

Abstract

Regardless of their multiple functions, rural areas face numerous problems that may come from the neighboring urban areas or their own natural characteristics. Community-Based Rural Tourism (CBRT) development then emerges as one alternative solution to address the various problems in rural areas that pinpoint the participation spirit. This approach has been implemented by governments worldwide to support rural development policies. However, many case studies show that policies often do not fully support the concept of CBRT. Additionally, the implementation of CBRT development policies does not always align with the written policies. This can then disrupt the achievement of the policy targets and may even lead to new problems. Owing to the fact that tourism is not a single activity. Instead, it is a series of multidimensional activities that involve interrelated elements that collaborate as a value chain system to achieve the targets. In this sense, the harmony between policy and implementation in the tourism value chain is crucial to ensure the achievement of the goals of sustainable rural development. Therefore, this study aims to analyze the policies and implementation of CBRT development based on all elements of tourism as useful input for further CBRT development, achieving better harmonization and benefiting all stakeholders involved. The study uses a case study of tourism village development in Sleman Regency, Special Region of Yogyakarta, Indonesia, which inaugurated the highest tourism index in Indonesia and has adopted the CBRT concept to develop its rural areas. This study began by identifying the holistic tourism value chain concepts and elements from the existing literature and utilizing them as a basis for further analysis of the harmony between the policy and implementation in CBRT development. Qualitative methods, with a combination of deductive and inductive approaches, were implemented for multiple stakeholders to gain a deeper understanding of the CBRT development process. The evaluation of the CBRT development policy focuses on the policy environment, which consists of stakeholders' commitment, resources, and mechanisms, to provide a full review from the policy initiatives to the implementation. Meanwhile, the implementation by the communities was investigated using the abduction method, based on the community's self-reliance aspects, which consist of objectives/goals, ability/rights, and own resources, which led to the community self-reliance assessment model. The results of this study provide a thorough policy environment evaluation stage in CBRT development. It also indicates the multiple helix model of CBRT development, where the community acts as the main stakeholder. Furthermore, this study also observed the challenges of rural communities in CBRT development based on the aspects of community self-reliance that can be an input for CBRT development policies in the future. This study is not without limitations. As tourism development involves multiple stakeholders, analysis from other stakeholders' perspectives is necessary to enrich the knowledge in this approach and support the achievement of goals for all of the stakeholders. In addition, the CBRT development is supposed to solve the self-reliance, empowerment, and sustainability issues in rural areas. Therefore, further study are needed for the community empowerment and sustainability assessment issue in CBRT development to achieve the main goal of sustainable rural development.

Keywords: Community-based rural development, Tourism value chain, policy environment, community self-reliance, sustainable rural development