

Socio-Economic Analysis of Tourism Village Development

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Abstract

Background - The development of tourism villages has become a popular strategy in driving rural economic growth and community empowerment. However, its impact on socio-economic dimensions needs to be fully understood.

Purpose - This study aims to analyze the socio-economic impacts of tourism village development, focusing on improving local community welfare, economic growth, and emerging social dynamics.

methodology - This study uses quantitative and qualitative approaches with case study methods in several tourism villages in Indonesia. Data were collected through surveys, in-depth interviews, and direct observations and analyzed using descriptive and thematic analysis to gain a holistic understanding.

Findings - The results show that the development of tourism villages positively impacts community income, job creation, and micro-business growth. Socially, the development of tourism villages strengthens social interaction and the preservation of local culture but also raises challenges, such as changes in community lifestyles and potential conflicts of interest between stakeholders.

Originality - This study makes an original contribution by combining social and economic approaches to comprehensively understand the impact of tourism villages. It provides value for academics and practitioners involved in sustainable rural development.

Keywords: Tourism village, socio-economic impact, community empowerment, rural development, sustainable tourism.
