

## Measuring community empowerment in the development of tourism village: Evidence from Batu City, Indonesia

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**Journal of Tourism, Culinary,  
and Entrepreneurship**

**e-ISSN:**  
**2776-0928**

**Publisher:**  
School of Tourism,  
Universitas Ciputra Surabaya,  
Indonesia

**Keywords:**  
Community Empowerment  
Tourism Village  
Sustainable Development  
Batu City

**Received:** January 22, 2025

**Revised:** March 13, 2025

**Accepted:** March 27, 2025

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### ABSTRACT

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Transforming villages into tourism villages is essential for community empowerment, enabling them to grow and manage local potential, although its implementation is not yet systematic. This research aims to measure the community empowerment in the development of tourism villages in Batu City, focusing on four villages: Sidomulyo, Bumiaji, Punten, and Tulungrejo. The measurement is carried out using the concept of Resident Empowerment through Tourism Scale (RETS) with modifications by adding an economic dimension. The research uses a quantitative descriptive approach, utilizing a purposive sampling technique to gather data from 100 respondents involved in tourism-related activities. The results indicate that psychological empowerment recorded the highest score 4.47, indicating strong community awareness, pride, and concern for tourism village potential. The social empowerment followed with a score of 4.37, reflecting active participation, collaboration, and community cohesion in tourism activities. The economic empowerment scored 3.95, demonstrating the community's ability to leverage tourism for income generation and economic growth. Meanwhile, the political empowerment received a score of 4.05, showing community involvement in policy-making and decision-making related to tourism village management. This research can be used by the Batu City Government as a basis for developing more systematic tourism village management policies and improving training for tourism village communities, while also helping tourism village managers strengthen their management strategies.

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### 1. INTRODUCTION

Tourism is one of the strategic sectors experiencing sustained growth and receiving attention from several countries worldwide, in line with the increasing consumption of travel-related commodities by a portion of the population (Entina et al., 2021). A variety of tourist attractions continue to be built and developed in line with global preferences, complete with supporting facilities to enhance visitor comfort (Gordon, 2023; Yi et al., 2024). This effort reflects tourism as a leading industry that contributes to national revenue and the local economy (Mitasari et al., 2022).

Tourism in developing countries, including Indonesia, plays a crucial role in income generation, employment, and economic diversification (Ahmad & Talib, 2015; Lane & Kastenholz, 2015). In Indonesia, for instance, tourism serves as a major source of foreign exchange, driving the development of other sectors. Natural and cultural potential supports tourism development across various regions (Intiar et. al., 2023). Tourism also contributes to community empowerment, promoting economic growth, welfare, poverty reduction, and employment (Law No. 10 of 2019).

Tourism, as a sector that contributes significantly to the economy, had encouraged various regions in Indonesia to develop their potential (Santoso & Oktavio, 2023). Rural areas with unique tourism attractions and abundant natural resources were being developed to attract tourists (Damanik, 2013). Various programs and village development budgets had been allocated to empower communities in the development of tourism villages, as this approach was believed to enhance welfare through empowerment (Muslim, 2015). Therefore, community empowerment in the management of tourism villages did not only focus on improving skills and knowledge but also on strengthening the active role of the community in independently managing and developing tourism destinations. Through training, mentoring, and access to capital, communities can be more empowered to utilize local potential and create high-value tourism products. Consequently, tourist villages not only serve as attractions for visitors but also function as sustainable community-based economic drivers.

In an effort to improve community welfare, the Batu City Government continued to develop various regional potentials as tourism destinations to offer diverse tourism products. This initiative was a response to the growing appeal of artificial tourism attractions. It also aligned with the Batu City Government's commitment to establishing the city as a leading tourism destination with a variety of attractive attractions, including the development of potentials in rural areas. As part of this strategy, the government had also implemented various community empowerment programs to enhance public involvement and self-reliance in managing tourist villages. These programs include training, mentoring, and the development of infrastructure and facilities to support tourism activities. Through this empowerment, the community was expected to optimize local potential, create economically valuable tourism products, and play an active role in managing tourism destinations sustainably.

Batu City Government has designated all villages and sub-districts—comprising 19 villages and 5 sub-districts—as tourism villages. Among these 19 villages, four stand out for their superior resources and greater success in developing their potential compared to the others, namely Sidomulyo Village, Bumiaji Village, Punten Village, and Tulungrejo Village. Several community empowerment programs in the field of tourism village development have been implemented in these four villages by the Batu City Tourism Office to create empowered

communities. This aligned with Wasistiono (2001), who stated that the implementation of community empowerment programs aimed to enhance self-reliance in managing their interests.

To realize Sidomulyo, Bumiaji, Punten, and Tulungrejo as thriving tourism villages, the Batu City Government, through the Tourism Office, had initiated various community empowerment programs. These programs aimed to enhance both individual and group capacities, fostering greater independence in managing their interests (Wasistiono, 2001). The implementation of community empowerment in developing tourism villages encompassed various interrelated aspects: economic, psychological, social, and political dimensions (Jamal & Dredge, 2014; Scheyvens & van der Watt, 2021). From an economic perspective, empowerment was carried out through entrepreneurial training, local product development, and improved market access to enhance community welfare. Psychologically, the program was designed to build confidence, motivation, and mental readiness for managing and developing tourism village potential. In the social dimension, empowerment was achieved through strengthening community involvement, enhancing cooperation among residents, and preserving cultural values and local wisdom as tourism attractions. Meanwhile, from a political standpoint, empowerment encouraged active community participation in planning and decision-making processes related to tourism village management policies, ensuring self-reliance and sustainability in their development.

The Batu City Tourism Office based its community empowerment efforts on empowerment theories emphasizing capacity building, active participation, and self-reliance in managing local potential (Lestari, 2022). This process involved intrapersonal aspects, interaction, and control over resources to achieve collective well-being (Zimmerman, 1995). In the context of tourism villages, empowerment was implemented through various programs, such as tourism-based skills training, strengthening tourism village institutions, and facilitating access to capital and market opportunities for local entrepreneurs (Habib, 2021). This approach aligned with the tourism village concept, which highlights community participation as the key driver in creating tourism experiences based on culture, nature, and local wisdom (Lestari et al., 2016). Furthermore, the specific problem investigated in this research is that the implementation of tourism village development in Batu City, particularly regarding community empowerment, has not been carried out systematically and comprehensively. There is a knowledge gap regarding the extent to which implemented empowerment programs effectively enhance local community capacities across economic, psychological, social, and political dimensions. This study addresses the gap by empirically evaluating empowerment dimensions in four leading tourism villages in Batu City: Sidomulyo, Bumiaji, Punten, and Tulungrejo.

Based on the discussion above, this study aims to measure the community empowerment in the development of tourism villages in Batu City. It assists the Batu City Government in formulating focused and systematic tourism village policies, particularly in community empowerment. Additionally, it guides tourism village managers in enhancing strategies and increasing community participation.

## **2. METHODOLOGY**

This study uses a quantitative descriptive method to numerically illustrate a phenomenon without analyzing causal relationships or correlations with other variables (Sugiyono, 2017). The research was conducted in Batu City, Indonesia, specifically in four tourism villages: Bumiaji Village, Sidomulyo Village, Punten Village, and Tulungrejo Village. These four tourism villages were categorized as developing tourism villages and had received various community empowerment programs for tourism village development organized by the Batu City Tourism Office.

The research data was collected through the distribution of questionnaires to 100 respondents selected using a purposive sampling technique. The respondents in this study included tourism village administrators and business actors in tourism villages who were willing to complete the questionnaire. Once the data was collected, analysis was conducted by calculating the average score, which involved determining the frequency of each respondent's answer and multiplying it by the weight assigned to each response category. The weight for each response category is as follows: strongly disagree (1), disagree (2), neutral (3), agree (4), and strongly agree (5).

The obtained average score was then analyzed to generate a research description. The assessment was conducted based on the following scale: 1) 1.00 – 1.80 (Very Low), 2) 1.80 – 2.60 (Low), 3) 2.60 – 3.40 (Moderate), 4) 3.40 – 4.20 (High), and 5) 4.20 – 5.00 (Very High). This classification refers to the criteria established by Umar (1998). Based on this scale, the higher the average score obtained in each empowerment dimension, the better the community empowerment condition in the development of tourism villages in Batu City. Conversely, the lower the average score, the weaker the community empowerment condition, indicating the need for greater attention to dimensions with low scores.

In analyzing community empowerment, the Resident Empowerment through Tourism Scale concept proposed by Boley et al. (2014) was used, with modifications by adding an economic dimension. This study assesses four dimensions of community empowerment: 1) Economic empowerment, which refers to the community's ability to utilize the village's potential for development into a tourism village, including opportunities to gain economic benefits and the chance to start businesses to increase daily income through the presence of the tourism

village; 2) Psychological empowerment, which relates to enhancing community awareness and capability in recognizing the village's potential, fostering a sense of pride and responsibility in preserving local identity and wisdom; 3) Social empowerment, which refers to the strength and ability of the community to collaborate with other tourism business actors to support tourism village development; and 4) Political empowerment, which reflects the community's ability and involvement in formulating regulations related to tourism villages and participating in decision-making processes regarding their development.

### 3. RESULTS AND DISCUSSION

#### Demographic Characteristics of Respondents

The following table presents the characteristics of research respondents as the follows:

**Table 1. Characteristics of Respondents**

Characteristic	Frequency	Percentage (%)
<b>Gender</b>		
Male	51	51
Female	49	49
<b>Age (Years)</b>		
20 - 30	36	36
31 – 40	22	22
41 – 50	26	26
51 – 60	15	15
> 60	1	1
<b>Marital Status</b>		
Single	30	30
Married	63	63
Widower	4	4
Widow	3	3
<b>Education</b>		
No School	1	1
Elementary School	9	9
Junior High School	10	10
Senior High School	63	63
Diploma/Bachelor	16	16
Master/Doctor	1	1
<b>Occupation</b>		
Student	15	15
Private Employee	44	44
Entrepreneur	23	23
Retiree	1	1
Housewife	17	17
<b>Monthly Income/Earnings</b>		
< Rp 2.000.000	34	34
Rp 2.000.000 – Rp 3.000.000	34	34
Rp 3.000.001 – Rp 4.000.000	24	24
Rp 4.000.001 – Rp 5.000.000	4	4
Rp 5.000.001 – Rp 6.000.000	1	1

Characteristisc	Frequency	Percentage (%)
> Rp 6.000.000	3	3
<b>Involvement in Tourism Village as Provider</b>		
Tourist Attraction	21	21
Accommodation/Homestays	13	13
Transportation	3	3
Tourist Guide	24	24
Craft/Souvenir Shops	11	11
Restaurants/Catering	11	11
Tourist Package	8	8
Travel Agencies	1	1
Arts	8	8

Source: Research Data (2024)

From Table 1 can be explained that out of a total of 100 respondents, 51% are male and 49% are female. The respondents' age group is predominantly in the 20-30 years range (36%), with 63% being married. The majority of respondents have senior high school (63%), and the most dominant occupation is private employees (44%). Most respondents have a monthly income of less than Rp 2 million (34%). Furthermore, the involvement of respondents in tourism village activities, based on data from 100 respondents, is predominantly in the role of tour guides (24%), followed by providers of tourist attractions (21%), managers of accommodations/homestays (13%), and owners of craft/souvenir shops (11%). Other forms of involvement include the arts sector (8%), providers of tour packages (8%), restaurants/catering services (11%), transportation services (3%), and travel agencies (1%).

### Respondent Involvement Based on Age

Community involvement based on age as tourism business providers in the tourism villages of Batu City is as follows:

**Table 2. Respondents' Involvement Based on Age**

		Age (year)					Total
		20-30	31-40	41-50	51-60	> 60	
Involvement in the tourism village as a provider	Tourist Attraction	9	6	4	2	0	21
		25%	27.3%	15.4%	13.3%	.0%	21%
	Accommodation/Homestays	2	8	1	2	0	13
		5.6%	36.4%	3.8%	13.3%	.0%	13%
	Transportation	1	0	1	1	0	3
		2.8%	.0%	3.8%	6.7%	.0%	3%
	Tourist Guide	14	3	3	4	0	24
		38.9%	13.6%	11.5%	26.7%	.0%	24%
	Craft/Souvenir Shops	1	0	6	3	1	11
		2.8%	.0%	23.1%	20%	100%	11%
Restaurant/catering	Restaurant/catering	3	2	4	2	0	11
		8.3%	9.1%	15.4%	13.3%	.0%	11%
	Tourist Packages	3	1	4	0	0	8
Travel Agencies		8.3%	4.5%	15.4%	.0%	.0%	8.0%
	Travel Agencies	0	1	0	0	0	1

	Age (year)					Total
	20-30	31-40	41-50	51-60	> 60	
Arts	.0%	4.5%	.0%	.0%	.0%	1%
	3	1	3	1	0	8
	8.3%	4.5%	11.5%	6.7%	.0%	8%
Total	36	22	26	15	1	100
	100%	100%	100%	100%	100%	100%

Source: Research Data (2024)

The Table 2 above shows the distribution of community involvement in tourism villages as service providers based on age groups. The 31-40 and 41-50 age groups have the highest involvement, particularly in tourist attractions (27.3%) and accommodation/homestays (38.4%). Younger individuals (20-30 years old) tend to be more active as tourist guide (38.9%), while older age groups (51 years and above) are more involved in the handicraft/souvenir shop and restaurant/catering sectors. Overall, community involvement in tourism villages decreases with age, with a tendency for the productive age group (31-50 years) to dominate as tourism business providers.

### Respondent Involvement Based on Marital Status

Community involvement based on marital status as tourism business providers in the tourism villages of Batu City is as follows:

**Table 3. Respondents' Involvement Based on Marital Status**

		Marital Status				Total
		Single	Married	Widower	Widow	
Involvement in the tourism village as a provider	Tourist Attraction	9	9	1	2	21
		30%	14.3%	25%	66.7%	21%
	Accommodation/ Homestays	2	11	0	0	13
		6.7%	17.5%	.0%	.0%	13%
	Transportation	0	2	1	0	3
		.0%	3.2%	25%	.0%	3%
	Tourist Guide	12	12	0	0	24
		40%	19.0%	.0%	.0%	24%
	Craft/Souvenir Shops	0	10	1	0	11
		.0%	15.9%	25%	.0%	11%
Arts	Restaurant/catering	3	7	0	1	11
		10%	11.1%	.0%	33.3%	11%
	Tourist Packages	2	6	0	0	8
		6.7%	9.5%	.0%	.0%	8%
	Travel Agencies	0	1	0	0	1
Total		.0%	1.6%	.0%	.0%	1%
		2	5	1	0	8
		6.7%	7.9%	25%	.0%	8%
		30	63	4	3	100
		100%	100%	100%	100%	100%

Source: Research Data (2024)

Table 3 illustrates community involvement in tourism villages as service providers based on marital status. The data shows that single individuals have the highest involvement in tourist attractions (30%) and arts (20%), while married individuals are more dominant in the restaurant/catering sector (33.3%) and handicraft/souvenir shops (25%). Widowed men are more involved in the transportation (25%) and as tourist guide (25%), whereas widowed women have the highest involvement in tourist attractions (68.7%) and accommodation/homestays (25%). Overall, involvement in various tourism sectors varies based on marital status, with a tendency for unmarried individuals and widowed women to be more active in tourist attractions, while married individuals are more engaged in the restaurant and handicraft sectors.

### Respondent Involvement Based on Education Level

Community involvement based on the highest level of education as tourism business providers in the tourism villages of Batu City is as follows:

**Table 4. Respondents' Involvement Based on Highest Education Level**

		Highest Education Level						Total
		No School	Elementary School	Junior High School	Senior High School	Diploma/Bachelor	Master /Doctor	
Involvement in the tourism village as a provider	Tourist Attraction	0	0	1	16	4	0	21
		.0%	.0%	10%	25.4%	25%	.0%	21%
	Accommodation/Homestays	0	2	1	9	1	0	13
		.0%	22.2%	10%	14.3%	6.3%	.0%	13%
	Transportation	0	0	0	3	0	0	3
		.0%	.0%	.0%	4.8%	.0%	.0%	3.0%
	Tourist Guide	0	1	1	17	4	1	24
		.0%	11.1%	10%	27%	25%	100%	24%
	Craft/Souvenir Shops	0	3	3	4	1	0	11
		.0%	33.3%	30%	6.3%	6.3%	.0%	11%
	Restaurant/Catering	0	2	1	6	2	0	11
		.0%	22.2%	10%	9.5%	12.5%	.0%	11%
	Tourist Packages	1	0	1	5	1	0	8
		100%	.0%	10%	7.9%	6.3%	.0%	8%
	Travel Agencies	0	0	0	1	0	0	1
		.0%	.0%	.0%	1.6%	.0%	.0%	1%
	Arts	0	1	2	2	3	0	8
		.0%	11.1%	20%	3.2%	18.8%	.0%	8%
Total		1	9	10	63	16	1	100
		100%	100%	100%	100%	100%	100%	100%

Source: Research Data (2024)

The table 4 shows community involvement in tourism villages as service providers based on the highest level of education attained. The data indicates that individuals with a senior

high school have significant involvement in various sectors, particularly in tourist attractions (25.4%) and accommodation/homestays (14.3%). Meanwhile, individuals with a Diploma/Bachelor's degree have a high percentage of involvement in tourist attractions (25%) and restaurants/catering (25.0%), indicating their participation in sectors requiring more specialized skills. Those with only an elementary school are more engaged in the restaurant/catering (33.3%) and transportation (22.2%), whereas individuals with a junior high school have relatively balanced involvement across sectors, such as tourist package providers (10%) and the arts (11.1%). There is no involvement from individuals with no formal education in most major sectors, except for tourist package provision (100%), which likely reflects the role of experience or informal skills in this industry. Overall, involvement in tourism villages increases with the level of education, especially in sectors requiring specialized skills such as accommodation and food services, while more traditional or experience-based sectors continue to engage individuals with lower levels of education.

### Community Empowerment in the Economic Sector

Community empowerment in the economic sector for the development of tourism villages aims to equip people with the ability to maximize the village's potential as a tourism destination (Sutawa, 2012; Kurniawati et al., 2021; Sulaiman et al., 2022). Through the development of tourism villages, communities gain economic benefits and business opportunities that enhance their daily incomes (Novandi and Adi, 2021; Sulaiman et al., 2022). This initiative also improves local well-being by encouraging active community participation in tourism, such as managing accommodations, culinary ventures, and traditional crafts (Semwal et al., 2024; Zaini and Ismail, 2024).

The following table presents the average results of community empowerment in the economic sector for the development of tourism villages in Batu City, based on respondents' answers.

**Table 5. The Average Result of Empowerment in the Economic Sector**

No	Statement	Average	Interpretation
	<b>Community Empowerment in the Economic Sector</b>	3,95	High
1	The existence of the tourism village provides me with funding assistance	3,06	Medium
2	I receive training or technical guidance related to business	4,13	High
3	The tourism village gives me job opportunities	4,27	Very High
4	The tourism village increases my income	4,34	Very High

Source: Research Data (2024)

The Table 5 above reveals that community empowerment in the economic sector for the development of tourism villages in Batu City has achieved an average score of 3.95 (high

category). It indicates that the community has acquired the capabilities and empowerment to maximize the potential of tourism villages as a source of income and economic growth.

Statement 1 received an average score of 3.06 (Moderate), meaning that while the presence of tourism villages helps in obtaining financial assistance, the impact is not yet significant for most respondents. Statement 2 scored 4.13 (High), indicating that the majority of respondents benefit from training or technical guidance provided to support local businesses. Statement 3 achieved an average score of 4.27 (Very High), signifying that tourism villages significantly provide employment opportunities for the community. Meanwhile, Statement 4 recorded the highest score of 4.34 (Very High), demonstrating that tourism villages have a substantial impact on increasing local income.

Overall, these findings suggest that economic empowerment plays a positive role in job creation and income enhancement. This aligns with the study by Hermawan et al. (2021) in Pujonkidul Village, Malang, which found that educational tourism contributes to economic improvement for actively involved communities. Similarly, Wahyuni (2018) in Nglangeran Tourism Village, Gunung Kidul, supported this notion, showing that tourism village development reduced migration rates by providing employment opportunities for local residents.

### Community Empowerment in the Psychological Sector

Community empowerment in the psychological sector for the development of tourism villages is an effort to provide strength and capacity, enabling people to develop awareness and recognition of their village's potential (Chakim et al., 2023; Rahman and Baddam, 2021). This fosters a sense of pride and responsibility in preserving the identity and local wisdom of the tourism village (Trisoko et al., 2024; Chakim et al., 2023). The community feels pride when they witness tourists appreciating and pursuing their village's potential (Soulard et al., 2024; Hariyadi et al., 2024).

The following table presents the average results of community empowerment in the psychological sector for the development of tourism villages in Batu City, based on respondents' answers.

**Table 6. The Average Result of Empowerment in the Psychological Sector**

No	Statement	Average	Interpretation
	<b>Community Empowerment in the Psychological Sector</b>	<b>4,47</b>	<b>Very High</b>
5	I feel proud because my village has become a tourism village	4,36	Very High
6	I want to tell others about what the tourism village has to offer	4,49	Very High
7	I recognize the unique culture of the tourism village that I can share with visitors	4,41	Very High
8	I want to preserve the uniqueness of this tourism village	4,54	Very High

No	Statement	Average	Interpretation
9	I feel special because tourists come to see the uniqueness of this tourism village	4,59	Very High

Source: Research Data (2024)

Table 6 above shows that community empowerment in the psychological sector for the development of tourism villages achieves an average score of 4.47 (Very High). It indicates that the community has a strong awareness and recognition of their village's potential, fostering a sense of pride and care toward preserving their local identity and cultural heritage as a tourism destination.

Statement 5 received an average score of 4.36 (Very High), reflecting the high level of pride among residents in having their village recognized as a tourism destination. Statement 6 recorded an average score of 4.49 (Very High), indicating a strong desire among the community to promote their village to others. Statement 7 demonstrated a high level of awareness regarding the cultural uniqueness of their village, which they can share with tourists, scoring 4.41 (Very High). Statement 8 received an average score of 4.54 (Very High), signifying the community's commitment to preserving the special characteristics of their tourism village. Meanwhile, Statement 9 obtained the highest score of 4.59 (Very High), showing that the community feels highly privileged that tourists visit their village to experience its uniqueness.

Overall, these findings highlight that the community empowerment in the psychological sector plays a crucial role in the development of tourism villages. Pride, cultural awareness, and the desire to preserve and promote the village are key factors that enhance community involvement in tourism development. This aligns with Scheyvens (1999), who stated that growing local wisdom enhances community pride and self-esteem through tourism activities.

Furthermore, research by Besculides et al. (2002), Medina (2003), and Stronza and Gordillo (2008) found that tourism development leads to increased community pride. Besculides et al. (2002) also noted that the community in San Luis, Colorado, experienced heightened pride as a result of tourism growth in their area. Additionally, Boley and McGehee (2014) emphasized that art performances by local villagers (artists) serve as a form of appreciation that fosters a sense of pride and joy. In this context, the community not only feels special but also gains confidence in their artistic and creative contributions, which they proudly share with visitors.

### Community Empowerment in the Social Sector

Community empowerment in the social sector for the development of tourism villages is an effort to strengthen and equip communities with the capacity to collaborate with other

tourism stakeholders in enhancing tourism village development (Dewayani, 2024; Achmad et al., 2024). The community actively participates in managing and maximizing the potential of the tourism village (Jannah et al., 2022; Suardana et al., 2024; Sapkota et al., 2024). This empowerment plays a crucial role in enhancing well-being and increasing local community involvement in tourism development (Gautam and Bhalla, 2024).

The following table presents the average results of community empowerment in the social sector for the development of tourism villages in Batu City, based on respondents' answers.

**Table 7. The Average Result of Empowerment in the Social Sector**

No	Statement	Average	Interpretation
	<b>Community Empowerment in the Social Aspect</b>	4,37	Very High
10	The tourism village fosters a sense of togetherness within me	4,27	Very High
11	The tourism village motivates me to socialize with the community	4,42	Very High
12	The tourism village provides me with opportunities to engage in the community	4,42	Very High

Source: Research Data (2024)

Based on the table 7 above, community empowerment in the social sector for the development of tourism villages in Batu City achieves an average score of 4.37 (Very High). This demonstrates that the community has developed the ability and strength to actively participate in the development of tourism villages.

Statement 10 received an average score of 4.27 (Very High), indicating that the community feels a strong sense of togetherness. The tourism village had successfully fostered unity and cooperation among residents. Statement 11 recorded an average score of 4.42 (Very High), showing that the tourism village not only strengthened social bonds but also motivated the community to interact more actively. Meanwhile, Statement 12 also obtained an average score of 4.42 (Very High), emphasizing that community involvement in the development of tourism villages is essential.

Overall, these findings demonstrate that tourism villages impact not only the economic sector but also play a vital role in strengthening social interactions, enhancing togetherness, and encouraging community engagement. The concept of Community-Based Tourism (CBT), which develops tourism through active community participation to ensure collective well-being, aligns with this.

Scheyvens (1999) stated that the presence of tourism enhances social interactions within the community, where individuals and groups collaborate to develop a more sustainable tourism sector. Furthermore, Scheyvens (2000) asserted that the formation of

stronger community groups, including women's groups, reflects social empowerment. Boley and McGehee (2014) also emphasized that tourism development, including tourism villages, contributes to strengthening relationships among community members, fostering a more solid social network.

### Community Empowerment in the Political Sector

Community empowerment in the political sector for the development of tourism villages aims to equip and strengthen communities with the capacity to participate in policy formulation and decision-making related to tourism village development (Dolezal & Novelli, 2022; Dushkova & Ivlieva, 2024). The community is provided with a platform to express their opinions and provide input on issues and the direction of tourism village development (Renukappa et al., 2024; Hu et al., 2022). This approach not only enhances public awareness of their rights but also reinforces their role as key drivers in the development of tourism villages (Wang et al., 2023).

The following table presents the average results of community empowerment in the political sector for the development of tourism villages in Batu City, based on respondents' answers.

**Table 8. The Average Result of Empowerment in the Political Sector**

No	Statement	Average	Interpretation
	<b>Community Empowerment in the Political Aspect</b>	4,05	High
13	I have the opportunity to be involved in drafting regulations for the tourism village	3,73	High
14	I have the right to voice my opinion in decision-making regarding the development of the tourism village	3,98	High
15	I have the opportunity to participate in the development process of the tourism village	4,26	Very High
16	I have the opportunity to express my concerns regarding the development of the tourism village	4,26	Very High

Source: Research Data (2024)

Based on the table 8 above, community empowerment in the political sector for the development of tourism villages in Batu City achieves an average score of 4.05 (High). It indicates that the community has the capability and empowerment to participate in regulatory formulation and decision-making related to the development of tourism villages.

Statement 13 received an average score of 3.73 (High), indicating that the community feels fairly involved in the process of formulating regulations related to tourism villages. Statement 14 recorded an average score of 3.98 (High), meaning that most respondents feel they have the freedom to contribute to important decision-making processes regarding the village. Statement 15 achieved an average score of 4.26 (Very High), reflecting that the

community feels strongly encouraged to take an active role in various aspects of tourism village development. Meanwhile, Statement 16 also scored 4.26 (Very High), showing that the community has a strong platform to express their opinions.

Overall, these findings indicate that community participation in managing tourism villages is already quite strong, particularly in decision-making and program implementation. However, community involvement in regulatory formulation can still be improved to ensure a greater role in shaping tourism policies. This aligns with Sofield (2003), who stated that without active participation leading to political empowerment, local residents may only experience the negative impacts of tourism without gaining economic benefits. Additionally, the study by Wahyuningtiyas and Tukiman (2022) on Taman Wisata Genilangit highlighted that the community in Genilangit Village actively participates in tourism management, with their rights being protected in various aspects, from development to operations.

#### **4. CONCLUSION**

Based on the research findings, it can be concluded that community empowerment in the economic sector scored 3.95 (High), indicating the community's ability to utilize the potential of tourism villages as a source of income that significantly contributes to their economy. The psychological aspect recorded the highest score of 4.47 (Very High), reflecting the community's awareness, pride, and concern for the potential of tourism villages. The social aspect scored 4.37 (Very High), demonstrating the community's ability to actively participate in the development of tourism villages. The political aspect received a score of 4.05 (High), indicating the community's ability to engage in regulatory formulation and decision-making related to tourism villages.

The theoretical implication of these findings highlights the importance of community involvement in tourism village development. The high score in the economic aspect shows that the community has utilized tourism potential as a source of income, aligning with Local Economic Development (LED), which emphasizes the role of community-based economies in enhancing well-being. The high scores in the social and political aspects affirm that empowerment is not solely economic but also involves community participation in decision-making, in line with Stakeholder Theory. The highest score in the psychological aspect reflects the community's awareness, pride, and concern, supporting Psychological Empowerment Theory, which emphasizes that empowerment relies on self-confidence and a sense of ownership. Thus, tourism villages should be developed through a multidimensional approach, encompassing economic, social, political, and psychological aspects to achieve sustainable, community-based tourism.

This research has limitations in discussing the community empowerment in the development of tourism villages in Batu City. This study does not examine the factors influencing community empowerment in the development of tourism villages. Therefore, future research can focus on identifying the factors that influence community empowerment in the development of tourism villages in Batu City and linking them to the role of tourism stakeholders in community empowerment within tourism villages.

## **5. ACKNOWLEDGEMENTS**

As the lead researcher, I would like to express my sincere gratitude to the following parties for their support in the publication of this article: 1) The Faculty of Vocational Studies, Universitas Brawijaya, for providing research funding; 2) The Government of Batu City (Tourism Office), for granting permission to conduct this research; 3) FORDEWI and the respondents who generously provided information and research data, 4) My family, for their unwavering support and encouragement throughout the writing process; and 5) The research team, for their dedication, insightful discussions, and contributions to the preparation of this article.

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