

---

## DEVELOPMENT OF TOURISM FACILITIES AND ITS IMPACT ON THE ECONOMIC VALUE OF WANUREJO TOURISM VILLAGE

By

Dodik Prakoso Eko Hery Suwandojo<sup>1\*</sup>, Rosalina Nur Annisa<sup>2</sup>, Rekta Deskarina<sup>3</sup>

<sup>1,2,3</sup> Sekolah Tinggi Pariwisata Ambarukmo Yogyakarta

Email: [1dodikprakoso@stipram.ac.id](mailto:dodikprakoso@stipram.ac.id)

---

### **Article History:**

Received: 21-12-2023

Revised: 29-12-2023

Accepted: 24-01-2024

### **Keywords:**

Development of tourist facilities, Economic value of tourist villages, Wanurejo Tourism Village

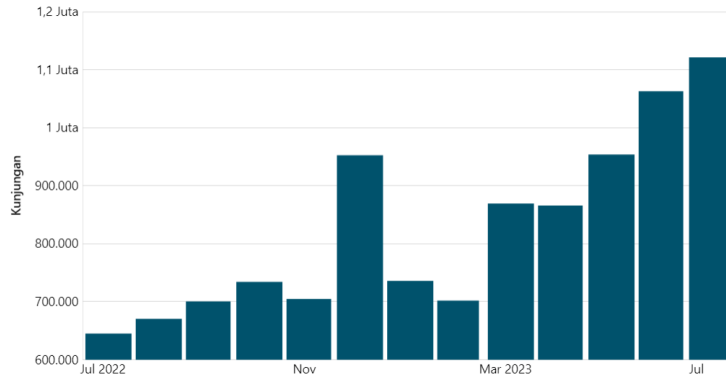
**Abstract:** *Tourism Village is one of the tourist destinations that attracts tourists. The development of tourist facilities in tourist villages is important because it has an impact on the economic value of tourist villages, especially Wanurejo Tourism Village located in Borobudur District, Borobudur Temple area. The research method used is descriptive qualitative with data collection techniques of observation, interviews, and documentation. The results showed that the development of tourist facilities in Wanurejo Tourism Village has been carried out gradually and holistically, taking into account various aspects. The development of tourist facilities has had a positive impact on the economic value of tourist villages, including an increase in the number of tourist visits, an increase in tourist village income, and the creation of new jobs. This study provides an overview of the development of tourist facilities and its impact on the economic value of tourist villages. However, this study has not discussed the impact analysis of the development of tourist facilities on other aspects of Wanurejo Tourism Village, such as social and cultural.*

---

## INTRODUCTION

Tourism is one of the important sectors of the Indonesian economy. The tourism sector contributes significantly to state revenue, employment, and economic growth. In recent years, Indonesian tourism has experienced rapid growth. This is supported by various factors, including the increasing purchasing power of the community, easy access to transportation, and vigorous promotion. Indicators of tourism growth can be seen from the number of foreign tourist visits to Indonesia, as shown in Table 1 below.

Table 1 Number of Foreign Tourist Visits to Indonesia (July 2022-July 2023)  
 Source: (Annur, n.d.)



From the data in Table 1 above, it can be seen that the number of foreign tourists visiting Indonesia in July 2023, reached 1.12 million, the number of visits increased by 74.07% compared to the previous year (year on year), whereas in July 2022 the number of foreign tourist visits to Indonesia only reached 645.12 thousand. Tourist visits in July 2023 increased by 5.66% (month on month) compared to the previous month, reaching 1.06 million (month on month) (Annur, n.d.).

Ease of access in the form of infrastructure related to transportation is one aspect that can support the level of tourist visits to tourist destinations. The following data is presented on the types of transportation modes most used by tourists visiting Indonesia in 2023.

Table 2. Modes of Transport for Tourist Arrivals to Indonesia in 2023  
 Source: (Annur, n.d.)

Type of Transport Mode	Total (in thousands)	Total (in %)
Air	821,26	73,13%
Sea	124,22	11,06%
Land	21,11	1,88%
Border Gate	156,34	13,92%

Some countries are active contributors of foreign tourists to Indonesia. Data on the country of origin of our tourists can be used for many things related to tourism, for example: providing facilities according to their needs, promotional effectiveness, social, cultural, and emotional approaches, and so on. The following table presents data on the country of origin of foreign tourists visiting Indonesia in 2023.

Table 3. Country of Origin of Indonesian Foreign Tourists in 2023  
 Source: (Annur, n.d.)

Origin Country	Total (in thousands)	Total (in %)
Malaysia	156,72	13,98%
Australia	143,06	12,74%
Singapura	109,85	9,78%
China	84,96	7,57%
Timor Leste	55,99	4,99%

One form of tourism that is growing rapidly in Indonesia is village tourism. A tourist village is a village that has natural, cultural, and local wisdom potential that can be developed for tourism purposes. The residents of tourist villages still have relatively original traditions and culture. This condition has the potential to improve the welfare of local communities through various economic activities, such as the provision of accommodation, culinary, and tourist attractions (Yoeti, 1983). Village tourism is a sustainable rural development effort for tourism Suwena et al. (2010).

The Ministry of Tourism and Creative Economy (Kemenparekraf) reported that by 2023 Indonesia will have 4,674 tourist villages, which has increased in terms of numbers by 36.7% from the previous year which only amounted to 3,419 tourist villages (Administrator, n.d.).

One important factor in the development of a tourist village is the provision of adequate tourist facilities. Adequate tourist facilities can provide comfort and safety for tourists, increase tourist satisfaction, and encourage them to stay longer or even want to visit again. A tourist village with adequate tourist facilities can also be an attraction for tourists to visit. Tourist facilities are all facilities that serve to meet the needs of tourists who stay for a while at that location and want to enjoy their time leisurely and participate in activities available at that location (Yoeti, 2003).

Wanurejo Tourism Village is one of the tourism villages located in Borobudur District, Magelang Regency, Central Java. Wanurejo Tourism Village is located in the southeast of the Borobudur Temple tourism complex. Wanurejo Tourism Village is the gateway to the Borobudur area. Wanurejo, located in the middle of the Menoreh mountains, surrounded by the Progo and Sileng rivers, will impress you with its beautiful natural scenery. The village has the potential for beautiful nature as well as diverse culture, and local wisdom that is still maintained. Wanurejo Tourism Village has grown rapidly in recent years, with the number of tourist visits continuing to increase. This tourist visit cannot be denied as a positive impact on the increase in tourist visits to Borobudur Temple, which is located in Borobudur District, Magelang Regency, Central Java Province. The increase in the number of tourist visits to Borobudur Temple can be seen in Table 4 below.

Table 4. Number of Visitors to Borobudur Temple Source: BPS Kabupaten Magelang (n.d.); Hasanudin (n.d.)

Month	Foreign Travellers				Domestic Travellers			
	2020	2021	2022	2023	2020	2021	2022	2023
December	60.743	127.938	198.709	140.000	76	155	6.941	1.260.000

The development of tourist facilities in Wanurejo Tourism Village has been carried out by the village government, community, and private parties. The development of these tourist facilities aims to increase the attractiveness of Wanurejo Tourism Village. The increasing attractiveness of Wanurejo Tourism Village encourages an increase in tourist visits which will have a positive impact on improving the economic welfare of the village community (Utami et al., 2023).

Wanurejo Tourism Village can be called a village that is the main gate or entrance to the Borobudur Temple area because Wanurejo Tourism Village is the first village to be

passed when entering the Borobudur Temple area. Wanurejo Tourism Village is called a "Cultural and Craft Tourism Village" because of its culture that is still preserved from its ancestor's ancestors and has many household industries that produce various kinds of crafts, ranging from knick-knacks to statues. Wanurejo Tourism Village is geographically located in the Borobudur Temple area on the southeast side of Borobudur Temple, only approximately 600 meters away. The village geographically has a stretch of rice fields and is very fertile because it is located between the Menoreh mountains and is flanked by two rivers: Progo River and Sileng River.

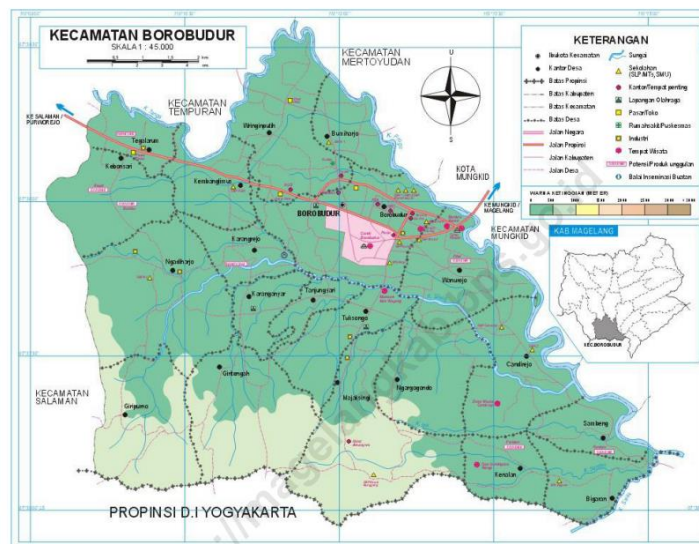
Wanurejo Tourism Village is one of the tourism villages located in Borobudur District. Wanurejo Tourist Village has an area of 470,100 Ha with nine hamlets, some of which are named after their ancestors. The nine hamlets in Wanurejo Tourist Village are Brojonalan, Tingal Wetan, Tingal Kulon, Bejen, Sorokan, Barepan, Gedongan, Jowahan, and Soropadan. The nine hamlets have a lot of tourism potentials, such as Rik Rok, Elo Progo Art, Pawon Temple, homestay, Batik Dewi Wanu, Balokdes Wanurejo, Junkyard Auto Park, and others. Access to Wanurejo Tourism Village is very good, especially for the main road which is a provincial road.

Wanurejo Village is managed by BAPARDES (Village Tourism Board), led by Mr. Bendrat Agus.S., under the auspices of BUMDES 79 (Village-Owned Enterprise). The organization consists of a core board, including a chairman, secretary, and treasurer. There are several sections in the village, such as culinary, crafts, arts, homestays, and guides. Articles of Association and Bylaws (AD/ART) are also made to regulate the administrative system and work of the organization.

The boundaries of Wanurejo Tourism Village in the north are bordered by Sawitan Village, in the east by Progowati Village, and the south by Candirejo Village, while in the west by Borobudur Village.

#### Map of Borobudur Sub-district

Source: Borobudur Sub-district in Figures 2023 (BPS Kabupaten Magelang, n.d.)



#### LITERATURE REVIEW

The development of tourist facilities is one of the important aspects of the development of a tourist village. Adequate tourist facilities can provide comfort and safety for tourists, increase tourist satisfaction, and encourage them to visit again. In addition, adequate tourist facilities can also be an attraction for tourists to visit the tourist village. A literature review is needed to review previous research on the development of tourist facilities and their impact on the economic value of tourist villages. The following are some previous research results that are relevant to this research:

### **1. The Impact of Tourism Facility Development on the Economic Value of Tourism Villages**

Research conducted by Silooy et al. (2020) showed that the development of tourist facilities in Pujon Kidul Tourism Village, Malang, East Java, has had a positive impact on the economic value of the tourism village. The development of tourist facilities has increased the number of tourists visits so that the income of tourist villages has also increased. In addition, the development of tourist facilities has also created new jobs for local communities.

Research conducted by Hermawan, (2016), shows that the development of tourist facilities in the development of tourist facilities in Nglanggeran Tourism Village, Gunungkidul, Yogyakarta, has had a positive impact on the welfare of local communities. The development of tourist facilities has increased the income of local communities so that the standard of living of local communities has also increased.

### **2. The Impact of Tourist Facility Development on Local Community Welfare**

Research conducted by Nurohman et al. (2019) states that there is a positive influence between village policies and community welfare.

Fatmawati et al. (2016), in their study, said that community empowerment in developing the Ponggok Tourism Village greatly affects the welfare of the Ponggok Village community. However, there are still obstacles such as lack of funding, road access from one object to another, and lack of facilities. This can be minimized by the government in collaboration with the community to build facilities that are still needed by tourists.

### **3. Factors Affecting the Impact of Tourist Facility Development**

Research conducted by Febrianingrum et al., (2019), shows that the driving factors in tourism development are:

- availability of an adequate road network,
- proximity of tourist destinations to the origin of tourists,
- the active role of the development and security community in tourist destinations.

The factors that hinder the development of tourism include:

- limited fulfillment of facilities and infrastructure,
- incompleteness of pre-tourist facilities,
- the lack of integration of public transportation modes between tourism,
- not optimizing the role of tourism management institutions,
- uneven distribution of tourism benefits,
- Weak community capacity in managing tourism
- Inadequate utilization of media for tourism promotion.

As for moderate factors, namely:

- the existence of a variety of tourist attractions,
- biodiversity as a tourist attraction,
- availability of disaster facilities in tourist destinations, especially coastal tourism
- coastal disaster mitigation measures.

Research conducted by (Khasani & Arianti, 2014) shows that several factors are thought to influence the number of tourists visiting Cahaya Beach:

- tourist income,
- travel costs,
- the cost of traveling to other attractions,
- length of trip,
- facilities.

In the context of the research he conducted, 2 phenomena were found, namely:

- income and facilities have a positive effect on the number of tourist visits to Pantai Cahaya,
- the cost of travel, the cost of traveling to other attractions, and the length of the trip do not affect the number of tourist visits to Pantai Cahaya.

This literature review shows that the development of tourist facilities can have a positive impact on the economic value of tourist villages and the welfare of local communities. However, several factors need to be considered so that the positive impact can be maximized.

## RESEARCH METHODS

In this study, researchers used methods that were relevant to the research objectives, using a descriptive qualitative research approach with data collection techniques of observation, interviews, and documentation. Observation research was conducted in Wanurejo Tourism Village, Borobudur, Magelang, Central Java. In November - December 2023.

## DISCUSSION AND DISCUSSION

The development of tourist facilities in Wanurejo Tourism Village has been carried out in stages and holistically, taking into account various aspects, among others: basic facilities, in the form of roads, bridges, and street lighting, as well as the availability of clean water for drinking. At a later stage, the village government and community have built more specific tourist facilities, such as homestays, restaurants, and tourist attractions. Supporting facilities are equipped to meet the facilities needed by tourists such as places of worship, public toilets, and adequate parking areas.

The development of tourist facilities in Wanurejo Tourism Village was carried out by involving various parties, such as the village government, the village community, and the private sector. The holistic approach to developing tourist facilities in Wanurejo Tourism Village has had a positive impact on the economic value of the tourism village. This impact can be seen from the increase in the number of tourist visits in 2022 amounted to 205,650 tourists, in 2023 tourists visited a total of 1.4 million people, meaning that there was an increase in tourist visits by 15% both domestic and foreign tourists. This cannot be separated from the development of tourist facilities, which are adequate for the income of



Wanurejo Tourism Village. In 2022, Wanurejo Tourism Village was visited by around 205650 tourists, with tourism village revenue reaching around Rp 20 billion. It is estimated that the income of the tourist village will continue to increase along with the increase in the number of tourist visits.

The development of tourist facilities has also created new jobs for the local community. In 2022, the number of workers in the tourism sector in Wanurejo Tourism Village reached around 500 people. The workforce works in various fields, such as accommodation, culinary, and tourist attractions. It is estimated that the number of workers in the tourism sector will continue to increase along with the development of tourist facilities and an increase in the number of tourist visits.

The development of tourist facilities in Wanurejo Tourism Village still needs to be carried out to increase the attractiveness of the tourism village. The development of tourist facilities that need to be done includes the construction of higher quality tourist facilities, such as more comfortable homestays and more attractive tourist attractions. In addition, the promotion of tourist villages also needs to be carried out to increase public awareness of the existence of these tourist villages.

## CONCLUSION

The development of tourism facilities is one of the important aspects of the development of tourism villages. The development of adequate tourist facilities can have a positive impact on the economic value of tourist villages, namely increasing the number of tourist visits, increasing tourist village revenues, and creating new jobs for local communities.

The development of tourist facilities in Wanurejo Tourism Village has had a positive impact on the economic value of the tourism village. The development of tourist facilities has increased the number of tourists visiting so the income of tourist villages has also increased. In addition, the development of tourist facilities has also created new jobs for the local community.

The development of tourist facilities in Wanurejo Tourism Village still needs to be carried out to increase the attractiveness of the tourism village. The development of tourist facilities that need to be done includes the construction of higher quality tourist facilities, such as more comfortable homestays and more attractive tourist attractions. In addition, the promotion of tourism villages also needs to be carried out to increase public awareness. This research only discusses the development of tourist facilities and their impact on the economic value of Wanurejo Tourism Village.

## REFERENCE

- [1] Administrator, administrator. (n.d.). *Indonesia.go.id—Ayo Jelajahi Desa Wisata Peraih Rekor MURI*. Retrieved January 23, 2024, from <https://indonesia.go.id/kategori/editorial/7504/ayo-jelajahi-desa-wisata-peraih-rekor-muri?lang=1>
- [2] Annur, C. M. (n.d.). *Kunjungan Wisatawan Mancanegara ke Indonesia Meningkat 74% pada Juli 2023 | Databoks*. Retrieved January 22, 2024, from <https://databoks.katadata.co.id/datapublish/2023/09/04/kunjungan-wisatawan->

- mancanegara-ke-indonesia-meningkat-74-pada-juli-2023
- [3] BPS Kabupaten Magelang. (n.d.). *BPS Kabupaten Magelang*. Retrieved January 24, 2024, from <https://magelangkab.bps.go.id/publication/2023/09/26/f640e6bc9c1dd00633a0d66d/kecamatan-borobudur-dalam-angka-2023.html>
- [4] Fatmawati, E. N., Satiti, E. N., & Wahyuningsih, H. (2016). Pengembangan Potensi Desa Wisata untuk Meningkatkan Kesejahteraan Masyarakat Desa Ponggok Kabupaten Klaten. *Jurnal Pariwisata Indonesia*, 11(2). <http://jurnal.stpsahidsurakarta.ac.id/index.php/JPI/article/view/338>
- [5] Febrianingrum, S. R., Miladan, N., & Mukaromah, H. (2019). Faktor-Faktor Yang Mempengaruhi Perkembangan Pariwisata Pantai Di Kabupaten Purworejo. *Desa-Kota: Jurnal Perencanaan Wilayah, Kota, Dan Permukiman*, 1(2), 130-142. <https://jurnal.uns.ac.id/jdk/article/view/14762>
- [6] Hasanudin, U. H. J. D. (n.d.). *Sepanjang 2023, Kunjungan Wisatawan ke Candi Borobudur Capai 1,4 Juta Orang*. Harianjogja.Com. Retrieved January 29, 2024, from <https://kedu.harianjogja.com/read/2024/01/01/647/1160034/sepanjang-2023-kunjungan-wisatawan-ke-candi-borobudur-capai-14-juta-orang>
- [7] Hermawan, H. (2016). Dampak pengembangan Desa Wisata Nglanggeran terhadap ekonomi masyarakat lokal. *Jurnal Pariwisata*, 3(2), 105-117. <https://ejournal.bsi.ac.id/ejurnal/index.php/jp/article/view/1383>
- [8] Kepariwisata. (n.d.). *UU No. 10 Tahun 2009*. Database Peraturan | JDIH BPK. Retrieved January 29, 2024, from <http://peraturan.bpk.go.id/Details/38598/uu-no-10-tahun-2009>
- [9] Khasani, M. A., & Arianti, F. (2014). *Analisis Faktor-Faktor Yang Mempengaruhi Kunjungan Wisatawan Di Pantai Cahaya, Weleri, Kabupaten Kendal* [PhD Thesis, Fakultas Ekonomika dan Bisnis]. <http://eprints.undip.ac.id/43522/>
- [10] Nurohman, Y. A., Qurniawati, R. S., & Hasyim, F. (2019). Dana desa dalam peningkatan kesejahteraan masyarakat pada Desa wisata menggoro. *Magisma: Jurnal Ilmiah Ekonomi Dan Bisnis*, 7(1), 35-43. <http://jurnal.stiebankbpdjateng.ac.id/jurnal/index.php/magisma/article/view/38>
- [11] Silooy, R., Haryono, H., & Imamah, N. (2020). Dampak pengembangan desa wisata terhadap pendapatan masyarakat desa wisata (Studi Pada Desa Pujonkidul Kecamatan Pujon Kabupaten Malang). *Bharanomics*, 1(1), 38-42. <http://journal.febubharsby.org/bharanomics/article/view/15>
- [12] Suwena, I. K., Widyatmaja, I. G. N., & Atmaja, M. J. (2010). *Pengetahuan dasar ilmu pariwisata*. Udayana University Press.
- [13] Utami, A. P., Aulia, A. N., & Priyono, N. (2023). Perencanaan Pembangunan Desa Wisata Wanurejo Dalam Meningkatkan Kesejahteraan Ekonomi Masyarakat Desa. *Jurnal Mutiara Ilmu Akuntansi*, 1(3), 86-95. <https://ejournal.stie-trianandra.ac.id/index.php/jumia/article/view/1492>
- [14] Yoeti, O. A. (1983). *Pengantar ilmu pariwisata*. Angkasa.
- [15] Yoeti, O. A. (2003). *Tours and travel Marketing*. Jakarta: Pradnya Paramita.