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### Promoting Sustainable Social Welfare Through Village Tourism

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### Promoting Sustainable Social Welfare Through Village Tourism

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# Promoting Sustainable Social Welfare Through Village Tourism

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**Abstract.** The purpose of the study was to explore tourists' perceptions of tourist village performance in order to shape sustainable social welfare. The research was conducted in a number of tourist villages in Kulon Progo Regency, Yogyakarta Special Region Province, Indonesia. Seven factors were considered as independent variables, include: accommodation & restaurants, accessibility, quality of life, tourism services, entertainment facilities, cultural heritage services, and environmental services. A total of 345 visitors were selected as respondents using convenience sampling technique. Hypothesis testing used structural regression with Smart-PLS software. Data collection used questionnaires and observations in the management of tourist villages with a focus on identifying stakeholder involvement in tourist villages. The results showed that tourism services, entertainment facilities, and environmental services had a significant positive effect on sustainable social welfare. While four variables are not significant. As suggestion, to support tourism villages, the hexa-helix model of tourism village development is realized by involving six stakeholders in encouraging the existence of tourism villages. The results can be a contribution to the development of entrepreneurship in tourist villages by practicing the SDGs.

**Keywords:** Sustainability, Social Welfare, Hexa-helix Model, Village Tourism.

## 1 Introduction

Tourism village or “Desa Wisata” is one of the most flagship programs in Indonesia's tourism development. Innovation encourages rural economic growth by introducing local culture & heritage [1]. The foundation of tourism villages is sustainable development goals (SDGs) so that it is analogous to sustainable tourism. Destination needs to anticipate potential tourist risks caused by natural conditions. Conversely, the existence of tourists as consumers or investors as service providers must realize the importance of natural resources as an environmental carrying capacity so that tourism activities should not trigger environmental destruction. This reciprocal relationship must be realized by policy makers so that business actors and tourists have the same perception of environmental sustainability. Responsible tourism behavior must be realized by tourists [2], so that in their activities to enjoy entertainment they have the responsibility to preserve the nature and heritage as the uniqueness of the village.

Sustainability is a certainty that offers prosperity for humanity and the preservation of nature. It can be interpreted as an effort to improve the quality of human life according to the carrying capacity of the ecosystem [3]. Development aims to encourage economic growth, reduce poverty, and empower communities so that it is sustainable as harmony between economic, socio-cultural and environmental aspects in

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the development process. This is in line with the guidelines in UNWTO [4]. The relevance of SDGs in the tourism sector is mapped into two clusters as illustrated in **Fig. 1**. The main targets are reflected in SDGs-5 (gender equality), SDGs-7 (renewable energy), SDGs-8 (decent work), SDGs-12 (producer & consumer responsibility), SDGs-13 (climate change), SDGs-14 (life below water), and SDGs-15 (life on land). These goals are the foundation of innovation on tourism village. Such as the study of [5] which explores the SDGs approach in developing tourist villages.



**Fig. 1.** Role SDGs in Developing Rural Tourism

Source: arranged by the authors (2024)

Practically, activities in sustainable tourism must be eco-friendly, economically viable, humane, socially just, gender equal, and culturally appropriate. Village development reflects human dignity and elevate the culture of the community positively, not the other way around. This is in accordance with SDGs-1 (no poverty), SDGs-2 (zero hunger), SDGs-3 (health and well-being), SDGs-4 (quality education), SDGs-9 (infrastructure and innovation), SDGs-11 (urban sustainability), and SDGs-17 (global partnership). Attractions and facilities in tourist villages can be enjoyed by visitors for entertainment, education, research or positive collaboration with the local community. For this reason, an entrepreneurial approach is needed to synergize entrepreneurial tourism with SDGs in the development of tourist villages.

However, ecological challenges have a negative impact on equality and social welfare so that efforts to ensure it through sustainable welfare with the support of sustainability governance [6]. The implementation of ecological and social issues in welfare studies provides eco-social welfare or sustainable welfare for society [7]. As [8] suggests, in the economic system, consumption has an important relationship between human and nature. In ensuring welfare, it must be followed by public awareness in consuming and carrying out the production process in the tourism sector. The sustainability approach is implemented through community-based tourism (CBT) [9-11] as an effort to realize sustainability social welfare. Refer to [3] the meaning of welfare is inherent in human life and the balance of production and consumption so that this opinion is the basis for forming sustainable community welfare where tourists can feel the process of creating this welfare. The impact of this perception forms a willingness to pay for tourism products or services oriented towards green tourism [12]. It creates a benefit for micro and small bisnis activities in the village tourism.

Previously, the impact of tourism on the environment encouraged research on sustainable tourism development [13], with the triple bottom line approach influencing the understanding of the concept of sustainable tourism [14]. **Fig. 2** as an appreciation of the revival of Kulon Progo tourism, which is dominated by the agricultural sector. A study was conducted by bringing entrepreneurship and SDGs closer together. The entrepreneurship approach encourages the implementation of the CBT to realize sustainability social welfare. As a representation of the market, tourists or the visitors should be aware of the limitations and advantages of community-based tourism.



**Fig. 2.** Culinary Portrait of Kulon Progo  
Venue: Mahaloka Paradise at Nanggulan Kulon Progo  
Source: Author's collection (2024)

The development of tourism villages emphasizes tourism performance assessment attributes such as “accessibility, quality of life, accommodation & restaurants, tourism services, entertainment facilities, heritage & cultural services, and ecological services” [15-16] previously developed from various importance-performance analysis-based studies [17-22] with adjusting post-pandemic through quality of life.

Some studies of tourist village studies, e.g., [1] in the context of Indonesia, [23-24], in Banyumas, [25] in Bandung, [26] in Borobudur, and [27] in Bali. It is necessary to understand tourists' perceptions of the performance attributes of tourist villages and their influence on sustainable community welfare in the development of entrepreneurial tourism with SDGs orientation in the context of tourist villages in Kulon Progo. As an area of the Special Region of Yogyakarta Province, there are a number of tourist villages e.g., Banjaroyo, Nglinggo, Kalibiru, Sermo, Purwosari, Banjarsari, Sidoharjo, Sidorejo, Jatimulyo, and Purwoharjo, and others. It is growing with new innovations as an educational tourism village such as Segajih, Widosari or Tinalah. These pioneers have become destination magnets as Menoreh Tourism. In its realization, the development of tourism villages has not fully survived in the long term. The presence of new destinations tends to overshadow the performance of previous destinations so that each tourist village must complement each other.

The purpose of this study emphasizes the tourist side in understanding the effect of tourism performance on sustainable social welfare. Derived into seven hypotheses (H1-H7) by focusing on the formation of a positive and significant effect on accessibility, quality of life, accommodation & restaurants, tourism services, entertainment facilities, heritage & cultural services, and ecological services toward sustainable social welfare. Formed influence on sustainable social welfare as a novelty.

Information is used for tourism village managers to collaborate with stakeholders including tourism offices, regional governments, utilizing corporate social responsibility, involvement of higher education institutions and social media. An entrepreneurial approach is needed to develop sustainable tourism [28] so that innovation must be in line with the responsibility of suppressing negative effects and maintaining a balance between economic growth, social welfare, appreciating local culture and ecological preservation. It aligns with the foundation tourist destination.

## 2 Methods

The quantitative approach is used to analyze the effect of tourism performance dimensions on sustainability social welfare from the perspective of tourists, while descriptive to get a picture of tourism performance. Sustainability social welfare is measured by five indicators representing aspects of environmental, community equity, culture, and economic demand [3]. The dimensions of tourism performance include: accommodation & restaurant, accessibility, quality of life, tourism services, entertainment facilities, heritage & cultural services, and environmental services [17-22]. These dimensions are broken down into seven exogenous variables while sustainability social welfare is an endogenous variable.

**Table 1.** Measurement of the Tourism Performance Dimensions

Code	Indicator	
AR1	Availability of restaurant/lodging information	Accommodation & Restaurants
AR2	Availability of comfortable homestays	
AR3	The restaurant offers a varied menu	
AR4	Restaurant serves special food/drinks	
AC1	Accessible to public transport	Accessibility
AC2	Accessible by private vehicle	
AC3	Parking area is adequate	
QL1	There are health facilities available	Quality of Life
QL2	Meeting point location available	
QL3	There is an evacuation route	
QL4	Managing visitor density	
TS1	Tour guide services	Tourism Services
TS2	Information about tourist locations	
TS3	Internet connection and Google Maps	
EF1	The beauty or naturalness of nature	Entertainment Facilities
EF2	Shopping facilities for souvenirs	
EF3	Souvenirs typical of the destination	
EF4	A garden or relaxing cottage is available	
HC1	Involving local wisdom	Heritage & Cultural Services
HC2	Features local cultural attractions	
HC3	Introducing ancestral heritage to tourists	
ES1	Prioritizing environmental conservation	Environmental Services
ES2	Providing a warning to dispose of rubbish properly	
ES3	Provide a waste sorting place	
ES4	Cleanliness of public facilities: toilets/places of worship	

**Table 2.** Measurement of Sustainability Social Welfare

Code	Indicator	
SSW1	Provide income for local communities	
SSW2	Providing employment for local communities	Sustainability
SSW3	Improving the welfare of society	Social
SSW4	Participate in preserving local culture/traditions	Welfare
SSW5	Contribute to environmental sustainability	

**Table 1-2** summarize the indicators then arranged in the questionnaire. A total of 30 statement items between a scale of 1 (very unfavorable) to 5 (very favorable) and respondent descriptions were added to the questionnaire form. This scale makes it easier for respondents to determine options for statements in the questionnaire. Written completion of the questionnaire was assisted by an enumerator. This was to ensure that visitors who were willing to complete the questionnaire were included as respondents. Involving 345 respondents using convenience sampling technique with data collection period in May-August 2024, including observation.

The analysis technique uses structural regression with Smart-PLS software with a significance of 5%. Validity testing with the provision of the loading factor coefficient of each indicator above 0.60. Reliability testing uses composite reliability where exploratory research produces a minimum composite reliability value of 0.60 [29]. Inner and outer variance inflation factor (VIF) values are used to identify the correlation between indicators and variables. According to Garson [30] a VIF value of less than 5 is limited to no correlation.

### 3 Results and Discussions

#### 3.1 Results

The study involved 345 respondents with the following profiles: (1) students (20%), university students (30%), civil servants (17%), self-employed (12%), private employees (13%), and others (8%). (2) Domicile in Kulon Progo (50%) and the outside (50%). (3) First time information about the destination from social media (80%) while 20% from family/friends. (4) The number of visits in the last 1 year was 1 time (5%), 2-3 times (13%), and more than 4 times (82%). This profile colors their perception of the indicators in improving the tourism village.

Further results, there are three invalid indicators so excluded from variable measurement. **Table 3** shows an overview of the validity and reliability test results after the reduction of invalid indicators. All indicators are valid with a significant tolerance at the 5% level although indicator of AC1 (accessible to public transport) is significant at 10%. The composite reliability value is above 0.70 although the entertainment facilities produce a composite reliability of less than 0.70 so that the entertainment facilities indicator needs attention. The inner and outer VIF scores produce less than 5 so that there is no multicollinearity detection between indicators. One surprising result is that the indicators measuring the sustainability of social welfare are valid and reliable. This result is a novelty in studies in tourist villages. A summary of the results of the outer model test after reduction is as follows:

**Table 3.** Validity, VIF, and Reliability

Indicator	Outer Loading	T Statistic	P Value	VIF		Reliability
				Outer	Inner	
AR1 <- AR	0.818	9.715	0.000	1.548	1.251	0.801
AR2 <- AR	0.727	6.497	0.000	1.496		
AR3 <- AR	0.729	7.403	0.000	1.345		
AR4 <- AR	0.547	3.592	0.000	1.230		
AC1 <- AC	0.564	1.770	0.077	1.083	1.121	0.746
AC3 <- AC	0.950	3.414	0.001	1.083		
QL1 <- QL	0.308	2.025	0.043	1.154		
QL2 <- QL	0.500	3.360	0.001	1.306	1.365	0.685
QL3 <- QL	0.745	8.418	0.000	1.334		
QL4 <- QL	0.778	8.856	0.000	1.084		
TS1 <- TS	0.810	23.686	0.000	1.489	1.500	0.819
TS2 <- TS	0.864	36.951	0.000	1.501		
TS3 <- TS	0.642	10.997	0.000	1.162		
EF1 <- EF	0.890	35.818	0.000	1.147	1.369	0.512
EF3 <- EF	-0.251	2.174	0.030	1.049		
EF4 <- EF	0.685	11.926	0.000	1.098		
HC1 <- HC	0.679	2.171	0.030	1.082	1.116	0.769
HC2 <- HC	0.893	3.616	0.000	1.082		
ES1 <- ES	0.757	22.543	0.000	1.578		
ES2 <- ES	0.828	32.388	0.000	2.047	1.470	0.842
ES3 <- ES	0.779	24.347	0.000	1.708		
ES4 <- ES	0.653	15.202	0.000	1.201		
SSW1 <- SSW	0.797	31.041	0.000	1.838		
SSW2 <- SSW	0.731	17.685	0.000	1.664	-	0.889
SSW3 <- SSW	0.845	49.579	0.000	2.207		
SSW4 <- SSW	0.772	27.827	0.000	1.790		
SSW5 <- SSW	0.779	26.726	0.000	1.789		

Source: Processed by authors from Smart-Pls

**Table 4.** Hypothesis Testing

Path	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values	Hypothesis	
AR -> SSW	-0.057	-0.049	0.044	1.310	0.190	H1	Rejected
AC -> SSW	-0.062	-0.046	0.042	1.482	0.138	H2	Rejected
TS -> SSW	0.158	0.154	0.054	2.916	0.004	H3*	Accepted
EF -> SSW	0.309	0.311	0.051	6.099	0.000	H4*	Accepted
QL -> SSW	0.077	0.083	0.048	1.625	0.104	H5	Rejected
HC -> SSW	0.011	0.019	0.050	0.217	0.828	H6	Rejected
ES -> SSW	0.322	0.316	0.065	4.943	0.000	H7*	Accepted

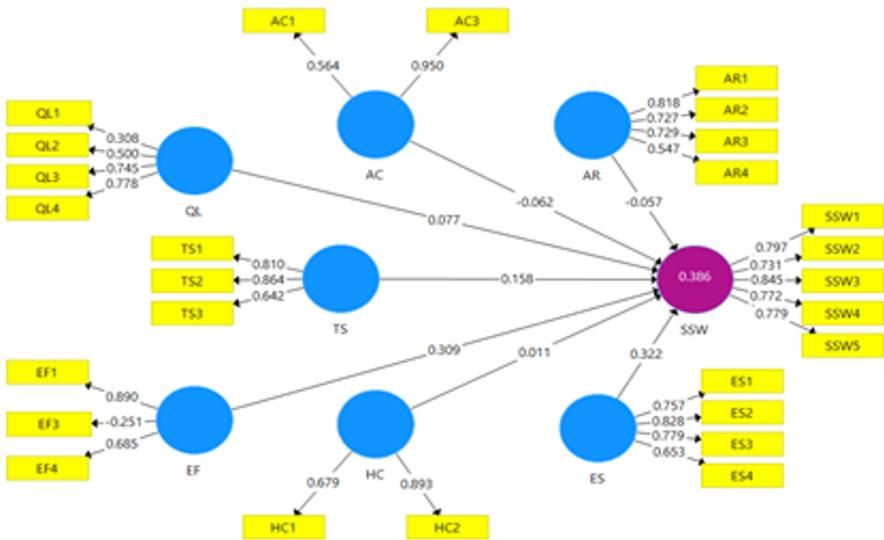
Note: \* significant at 5%

Source: Processed by authors from Smart-Pls

**Table 4** presents the hypothesis testing results as follows: Accommodation & Restaurants produces an original sample negative 0.062, t-statistic 1.482 (<1.96), and p-value 0.138 (>0.05) so H1 is rejected. Accessibility results in original sample negative 0.057, t-statistic 1.310 (<1.96), and p-value 0.190 (>0.05). The results indicate

H2 is rejected. Tourism Services resulted in a positive original sample of 0.158, t-statistic of 2.916 (>1.96), and p-value of 0.004 (<0.05). These scores indicate H3 is accepted at the 5%. Entertainment Facilities resulted in a positive original sample of 0.309, t-statistic of 6.099 (>1.96), and p-value of 0.000 (<0.05). Based on these scores identify that H4 is accepted by giving significant at 5%.

Furthermore, Quality of Life results in a positive original sample of 0.077, t-statistic of 1.625 (<1.96), and p-value of 0.104 (>0.05). The results indicate H5 is rejected. Heritage & Cultural Services produces a positive original sample of 0.011, t-statistic 0.217 (<1.96), and p-value 0.828 (>0.05). These results indicate H6 is rejected. Lastly, Ecological Services resulted in a positive original sample of 0.322, t-statistic of 4.943 (>1.96), and p-value of 0.000 (<0.05). It indicates H7 is accepted at the 5%.



**Fig. 3.** Algorithm Smart-Pls After Reduction  
 Source: Processed by authors from Smart-Pls

Finally, **Fig. 3** shows an algorithm Smart-Pls after reduction. Totally 27 items were retained to measure seven exogenous variables. Resulting the R-square of 0.386 while the adjusted R-square was 0.373. It proves the seven factors of tourism performance giving contribution as many as 38.60 percent to sustainability social welfare, while 71.40% of the effect is influenced by other factors not included in the model. Three indicators are invalid, so the information presented in this figure supports the acceptance of the hypotheses in Table 4 and Table 3.

**3.2 Discussions**

In order, the factors that have a strong influence on the sustainability of social welfare are entertainment facilities, tourism services, and ecological services. This means that providing these factors has a direct impact on community income, provides employment, improves community welfare, helps preserve traditions and protects the environment. The significant influence of tourism services and entertainment facilities

is in line with [18] while environmental services are in line with [22]. Meanwhile, accommodation & restaurants, accessibility, quality of life, and heritage & cultural services have not had a direct impact on community welfare. Community involvement needs to be increased, especially in accommodation & restaurants and accessibility so that many parties benefit from the presence of tourist villages. In line with [9], CBT builds involvement between tourists and local communities, so that both are expected to provide positive benefits for local residents. However, tourists must understand the limitations of CBT mechanisms in an effort to improve community welfare.

Economic benefits show the creativity of tourism villages in accordance with SDGs-8 in providing decent work and having a positive impact on village economic growth. The CBT approach involves local communities in developing and managing tourist destinations. The supporting roles of tourism villages include artists, traditional attraction communities, local food craftsmen, home stay owners, restaurant owners, and other services. These activities contribute to the developing rural economy. Aligned with SDGs-7, it can be directed to meet renewable energy needs such as solar power, wind power, micro hydro or bio gas adapted to village resources.

Environmental aspects related to SDG-12 to form mutually responsible consumers and producers. In line with [31], the formation of perceptions of social welfare encourages the consumption of green products, while creating the healthy tourism [32]. It is necessary to involve business actors to innovate through green products and circular products for making souvenir. It proves that sustainable tourism requires responsibility for environmental sustainability. SDGs-14 and SDGs-15 related to green behavior such as orderly handling of waste, awareness of waste sorting, recycling, maintaining river cleanliness and conservation behavior are important to practice in the management of tourist villages. SDGs-13 is related to climate change so that the conservation behavior of highlands and coastal areas through mangrove conservation or protecting the southern coastal ecosystem, such as conserving turtle habitat.



**Fig. 4.** Local Cuisine and Snacks in Kulon Progo Tourism

Venue: Geblek Pari (Light) and Puncak Saka (Right)

Source: Author's collection (2024)

As shown in **Fig. 4** types of local food served by utilizing local ingredients such as Sayur Lodeh is a coconut milk dish with a savory taste consisting of eggplant, long beans, melinjo (*Gnetum gnemon*) leaf, green chili, and other additional vegetables. Mangut Lele is a spicy coconut milk dish with catfish as the main ingredient. Bihun Goreng is a traditional noodle dish made from rice flour and processed using local

spices and vegetables. Various chili sauces are never separated from rural cuisine. For snacks, fried bananas, fried tempeh, fried cassava, or Geblek specialties are usually provided with drinks such as fresh tea, sweet tea or Wedang Uwuh served hot. Wedang Uwuh is a drink with ingredients such as ginger and dried leaves similar to spices such as clove leaves, lemongrass, secang wood shavings with traditional sugar as a sweetener. There is Menoreh coffee as a local commodity. Enjoyed on the edge of rice fields with a panoramic view of green or yellowing rice.



**Fig. 5.** Batik in Kulon Progo's Tourism  
Venue: Batik Farras (Light) and Batik Sembung (Right)  
Source: Author's collection (2024)

In **Fig. 5** the batik business sector supports tourism by producing classic motifs or new creations. Batik craftsmen are located in the Batik Tourism Village in Lendah sub-district such as Batik Farras, Batik Sembung, Bayu Sabrang, Sumber Abadi Batik, and others. There are economic benefits to mobilize the economy of rural communities, social benefits in empowering women and cultural benefits to preserve the batik culture that has been passed down from generation to generation and maintain classic motifs that have high philosophical value in Javanese culture [33]. We can witness the tenacity and prowess of the fingers of women and grandmothers in making batik with unique and beautiful patterns. There are two classic motifs, namely Grinsing and Galaran, which must be maintained.

Social benefits in tourism development such as: (1) SDGs-4 prepares quality education for the community related to conservation so that educationally oriented tourist villages play a very important role in increasing knowledge. (2) SDGs-5 practices gender equality to encourage women's involvement in community-based tourism, including batik. (3) SDGs-1 contributes to overcoming poverty so that it can improve community welfare. (4) The development of tourist villages reaches food security issues (SDGs-2), and (5) public health issues such as overcoming stunting (SDGs-3). In accordance with SDGs-9, innovation is required to realize eco-tourism or sustainable tourism in the development of tourist villages. Coordination with the village government in building a decent and sustainable rural environment (SDGs-11). To achieve all of this, it needs to be supported by partnerships with stakeholders (SDGs-17). Commitment is needed to support the development of sustainable tourism and partnerships with all stakeholders in achieving sustainable tourist village performance.

Indonesia as a country rich in natural potential, so geographically it gives a different color to tourist villages. In the study of [25] it was motivated by the natural charm of

Priangan with culinary, agriculture, plantations, handicrafts, painting, and fashion potential. Relate to [27] emphasizes harmony between spirituality, humans, and nature with consumer involvement and natural resource conservation in rural tourism management in Bali. Suitable with [23-24] raised local wisdom with rural natural potential on the slopes of Mount Slamet and along the Serayu River. Natural differences provide a wide variety of food sources that influence local cuisines and traditions.

However, geographically Kulon Progo directly borders Magelang Regency, Central Java, so it has similar natural characteristics with the study of [11] which exposed the activities in the Menoreh Hills, while the study of [26] built a strategy for developing Borobudur Tourism Village. Integration of the development of tourist villages in the border areas of Kulon Progo and Magelang is possible because it is supported by airport access in the Kulon Progo area, on the other hand, the potential of the National Tourism Strategic Area in Borobudur Temple as one of the ten New Bali destinations is in Magelang. As in the moment of the Lantern Festival in the Vesak celebration every May in the courtyard of Borobudur Temple. Based on this explanation, it can be underlined that the presence of rural tourism is able to contribute to preserving natural and cultural heritage and provide opportunities for women and youth to participate in obtaining economic benefits from these activities.

Like the study of [25], the development of tourist villages with the Penta Helix and Quintuple Helix Models, or using the triple bottom line approach [14]. Selection of levels according to the potential of the tourist village. The multi-helix model of building sustainable tourist villages includes regulatory support, funding support, support from business actors, the education sector, the general community and social media & content creators. Company involvement is implemented through corporate social responsibility so as to help develop tourist villages by considering local culture, economic progress, and environmental sustainability in developing tourist villages as a holistic approach to improving the tourism sector [1]. The entrepreneurial approach is very important in supporting sustainable tourism [28], so that it prioritizes eco-friendly, economically viable, socially humane, and gender equity, culturally appropriate which can ultimately realize sustainable welfare [7]. It is necessary to train homestay managers to integrate the homestay with the environment so that it becomes a sustainable homestay [34]. However, this alignment is built through the support of sustainability governance [6]. This alternative is an apt approach to fill the other 71% of the contribution to realizing sustainability social welfare.

## 4 Conclusion

The significant influence on sustainable social welfare is proven in tourism services, entertainment facilities, and environmental services. While accommodation & restaurant, accessibility, quality of life, heritage & cultural services have not had a significant influence. Community involvement needs to be increased especially in accommodation & restaurant and accessibility so that many parties feel the benefits of the presence of tourist villages. Optimization of sustainability social welfare through the hexa-helix model to encourage sustainable tourism. The indicators that gauge the sustainability of social welfare are valid and reliable, so these results are novel, having been previously developed from Siddiqui's work in 2018. This adoption can be

implemented in the post-pandemic situation especially in enhancing social welfare among tourist villages.

The effort involves local government support in providing access to tourist villages, preparing education for the community in providing services, highlighting local wisdom and paying attention to the quality of life related to tourist safety in tourist villages. As a suggestion, stakeholder collaboration needs to be enhanced for the transformation of villages into tourism villages, such as the involvement of state-owned enterprises when pioneering Kedung Pedut as a tourist village. As part of the Special Region of Yogyakarta to encourage rural development supported through the Yogyakarta special fund. Involving corporate strength through corporate social responsibility, higher education, communities and social media or with environmental NGOs such as the "Wahana Lingkungan Hidup Indonesia" (Walhi), so as to assist the development of tourist villages by highlighting local culture, economic progress, and nature sustainability without ignoring the participation of community members.

Advice for visitors is that tourists must understand the limitations of implementing community-based tourism in an effort to improve community welfare, especially in managing tourist villages. Therefore, provide support through knowledge exchange and spread positive news on social media. This contribution will be a psychological support for the village community as managers of tourist villages and owners of facilities. Suggestions for tourism village managers to innovate in socio-cultural authenticity by involving local communities. Future research could consider support systems from CSR or the government as mediation in improving sustainable social welfare in the context of rural tourism development. As a limitation, this study has not considered access and facilities for visitors with special needs or disabilities, so further research can complement these aspects.

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