operating sectors (OS) and hospitality and cultural resources (HCR) (100%-68.59%) while for 31.41% it is explained by other variables not included in the study. The coefficient of determination indicates the value of 0.6859 which indicates that the relationship between a dependent variable and an independent variable is quite strong because it has a value of more than 0.5 ( $R > 0.5$ ) or  $0.6859 > 0.5$ .

**4.3. Simultaneous Hypothesis Test**

The F test in multiple linear regression has the function of knowing the influence of independent variables simultaneously [56] [57]. Then in this case the F- test is used by comparing with the F-table. Based on the multiple linear regression on table 3 above, the regression results of the series data obtained an F-statistical value of 53.69 with a probability value of  $0.00 < 0.05$ . Because the probability is much smaller than 0.05 so it can be concluded that there is a simultaneous influence of Natural Resources (NR), Built Environment (BE), Operating Sectors (OS) and Hospitality and Cultural Resources (HCR) on the formation of Rural Tourism.

**4.4. Discussion**

The Variable Natural Resources (NR) consists of 3 sources of calculation, namely Utilization of the sea as a marine tourism (NR1), Use of the river for tourism (NR2) and Use of the lake for tourism (NR3). Based on three calculations from variable natural resources (NR) that affects Rural Tourism is Natural Resources (NR) namely Utilization of the sea as a marine tourism while for use of the lake and river for tourism (commercial) has no effect on the formation of Rural Tourism.

The Variable Built Environment (BE) consists of 3 sources of calculation, namely Use of irrigation canals for tourism, Availability of Base Transceiver Station (BTS) and Traffic to the village with asphalt /concrete surface type. Based on the three calculations from variable Built Environment (BE) that has no effect on the formation of Rural Tourism.

The Variable Operating Sectors (OS) consists of 3 sources of calculation, namely Economic facilities and infrastructure (Warung, food and beverage shops) (OS1), Economy infrastructure (lodging, hostels, motels, inns, guesthouses) (OS2) and Economic Support Facilities (Ticket Agent/Travel/Travel Agency) (OS3). Based on three calculations from variable Operating Sectors (OS) that affects Rural Tourism are Economy

infrastructure (lodging, hostels, motels, inns, guesthouses) (OS2) and Economic Support Facilities (Ticket Agent/Travel/Travel Agency) (OS3) while for Economic facilities and infrastructure (Warung, food and beverage shops) (OS1) has no effect on the formation of Rural Tourism.

The Variable Hospitality and Cultural Resources (HCR) consists of 3 sources of calculation, namely There is a cultural heritage site in the village that is managed (HCR1), The existence of local wisdom is a culture / customs / noble customs that characterize the community and are still maintained in the village (Marriage) (HCR2) and The existence of programs, development activities, community empowerment in the village with activities is a means of recreation and tourism. (HCR3). Based on three calculations from variable Hospitality and Cultural Resources (HCR) that affects Rural Tourism is The existence of programs, development activities, community empowerment in the village with activities is a means of recreation and tourism. (HCR3) while for There is a cultural heritage site in the village that is managed (HCR1), The existence of local wisdom is a culture / customs / noble customs that characterize the community and are still maintained in the village (Marriage) (HCR2) has no effect on the formation of Rural Tourism.

Based on the multiple linear regression table above, the regression results of the series data obtained an F-statistical value of 53.69 with a probability value of  $0.00 < 0.05$ . Because the probability is much smaller than 0.05 so it can be concluded that  $H_0$  was rejected and  $H_1$  was accepted, which means there is a simultaneous influence of Natural Resources (NR), Built Environment (BE), Operating Sectors (OS) and Hospitality and Cultural Resources (HCR) on the formation of Rural Tourism.

While in the coefficient of determination ( $R^2$ ), based on table 3 above shows that at ( $R^2$ ) of 0.6859. In this case it means that 68.59% of the components of the tourism offering consisting of 12 indicator calculations can be explained by the variables Natural Resources (NR), Built Environment (BE), Operating Sectors (OS) and Hospitality and Cultural Resources (HCR) while for 31.41% described by other components of tourism offers not included in the study.

## 5. Conclusion

From the results of research it is known that the number of Factors Affecting The formation of

Tourism Village in Indoensia. There are many tourism offers that can be provided by the countryside. So that rural tourism continues to be improved and the determination of bsia tourist villages increases. The readiness of the village in providing tourism offers is reviewed from the aspects of Natural Resources (NR), Built Environment (BE), Operating Sectors (OS) and Hospitality and Cultural Resources (HCR). In this study it is also known that the offers from villages as factors for the formation of Rural Tourism are marine tourism, Economy infrastructure (lodging, hostels, motels, inns, guesthouses), Economic Support Facilities (Ticket Agent / Travel / Travel Agency) and The existence of programs, development activities, community empowerment in the village with activities is a means of recreation and tourism.

The tourism sector is a potential sector to develop. The impact of tourism development for economic life in tourist destinations such as in rural areas, because with the tourism activities in the region opens up many business opportunities. Where the formation of this tourist village offers tourist activities that have a lot of impact and there is direct interaction between tourists and the local community.

## 6. Acknowledment

The authors wish to thank the Kerinci Regency Regional Government for providing opportunities to the Author in carrying out learning tasks and financing this research. The author also thanked Doctor of Economics Study Program, Faculty of Economics, Andalas University, Promoter, and Co-Promoter and the Scholarship for the Education from Kerinci Regency Regional Government. They have supported the course of this research.

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