

Tourism village development study: Lesson learned from Flory Village, Sleman Regency, Yogyakarta

Studi pengembangan desa wisata: Pelajaran dari Kampung Flory, Kabupaten Sleman, Yogyakarta

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Abstract

Flory Village is one of the tourism villages based on ecotourism in Sleman Regency. The formation of Flory Village is inseparable from the role of tourism aware group (Pokdarwis). The existence of village tourism destinations has a positive impact on rural economic development and regional tourism. This study explores how Flory Village and the community manage tourism. This research used descriptive qualitative which were analyzed using the Miossec model through the components of transportation, facilities, attitudes towards tourists, and the role of stakeholders. The result is that there are two tourism village groups, namely Dewi Flory and Taruna Tani who have succeeded in developing their tourism potential based on their respective characteristics. Dewi Flory focuses on educational tourism, making salted eggs, nata de coco, vegetable gardening, and outbound tourism in three rides: water rides, dry rides, and mini forests. Furthermore, Taruna Tani focuses on agriculture, such as ornamental plants and fruits, and village culinary tours. The four lessons from the management of a tourism village by two Pokdarwis in Flory Village are consistent innovation, management commitment, utilization of local human resources, and collaboration with other parties.

Keywords: ecotourism; Flory Village; tourism village development; tourist

Abstrak

Desa Flory merupakan salah satu desa wisata yang berbasis ekowisata di Kabupaten Sleman. Pembentukan Desa Flory tidak lepas dari peran kelompok sadar wisata (Pokdarwis). Adanya desa wisata Desa Flory berdampak positif bagi perkembangan ekonomi desa dan pariwisata daerah. Penelitian ini mengkaji bagaimana Desa Flory dan masyarakat dalam mengelola desa wisata. Penelitian ini menggunakan pendekatan deskriptif kualitatif yang dianalisis dengan menggunakan model Miossec melalui komponen transportasi, fasilitas, sikap terhadap wisatawan dan peran stakeholders. Hasilnya ada dua kelompok desa wisata yaitu Dewi Flory dan Taruna Tani yang berhasil mengembangkan potensi wisatanya berdasarkan karakteristik masing-masing. Dewi Flory fokus pada wisata edukasi seperti pembuatan telur asin, nata de coco, kebun sayur, dan wisata outbound di tiga wahana yaitu wahana air, wahana kering, dan hutan mini. Selanjutnya, Taruna Tani fokus terhadap pertanian seperti tanaman hias dan buah-buahan, serta wisata kuliner desa. Terdapat empat pelajaran yang bisa diambil dari pengelolaan desa wisata oleh dua Pokdarwis di Kampung Flory yaitu inovasi yang konsisten, komitmen pengelola, pemanfaatan sumber daya manusia lokal dan kolaborasi dengan pihak lain.

Kata kunci: ekowisata; Desa Flory; pengembangan desa wisata; turis

Introduction

Tourism has been re-established in many parts of the world as an economic activity that could greatly assist countries with extreme financial difficulties (Reid & Sindiga 1999). Tourism is considered an effective way to reduce poverty in some local communities (Lee & Jan 2019). The tourism industry has

shown steady growth in income and the number of tourists in recent decades, leaving broad economic, social, cultural, and environmental footprints reaching almost every part of the world (Cholik 2017). Indonesia has an abundance of natural resources, and this wealth holds the potential that can be utilized by the community, one of which is the field of tourism. According to the World Economic Forum (Schwab 2017), Indonesia's ranking rose to 50, previously ranking is 70 in 2015. In the last few years, the government also paid attention to the tourism sector. According to the Ministry of Tourism, improving tourist destinations' quality can be done by developing ecosystem infrastructure, developing cultural and artificial tourism destinations, and improving governance management (Kementerian Pariwisata 2017).

One of the regions dependent on the tourism sector is the Special Region of Yogyakarta. It is one of the favorite places for the community to engage in tourism. In 2018, there were around 131 attractions, consisting of natural attractions, artificial tourism, and cultural tourism. The number of tourists visiting was 26.515.788, consisting of domestic and foreign tourists (Dinas Pariwisata Provinsi Yogyakarta 2018). The number has increased from year to year, and Yogyakarta has significant capital to become a tourism-based superior area. This area is very famous for its natural panorama and its citizens' hospitality (Vitasurya 2016). As a collective, the community and government have developed a tourism village and tourism awareness group (Pokdarwis). In 2018, there were 122 tourism villages in Yogyakarta, 38 tourism villages in Sleman, 33 villages in Bantul, 27 tourism villages in Yogyakarta City, 14 tourism villages in Gunung Kidul, and ten tourism villages in Kulon Progo (Utantoro 2016).

Tourism development has been identified as an effective way to revitalize a destination's economy, whether rural or urban (Lee & Jan 2019). The development of tourism modifies the destination's landscape and results in changes in the community's social life (Hwang et al. 2012). Tourism development is carried out continuously expected to provide an alternative for people to seek happiness (Lee et al. 2020) and a place to enjoy. Besides, tourism development is also expected to have sustainability, both economically, environmentally, and socio-culturally (Atun et al. 2019) hence, it positively impacts local communities. The model of approach in developing tourism in village areas has seen many studies, for instance, participatory through Community-Based Tourism (CBT) on the tourism development in Batu City (Nurhidayati 2015). Meanwhile, Imbaya et al. (2019) emphasize modalities and interventions to optimize CBT in tourism development. Further, Hwang et al. (2012) emphasize CBT by preserving local identity and sustainability (Lee & Jan 2019). It needs multiple logic from various stakeholders with an institutional approach (Chen et al. 2016).

The development of village tourism can also be successful if it leads to economic benefits, namely reducing unemployment, creating workplaces (and also for unskilled workers), providing accommodation, increasing the economy of the local population, using development promotion systems, infrastructure development, community involvement, promotion and entrepreneurship of the local community (Barkauskas et al. 2015). It can be seen in Sesotyaningtyas and Manaf (2015), which finds that a tourist village in Kutoarjo can encourage community economic activities. The development trend in tourism villages has emerged in recent times due to agricultural and rural conditions assimilated by modernization and urbanization (Gao & Wu 2017). To optimize village tourism, it can also use the Miossec model to analyze four components, namely transportation, attraction or facilities, tourists' attitudes, and the role of stakeholders (Prideaux 2000).

The researchers focused on Sleman Regency because it has the highest number of tourism villages; on the other hand, the poverty rate of the Sleman Regency in 2019 is still high, is 8.7% of the total population (Suryana 2019). Therefore, the development of tourism potential reduces poverty in the community (Gao & Wu 2017). The growth from year to year shows a positive number. Noted on 30 September 2018, there were around 7.898.088 tourist visits (Table 1). It was an increase from 2016's figure of 5.865.301 (Dinas Pariwisata Provinsi Yogyakarta 2018).

There are 47 tourism villages (2019), and from the many tourist villages scattered in Sleman Regency, there is one area with reasonably high tourist visits, namely Flory Village. Researchers chose Flory

Village as a study because there was not much discussion about it. It can be used as a best practice in developing tourism potential in other regions. Flory Village was first pioneered in 2015 and inaugurated in 2018. Flory Village locates in the Sub-District of Jugang, Pangukan, Tridadi Village, Sub-district of Sleman. There are two Pokdarwis who manage Flory Village, namely Dewi Flory and Taruna Tani. In recent years, Flory Village has undergone a rapid transformation. According to the Regent of Sleman Regency (Giyanto 2018), Flory Village produced as many as 20-25 thousand tourists with a monthly turnover of up to one billion, and at certain times, such as holidays and religious holidays, this can be more. The high number of visits succeeded in absorbing local workers; as many as 120 people have been recruited (Giyanto 2018), which positively impacts the local economy.

Table 1.
Tourism visitors of per regency or city on 2016-2018 in Special Region of Yogyakarta

Regency or city	2016	2017	2018
City of Yogyakarta	5.520.952	5.347.303	4.752.351
Sleman Regency	5.865.301	6.814.558	7.898.088
Bantul Regency	5.405.800	9.141.150	8.840.442
Kulon Progo Regency	1.353.400	1.400.786	1.969.623
Gunung Kidul Regency	3.479.890	3.246.996	3.055.284
Total	21.445.434	25.950.793	26.515.788

Source: Dinas Pariwisata Provinsi Yogyakarta (2018)

The tourism sector is an alternative to enhancing local communities' welfare in village growth (Hariyanto 2016, Hermawan 2016, Roziqin et al. 2019). Several studies on tourism explain that new tourism operation models or tourism innovations that are not supported by local communities will not be sustainable (Matilainen et al. 2018). It means supporting the local community is one of the essential success factors in tourism (Harrill 2004). Furthermore, this research aims to analyze the community's active role, especially of two Pokdarwis, in developing tourism in villages. On the other side, the management success in making Flory Village increase in such a way is why the researchers formulate this research's purpose, namely to find out the management and development carried out by Pokdarwis, thus making Flory Village a prosperous tourism village. To analyze the development carried out by the management, the researchers used four indicators used in the development phase of Miossec (Prideaux 2000), which are transportation, facilities, attitudes to tourists, and stakeholders' role. Therefore, this study explores how Flory Village and the community manage tourism villages.

Research Method

This research aims to examine and analyze the development carried out by Pokdarwis (Dewi Flory and Taruna Tani) in developing Flory Village, Sleman Regency (Table 2). Researchers used a qualitative descriptive approach. According to Creswell & Clark (2010), qualitative research is a method for exploring and understanding the meaning of social or humanitarian problems. This research is located in Flory Village, Sleman Regency, and was conducted for five months, starting from November 2018 to March 2019. Determining the research informants, researchers used purposive sampling, which means informants interviewed had been determined from the beginning based on their competence and involvement in the research focus. There were around 33 informants from the Dewi Flory and Taruna Tani Pokdarwis, village government, department of tourism Sleman Regency, local community, and tourists visiting Flory Village. They were interviewed alternately to obtain information based on the research focus.

The researchers used primary and secondary data as essential material in studying the research substance. In addition, the researchers also collected data derived from articles, reports, news, and information related to Flory Village, which added to the observation process conducted at the research location. Data successfully collected by the researchers were then analyzed using the Miles and Huberman model,

often referred to as data triangulation (Huberman & Miles 2012, Sugiyono 2016). The first task was to collect all data related to Flory Village, primary or secondary. The second was data reduction from the data collected and then summarizing selected essential things related to the study's substance. The third is the data display or data presentation. The data are presented in a qualitative form in the form of a narrative description of the text. The fourth is describing conclusions. It describes a phenomenon related to the facts of the research.

Table 2.
Characteristics of Dewi Flory and Taruna Tani

Village tourism	Characteristics	Potential and superiority
Dewi Flory	Training and outbond	It has a panoramic view that offers a rural atmosphere
	Educating tourism	Has adequate tourist facilities
	Parking area Public space	Able to accommodate large numbers of visitors
Taruna Tani	Agriculture area (agro tourism)	Provides a beautiful view of the rice fields
	Ornamental plants and fruit	It has a varied collection of ornamental plants and fruit
	Village culinary spot	Provides typical village food facilities

Source: Primary data

Results and Discussion

The journey of Flory Village

Flory Village was first pioneered in 2015 and was inaugurated in 2018, and it was engaged in agriculture, primarily ornamental plants and fruits. Flory Village's existence aims to increase the village's independence and community's welfare, especially for farmers and young people. The agriculture sector in Sleman Regency has been a successful contributor to regional income. The potential of agriculture managed properly has an impact on other sectors, such as tourism. The Flory Village manager continues to innovate to become one of the favorite tourist destinations in Sleman Regency and surrounding areas. Flory Village was built on the background of several phenomena and opportunities. First, the lack of young people interested in the agricultural sector; second, there is an increasing need for ornamental plants. Third, the opportunity for agro-tourism as a new tourist destination. Fourth, at that time, many young people, especially students interested in the agricultural sector, found it challenging to find scientific development and practice. Therefore, the existence of Flory Village is expected to be an educational tool for them. Flory Village is a tourist destination with a high differentiation value and maintains nature and the applied tourism (ecotourism). Flory Village has the vision to be the leading tourism mascot in Yogyakarta by synergizing agriculture, tourism, culture, education, community-based, and environmentally sound and prosperous. Furthermore, with this vision, the mission is to provide the complete plants, provide aesthetic areas, develop educational tours with natural nuances, open up employment opportunities, attract young people involved in agribusiness, increase human resources, add business units and create showrooms.

Dewi Flory and Taruna Tani

Through tourism management, Flory Village has been able to drive the economy of the local communities. The management of Flory Village is divided into two tourism awareness groups. Each has a different role: 1) the agricultural area or the Taruna Tani zone developed by Taruna Tani Pokdarwis, and 2) the tourism area or Dewi Flory zone created by Dewi Flory Pokdarwis. Taruna Tani zone has one hectare, which is dedicated to the ornamental and culinary plants business; this Pokdarwis focuses on developing ornamental plants. Taruna Tani Pokdarwis was established through the inaugural farmer group with Inauguration Letter of Number 521/16/TDD/11/2015. There are 20 members (ornamental cultivation farmers). The establishment of the Taruna Tani collaborates with the community, youth groups, and the

director-general of horticulture. As an effect, Taruna Tani Pokdarwis widened innovation by opening culinary restaurants with private parties, including the Iwak Kalen Restaurant (Figure 1). This innovation is part of the effort to provide some facilities in the Taruna Tani zones. The restaurant is served menu is a traditional food, with the main menu made from fresh fish. The cooperation system agreed between Iwak Kalen and Taruna Tani because Iwak Kalen contributes five percent of Taruna Tani's profit every month. Furthermore, Bali Ndeso culinary stands and Keceh Coffee (Figure 1) apart from offering village food and drinks, these two culinary places also provide meeting facilities and a beautiful rural atmosphere.



Figure 1.

Iwak Kalen Restaurant (left), Bali Ndeso (middle), and Kopi Keceh Coffee (right)

Source: Primary data

In principle, the Pokdarwis is cooperative and aims to prosper the welfare of farmer members. Taruna Tani Pokdarwis has a vision of creating jobs for young people to get involved in the agricultural sector. Meanwhile, its mission is to breed ornamental plants and superior fruit, a center for agricultural education for the community, and improve the community's economic level. They are responsible for supplying ornamental plants and care for fruit plants in Flory Village (Figure 2). Figure 2 shows a plant showroom, a place for visitors to see a collection of ornamental plants and fruit, the Taruna Tani collections.



Figure 2.

Plant showroom in Taruna Tani Pokdarwis

Source: Primary data

Dewi Flory Pokdarwis manager manages the Dewi Flory zone, which has an area of one hectare with 5.000 m² of village treasury land, 11.500 m² of mini-forest rental land, 1.500 m² of parking rental land, and 4.000 m² intended for the culinary part of Bali Ndeso (back on the village). The Dewi Flory zone's management is carried out by the Dewi Flory Pokdarwis, which consists of 23 people. Pokdarwis is an organization that functions as a place to exchange information and innovations to develop tourism potential in Flory Village. In addition, Dewi Flory Pokdarwis has a vision of creating a tourism village that is competitive, characterized, educative, and has community empowerment. Meanwhile, Dewi Flory's mission is to develop educational tours with natural nuances, provide outbound tourism services that are characterful and attractive (Figure 3), develop community potential, open up employment opportunities, and foster a sense of love for the surrounding environment. It means giving a positive impact and ensuring sustainable tourism (Nurhidayati 2015).

Figure 3 is an example of some of the outbound activities in Dewi Flory. The majority of outbound activities are fun games that aim to train agility and teamwork. Fun games are not only limited to children's games however also the adult community. There are three outbound places, namely water rides, dry rides, and mini forests. These two Pokdarwis work hand in hand to develop the integrated tourism potential in Flory Village, and it plays an essential role in advancing Flory Village tourist destinations. Both Pokdarwis must carry out continuous and sustainable innovation even though there are many obstacles such as ornamental plants that are not initially well-developed, plants that do not bear fruit, and the two management groups' institutional ego the beginning of the establishment of Flory Village. Nevertheless, because of the hard work of these two Pokdarwis, Flory Village slowly gained a special place in the hearts of the people. The Sleman community and the surrounding Yogyakarta make Flory Village a favorite tourism education and recreation area that offers traditional local wisdom.



Figure 3.
Educative tourism in Dewi Flory zone
Source: Primary data

The development of Flory Village

Flory Village is located in the Tridadi Village, Sub-Village Jugang Pangukan, Sleman. There is the Bedog River that can add aesthetic and natural value to tourists. As a relatively new destination, Flory Village has the potential of nature, culture, and education. The development of Flory Village from the pioneered beginning to the present day was fast, lasting for 2.5 years with a fund of 4.8 billion IDR, consisting of a Group Self-Help Fund in the amount of 1.93 billion IDR and a Grant Aid fund of 2.15 billion IDR. Flory Village developments cover several aspects, for instance, transportation, access, and facilities. To examine and analyze developments in Flory Village, researchers used the Miossec tourism development model (Prideaux 2000); there are four components to consider, namely: 1) transportation is the vehicle mode used to access tourist attractions, including efforts to provide accessibility to tourist places, 2) attraction or facilities is a form of the tour manager's facility and can be enjoyed by visitors, 3) attitudes to tourists is the manager's attitude to tourists who come to the tourist place, and 4) the role of stakeholders, how stakeholders play their role in supporting tourism management.

Transportation

Modes and access to transportation are essential in tourism development because transportation in complexity helps to provide accessibility; without adequate accessibility, tourism will be challenging to develop (Chew 1987, Prideaux 2000). Lumsdon & Page (2003) explained that access to tourist sites is flexible, depending on the location, infrastructure conditions, and transportation system's efficiency (Lumsdon & Page 2003). Transportation is one of the essential indicators to realize tourist comfort and

satisfaction and can be given as a tool or mode that affords a way to access tourist destinations, such as highways, time needed by tourists, transportation equipment, road signs, parking information, and then the nearest terminal stop to tourist destinations. According to a staff member of Dewi Flory:

“In every discussion meeting, staff are always talking about accessibility for tourists. For instance, parking, security, road, and repair signs. Because the tourist trend is always increasing, it must be followed by the facility and comfort that we provide.”

Provision of tourism accessibility, specifically transportation facilities in Flory Village, is one development strategy and effort to increase tourist visits. Almost every year, accessibility is always a subject that is never absent in a coordination meeting. Especially in terms of transportation because the manager of two Pokdarwis is aware of the location of Flory's Village to enter the community. Income obtained from tourists for both Dewi Flory and Taruna Tani Pokdarwis is always set aside and budgeted to improve accessibility (road improvement, road expansion, expansion of parking area). In analyzing the transportation indicators, Damanik (2013) divides the sub-indicators into three: access, mode of transportation used, and parking area. How to access or affordability of tourist destinations can affect the interests of tourists. A tourist destination with extraordinary potential cannot be optimal if the way to access it is difficult.

Based on observations, the tourists' affordability to Flory Village can be said to be good. The road to Flory Village was well paved, and no roads were found. Flory Village's location is approximately 1.5 km from the capital city of Sleman and 10 km from the capital city of Yogyakarta. This location is quite strategic, so it is easily accessible by tourists, even the access road to Flory Village can be passed by significant transportation such as a bus in the opposite direction. Information boards or informative guides also support Flory Village access, and it is installed every 10 meters (entering the village area). The importance of direction in the field of tourism is something that needs attention. As regulated in the Regulation of the Minister of Tourism Republic of Indonesia Number 3 of 2018 concerning operational instructions for the management of the particular physical allocation fund for tourism, it is stated that the standard placement of signposts is essential so that tourists can know the right direction at the right location. The regulation also stipulates that the correct direction is at the crossroads position. The direction's placement also needs to consider the safety, easily seen, artistic and safety aspects of road users.

Furthermore, there is the mode of transportation, which can be done through different types and transportation that tourists can access to calculate the allocation of funding and visiting time. To reach Flory Village, tourists can access it via private vehicles or small and large buses. In addition, tourists can also use motorcycle taxis and bus services provided by the manager. Various kinds of facilities are beneficial for the costs incurred by tourists. The last is the tourist parking area; the local government has not explicitly discussed, for example, regional regulations or the like. Nevertheless, the researchers concluded that parking fees are included in local retributions. In Flory Village, two zones have independent parking lots for tourists ranging from two-wheeled vehicles, four-wheeled vehicles to buses; however, the parking lot's weakness in Flory Village is that it is still using a soil base, so it is prone to be muddy and can cause the car to stall due to the soft soil.

Attraction and facilities

According to Isdarmanto (2017), facilities need to be provided, from leaving the tourist's residence to the tourist destination and then returning to the original place to ensure that tourist destinations continue to grow and progress, managers must continue to innovate. Several studies and researches positively explain the facility and atmosphere built by the manager with tourist satisfaction (Skogland & Siguaw 2004). Attractions have become a supporting point to create comfort for tourists. A tourist destination that has complete facilities or attractions has a great chance of getting feedback from tourists. Based on the interviews and observations conducted with tourists, the researchers were satisfied with all of Flory

Village's facilities. This satisfaction is undoubtedly a capital for managers to further develop existing facilities and improve facilities that are considered still lacking. Tourist satisfaction is slowly spread to the public at large by word of mouth.

In Flory Village, the manager provides many facilities, including tourist attractions divided into two zones: The Dewi Flory and Taruna Tani zone. Each zone offers different adaptations according to the characteristics of the two zones. It certainly makes tourists have many choices of types of tours that they want to do. Besides the core of tourism in the two zones, the manager also provides souvenir facilities, lodging, traditional restaurants, a gathering place (hall), health facilities, security facilities, and toilets. The main product of a tourist destination is an attraction (Mill 1990). What can be seen and what can be done at these tourist attractions play a part in becoming a tourist attraction. The two Pokdarwis show that the attraction or facility is an essential part of attracting tourists to Flory Village. Every year, they always plan to add, improve and enhance the attractions or facilities available. During increasingly fierce tourism industry competition, attractions or facilities need to be a concern for tourism managers to support tourists' tourism types. Based on their experiences, tourists felt satisfied and not bored. The number of tourist attraction products, according to the manager, will continue to be added gradually as an innovation effort while still maintaining the characteristics or unique quality of Flory Village.

Attitudes to tourists

According to Pintrich and Schunk (1996), there are six aspects of attitude: 1) a general attitude toward activities, and this aspect is related to whether or not an individual is drawn toward certain activities, 2) specific for liking activities, 3) feeling happy with all its activities, 4) essential for individuals, 5) intrinsic sides of an individual. Most tourists feel happy after visiting Flory Village, as explained by one tourist: "Here is a package tour. It can be fun, satisfied, refreshed. On the other hand, we enjoyed and were comfortable with Flory Village conditions".

Attitudes to tourists in tourist attractions can be considered as a way to develop tourism. For example, what can be done and how is the manager's hospitality. In Flory Village, according to various tourists, tourists can be provided some activities such as outbound, family or community events, enjoy the scenery, enjoy traditional food and snacks, and so forth. Managers in Flory Village have also implemented the SGS (Smile, Greeting, Salutation) to provide comfort to tourists. Some visitors met by researchers expressed satisfaction with the services provided by Flory Village. If looked at the digital ranking Google in 2019, Flory Village is in the range of 4.3-5 stars and gets a positive response from the community. It means that Flory Village is frequently visited and gets positive feedback from the community. Furthermore, Flory Village hopes that visitors to the tour are satisfied and served by a pleasant village compilation. Aspects like these that become tourist destinations can continue to survive and move in a more advanced direction, especially for the Yogyakarta people, famous for their citizens' culture and hospitality.

The role of stakeholders

The tourism sector in Indonesia involves many actors (stakeholders) in its management (Bibin et al. 2018, Chen et al. 2016). The government, the community, and the private sector (companies) also participate in advancing tourism in Indonesia, including in Flory Village. The most significant tourism aspect results are the need for good governance. In this context, planning, decision-making, and tourism management with long-term planning to reach goals (Carland et al. 1989) and actors who have the same interests work together to create superior ecotourism.

Flory Village was the initiation by a person and a group of residents, and then two Pokdarwis were formed, Dewi Flory and Taruna Tani. In its management, these two Pokdarwis always make development plans, both short, and long-term. Some acceleration programs are also carried out to add tourist attractions and various facilities. The managers of Flory Village, through the two Pokdarwis, make various acceleration programs and have created an institutional structure that functions to divide tasks and functions in a

professional standard. Management is also assisted by local villages, namely Tridadi and Tlogoadi; these two villages support administratively and government-related affairs, such as licensing and land rent. Initially, Flory Village was a private or group initiation, and the village budget was not used in its management; however, after a while, the village government assisted the budgeting process through the two Pokdarwis. Thus, the existence of Flory Village has a positive effect on the surrounding community.

In developing its tourism destinations, Flory Village also cooperates with several parties, both the regency government and private companies. Because the form is cooperation, it is partial, usually in the form of money or an increase in HR or managerial capacity and a local economic development program with a creative economy category that aims to make Flory Village one of the growth engines of Sleman Regency. Assistance to the implementation of the smart city by launching the National Non-Cash Movement or Gerakan Nasional Non-Tunai (GNNT) began with the implementation of electronic non-cash payment instruments from four banks, namely Bank Rakyat Indonesia (BRI), Bank Pembangunan Daerah (BPD), Jogja Bank, and Mandiri Bank as facilities for visitors to Flory Village.

The role of the private sector in the development of Flory Village is also very much needed. During this time, many companies, especially bank corporates, have helped the development of Flory Village. They often become donors for mentoring activities and training for managers of Flory Village. This training and assistance are undoubtedly beneficial for managers as a brainstorming effort to face tourist competition challenges. Using technology implemented by the manager can also be a means of promotion and outreach to the community so that Flory Village will become better known, not only to residents of Yogyakarta however to the broader community. The successful development of Flory Village, which has been explained through four indicators of the development model, can undoubtedly be a best practice for other tourist destinations in Indonesia. The managers must consider various aspects, such as tourist attractions, management, and institutional in detail; however, there is a need to remind that Flory Village's success was not easily obtained. At the beginning of the initiation, the formation of Flory Village failed. Nevertheless, through the spirit of cooperation and innovation carried out by the manager, Flory Village can become one of the favorite destinations in Sleman Regency, even in Yogyakarta and surrounding areas.

Conclusion

This article explained how Flory Village was transformed into a favorite destination for the people of Sleman and its surroundings. Two Pokdarwis focus on their respective specializations, namely Taruna Tani with a collection of ornamental plants and fruit, then a culinary tour consisting of Iwak Kalen restaurant, Bali Ndeso culinary, and Keceh Coffee. Furthermore, Dewi Flory focuses on educational tourism, making salted eggs, making nata de coco, vegetable gardening, and outbound tourism in three rides: water rides, dry rides, and mini forests. The lessons that we can take from the development of Flory Village tourism are consistent innovation, commitment from the manager, the use of local human resources, and collaboration with other parties.

The rapid development experienced by Flory Village cannot be separated from the action by the manager of two Pokdarwis. Innovations made in four components have succeeded in making the Flory Village a favorite eco-tourism destination of Sleman and surrounding areas. Flory Village has succeeded in becoming an economic trigger for the surrounding village community. Although at first, it had difficulties, for example, ornamental plants and fruits that were not well-developed, sectoral ego between the two Pokdarwis, and minimal budgeting for innovation and development, with a commitment to cooperation and support of the community and other actors, the Flory Village became a driving force for the local economy. The local government and private institutions' support has succeeded in making Flory village a leading rural-based tourist destination in Yogyakarta.

In the developing process of tourism destinations, many things need attention. Tourism development is capital for tourist destinations that remain sustainable and survive in Indonesia's face of tourism dynamics. The Special Region of Yogyakarta, known as a cultural and tourism area, is an opportunity

for the surrounding area to introduce its regional potential. In the future, Flory Village needs to think about other innovations and creativity that are unique and different from other tourist destinations. Also, the target of foreign tourists to come to Flory Village must be increased. Before that, managers need to prepare adequate infrastructures, such as digital payments, credit cards, and money changers. With adequate infrastructure coupled with Flory Village's uniqueness, it can be more advanced and beneficial for the community, especially in the tourism sector and the local economy.

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