

SLEMAN TOURISM VILLAGE CLASSIFICATION 2016

Muhammad Dzulkifli ¹, Milawaty ², Uystka Hikmatul Kamiliyah NH ³, Lely Dian Utami ⁴

Jurusan Bahasa, Komunikasi, dan Pariwisata, Politeknik Negeri Jember

dzulkifli@polije.ac.id ¹

milawaty@polije.ac.id ²

uystka.hikmatul@polije.ac.id ³

lely.dian@polije.ac.id ⁴

Abstract

Sleman Regency is one of the areas that has the potential for alternative tourism activities. Thus, the development of tourist attractions in this district needs to be considered, especially related to cultural diversity and natural uniqueness. In 2016, the Department of Culture and Tourism of the Sleman Regency held a classification activity for the Sleman Regency Tourism Village. A total of 39 Tourism Villages in Sleman Regency participated in this program. This classification program is expected to motivate the community to build a tourism village. Furthermore, it is also an effort to evaluate and improve competitiveness between tourism villages in Sleman Regency. Another purpose of the classification is to identify the distribution of tourism villages in Sleman as well as to categorize the level of tourism villages based on their development. The research data were collected through interviews, documentation, observation, and using an assessment instrument with 8 (eight) indicators that had been agreed upon by a team of experts as well as the Department of Culture and Tourism. The data were analyzed using simple interval calculations strengthened by a qualitative description of the field observation results. The analysis results show that the classification of Tourism Villages in Sleman Regency in 2016 is divided into three categories, namely the Growing Category, the Developing Category, and the Independent Category of Tourism Villages. Based on the results of the conducted classification, from the 39 classified tourism villages, 14 villages belong to the growing category, 8 villages belong to the developing category, and 9 villages belong to the independent category. In addition, there are 8 villages that are considered unqualified as tourism villages.

Keywords: *classification, tourism village, Sleman, Yogyakarta, 2016*

INTRODUCTION

The tourism industry is an industry that is developed and relied upon as one of the driving factors of economic growth, since tourism factors have a significant effect on the community's economy (Baiquni, 2009). The tourism industry is an activity that

recognizes no boundary of space and territory (borderless) (Damanik, 2013). Sleman Regency is one of the areas that has the potential for alternative tourism activities. Thus, the development of tourist attractions in this regency needs to be considered,

especially related to cultural diversity and natural uniqueness (Wulandari, 2014).

In line with this idea, the development of rural tourism (village tourism) or tourism village is considered to have the potential to be a strategic alternative to answer a number of agendas in the development of tourism activities (Wilson et al., 2001). The existence of rural tourism development (village tourism) or tourism village is expected to increase the quality and quantity of product diversity or product diversification (Made & Arida, 2015). The goal is to increase the number of tourist visits, both those who have been and those who have never visited the destination. The development of tourism villages is also considered capable of minimizing the potential for urbanization of communities from rural to urban areas (Harsono & Suhandi, 2019).

In addition, the development of tourism villages is also able to create new jobs, thus opening up business opportunities to reduce the number of unemployed people in the local community (Dewi et al., 2013). In 2016, the Sleman Regency Department of Culture and Tourism organized the classification of tourism villages at the Regency level. This second activity was attended by 39 tourism villages in Sleman Regency, of which previously, the

classification of Sleman tourism villages had also been carried out in 2013. This activity is expected to motivate the community to develop their tourism villages.

Furthermore, it is also an effort to evaluate and improve competitiveness among tourism villages in Sleman Regency. The purpose of the tourism village classification in Sleman Regency is to identify the distribution of tourism villages in Sleman and also to categorize the types of tourism villages based on its development.

The targets of the Tourism Village Festival at Sleman Regency level are to acknowledge the tourism village potential and attractions, managerial capability of managers, community participation, amenity, marketing and promotion, accessibility conditions and facilities, tourist visits, and ownership of tourism village assets.

The Tourism Villages that were classified in 2016 include: 1) Agro Tourism Village, Bangunkerto Turi 2) Trumpon Tourism Village, Merdikorejo, Tempel 3) Kadiisobo Tourism Village, Trimulyo, Sleman 4) Gabugan Tourism Village, Donokerto, Turi 5) Garongan Tourism Village, Wonokerto, Turi 6) Ketingan Tourism Village, Tirtoadi, Mlati 7) Tunggularum Tourism Village, Wonokerto, Turi 8) Rumah Domes Tourism Village,

Sumberharjo, Berbah 9) Brayut Tourism Village, Pandowoharjo, Sleman 10) Tanjung Tourism Village, Donoharjo, Ngaglik 11) Sambi Tourism Village, Pakembinangun, Pakem 12) Grogol Tourism Village, Margodadi, Seyegan 13) Pentingsari Tourism Village, Umbulharjo, Cangkringan 14) Pajangan Tourism Village, Pandowoharjo, Sleman 15) Rejosari Tourism Village, Jogotirto, Berbah 16) Plempoh Tourism Village, Bokoharjo, Prambanan 17) Srowolan Tourism Village, Purwobinangun, Pakem 18) Nawung Tourism Village, Gayamharjo, Prambanan 19) Bokesan Tourism Village, Sindumartani, Ngemplak 20) Kelor Tourism Village, Bangunkerto, Turi 21) Ledok Nongko Tourism Village, Bangunkerto, Turi 22) Kembangarum Tourism Village, Donokerto, Turi 23) Dukuh Tourism Village, Pandowoharjo, Sleman 24) Brajan Tourism Village, Sendangagung, Minggir 25) Gamplong Tourism Village, Sumber Rahayu, Moyudan 26) Malangan Tourism Village, Sumberagung, Moyudan 27) Sukunan Tourism Village, Nogotirto, Gamping 28) Sendari Tourism Village, Tirtoadi, Mlati 29) Jethak II Sidoakur Tourism Village, Sidokarto, Godean 30) Kaliurang Timur Tourism Village, Hargobinangun, Pakem 31) Nganggring Tourism Village, Girikerto, Turi 32) Pancoh

Tourism Village, Girikerto, Turi 33) Pulesari Tourism Village, Wonokerto, Turi 34) Blue Lagoon Tourism Village, Widodomartani, Ngemplak 35) Sangurejo Tourism Village, Wonokerto, Turi 36) Temon Tourism Village, Pandowoharjo, Sleman 37) Mangunan Tourism Village, Kalitirto, Berbah 38) Palgading Tourism Village, Sinduharjo, Ngaglik 39) Mlangi Tourism Village, Nogotirto, Gamping.

METHOD

Data collection techniques used in the classification of tourism villages in Sleman Regency included interviews, documentation, and observations. The classification was conducted by using an assessment instrument with 8 indicators and 27 components that had been agreed upon by a team of experts and the Department of Culture and Tourism.

The classification indicators were adapted from several national and international indicators, such as UNWTO sustainable tourism destination indicators (World Tourism Organization., 2004), ASEAN Community-Based Tourism Standard (ASEAN, 2014), Global Sustainable Tourism Council Indicators for Destinations first version (GSTC, 2013) and Minister of Tourism Regulation Number 14

of 2016 concerning Sustainable Tourism Guidelines.

Observations were conducted between September 10, 2016, and October 02, 2016. A total of 39 (thirty-nine) tourism villages in Sleman Regency were classified. Each indicator has its own components, percentages, weight, criteria, and points that produce a final score to be summed up using the interval classification formula. The percentage, weight, and points of each indicator are as follows:

| Indicator | Percent age | Weight | Point |
|---|-------------|--------|-------|
| Tourism village potential and attractions | 20% | 2 – 5 | 1 – 3 |
| Managerial capability of tourism village managers | 15% | 2 – 5 | 1 – 3 |
| Community participation | 15% | 3 – 4 | 1 – 3 |
| Amenity | 10% | 3 – 5 | 1 – 3 |
| Promotion and Marketing | 10% | 4 – 5 | 1 – 3 |
| Accessibility conditions and facilities | 10% | 3 | 1 – 3 |
| Tourist Visits | 10% | 5 | 1 – 3 |
| Ownership of Tourism Village Assets | 10% | 5 | 1 – 3 |

Based on the percentage, weight, and points, each component was then calculated into a score with a calculation pattern:

Score = (Weight x Points) x Percentage

With an example:

Natural potential component in tourism villages:

$$\text{Score} = (5 \times 3) \times 20\%$$

$$\text{Score} = 15 \times 20\%$$

So, the score on the natural potential component in the tourism village is 3 (three).

The data analysis techniques used in this classification were:

1) Quantitative data calculation, analyzed using the basic interval formula with a minimum score of 14, 5. Medium score: 29, and the maximum score is 43, with a total number of intervals of 3.

Classification formula:

$$\frac{\text{Max Score} - \text{Min Score}}{\text{Interval}} = \text{Distance between categories}$$

$$\frac{43, 5 - 14, 5}{3} = 9, 7$$

Growing Category

$$\begin{aligned} &= \text{Min Score to Min Score} + \text{Distance} \\ &= 14, 5 \text{ to } 24, 2 \end{aligned}$$

Developing Category

$$\begin{aligned} &= \text{Growing Category to Growing Cat.} + \\ &\quad \text{Distance} \end{aligned}$$

$$= 24, 2 \text{ to } 33, 9$$

Independent Category

$$\begin{aligned} &= \text{Developing Category to Develop. C.} + \\ &\quad \text{Distance} \\ &= 33, 9 \text{ to } 43, 6 \end{aligned}$$

2) Qualitative data resulting from the field was then analyzed using Human Instrument or the assessment of each observer according to the circumstances found in the field.

The 8 indicators and 27 components used in the 2016 Tourism Village Classification are as follows:

1. Potential and Attractions in Tourism Villages:

- Natural Potential in tourism villages (tourism villages based on the uniqueness of natural resources as the main attraction)
- Attractions and/or Cultural Traditions in tourism villages (tourism villages based on the uniqueness of cultural resources as the main attraction)
- Historical Potential (Non-Material and Material) contained in the tourism village
- Business/ Creative Economic Activities in the form of food and/or non-food handicrafts run in tourism villages (tourism villages based on the uniqueness of economic activities as the main attraction)
- Diversity (variants) of attractions and/or traditions that are still carried out in the local village

- Routine/ time of implementation of the type of attractions and/or traditions in the local village

2. Managerial Capability of Tourism Village Managers:

- Management and Group Activities
- Legality of tourism village management
- Administration of Management Meeting and Public Transparency
- Group Finance

3. Community Participation

- Tourism Activities, Community Involvement and the Impact on the Tourism Village Environment

4. Amenity

- Lodging facilities in tourism villages
- MCK (bathing, washing, and toileting) facilities
- Availability of electricity and clean water
- Tourism village secretariat office
- Performance facilities/ studios including musical instruments, costumes, and performance equipment
- Supporting Facilities: Souvenir Shop

5. Marketing and Promotion

- Marketing conducted by the tourism village
- Involvement and willingness to promote

- Development of programs/ tour packages in tourism villages

6. Accessibility Conditions and Facilities

- Accessibility/ Travel time to the tourism village from the center of the Provincial Capital/ District Capital Center
- Road conditions that are passed by tourists to the tourism village
- Road comfort to and from the tourism village
- Signage/ Signs to the tourism village

7. Tourist Visits

- Tourist visits to the tourism village over the next few years

8. Ownership of Tourism Village Assets

- Asset Ownership/ Investment/ Shareholder in the Tourism Village

Here is an example of potential assessment indicators and attractions in a tourism village:

| 1. Potensi & Atraksi di Desa Wisata | | | | | |
|--|---------|--|-------|-------|-------------|
| Kategori | % Bobot | Kriteria | Point | Skor | |
| | b | c | d | e | (b x d) / e |
| Atraksi Wisata Yang Dimiliki | 20% | 2-5 | | | |
| Potensi atraksi di desa wisata (desa wisata berorientasi pada atraksi budaya dan alam) | 5 | Jumlahnya 1 - 2 macan | 1 | 2 | |
| Atraksi dan nilai budaya budaya di desa wisata (desa wisata berorientasi budaya dan alam) | 5 | Jumlahnya 2-3 macan | 2 | 2 | |
| Atraksi dan nilai budaya budaya di desa wisata (desa wisata berorientasi budaya dan alam) | 5 | Jumlahnya 3-5 macan | 3 | 2 | |
| Potensi destinasi (non berasal dan berasal) yang terdapat di desa wisata | 5 | Jumlahnya 1 - 2 macan | 1 | 2 | |
| Desa/ Kegiatan Ekonomi Kreatif bergerak berorientasi pada atraksi dan budaya yang dikembangkan di desa wisata (desa wisata berorientasi budaya dan alam) | 5 | Jumlahnya 2-3 macan | 2 | 2 | |
| Desa/ Kegiatan Ekonomi Kreatif bergerak berorientasi pada atraksi dan budaya yang dikembangkan di desa wisata (desa wisata berorientasi budaya dan alam) | 5 | Jumlahnya 3-5 macan | 3 | 2 | |
| Keberagaman (variant) atraksi dan atau tradisi yang masih dilestarikan di desa setempat | 4 | Memiliki kurang dari 3 jenis atraksi dan atau tradisi budaya yang dilestarikan | 1 | | |
| Keberagaman (variant) atraksi dan atau tradisi yang masih dilestarikan di desa setempat | 4 | Memiliki 3 jenis atraksi dan atau tradisi budaya yang dilestarikan | 2 | | |
| Keberagaman (variant) atraksi dan atau tradisi yang masih dilestarikan di desa setempat | 4 | Memiliki kurang dari 5 jenis atraksi dan atau tradisi budaya yang dilestarikan | 3 | | |
| Budaya memiliki jadwal rutin setiap bulan/ setiap tahunnya | | | 1 | | |
| Budaya memiliki jadwal rutin setiap tahunnya, jumlahnya kurang dari 3 event budaya | | | 2 | | |
| Budaya memiliki jadwal rutin setiap tahunnya, jumlahnya lebih dari 3 event budaya | | | 3 | | |
| | | | | Nilai | |

Figure 1. Example of a tourism village assessment rubric

Source: Researcher's Data Processing (2016)

RESEARCH FINDINGS AND DISCUSSION

The analysis results show that the classification of Sleman Regency Tourism Villages in 2016 was divided into three categories, namely the Growing Category, the Developing Category, and the Independent Category of Tourism Villages. Based on the classification results, of the 39 tourism villages classified, there are 14 villages in the growing category, 8 villages in the developing category, and 9 villages in the independent category. In addition, 8 villages were dropped from the classification list. These eight villages were considered unfit to be included in the tourism village category for several reasons. First, the management of the tourism villages no longer involves community members, but is carried out on behalf of private property. Moreover, the investors participate in managing and investing. In this paper, all the classification results that were analyzed based on the predetermined indicators are not presented entirely; only a few tourism villages are selected as representatives of the conducted data analysis.

Growing Tourism Villages

Table 1. Plempoh Tourism Village, Bokoharjo, Prambanan

| No. | Indicator | Total Score |
|---------------------|---|---------------------|
| 1. | Tourism village potential and attractions | 4,6 |
| 2. | Managerial capability of tourism village managers | 6 |
| 3. | Community participation | 2,2 |
| 4. | Amenity | 5,7 |
| 5. | Marketing | 1,9 |
| 6. | Accessibility conditions and facilities | 2,1 |
| 7. | Tourist visits to the tourism village | 0,5 |
| 8. | Ownership of tourism village assets | 1 |
| Total Score: | | 24 (Growing) |

Source: Researcher's Data Processing (2016)

Table 2. Bokesan Tourism Village, Sindumartani, Ngemplak.

| No. | Indicator | Total Score |
|---------------------|--|-----------------------|
| 1. | Tourism village potential and | 2,8 |
| 2. | Managerial capability of tourism village | 9 |
| 3. | Community participation | 2,2 |
| 4. | Amenity | 4,6 |
| 5. | Marketing | 2,7 |
| 6. | Accessibility conditions and | 1,5 |
| 7. | Tourist visits to the tourism village | 0,5 |
| 8. | Ownership of tourism village assets | 0,5 |
| Total Score: | | 23,8 (Growing) |

Source: Researcher's Data Processing (2016)

Table 3. Nganggring Tourism Village, Girikerto, Turi

| No. | Indicator | Total Score |
|---------------------|---|-----------------------|
| 1. | Tourism village potential and attractions | 3,1 |
| 2. | Managerial capability of tourism village managers | 5 |
| 3. | Community participation | 2,8 |
| 4. | Amenity | 5,2 |
| 5. | Marketing | 1,9 |
| 6. | Accessibility conditions and facilities | 1,7 |
| 7. | Tourist visits to the tourism village | 1,5 |
| 8. | Ownership of tourism village assets | 2,5 |
| Total Score: | | 23,7 (Growing) |

Source: Researcher's Data Processing (2016)

Developing Tourism Villages

Table 1. Garongan Tourism Village, Wonokerto, Turi

| No. | Indicator | Total Score |
|---------------------|--|--------------------------|
| 1. | Tourism village potential and | 1,9 |
| 2. | Managerial capability of tourism village | 9 |
| 3. | Community | 2,2 |
| 4. | Amenity | 4,9 |
| 5. | Marketing | 2,7 |
| 6. | Accessibility conditions and | 2,4 |
| 7. | Tourist visits to the tourism village | 1,5 |
| 8. | Ownership of tourism village assets | 1 |
| Total Score: | | 25,6 (Developing) |

Source: Researcher's Data Processing (2016)

Table 2. Tunggul Arum Tourism Village, Wonokerto, Turi

| No. | Indicator | Total Score |
|---------------------|---|------------------------------------|
| 1. | Tourism village potential and attractions | 5,7 |
| 2. | Managerial capability of tourism village managers | 10 |
| 3. | Community | 3,6 |
| 4. | Amenity | 6,3 |
| 5. | Marketing | 3,2 |
| 6. | Accessibility conditions and facilities | 1,8 |
| 7. | Tourist visits to the tourism village | 1,5 |
| 8. | Ownership of tourism village assets | 1,5 |
| Total Score: | | 33,6 (Developing) |

Source: Researcher's Data Processing (2016)

Table 3. Pancoh Ecotourism Village

| No. | Indicator | Total Score |
|-----|---|-------------|
| 1. | Tourism village potential and attractions | 4,6 |
| 2. | Managerial capability of tourism village managers | 9 |
| 3. | Community participation | 2,8 |
| 4. | Amenity | 6,2 |
| 5. | Marketing | 2,2 |
| 6. | Accessibility conditions and facilities | 1,8 |
| 7. | Tourist visits to the tourism village | 1,5 |
| 8. | Ownership of tourism village assets | 2,5 |

| | |
|---------------------|------------------------------------|
| Total Score: | 30,6 (Developing) |
|---------------------|------------------------------------|

Source: Researcher's Data Processing (2016)

Independent Tourism Villages

Table 1. Brayut Tourism Village

| No. | Indicator | Total Score |
|---------------------|---|-------------------------------------|
| 1. | Tourism village potential and attractions | 6 |
| 2 | Managerial capability of tourism village | 12 |
| 3. | Community | 4,2 |
| 4. | Amenity | 7,8 |
| 5. | Marketing | 4,2 |
| 6. | Accessibility conditions and facilities | 3,6 |
| 7. | Tourist visits to the tourism village | 1,5 |
| 8. | Ownership of tourism village assets | 1,5 |
| Total Score: | | 40,8 (Independent) |

Source: Researcher's Data Processing (2016)

Table 2. Pentingsari Tourism Village, Umbulharjo, Cangkringan.

| No. | Indicator | Total Score |
|-----|---|-------------|
| 1. | Tourism village potential and attractions | 6,4 |
| 2. | Managerial capability of tourism village managers | 11 |
| 3. | Community participation | 4,2 |
| 4. | Amenity | 7,3 |
| 5. | Marketing | 3,7 |
| 6. | Accessibility conditions and facilities | 3 |
| 7. | Tourist visits to the tourism village | 1,5 |

| | | |
|---------------------|-------------------------------------|-------------------------------|
| 8. | Ownership of tourism village assets | 1,5 |
| Total Score: | | 38,6 (Independent) |

Source: Researcher's Data Processing (2016)

Table 3. Pulesari Tourism Village, Wonokerto, Turi

| No. | Indicator | Total Score |
|---------------------|---|-------------------------------|
| 1. | Tourism village potential and attractions | 4 |
| 2 | Managerial capability of tourism village | 10 |
| 3. | Community participation | 4,2 |
| 4. | Amenity | 6,2 |
| 5. | Marketing | 4,2 |
| 6. | Accessibility conditions and | 3 |
| 7. | Tourist visits to the tourism village | 1,5 |
| 8. | Ownership of tourism village assets | 1,5 |
| Total Score: | | 34,6 (Independent) |

Source: Researcher's Data Processing (2016)

The classification results using additional descriptions in several tourism villages are presented in the following table.

Growing Tourism Village Category

Ledoknongko Tourism Village

| Indicator | Description |
|-----------|-------------|
| | |

| | |
|---|---|
| Tourism Village Potential and Attraction s | <ul style="list-style-type: none"> - The main potential and tourist attraction is the Salak Pondok plantation. - Salak Pondok in Ledoknongko village is already organic and quality certified (organic Persada and International Organic IMO). - The most striking potential attraction is the attractiveness of the Salak Pondok plantation as the center of Salak (Snakefruit) cultivation development, but other tourism activities are not yet visible. |
| Managerial Capability of Tourism Village Managers | <ul style="list-style-type: none"> - The Tourism Village Management already exists, and has the same members as the farmer group because it has existed since the beginning of the village, and has limited human resources. Members of the tourism village management currently do not have regeneration for the youth because of the lack of interest in developing Salak Pondok farming. - Routine organizational activities are conducted once a month, but the intensity increases when preparing for large numbers of tourists. |

| | | | |
|---|--|---|--|
| Community Participation | <ul style="list-style-type: none"> - People get income from Salak Pondok agro-tourism activities, especially as guides and owners of Salak farms. - Businesses that grow due to tourism activities in Ledoknongko include an increase in sales both in quantity and selling price of Salak Pondok by farmers due to the arrival of tourists. | Tourist Visits to the Tourism Village | <ul style="list-style-type: none"> - Many tourists are elementary students/ high schoolers and college students. There are also quite a lot of tourists from farming training activities because Ledoknongko Tourism Village is often a place for training in organic Salak Pondok cultivation. |
| Amenity | <ul style="list-style-type: none"> - Complete lodging facilities (already have Homestay with MCK facilities, clean water and electricity, and there are places that can accommodate large numbers of buses along the village road. - Notes: "The Secretariat of the Tourism Village is still joined with the secretariat of the farmer organization Si Manis Ledoknongko Group." | Ownership of Tourism Village Assets | <ul style="list-style-type: none"> - Most of the Salak Pondok farms used as tourist sites are owned by the villagers. |
| Marketing | <ul style="list-style-type: none"> - Promotional activities are carried out by word of mouth and do not yet have promotions such as a website and social media, but there are some acquaintances with travel agents who help bring guests from various places. | Indicator | Description |
| Accessibility Conditions and Facilities | <ul style="list-style-type: none"> - Access is quite good - Travel time is not too long, but there is proximity to the location of Salak Pondok Bangunkerto Agrotourism, so that the location becomes less strategic especially for first-time tourists - Signposts are still lacking. | Tourism Village Potential and Attractions | <ul style="list-style-type: none"> - The potential and attractions in Kedung Nganten Tourism Village, Nawung, are quite numerous and varied. The most prominent potential is its natural potential, the river. Unfortunately, the Kedung Nganten river can only be used during the rainy season. - Other potential reserves that can be used as tourist attractions include outbound, woven bamboo, stone, or wood crafts, arts, and culinary. - Conclusion: "The potential of Kedung Nganten Tourism Village, Nawung, is quite capable of being processed into a tourist attraction even though there is no prominent uniqueness yet." |

Developing Tourism Village Category

Nawung Tourism Village

| Indicator | Description |
|---|--|
| Tourism Village Potential and Attractions | <ul style="list-style-type: none"> - The potential and attractions in Kedung Nganten Tourism Village, Nawung, are quite numerous and varied. The most prominent potential is its natural potential, the river. Unfortunately, the Kedung Nganten river can only be used during the rainy season. - Other potential reserves that can be used as tourist attractions include outbound, woven bamboo, stone, or wood crafts, arts, and culinary. - Conclusion: "The potential of Kedung Nganten Tourism Village, Nawung, is quite capable of being processed into a tourist attraction even though there is no prominent uniqueness yet." |

| | | | |
|---|--|---------|--|
| Managerial Capability of Tourism Village Managers | <ul style="list-style-type: none"> - The manager already has a clear structure, but it has not been strengthened by a decree or other legality. - Internal meetings have not been held regularly, only when there is a sudden plan. - In terms of administrative and financial records, they are good and complete, although still in a simple form. | Amenity | <ul style="list-style-type: none"> - There are some public toilets, but the number and location do not accommodate the needs of tourists. In addition, there are still a few homestays available, and they are still as they are according to the ability of each homestay owner's family. - The secretariat office is still in the house of one villager, and the location is rather difficult to reach by large vehicles. It is difficult to have publicly owned tourism village amenities because all the land in the village is privately owned, while village land is usually located far away near the river slope. - Conclusion: "Some of the Kedung Nganten Nawung Tourism Village amenities are already suitable for tourist use, but some need improvement to make them more comfortable for tourists." |
| Community Participation | <ul style="list-style-type: none"> - Community members have understood their respective duties according to their respective portions. The income from the tourism village business has also been routinely reported to the village community. - In addition, villagers support the existence of the tourism village because they have had a positive impact on the economy, and the crops and works of the villagers can be directly sold to tourists who come to the tourist village at a price that is certainly much higher than selling it to distributors. | | |

| | | | |
|-----------|--|---|--|
| Marketing | <ul style="list-style-type: none"> - The marketing materials for Kedung Nganten Nawung Tourism Village are quite complete, ranging from the latest brochures to the website. Unfortunately, the village's email and website were created and provided by an NGO, and the manager has not been able to access them himself. Currently, it is managed by teenagers, but the manager does not know anything about the development of email and websites. - The marketing of this Tourism Village is also assisted by tour operators outside the management of the tourism village, and does not yet have a routine agenda for promotion independently. - The tour packages that are well organized are day tour packages and separate overnight stays. | Accessibility Conditions and Facilities | <ul style="list-style-type: none"> - Access to Kedung Nganten Nawung Tourism Village is quite easy, not too far from Prambanan tourist attraction, but far from the City Center. The road is smoothly paved until the border entering Nawung village. However, the width of the road is maximum for medium-capacity buses. Moreover, the uphill and winding contours make it difficult for large groups to come to Kedung Nganten Nawung Tourism Village. - Road signs in Kedung Nganten Tourism Village are quite numerous and sufficient to reach the secretariat. Finding it on Google Maps is also easy. |
| | | Tourist Visits to the Tourism Village | <ul style="list-style-type: none"> - Tourist visits are only busy during certain seasons such as the rainy season, agate season, or bird season. |
| | | Ownership of Tourism Village Assets | <ul style="list-style-type: none"> - Asset ownership in Kedung Nganten Tourism Village is mostly the individual assets of a few people in the village, while others only become supporters during busy activities that require additional resources from other villagers. |

Independent Tourism Village Category

Tanjung Tourism Village

| Indicator | Description |
|---|---|
| Tourism Village Potential and Attractions | <ul style="list-style-type: none"> - The main tourist attraction is natural tourism: rice field views, outbound activities in the river, and ceciblon (water music) - Typical arts, namely Pek Bung dance (a dance that has existed since the Dutch colonial era and is a dance to entertain the guerrillas) - Creative economy industries are quite numerous in Tanjung tourism village, such as tofu industry, herbal medicine, snacks, sagon, and bottled drinks. |
| Managerial Capability of Tourism Village Managers | <ul style="list-style-type: none"> - The organizational structure of the board is in place and actively helps each other. The management routinely holds meetings once a month. - Bookkeeping and record-keeping have been done, and accountability reports have been made at the end of each year to the entire village community. |
| Community Participation | <ul style="list-style-type: none"> - The community participates in tourism activities and already has their respective roles. - The division of tasks has been done fairly and evenly. |

| | |
|---|--|
| Amenity | <ul style="list-style-type: none"> - Amenities in the Tanjung Tourism Village area are quite adequate. There are around 40 homestays, and some are equipped with sitting toilets. It already has public restroom facilities and has a secretariat office that is separate from the Balai Balai office. - There is no souvenir shop yet. |
| Marketing | <ul style="list-style-type: none"> - Marketing is done by making leaflets and distributing them to potential tourists, as well as cooperating with tour operators. |
| Accessibility Conditions and Facilities | <ul style="list-style-type: none"> - Accessibility in the Tanjung Tourism Village area is quite feasible, both in terms of the main road as well as the roads within the tourism village area. - The availability of signposts is also adequate. - The location is quite strategic, close to the district capital and adjacent to Brayut and Pajangan Tourism Villages. |
| Tourist Visits to the Tourism Village | <ul style="list-style-type: none"> - The number of tourist visits is approximately 1,000 - 2,000 tourists each year. - There are almost always tourist visits every month (domestic and foreign). |

| | |
|-------------------------------------|---|
| Ownership of Tourism Village Assets | <ul style="list-style-type: none"> All assets in the tourism village are owned by the community, and no investors have entered. Public toilets were built using funds from PNPM (the National Program for Community Empowerment). |
|-------------------------------------|---|

In brief, the overall results of the 2016 tourism village classification can be seen in the chart diagram below:

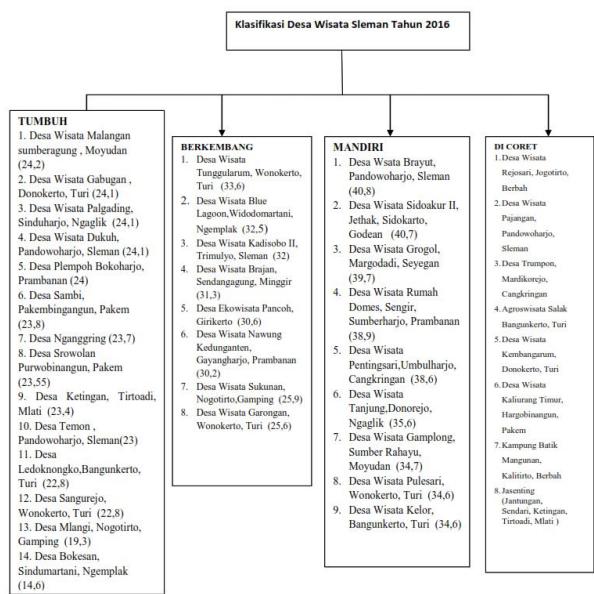


Figure 2. Classification Results of Sleman Tourism Village in 2016

CLOSING

Based on observations in the field for almost a month, the classification team concluded several things, including:

1. There are 14 Tourism Villages in the

Growing category, 8 Tourism Villages in the Developing Category, and 9 Tourism Villages in the Independent category.

2. Some instruments need to be updated, such as marketing indicators, tourist visits in the tourism village, accessibility conditions and facilities which at certain points have confusion with amenity points, so they need to be adjusted or added and detailed in each indicator and evidence point.
3. Some tourism villages are not active and there is no management, and some have even declared themselves dissolved, which is a challenge for the team in making decisions to assess classification.

As for suggestions, the classification results should not only be used as reference data for assessment in festivals, but also as evaluation material for the Sleman Regency Department of Tourism to follow up and emphasize the status of tourism villages, thus, there is no longer a term "reluctant to die" for tourism villages in Sleman. Providing intensive assistance and/or giving more attention to tourism villages that are in the growing category are recommended. Adding or detailing the criteria and indicators of tourism village classification is necessary to avoid a lot of subjectivity and ambiguity in the classification assessment.

ACKNOWLEDGEMENTS

The authors would like to thank the Sleman Regency Department of Culture and Tourism for giving us the opportunity to carry out the 2016 Sleman Regency tourism village classification project as well as the LUDENS Tourism Space and Sustainable Tourism Organization for Regional Management (STORM) classification teams.

REFERENCES

ASEAN, C. B. T. S. (2014). *ASEAN COMMUNITY BASED TOURISM STANDARD*. http://ysrinfo.files.wordpress.com/2012/06/7_cbt-standards-in-

Baiquni, M. (2009). Learning the Ups and Downs of Borobudur Civilization and the Concept of Borobudur Tourism Development. *Forum Geografi*, 23(1), 25–40.

Damanik, J. (2013). *Indonesian Tourism; Between Opportunities and Challenges* (1st ed.). Pustaka Pelajar.

Dewi, M. H. U., Fandeli, C., & Baiquni, M. (2013). Tabanan, Bali. *Kawistara*, 3(2), 117–226. <https://doi.org/https://doi.org/10.22146/kawistara.3976>

GSTC, Gl. S. T. C. (2013). *Global Sustainable Tourism Council Criteria* *Suggested Performance Indicators for Destinations*. www.gstcouncil.org

Harsono, P., & Suhandi. (2019). TOURISM VILLAGE DEVELOPMENT STRATEGY TO REDUCE URBANIZATION. *Jurnal Manajemen*, 5(2), 14–19.

Made, A., & Arida, N. S. (2015). *LOCAL POTENTIAL-BASED TOURISM VILLAGE MANAGEMENT GUIDELINES* (1st ed., Vol. 1). Universitas Udayana.

Wilson, S., Fesenmaier, D. R., Fesenmaier, J., & Es, J. C. van. (2001). Factors for Success in Rural Tourism Development. *Journal of Travel Research*, 40(2), 132–138. <https://doi.org/10.1177/00472875010400203>

World Tourism Organization. (2004). *Indicators of sustainable development for tourism destinations: a guidebook*. World Tourism Organization.

Wulandari, L. W. (2014). Creative Economy Tourism Development of Culture-Based Tourism Villages as Niche Market Destination (Case Study of Tourism Village Development in the Regency). *Applikasi Bisnis*, 16(9), 2140–2167.