

EFFORTS TO DEVELOP TOURISM VILLAGES IN BADUNG REGENCY

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Abstract

This article begins with the fact that the tourist villages (11 tourist villages that have a Regent's Decree) in Badung Regency are not evenly distributed in tourism development according to their potential. The problems in this research include (1) What are the basic problems in developing Tourism Villages in Badung Regency?; and (2) What are the efforts to develop Tourism Villages in Badung Regency in the future? This research uses a qualitative research type and approach. The reason for using a qualitative research design is because essentially it is observing people in their living environment, which in this case is the community around the Tourism Village area in Badung Regency. The data analysis technique used was qualitative data analysis techniques with an interactive model from Miles and Huberman. The results of the research show (1) The basic problem of developing tourist villages in Badung Regency includes tourist villages in Badung Regency, namely the wrong perspective regarding the existence of tourist villages which are still minimal, simply following the program launch, and waiting to be moved. When there is an event or work program from the provincial or central government, the Pokdarwis is directed by the Badung district government to prepare and implement it. After the event passed, the tourist villages seemed to be left alone and would repeat the same case; and (2) Efforts to develop tourist villages in Badung Regency in the future should pay attention to the local community's understanding of tourist villages through a planned and measurable socialization process so that the stipulation of a Tourism Village Decree from the district government is not in vain, because once the Tourism Village Decree is established then the village is ready in terms of planning, management and development, capital, optimizing tourism potential, the role of local government, tourism stakeholders/practitioners, NGOs, mentoring patterns, human resources, cooperation, marketing strategies.

Keywords : Planning, Development, Rural Tourism

A. INTRODUCTION

The existence of tourist villages in Indonesia has become a central issue since the 2000s, with the initial concept of community-based development being well-known, implemented in the tourism sector as community-based tourism. The idea of community empowerment became a crucial issue in light of the failure of top-down development models, which were considered too Jakarta-centric. Since then, the concept of community empowerment has become the answer to solving all development problems, emphasizing bottom-up development models, or the intersection of bottom-up and top-down models (Darsana & Koerniawaty, 2021).

The concept of developing tourist villages in Bali has been welcomed positively by many parties, such as NGOs, travel agents, academics, local governments, and residents with tourism potential. However, the development of tourist villages in Bali remains partial and sporadic (Supratayasa et al., 2022). There is no grand design at the provincial or district/city

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government levels. Even today, some regencies in Bali still lack tourist villages (approval based on a Regional Head Decree). Furthermore, many tourist villages that have developed and are well-known to tourists have not yet been officially recognized as tourist villages by the local government. This fact demonstrates how tourist villages have not yet become a focus of development by the local government in Bali. Consequently, many villages in Bali that have the potential to be developed as tourist villages have not yet become tourist villages (Yacob et al., 2021). Conversely, villages with potential for tourism, supported by adequate human resources and established networks with stakeholders or NGOs, are able to develop the concept of tourist villages even though they do not have a tourist village decree from the local government as legitimacy. In reality, although these villages do not have a decree designating them as Tourist Villages from the local government, their tourism products and attractions are able to attract tourists to visit, stay, engage in activities, and spend money in these villages, such as in Pemuteran Village, Buleleng Regency, Bali Province (Raharjo, 2021).

The initial idea for the tourist villages in Badung Regency was likely to ensure equitable development of the tourism sector, eliminating the focus on South Badung (Kuta, Nusa Dua, and the surrounding areas), which has become a Balinese tourism trademark. Furthermore, the strong local cultural traditions and pristine natural environment are seen as potential opportunities for tourism development while minimizing the negative impacts of tourism (Agustina, 2021).

Based on the Circular Letter of the Head of the Bali Provincial Tourism Office Number 556/317/I/DISPAR concerning the Development of 100 Tourist Villages 2014-2018 in Bali, and confirmed by the Badung Regent Regulation Number 47 of 2010 concerning the Determination of Tourist Village Areas in Badung Regency, Badung Regency has 11 tourist villages located in North Badung. The 11 tourist villages in Badung Regency can be seen in table 1.1 below:

Table 1. Tourist Villages in Badung Regency

No.	Name of Tourist Village	Location
1.	Bongkasa Pertiwi Village	Karangdalem I Hamlet, Abiansemal District
2.	Sangeh Village	Abiansemal District
3.	Pangsari Village	Sekarmukti Pundung Hamlet, Petang District
4.	Petang Village	Kerta Hamlet, Petang District
5.	Pelaga Village	Kiadan Hamlet, Petang District
6.	Belok Village	Lawak Hamlet, Petang District
7.	Carangsari Village	Petang District
8.	Baha Village	Mengwi District
9.	Kapal Village	Mengwi District
10.	Mengwi Village	Mengwi District
11.	Munggu Village	Mengwi District

Source: Badung Regency Tourism Office, 2015

This research began with the idea and evidence that the development of tourist villages in Badung Regency has not yet shown optimal results. This assumption is indicated by the still-low number of tourist visits, and some tourist villages have not yet demonstrated tourism activities like typical tourist villages. Although some tourist villages have been visited by tourists (both domestic and international), this is still sporadic, and the direct impact on residents has not yet been fully felt as an alternative tourism model for community welfare as sustainable tourism.

Such as Hari Nalayani's thesis research (2015) entitled "Evaluation and Strategy for Developing Tourism Villages in Badung Regency" using SWOT analysis techniques with findings from 11 tourism villages owned by Badung Regency, only two villages (Sangeh

tourism village and Bongkasa Pertiwi tourism village) were declared to have developed, the rest were categorized as developing (embryotic). Likewise, research conducted by the Team from the Tourism Destination Study Program (S1), Faculty of Tourism, Udayana University entitled "Preservation and Utilization of Prabu Udayana's Remains as a Leading Tourist Attraction in Bali (Efforts to Design Kutri Traditional Village as a Tourist Village)" in 2014, using a qualitative approach with research results in the form of a development model for Kutri traditional village as a Tourism Village with the icon of Bukit Darma Durga Kutri Temple. Kutri traditional village which has ancient remains as a tourist attraction should be utilized positively by the local community by making a tourist village as one of its approaches. The icon of Pura Bukit Darma Durga Kutri as a heritage tourism is an extraordinary attraction with a special market share segmentation (Suryasih, et al., 2014).

The saturation of the tourism world in developing countries with mass tourism is likely caused by their knowledge and experience, because mass tourism is indeed promising in terms of material and non-material quantity, but the quality is not commensurate with the impacts it causes. Starting from cultural degradation, environmental damage, crime, economic disparity, and even many leaks that actually benefit external parties as investors as a manifestation of conglomeration or commonly referred to as neo-capitalism (Darmayasa et al., 2025). Realizing this reality, many countries that rely on the tourism sector have begun to look at developing tourism that is small in terms of quantity but has good quality, from the perspective of local communities and tourists, known as alternative tourism and its various forms (ecotourism, agrotourism, etc.). If the tourism industry wants to succeed in carrying out its mission as a discourse of income equality through expanding employment and business opportunities, tourism development must pay attention to alternative tourism. In general, alternative tourism can be defined as various forms of tourism that are in accordance with natural, social and community values and that enable both tourists and local communities to enjoy positive and beneficial interactions and exchange experiences (Stupa, 2011).

Development strategies generally focus too heavily on top-down approaches and, in reality, often neglect social, cultural, and economic issues within a community. Rural communities tend to be exploited, and if problems arise, they are simply abandoned (Benita et al., 2023). This phenomenon has the effect of making communities increasingly dependent, more likely to wait for government projects and adopting an instant-focused approach. The development paradigm should be reviewed, not merely on paper, but also in the practical phase, shifting to bottom-up development that focuses on labor-intensive development, small-scale industry development, natural resource management, village empowerment, and the application of appropriate technology. This strategy considers productivity and income variables to alleviate poverty and unemployment (Suparta, 2019).

One tourism development model that aligns with alternative tourism is community-based tourism, a pattern believed to be able to provide economic benefits and equality, environmental preservation, local cultural preservation, and community empowerment. Community-Based Tourism is tourism development with a high level of local community involvement and can be accounted for from a social, cultural, and environmental perspective, using a collaborative approach between parties such as the government, universities, NGOs, and research institutions throughout its stages (Cifor, 2014).

Kusumahadi (2017) stated that empowerment can be done by focusing on various aspects of development such as economic empowerment, social empowerment, cultural empowerment and political empowerment. Empowerment efforts can be done in parallel or sequentially (in stages). There are at least eight things that must be done in empowerment efforts, namely Enabling: Creating an atmosphere so that local communities are aware of their potential, Motivating: Motivating the community to be moved to participate, Educating: Raising public awareness to know what is happening and realizing the importance of development programs, Encouraging: encouraging the community to be moved to participate in every process, Protecting: Protecting weak communities with various policies and

protection strategies and not just letting them go, Empowering: Increasing the potential and capabilities of the community to be able to play a role in development, Opportuning: Developing opportunities/chance so that the community can participate, and Devoluting: Handing over some authority to the community so that they can make decisions.

The participatory paradigm involves local communities in the selection, design, planning, and implementation of programs that will impact their lives. This ensures that local perceptions, attitudes, and thought patterns, as well as their values, are fully taken into account. After all of this has been accomplished, the next step is to generate feedback, which is essentially an integral part of development activities. Participation, therefore, is community involvement in the development of themselves, their lives, and their environment (Mikkelsen 2015: 63-64).

Based on the background outlined above, several issues can be formulated as follows: (1) What are the Fundamental Problems in Developing Tourism Villages in Badung Regency?; and (2) What are the Future Efforts to Develop Tourism Villages in Badung Regency?

B. LITERATURE REVIEW

Tourism Village

The term tourism village has various meanings, but in general it contains the following elements: (a) a pristine area; (b) having the physical characteristics of a rural natural environment; and (c) the characteristics of the socio-cultural life of traditional communities. These distinctive characteristics of rural areas as the main tourist attraction are complemented by various tourist facilities that can provide comfort for tourists who learn about the life of the community and their environment. Inskip (2011) states that: Village Tourism, where small groups of tourists stay in or near traditional, often remote villages and learn about village life and the local environment. This definition emphasizes that tourist villages possess specific characteristics and values that can be a special attraction for special interest tourists interested in rural life. This demonstrates that the unique way of life of village residents, not found in urban areas, is the primary attraction of a tourist village (Peranginagin, 2025).

A tourist village is a rural area with unique potential and distinctive tourist attractions, both in terms of the physical characteristics of the rural natural environment and the socio-cultural life of the community, which are managed and packaged in an attractive and natural manner through the development of supporting tourism facilities. Furthermore, a tourist village is a form of integration between attractions, accommodations, and supporting facilities presented within a community life structure that is integrated with prevailing customs and traditions (Nuryanti, 2013).

Rural tourism is an activity carried out in a tourist village, where tourists visit and engage in various activities by utilizing the unique activities of rural residents as the main core of its tourist attractions. This type of tourism will provide an opportunity for city residents to get to know rural life through these activities. The development of rural tourism can provide important benefits to local communities, in the form of: (a) economic benefits, in the form of diverse family businesses, employment opportunities, increased family income, opportunities for women to fill their free time in economic activities; (b) socio-cultural benefits, such as the opportunity to interact with people from outside the village, increased ability to socialize, improved ability of residents in mastering foreign languages, increased ability of villagers, especially young people in mastering (Information and Communication Technology), growing self-confidence and pride in the socio-cultural life of the local community, increased ability of villagers in interpreting tourist attractions in their village, growing awareness and appreciation of outside culture, and opening broader insights about the outside world; (c) benefits in the environmental sector, including: awareness to maintain the cleanliness and beauty of tourist villages, protection (conservation) of noble values, the physical environment and cultural heritage objects in their villages.

In order for the benefits of rural tourism to be optimally felt by local communities, there are a number of provisions that must be met as a concept for developing tourist villages, namely: (1) starting and being initiated by the village community, (2) having local content, (3) having a joint commitment with the community to advance the village, (4) having an institution as a manager of the tourist village, (5) having the involvement and participation of village residents, (6) having mentoring and guidance, (7) having strong motivation to improve the lives of village residents, (8) having partnerships, (9) having a communication forum between residents and with other stakeholders, and (10) having a study on the development of tourist villages and orientation (Julianto, 2014)

The development of tourist villages should be carried out by local communities because they are the ones who know and are most familiar with the area and its potential, so that the results are maximized for the village community. This condition requires the active participation of village residents and a strong commitment to making their village worthy of being visited by tourists. This participation can begin from the planning stage by building a common vision among villagers to develop their village, identifying all their tourism potential, and reviewing strategies for developing their village as a tourist village, as well as compiling programs and activities related to rural tourism. In the implementation stage, villagers are invited to prepare access and build various tourism infrastructure needed, prepare the necessary human resources, and develop institutions that will manage the tourist village. In the monitoring and evaluation stages of activities, local communities must also be active, so that every activity that takes place is in accordance with the plan, and deviations can be immediately corrected.

Due to the limited ability to do all of that, cooperation is very much needed, especially support from the government as a regulator that prepares all the regulatory instruments that make it easier for the tourism village to develop, as well as its role as a facilitator that provides various infrastructure facilities that are needed. The role of other stakeholders is also very much needed, such as business actors in helping to promote the existence of tourism villages, academics and universities whose support is needed in the form of research results or in the form of community service, and the press as a media that communicates the lives of village residents to the public.

Tourism Village Development Policy

The development of tourist villages in Indonesia is carried out as part of the National Community Empowerment Program (PNPM) implemented by the Ministry of Culture and Tourism of the Republic of Indonesia. The implementation of this tourism village development is regulated by the Minister of Culture and Tourism Regulation Number PM.26/UM.010/MKP/2010 concerning the National Community Empowerment Program (PNPM) for Independent Tourism Through Tourist Villages (Sihombing & Antonio, 2024).

Villages are often an integral part of the areas where tourism is developed. Villages can support existing tourism and provide facilities that can improve the quality of tourism, such as providing tourism activities, accommodations, and attractions. Therefore, tourism development in villages is crucial (Nugroho & Suprpto, 2021).

A tourist village is defined as an integration of attractions, accommodations, and supporting facilities presented within a community life structure that is integrated with prevailing customs and traditions. The aforementioned regulation states that tourist villages can be developed based on three models: 1) Cluster Model of Tourist Attractions – Related Villages, 2) Cluster Model of Tourist Villages – Related Villages, and 3) Cluster Model of Tourism Businesses – Related Villages

Stakeholders in Tourism Village Development

In the Oxford Advanced Learner's Dictionary (2015), a stakeholder is defined as follows:

"A person or company that is involved in a particular organization, project, system, etc., especially because they have invested money in it."

A stakeholder is a person or company involved in an organization, project, or system because of the money they have invested in that organization, project, or system.

In the tourism sector, the term stakeholder is widely used to refer to parties with an interest in tourism development in a location. Freeman in Morrison (2013) states that a stakeholder is:

"Any group or individual that can affect, or is affected by, the achievement of a corporate purpose."

This definition emphasizes that stakeholders can influence the successful achievement of a company's goals and simultaneously benefit from achieving those goals.

In the tourism sector, UNWTO (2015) states that tourism stakeholders consist of: (1) Government, (2) Tourism service businesses including their associations, (3) Financial institutions, (4) Tourism human resources, (5) Tourism worker organizations, (6) Tourism education institutions, (7) Visitors, (8) Local communities and (9) Social institutions in the tourism sector. Morrison (2013) states that stakeholders consist of: (1) Tourist attraction data, (2) Events and Festivals, (3) MICE, (4) Accommodation, (5) Restaurants, (6) Transportation, (7) Travel agents and (8) Mass media. The parties interested in tourism development do not have the same position. Some parties are often more important than others (Morrison, 2013).

C. RESEARCH METHODOLOGY

Research Design

This study uses a qualitative research type and approach. Qualitative research is essentially observing people in their living environment, interacting with them, trying to understand their language and interpretations of the world around them (Sugiyono, 2019), in this case the community around the Tourism Village area in Badung Regency. The reason for using a qualitative research design is because it is essentially observing people in their living environment, interacting with them, trying to understand their language and interpretations of the world around them. By using a qualitative research design, the data obtained will be more complete, more in-depth, credible and meaningful, so that the research objectives can be achieved.

Data Validity Checking Techniques

The data validity checking technique in this study uses data source triangulation, meaning the researcher collects similar data from various different data sources. The accuracy of data obtained from one informant will be confirmed by data obtained from other informants. Thus, each informant will act as a control informant for each other. According to Moleong (2019), triangulation is a data validity checking technique that utilizes something other than the data for checking purposes or as a comparison against the data. In this study, the triangulation used is data source triangulation.

Data Analysis Techniques

Data analysis techniques are a follow-up activity after obtaining the materials needed to dissect a problem. In this study, qualitative data analysis techniques were used with an interactive model, namely the components of data reduction and data presentation were carried out simultaneously with data collection. Then, after the data was collected, the three components interacted and if the conclusions were felt to be lacking, verification and further research were needed to collect field data (Miles & Huberman, 2014). According to Miles and Huberman (2014), the three components are:

1. Data reduction is the process of selecting, simplifying, and abstracting fieldnote data.
2. Data presentation is the organization of information that allows research conclusions to be drawn. Data presentations can include various types of matrices, figures or diagrams, networks, activity relationships, and tables.

3. To conclude or verify data collection, researchers must understand the meaning of the various data encountered by recording, identifying rules, patterns, questions, possible configurations, causal directions, and various verified concluding propositions.

The scheme for qualitative analysis techniques with an interactive model is as follows:

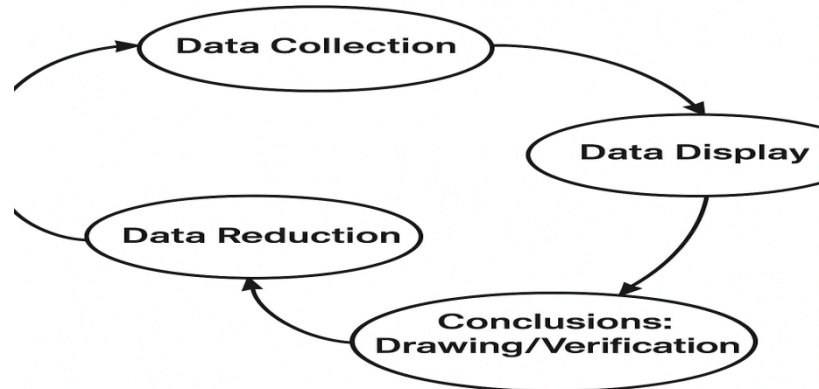


Figure 1. Interactive Model Data Analysis Technique
Source: Miles & Huberman, 2014: 20

These three components begin during data collection, when researchers perform data reduction and data presentation. After data collection is complete, the next step is for researchers to draw conclusions by verifying the data presented.

D. RESULT AND DISCUSSION

Fundamental Problems in Developing Tourism Villages in Badung Regency

North Badung is known for prioritizing agricultural development, while South Badung relies over 90% on the tourism sector. While theoretically, there appears to be a lag in North Badung, a closer look reveals a development gap when compared to economic and welfare factors. In short, the rapid development of tourism in South Badung is not comparable to agricultural/plantation development in North Badung. This means that agricultural development in North Badung remains slow and requires acceleration. This is due to numerous factors, including the continued use of traditional planting patterns, the failure to maximize agricultural diversification, farmers' inability to meet market demand, the lack of interest from the younger generation in the agricultural sector, and the lack of synergy between sectors, such as tourism and agriculture.

The rapid development of tourism in South Badung, particularly in Nusa Dua, Kuta, and Seminyak, and now even in Canggu and Munggu, has brought numerous changes and benefits to the people of Badung Regency in particular and the Balinese community in general. Undeniably, tourism has enriched the lives of local communities, although not all residents feel the direct impact of its economic value. Infrastructure development that prioritizes a mass tourism approach is believed to significantly boost economic growth. However, in reality, there is undeniable development inequality between North Badung and South Badung.

Over the past decade, the Badung Regency Government has begun to seriously address these issues. Starting under Anak Agung Gde Agung's leadership for two terms (2005-2010 and 2010-2015), he has strived to create equitable development between North Badung and South Badung. Concrete steps taken include the bold opening of SMK 1 Badung (Agricultural Vocational High School) in Petang/North Badung, providing ongoing assistance to subaks (subaks), integrating agriculture and tourism through the annual Badung

Agricultural Culture Festival held at the Tukad Bangkung Bridge in North Badung, and efforts to revitalize tourist villages in Badung Regency.

These concrete steps taken by the Badung Regent demonstrate commendable courage. However, empirically, their output may not have met expectations. Achieving a seamless integration between sectors such as agriculture and tourism is certainly no easy task. In addition to requiring careful planning and a multidisciplinary/transdisciplinary approach, it must be supported by the role of all parties such as the government, stakeholders, academics, NGOs and active community participation.

The existence of tourist villages in Badung Regency is expected to preserve agriculture through integration with the tourism sector, benefit local communities, provide employment opportunities for local residents, introduce new variations in tourism products and attractions, and ultimately contribute to economic development at the village level, achieving sustainable community welfare. There is also great hope that tourism villages will ultimately contribute to increasing Badung Regency's Regional Original Income (PAD) by integrating the tourism and agricultural sectors.

In practice, of the 11 tourist villages in Badung Regency, based on field observations, only two are operating effectively, with planning, sustainable institutional management, human resources, capital, tourism products and attractions, tourism activities, tourist visits, promotion, and direct economic benefits for local residents. These two villages are Lawak Hamlet, Belok Sidan Village, and Kiadan Hamlet, Plaga Village. Apart from these two villages, the nine tourist villages in Badung Regency have not yet optimally implemented their programs, and there are even tourist villages that do not yet have work programs, resulting in very minimal visits from both domestic and foreign tourists.

The basic problems in developing tourist villages in Badung are as follows:

1. Misperceptions about the existence of tourist villages
2. Minimal outreach and guidance on tourist villages
3. Lack of coordination between village governments
4. Lack of capital, institutional management, and human resources
5. Tourist visits have not met expectations
6. Imposing tourism products and attractions that do not align with existing potential
7. High hopes that tourist villages will quickly generate income
8. Local governments appear to be hand-off in implementation
9. Marketing and promotion

The nine fundamental problems facing tourist villages in Badung Regency appear to have been overlooked by the Badung Regency government. If they are, they are not considered urgent, leading to no solutions. Meanwhile, the community in these tourist villages has high hopes for "dollars," and they have been waiting for so long for them to arrive, but they have not yet received them quickly and in large numbers. This has led to communities in these still-nascent tourist villages feeling bored waiting for tourists. This is feared to lead to other issues, even personal disputes between village managers, village government officials, traditional village officials, and other community members. The root of the problems lies in the nine fundamental issues mentioned above, which can manifest into other issues, creating the appearance of underdeveloped tourist villages with complex problems. Some even claim that tourism villages are struggling to develop as expected.

Addressing the challenges of developing tourist villages in Badung Regency requires a concerted effort to develop them in the future. This aims to immediately maximize the management of tourist villages and prevent the recurrence of these problems when new tourist village decrees are issued in Badung Regency.

Future Efforts to Develop Tourism Villages in Badung Regency

Based on the fundamental issues above, the following are the efforts to develop tourism villages in Badung Regency in the future:

Table 2. Efforts to Develop Tourism Villages in Badung Regency in the Future

No	Development Efforts	Grand Strategy	Targets	Description
1.	Re-identification of physical and non-physical tourism potential (issues 1, 6)	Developing Potential as a Tourism Resource	Tourism products and attractions	Many tourism potentials exist, but their development and packaging are not yet optimal.
2.	Urgency: **	Common Vision and Mission and Village Tourism Management	Tourism Village Regulation	Strengthening the bargaining position of tourist villages in terms of performance.
3.	Formation of Draft Regional Regulations on Tourism Villages	Sustainable Top-Down and Bottom-Up Socialization at the Village Level	Understanding of tourism villages	Currently, the understanding of tourist villages is mass tourism.
4.	(issues 1, 2, 3, 4, 5, 6, 7, 8, 9)	A Clear Organizational Structure, Aligned with the Organizational Structure of Official and Traditional Villages	Minimizing miscommunication, likes and dislikes, and clarifying job descriptions/work operations	Creating excellent service and hospitality, as the community base is the agricultural sector.
5.	Urgency: *****	Synergy Between Official and Traditional Villages	Sustainable harmony and minimizing conflict	Continuing to utilize customs and culture as the spearhead of tourist villages.
6.	Socialization of Tourism Villages as an Alternative Tourism Based on Community Participation (issues 1, 3, 6, 7, 8)	Submitting Funding and Cooperation Proposals with Assistance from the Regency Government	Tourism investors/practitioners in South Badung, including the Badung Regency through the Regional Budget (APBD), the central	Tourist villages have stated that capital is a major issue. From a human resources perspective, extensive training is needed, especially in foreign languages and

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			government through the State Budget (APBN), and in collaboration with tourism universities	accommodation.
7.	Urgency: *****	Utilizing IT and Expanding Networks in Accordance with the Target Market	Opening a website, creating posters, brochures, and collaborating with travel agents	Starting to take the initiative with mentoring/facilitation in the initial stages.

Source: Processed by Researchers, 2025

Efforts to develop tourism villages in Badung Regency in the future should pay attention to the understanding of local communities about tourism villages through a planned and measured socialization process so that the determination of the Tourism Village Decree from the district government is not in vain, because once the Tourism Village Decree is determined, the village is ready in terms of planning, management and development, capital, optimization of tourism potential, the role of local government, stakeholders/tourism practitioners, NGOs, mentoring patterns, human resources, cooperation, marketing strategies.

E. CONCLUSION

Based on the discussion above, it can be concluded that the fundamental problem with developing tourism villages in Badung Regency is a misconception about the existence of tourism villages. This requires a comprehensive understanding through a process of socialization about what tourism villages are. The perception of tourism villages appears to be minimal, with many simply following program launches and waiting to be implemented. Only when an event or work program is held by the provincial or central government does the Pokdarwis (Tourism Groups) receive guidance from the Badung Regency government for preparation and implementation. After the event, the tourism villages are seemingly left to their own devices, leading to a repeat of the same situation.

Future efforts to develop tourism villages in Badung Regency should address local community understanding of tourism villages through a planned and measured socialization process. This ensures that the issuance of a Tourism Village Decree (SK Desa Wisata) from the district government is not in vain. Once the Decree is issued, the village is ready in terms of planning, management and development, capitalization, optimization of its tourism potential, the role of the local government, stakeholders/tourism practitioners, NGOs, mentoring patterns, human resources, collaboration, and marketing strategies.

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