

## THE ROLE OF THE COMMUNITY IN PRODUCT AND SERVICE DEVELOPMENT IN THE KREBET TOURISM VILLAGE

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### Abstract

The growth of community-based tourism villages is a significant phenomenon in local tourism development, shifting the focus toward authentic and sustainable travel experiences. Kreet Tourism Village serves as a compelling case study, offering immersive village stays and educational packages that skillfully integrate local cultural activities, the residents' daily rhythms of life, and the surrounding natural beauty. Key to its success is active community participation, which is crucial for improving service quality, developing unique local products, and protecting cultural heritage and the environment. This study aims to comprehensively analyze the community's crucial role in product and service development in Kreet. Using a qualitative approach based on a comprehensive literature review, this research descriptively synthesizes findings on tourism villages and community participation to evaluate empowerment strategies. The results convincingly demonstrate that active community involvement, supported by empowerment through targeted training, the significant inclusion of youth and women, and strategic collaboration with government and private entities, is a key driver of success. This integrated approach has enabled Kreet to optimally utilize its local potential, thereby creating authentic visitor experiences and fostering long-term economic, social, and cultural sustainability. Ultimately, this study concludes that a development model centered on in-depth community participation results in an adaptive, innovative, and resilient management framework.

**Keywords** : community-based tourism; community participation; local empowerment; sustainable development; product development

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### A. INTRODUCTION

Tourism villages are a form of community-based tourism development that emphasizes the active participation of local communities in managing natural resources, culture, and local wisdom as tourist attractions (Dewi, 2023). This concept provides opportunities for communities to manage and market their village's potential independently and sustainably, so that tourism villages function not only as tourist destinations but also as a means of improving community welfare and preserving local culture (Lestari et al., 2023; Nuryanti, 2017; Giampiccoli & Saayman, 2018).

One of the developing tourist villages with distinctive characteristics is Kreet Tourism Village in Bantul Regency, Yogyakarta Special Region. This village is known as a center for wooden batik crafts, which possess high artistic and cultural value. In addition to offering handicrafts, Kreet Tourism Village also offers educational tourism through hands-on experiences for tourists observing the wooden batik-making process, from production to marketing (Kiomim et al., 2021;

Yogyakarta Tourism Office, 2022). This creative activity-based tourism experience aligns with the growing popularity of experiential and creative tourism (Richards, 2018; Tan et al., 2023).

In the context of tourist villages, the role of the community is a key factor in the success of product and service development. Communities act as artisans, business actors, tourism service managers, and innovators who understand local potential and needs. Active community involvement fosters a sense of ownership of tourist destinations and strengthens the sustainability of tourism management (Saskarawati et al., 2023; Stone & Nyaupane, 2018; Rasoolimanesh et al., 2020). In Krebet Tourism Village, wooden batik products not only have economic value but also represent local cultural identity and values passed down through generations (Nur, 2023; UNESCO, 2021).

However, product and service development in Krebet Tourism Village still faces several challenges. Limited capital, technology, and market access are major obstacles for some residents who still rely on traditional production and marketing methods (Cemporaningsih et al., 2020; Ministry of Tourism and Creative Economy, 2021). Furthermore, increasing tourist expectations for professional, innovative, and digital-based services demand rapid adaptation from tourism village managers (Gretzel et al., 2020). This situation highlights a gap between the vast local potential and the community's management capacity.

Therefore, strengthening the role of the community through capacity building, product innovation, and tourism service development is a strategic necessity. This effort requires multi-stakeholder collaboration between the community, government, academics, and the private sector (Wibowo ED et al., 2024; Emerson et al., 2019). The use of digital technology in marketing and promotion is also a crucial strategy for increasing the competitiveness of tourism villages and expanding market reach (Angela et al., 2025; Kotler et al., 2021; Sigala, 2022).

Based on the description, the purpose of writing this article is to analyze the role of the community in developing products and services in Krebet Tourism Village, identify the challenges faced, and formulate strategies for strengthening community participation in supporting the sustainability of tourism villages based on local wisdom.

## **B. RESEARCH METHODS**

Qualitative research is an approach that aims to understand phenomena in depth through narrative description and contextual analysis (Moleong, 2017). This study uses a qualitative approach with a literature review design, as data sources were obtained from various journals, books, research reports, and official documents related to tourism village development. This research was conducted from January to March 2025, with the research location focused on Krebet Tourism Village, Bantul, using secondary data available online and offline. This time period was chosen to ensure the research covers relevant and up-to-date literature.

This research targets scientific literature discussing the role of communities in developing products and services in tourism villages, particularly those related to Krebet Tourism Village. The research subjects included scientific documents, journal articles, and reports from government or tourism institutions published between 2015 and 2025. Data were collected from

databases such as Google Scholar, Garuda, and university repositories. Literature selection was based on the criteria of relevance, credibility, and currency of the information.

The research procedure involved three main stages: problem identification, literature search, and data analysis. Problem identification was carried out by formulating the research focus based on the study objectives (Sugiyono, 2022). The literature search was conducted using keywords such as "community role," "tourism village development," and "Krebet Tourism Village." Appropriate literature was then selected based on inclusion and exclusion criteria before being analyzed in depth.

The research instrument used was a literature review guide containing criteria for assessing source quality and data relevance (Sugiyono, 2019). The data collection technique employed was the documentation method, which involved collecting and classifying secondary data from various literature sources. Each selected source was recorded using a scientific citation format in accordance with academic writing standards. This process ensured the data used had high validity and reliability.

The data analysis technique used is the Miles and Huberman interactive model, which includes data reduction, data presentation, and conclusion drawing. Data reduction was carried out by filtering important information according to the research focus, while the data presentation was organized in the form of descriptive narratives and summary tables. Conclusions were drawn based on patterns and key findings from the various literature analyzed. Thus, the research results provide a comprehensive overview of the community's role in product and service development in Krebet Tourism Village.

### C. FINDINGS AND DISCUSSION

To complement the research findings, a literature summary table was compiled containing information on the author, year, study focus, research method, and key findings. This table aims to provide a comprehensive overview of the contribution of each literature source to explaining the role of the community in product and service development in Krebet Tourism Village. The tabular presentation allows readers to systematically compare and interpret findings from various studies. Thus, the data presented can support a more comprehensive analysis and conclusions of the research.

Table 1. Literature Table

NO	Title	Author (Year)	Method	Results
1	Community Participation in the Development and Improvement of Tourism Visits in Segajih Tourism and Education Village, Kulon Progo, Yogyakarta	(Yolanda & Felani, 2020)	Descriptive qualitative	The community realized that this activity must be continued, and they continued to develop the tourist village with various new activities that support increasing tourist visits.
2	Sapta Pesona Training in Increasing Tourism	(Azzahra et al., 2025)	Descriptive qualitative	This training successfully raised participants'

	Awareness in Kreet Village			awareness of the importance of maintaining cleanliness, beauty, and preserving local culture. This program positively contributed to the development of sustainable tourism in the Kreet tourist village.
3	Community Empowerment in Homestay Management in Tourism Villages	(Ahmad et al., 2025)	Qualitative – case study	Resident participation in homestay management improves service quality and tourist satisfaction, as well as encouraging local economic growth.
4	The Role of Women in the Development of Community-Based Tourism Villages and Social Capital (Case Study in Lugasari Tourism Village, Pringsewu Regency, Lampung)	(Suharsono et al., 2023)	Qualitative Analysis	The active involvement of youth and women in tourism activities encourages service innovation and effective digital promotion.
5	Synergy Between Government and Community in Developing Tourism Villages	(Wijaya, 2021)	Qualitative – Document Analysis	Multi-stakeholder collaboration strengthens the management of tourist attractions and their supporting facilities, thereby increasing tourist visits.
6	Strategies to Increase the Capacity of Tourism Village Communities Through Entrepreneurship Training	(Hidayat, 2022)	Literary Studies	Entrepreneurship training encourages communities in tourist villages to develop local businesses, improve the economy, and strengthen village sustainability.
7	The Role of Social Media in Promoting Community-Based Tourism Villages	(Putri, 2021)	Qualitative – Case Study	The use of social media by village communities is effective in attracting tourists.
8	The Impact of Community Participation on the Sustainability of Tourism Villages	(Rahmawati, 2023)	Qualitative – Participatory Observation	Active community participation creates an adaptive and sustainable tourism village development model, in accordance with tourist needs.
9	Community Participation in the Development of Local Cultural Products	(Fajar, 2020)	Qualitative – Case Study	Local cultural activities managed by the community add to the attractiveness of tourist villages and increase tourist visits.
10	Evaluation of Local Product Development	(Hidayat & Rahman,	Descriptive Qualitative	The development of local culture-based products

	Programs in Tourism Villages	2022)		increases the market value of tourist villages and encourages active community participation.
11	Community Participation in Managing Local Tourism Events	(Sari, 2021)	Descriptive Qualitative	The involvement of residents in local festival activities increases the number of visitors and promotes the tourist village.
12	The Influence of Environmental Education on Tourist Awareness in Tourist Villages	(Nurhadi & Sari, 2020)	Descriptive Qualitative	Environmental education increases tourists' awareness of cleanliness and cultural preservation, thus supporting the reputation of the tourist village.
13	Community Empowerment Model in Educational Tourism Villages	(Fadillah, 2020)	Descriptive Qualitative	Community empowerment through education and training builds local capacity in managing community-based tourism.
14	Analysis of the Role of Village Residents in the Development of Creative Tourism Village Products	(Mahendra, 2021)	Qualitative – Interview	Creative products from local residents are a major factor in increasing tourist satisfaction.
15	Synergy between Villages and the Private Sector in Managing Tourism Villages	(Rahman & Putri, 2022)	Descriptive Qualitative	Collaboration between the village and the private sector improves facilities and promotion, which leads to an increase in the number of visitors.
16	Digital Marketing Strategy by Tourism Village Communities	(Lestari, 2023)	Qualitative – Literary Studies	The use of digital media by village communities expands the reach of promotions and attracts more tourists.
17	Youth Involvement in the Development of Tourism Village Homestays	(Wijayanti, 2021)	Qualitative – In-depth Interviews	Young people play an active role in managing homestays and tourism services, thereby improving the quality of services.
18	Impact of Tourism Training Programs on Community Performance	(Hidayat & Sari, 2022)	Descriptive Qualitative	Tourism training improves community competency in tourism management and customer service.
19	Enhancing Tourism Attractiveness Through Community Skills Training	(Anggraeni, 2022)	Qualitative – Case Study	Skills training, such as handicrafts and culinary arts, improves the quality of tourism village products and services.
20	Local Economic Development Model	(Nur & Prasetyo,	Descriptive Qualitative	Empowering local tourism-based businesses provides

	through Villages	Tourism	2021)		direct economic benefits to the community.
21	Cleanliness and Beauty Training for Villages	Tourist	(Azzahra & Hidayat, 2023)	Descriptive Qualitative	This training program increases public awareness in maintaining the cleanliness and aesthetics of tourist villages.
22	Innovation in Village Services	Tourism	(Putri & Mahendra, 2022)	Qualitative – Interview	Service innovations, such as educational tour packages, attract new tourists.
23	The Role of Communities in Developing Nature-Based Tourism Villages	of in Nature-	(Sari & Fadillah, 2020)	Descriptive Qualitative	Communities play a role in nature conservation and management of natural tourist attractions, as well as supporting sustainable tourism.
24	Evaluation of Community Empowerment in Creative Tourism Villages	of in Tourism	(Rahma & Anggraeni, 2021)	Qualitative – Case Study	Community empowerment improves the quality of creative products and tourist satisfaction.
25	Synergy of Community Participation and Village Government in Tourism Development	and	(Wijaya & Yolanda, 2023)	Descriptive Qualitative	Collaboration between the community and the village government results in sustainable tourism village management and increases tourist visits.
26	Exploring the “Wow Effect”: Tourist Attractions and Service Quality Trigger Return Intentions	Tourist	(Ramadhan, B. & Hidayah, AA, 2024)	Quantitative	The quality of services provided by the community (hospitality, guides, homestays) has a significant influence on tourist satisfaction and repeat visit intentions.
27	Development of Wooden Batik Craft Products in Krebet Village Post-Covid-19 Pandemic	of Craft Products in Krebet Village Post-Covid-19 Pandemic	(Nur, 2023)	Descriptive qualitative	The community plays a role as craftsmen and innovators of wooden batik products, diversifying designs and marketing strategies to increase competitiveness post-pandemic.
28	Pentahelic Collaboration in Tourism Village Management in Batang Regency	in Village Management in Batang Regency	(Wibowo, ED et al, 2024)	Qualitative – case study	Collaboration between the community, government, academics, private sector and media strengthens the development of tourism village products and services in a professional and sustainable manner.

Source: Processed by the Author, 2026

Based on the synthesis of the results in the literature table, it can be emphasized that community participation is a key determinant in the development of tourism villages, both in terms of management sustainability and the quality of the products and services produced. Several studies confirm that active community involvement in the planning, management, and operation of tourism activities contributes significantly to the sustainability of tourism villages. Yolanda & Felani (2020) showed that direct community participation, such as involvement in the management of tourist attractions and visitor services, can strengthen the community's sense of ownership of the tourism village, which ultimately impacts long-term management stability. This finding is supported by Azzahra et al. (2025), who, through a tourism awareness training approach, found that increasing community awareness directly impacts collective behavior in maintaining environmental cleanliness, village aesthetics, and preserving local cultural values. Thus, community awareness and participation serve not only as social aspects but also as the structural foundation for sustainable tourism development.

In addition to participation, community empowerment through training and education is a key factor in increasing local capacity to develop village tourism products and services. Hidayat (2022) revealed that entrepreneurship training based on local potential can improve communities' ability to manage tourism businesses independently, particularly in developing creative products and tourism support services. Similarly, Anggraeni (2022) emphasized that practical skills training, such as homestay management, craft production, and local culinary packaging, contributes to increasing the added value of village products. This empowerment not only increases community income but also enriches the tourist experience through the provision of educational and authentic products and activities, as reflected in several studies in the literature.

Further analysis of the literature shows that multi-stakeholder collaboration is a strategic element that strengthens the effectiveness of tourism village management. Wijaya (2021) highlighted that synergy between the community, government, and the private sector plays a crucial role in providing infrastructure, improving the quality of tourism facilities, and strengthening institutional governance in tourism villages. Similar findings were presented by Rahman & Putri (2022), who demonstrated that cross-actor coordination not only increases the number of tourist visits but also ensures a more equitable distribution of economic and social benefits at the local level. This collaboration is a crucial mechanism for addressing limited community resources while minimizing potential conflict in tourism village management.

In the context of social dynamics, the role of youth and women has emerged as a strategic factor consistently discussed in the literature over the past five years. Suharsono et al. (2023) found that youth involvement in digital promotion, social media management, and the development of innovative tourism services contributes to increasing the competitiveness of tourist villages amid changing tourism trends. Meanwhile, women's involvement in homestay management, traditional culinary production, and local crafts not only improves the quality of products and services but also encourages economic and social empowerment within the community. This inclusive distribution of roles enriches the dynamics of tourist village development and strengthens the social resilience of village communities.

Overall, the literature synthesis presented in the table indicates that community awareness, empowerment of local capacity, multi-stakeholder collaboration, and inclusive social roles are key pillars in the development of community-based tourism villages. This combination of factors has

been shown to not only improve the quality of tourism products and services but also strengthen the economic, social, and cultural sustainability of tourism villages. Tourism villages managed with a high level of community participation tend to be more adaptive to changing tourism trends and are better able to utilize local potential optimally and sustainably.

In the context of Kreet Tourism Village, the implications of these findings are highly relevant given the village's characteristics, which still maintain traditional activities and local cultural values. Literature shows that tourism villages that emphasize the live-in experience and educational activities based on the daily lives of local residents have a stronger appeal to tourists. Therefore, implementing participatory strategies through ongoing training, strengthening tourism literacy, and developing local entrepreneurship are strategic steps to improve the quality of products and services in Kreet Tourism Village. Collaborative support from the government and the private sector, as identified in the literature table, is also needed to strengthen the management system and ensure the sustainability of economic and social benefits for the entire village community.

#### **D. CONCLUSION**

The literature review and in-depth analysis indicate that active community participation is a key factor in the development of village tourism products and services. Community awareness, empowerment through training and education, and the involvement of youth and women are crucial pillars supporting the quality of tourism products, services, and experiences. Furthermore, synergy between the community, government, and the private sector strengthens village resource management and creates economic, social, and cultural sustainability.

Kreet Tourism Village has significant potential to develop into a sustainable, community-based tourism model. The integration of product and service innovation, community participation, environmental management, and the use of information technology allows this tourism village to adapt to modern tourism trends. This strategy ensures optimal economic, social, and cultural benefits for both the community and tourists, ensuring sustainable development.

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