



TRENDS AND RESEARCH PATTERNS IN THE DEVELOPMENT OF RURAL TOURISM IN INDONESIA: A SYSTEMATIC LITERATURE ANALYSIS

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Abstract

This study explores trends and research patterns related to the development of tourism villages in Indonesia through a Systematic Literature Review (SLR) approach guided by the PRISMA method. Focusing on the 2022–2024 period, the research maps out key themes, research methods, and stakeholder involvement. An analysis of 153 articles reveals the dominance of qualitative methods aimed at exploring local social and cultural contexts, with research distribution heavily concentrated in Central Java, West Java, and Bali. While these methods provide in-depth insights, the lack of quantitative studies creates a gap in providing measurable data. Furthermore, stakeholder involvement indicates limited participation from the private sector, higher education institutions, and media. Dominant research topics include development management, community engagement, and multi-stakeholder collaboration. The findings highlight the need for research in marketing, digital innovation, and the impacts of development. Additionally, the study underscores the importance of diversifying research methods, conducting studies outside Java and Bali, and fostering cross-sector collaboration to support the sustainability of tourism villages. This research provides an academic foundation to inform policymaking and identifies open research opportunities in the field of tourism village development

Keywords: Tourism Villages, Research Trends, SLR

1. INTRODUCTION

The tourism and creative economy (parekraf) sector significantly contributes to Indonesia's GDP. In 2022, it accounted for 3.9% of the total GDP, with the creative economy generating an added value of IDR 1,414.77 trillion. Tourism villages, as an integral part of this sector, play a vital role in achieving these figures.

At the local level, tourism villages contribute to community economic development by diversifying income sources and creating job opportunities (Arum et al., 2022; Daniati et al., 2022; Haikal et al., 2024). As an alternative income source—particularly when agricultural revenue fluctuates—rural tourism helps stabilize the local economy, benefiting communities (Kondo, 2022; Kusumaningsih, 2022). The availability of local economic activities also helps reduce rural-to-urban migration (Widiantana & Indrayani, 2023). Additionally, rural tourism fosters cultural exchange and educational opportunities, enriching both visitors and residents (Habibi, 2022; Ni'mah et al., 2024; Rizani & Sabila, 2024). By attracting visitors, it stimulates demand for local products and services, strengthening economic resilience.

Government policies serve as a key pillar in developing tourism villages in Indonesia. Through the Ministry of Tourism and Creative Economy, initiatives like the Indonesia Tourism Village Award (ADWI) have been launched. Introduced in 2021, ADWI aims to motivate local and regional governments to explore their tourism potential (F. E. Putra, 2023). The program involves showcasing outstanding tourism villages from Indonesia's 38 provinces, with top villages selected during a final event based on nominations.

Despite these government efforts, challenges remain. These include limited knowledge and internal management skills within tourism villages (Achsa et al., 2024b; Ariesmansyah et al., 2023; Irianto & Nurany, 2024a; Saputra & Kamindang, 2024), insufficient tourism-supporting infrastructure (Indrayana & Kurniawan, 2023; Kondo, 2022; Prasetio et al., 2024; Ulma & Pertiwi, 2024), funding limitations, weak management performance (G. M. Maharani et al., 2024; Suarni et al., 2022; Wardoyo, 2023), suboptimal government roles (Irsyad & Wijaya, 2022; S. H. Maharani & Effendi, 2022; Rismiyati et al., 2023; Simamora & Rangkuti, 2024), cultural and interest conflicts (Mamonto et al., 2023; Sintawati et al., 2023), low community awareness (Azzam & Koswara, 2022; Farhan et al., 2023; Kando et al., 2024; Putranto et al., 2024), and natural disaster threats and emergencies (S. H. Maharani & Effendi, 2022; Mirayani et al., 2023; Ngabito et al., 2022; Putri & Umilia, 2022).

Academic research plays a crucial role in providing a robust foundation for evidence-based decision-making in tourism village development. Systematic studies can identify knowledge gaps, offer innovative solutions, and serve as guidelines for stakeholders, including governments, industry players, and local communities. Structured and systematic analyses of existing research are essential for understanding trends, patterns, and relevant approaches in tourism village management. This ensures effective and sustainable development aligned with emerging needs and challenges.

Previous studies on tourism village development in Indonesia have covered a wide range of important dimensions. Topics include strategic analyses focused on strategy (Mubarok et al., 2022; Pradini et al., 2024; Prasetio et al., 2024; A. Rahmat et al., 2022; Ramadhana & Kuliahsari, 2023; Rieswansyah et al., 2022), community engagement (Amandawati et al., 2023; Darmanto et al., 2023; Jamilah et al., 2024; Ningtyas et al., 2022; Paramita et al., 2022b; Rahmah & Raharjo, 2024) and stakeholder roles, including tourism awareness groups (*pokdarwis*) (Darmin et al., 2024), village governments (Aquatama et al., 2024; Helmita et al., 2023), village-owned enterprises (BUMDes) (Diniasari & Dahtiah, 2023), *Balkondes* (Lokeswara et al., 2024), *komunitas* (Irsyad & Wijaya, 2022), and related institutions (Hidayat & Muchtar, 2022). Research has also examined multi-stakeholder collaboration (Ariesmansyah et al., 2023; Habibi, 2022; Ibrahim et al., 2024), the pentahelix model (Lewaherilla et al., 2022; Oktaviarni et al., 2023; Yesayabela et al., 2023; Yulianti & Andriani, 2023), community-based tourism (Andryani et al., 2023;

Fidia et al., 2023; Fifiyanti et al., 2023; Hanafi, 2024; Prasetyo et al., 2024), identification and optimization of local potential (Hadi et al., 2022; A. K. Sari & Dewi, 2023) (Ulma & Pertiwi, 2024; Zulfan et al., 2023), governance focusing on institutional capacity and authority (Rizani & Sabila, 2024; Saputra & Kamindang, 2024; Setiawan et al., 2024; Sulmiah et al., 2024), local wisdom (Kirani et al., 2022; Suprobowati et al., 2022; Telaumbanua et al., 2023; Widiyantana & Indrayani, 2023), and the impacts of tourism village development (Indrayana & Kurniawan, 2023; Liputo et al., 2023; Maryantina & Agustiani, 2022; Subarkah & Amelia, 2023).

While research on tourism village development has increased, there is still no systematic review mapping recent trends. A study that identifies and analyses key topics, underlying concepts, research locations, and methods remains crucial for tourism village developers, governments, practitioners, and academics focused on rural tourism. The absence of such systematic reviews limits comprehensive understanding of research patterns and directions, as well as potential synergies to support theoretical and practical advancements. Mapping these trends would provide academics and stakeholders with a clearer guide to designing future studies, addressing knowledge gaps, and developing more effective, evidence-based tourism village management strategies. This would also reinforce the role of academic research as a primary foundation for sustaining and enhancing tourism villages' competitiveness in a dynamic global landscape

2. RESEARCH METHODS

This study adopts a Systematic Literature Review (SLR) approach guided by the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) method to address questions regarding the driving factors, challenges, and impacts of rural tourism development. This method is designed to produce a comprehensive and evidence-based literature synthesis. The SLR process begins with the development of a research protocol that includes objectives, search strategies, inclusion and exclusion criteria, and data analysis procedures.

The study focuses on mapping research trends related to rural tourism development in Indonesia during the 2022–2024 period. The primary data source utilized is the Google Scholar database due to its broad coverage and ability to locate articles indexed in SINTA, aligning with the study's focus. The search process was conducted from July to October 2024 using the keyword "*pengembangan desa wisata*" (rural tourism development), with articles analyzed being those published between 2022 and 2024.

Inclusion and exclusion criteria were established to ensure that only relevant and high-quality articles were analyzed. The criteria used are presented below:

Table 1. Inclusion and Exclusion Criteria for Article Selection

Criteria	Inclusion	Exclusion
Publication Type	Peer-reviewed journal articles	Prosiding, <i>book chapter</i> , laporan penelitian, buku, editorial
Indexing	Indexed in SINTA	Tidak terindeks SINTA
Journal Type	Research journals	Jurnal pengabdian kepada masyarakat
Article Availability	Full-text articles	Artikel dengan teks tidak lengkap
Article Content	Focus on tourism villages development	Topics unrelated to tourism villages development
Article Type	Empirical studies (field research)	Normative literature reviews

A total of 2,500 initial articles were identified from the database. After screening based on abstracts and the inclusion and exclusion criteria, 153 articles met the requirements for analysis. The selection process followed the PRISMA stages, including identification, screening, eligibility, and inclusion.

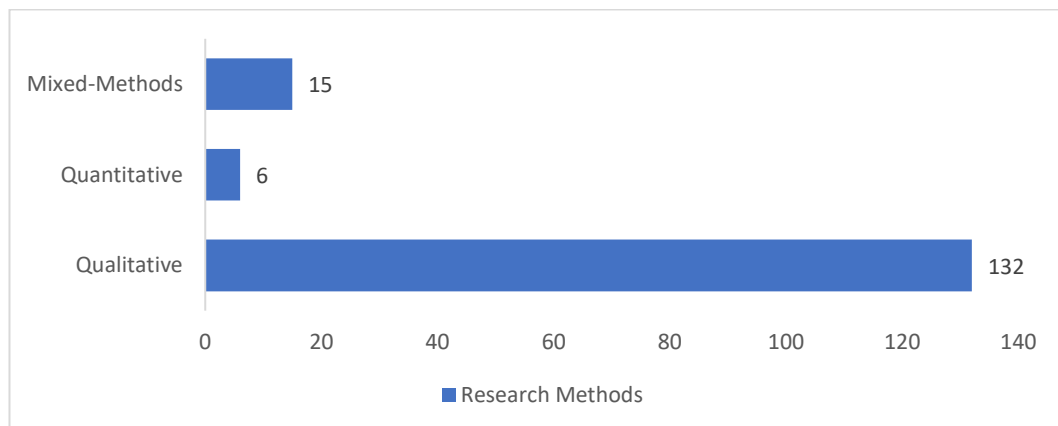
The analysis was conducted using a thematic content analysis approach, with Excel software utilized to organize data, create coding tables, and identify relevant themes or patterns. Excel was also employed to categorize data based on thematic groupings and visualize the distribution of themes across the articles. Internal validation was performed through data triangulation with related literature, and a critical review of coding results to minimize potential interpretation bias and ensure consistency in findings. This methodical and data-driven approach aims to provide an in-depth understanding of trends, challenges, and opportunities in rural tourism development in Indonesia.

3. RESULTS AND DISCUSSION

3.1 Research Methods Mapping

Research on rural tourism development has increasingly garnered attention from academics and practitioners in the fields of social sciences and tourism. In this context, various research methods have been employed to identify, analyse, and propose solutions to the challenges faced in rural tourism development. The following graph maps the distribution of research methods applied in rural tourism development studies, encompassing qualitative, quantitative, and mixed-methods approaches.

Figure 1. Research Methods in Rural Tourism Development Studies



Source: Processed from article extraction

Figure 1 illustrates the distribution of research methods utilized in studies on rural tourism development. It shows that qualitative methods dominate the research landscape, with a total of 132 studies. This dominance highlights the preference for qualitative approaches to explore the social, cultural, and locality aspects that are central to rural tourism. Meanwhile, mixed-methods, combining qualitative and quantitative approaches, were employed in 15 studies. This approach provides a more comprehensive perspective by integrating narrative and statistical data. On the other hand, quantitative methods, used in only 6 studies, appear less favoured. This could be due to the limitations of quantitative methods in capturing the nuances of social and cultural complexities that typically form the focus of rural tourism studies (Almeida et al., 2017).

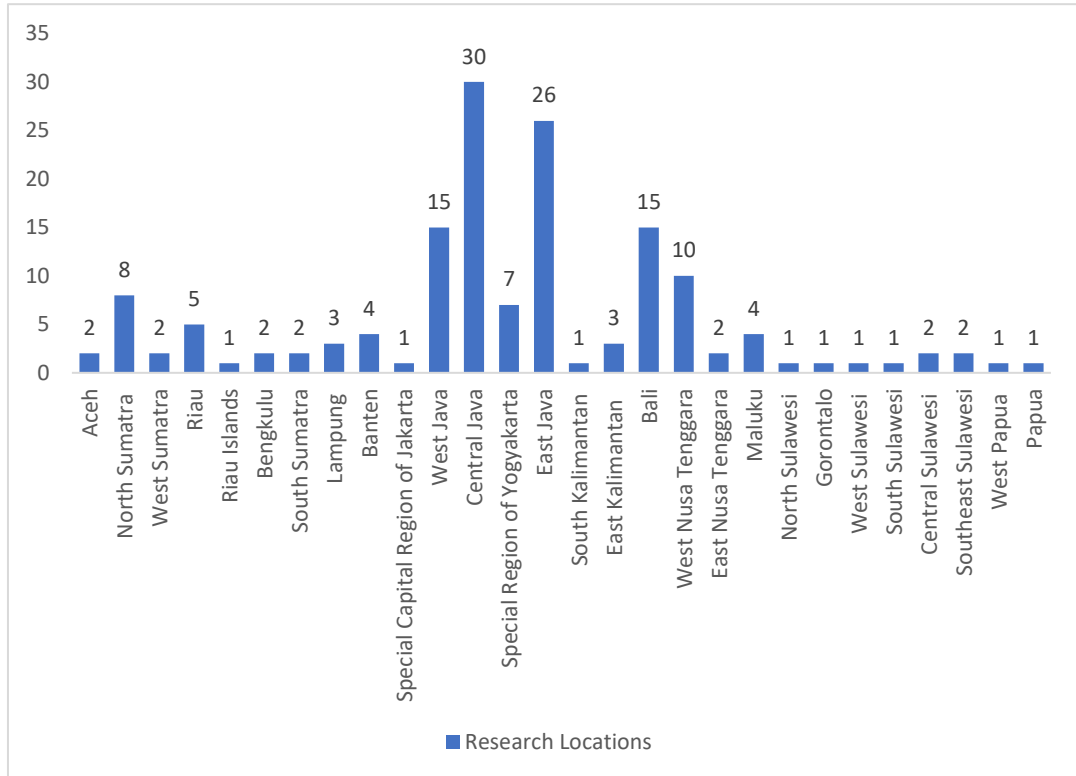
The prevalence of qualitative methods (132 studies) reflects the necessity for an in-depth understanding of the social, cultural, and locality aspects that are integral to rural tourism development. This emphasis is reasonable, given that studies in this field often focus on human experiences, local narratives, and socio-cultural interactions that are difficult to quantify (Almeida et al., 2017). Qualitative approaches enable deep exploration of complex phenomena, including the dynamics between local communities, tourists, and rural tourism management stakeholders. However, this dominance also suggests a lack of diversity in research approaches. Studies on rural tourism development often prioritise process-oriented topics, such as community participation, stakeholder collaboration, and socio-economic dynamics, over outcome-based approaches, such as analysing tourist perceptions of provided services, residents' views on tourism activities in their villages, or the correlation between tourism activities and community income improvement. An overreliance on qualitative methods risks overlooking more measurable or generalizable outcomes. Balancing qualitative approaches with quantitative and mixed-methods research could enrich the field by providing both in-depth insights and data-driven evidence for informed decision-making in rural tourism development.

3.2 Research Locations Mapping

Research on rural tourism development in Indonesia shows a diverse distribution across various regions. This graph maps the research locations of rural tourism studies, providing an overview of the geographical distribution of the studies conducted. Understanding the research locations is important for

evaluating geographical gaps in the scientific literature and identifying the potential and challenges in each region.

Figure 2. Distribution of Rural Tourism Research Locations



(Sulmiah et al., 2024; Ulma & Pertiwi, 2024; Zuhriyah & Mijiarto, 2024)

Source: Processed from article extraction

Figure 2 illustrates the distribution of rural tourism research based on provinces in Indonesia. Central Java dominates with 30 studies, followed by West Java with 26 studies and Bali with 15 studies. These three regions are well-known as major tourist destinations, and the high number of studies conducted in these areas reflects academic interest in regions with significant potential for tourism development.

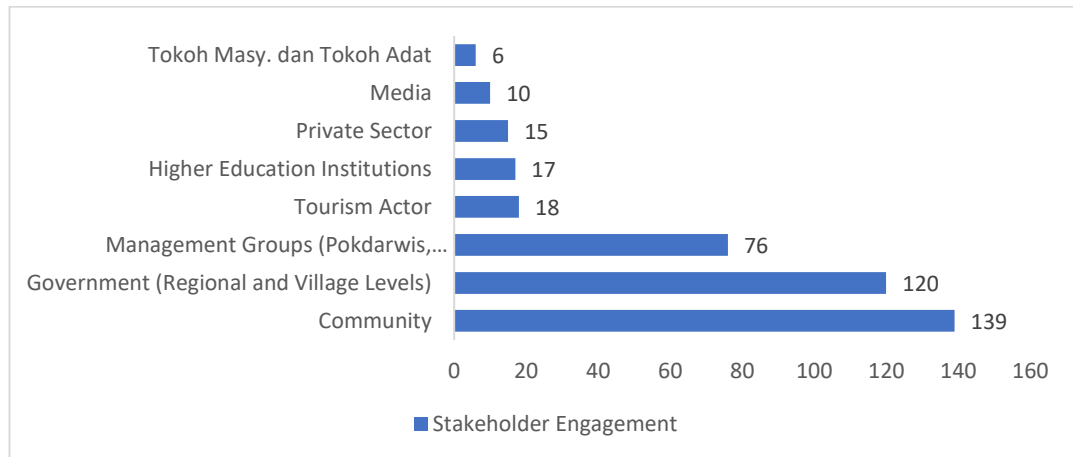
However, the graph also reveals an imbalance in research across other regions. Several provinces, such as Gorontalo, Papua, and Maluku, only have one study each. This indicates that areas outside of Java and Bali, despite having substantial tourism potential, tend to be underrepresented in academic studies. This imbalance could be due to limitations in accessibility, infrastructure, or the prioritization of research in regions with more established tourism industries. The uneven distribution of research presents an opportunity for researchers to expand their studies into areas that have not been thoroughly explored, highlighting potential for future research and development in underrepresented regions.

3.3 Stakeholder Engagement in Tourism Development Mapping

The involvement of various stakeholders in the development of tourist villages is a key factor in ensuring the success and sustainability of such initiatives. This chart maps the various types of stakeholders involved in the development of tourist villages, as analyzed from extracted articles. This information is crucial for

understanding the level of synergy and cooperation among stakeholders in supporting tourism village development.

Figure 3. Types of Stakeholders Involved in Tourism Village Development



Source: Processed from extracted articles

The chart illustrates that local communities are the most involved stakeholders in tourism village development, with a total of 139 engagements. This underscores the central role of communities as primary actors in managing, supporting, and benefiting from tourism village development initiatives. The government, both at regional and village levels, ranks second with 120 engagements, reflecting the need for policy, administrative, and political support to ensure the success of tourism village development. Additionally, management groups, including Pokdarwis (tourism awareness groups), administrators, cooperatives, and BUMDes (village-owned enterprises), account for 76 engagements, contributing as technical and operational implementers to ensure the smooth execution of programs. These three—communities, governments, and management groups—are dominant players in the efforts to develop tourist villages.

Moreover, the data analysis also reveals the involvement of other parties, albeit at a lower level, including higher education institutions (17 engagements), private sector entities (15), and media (10). However, their roles hold significant potential to strengthen tourism village development in terms of research, human resource training, innovation, promotion, infrastructure development, and funding (Oktaviarni et al., 2023; Yesayabela et al., 2023). Their contributions are crucial to addressing challenges related to the lack of technical expertise, tourism knowledge, and financial resources (Zielinski et al., 2021). The involvement of community leaders or traditional figures is also minimal (6 engagements). In tourism village development, the role of community or traditional leaders should be optimized to safeguard the integration of local wisdom in tourism management.

The chart also highlights the need to enhance synergy among stakeholders, particularly by intensifying the involvement of the private sector and media to create broader impacts. Further research is needed to explore effective and sustainable collaboration models to ensure tourism village development that is inclusive, adaptive, and sustainability-oriented.

3.4 Research Topic Mapping

This table maps the categories and sub-categories of theoretical research topics in tourism village development studies. The information presented includes the main topics of interest to researchers, highlighting the focus and trends in tourism village development studies. Through this mapping, we can understand research areas that have been extensively explored and identify gaps or opportunities for further research.

Table 1. Categories and Sub-Categories of Research Topics

Category	Sub-Category	Count
Development Management	Development Strategy, Development Design, Development Evaluation, Development Planning, Development Models, Strategic Planning, Strategic Management, Program Evaluation, Recommendations, Development Habitus, Package Formulation, Efforts to Increase Visits, Participatory Rapid Appraisal	42
Community Involvement	Community Empowerment, Community Participation, Perception of the Community, Social Capital, Role of Communities	27
Stakeholder Roles	Stakeholder Roles, Stakeholder Analysis, Institutional Roles, Pokdarwis Roles, Village Government Roles, Village Head Roles, BUMDes Roles, Balkondes Roles, CSR	13
Collaboration	Collaboration, Quadruple Helix, Pentahelix	12
Alternative Tourism Concepts	Green Tourism, Agropolitan-Based Tourism, Community-Based Tourism	11
Potential Exploration	Potential Development, Development of Potential, Potential Analysis, Culinary Potential, Optimization of Local Potential, Potential and Challenges, Opportunities and Interventions, Attraction Development, Attraction Optimization, Identification of Tourism Attractions and Community Readiness	9
Governance	Regional Government Authority, Leadership, Village Fund Utilization	7
Local Wisdom	Local Wisdom, Local Culture, Community Life Principles, Buddhist Values, Local Arts	7
Impact	Creative Economy, Impact on Community Income, Economic Impact, Development Impact, Economic Improvement of Communities,	6

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	Potential for Increasing Community Income	
Policy	Policy Effectiveness, Policy Success, Policy Management, Policy Networks	4
Specific Era and Issues	COVID-19 Era, Land Use Changes, Development Challenges	4
Tourism Elements	Supporting Elements, Tourism Elements, Tourism Components	3
Sustainability	Sustainability, Sustainable Tourism Development	3
Marketing	Marketing Strategies, Promotion, Tourism Communication	3
Digitalization	Digital Innovation, Technological Touch	2
JUMLAH		153

Source: Processed from extracted articles

Based on the analysis of 153 articles on tourism village development, 15 categories of research topics were identified, reflecting the main focus and trends in this field. Development management and community involvement are the most researched topics, followed by stakeholder roles, collaboration, and alternative tourism concepts. The dominance of development management topics indicates that tourism village development in Indonesia is still in a phase of exploring optimal models. Research in this area often seeks to design, manage, and evaluate tourism village programs to maximize economic, social, and cultural benefits. The high focus on community involvement shows that local communities are considered primary actors in tourism village management. Research in this category explores how communities can leverage their village's potential while ensuring they directly benefit from tourism activities.

Stakeholder roles and collaboration highlight the importance of multi-party engagement in tourism village development. Research frequently evaluates how the contributions of governments, private sectors, communities, and academics can strengthen the tourism village ecosystem. Collaboration models, such as pentahelix and quadruple helix, emerge as key strategies for managing the complexity of tourism village development. Other categories, such as alternative tourism concepts, potential exploration, governance, local wisdom, and sustainability, reflect a growing interest in sustainable approaches. These studies focus on resilience, environmental preservation, cultural conservation, and the optimization of unique local attractions.

Several less-explored research topics require further attention:

- a. **Policy**
Policies play a strategic role in tourism village governance. Research in this area can provide insights into the effectiveness of existing regulations, identify implementation barriers, and offer policy recommendations to address development challenges (Giampiccoli & Saayman, 2017).
- b. **Marketing**
Marketing is essential for raising awareness about lesser-known destinations, directing tourists to rural areas, and enhancing competitiveness in the tourism market (Kumar et al., 2022; Rosalina et al., 2021). Future research should explore digital campaigns, social media, and tourism websites as tools to connect destinations with tourists effectively (Kumar et al., 2022).

c. Digitalization

In the technological era, digitalization is critical to tourism village development. Digital innovations, such as apps, social media, and data-driven technologies, can enhance operational efficiency, expand market reach, and create engaging tourist experiences (Lapuz, 2023). For instance, digital tools can improve tourist safety through GPS tracking, assist with travel planning, and enhance destination marketing via online platforms (Kumar & Shekhar, 2020).

d. Impact

Tourism villages play a significant role in creating jobs, preserving local culture, and utilizing natural resources (Giampiccoli & Saayman, 2017). However, they can also have negative effects, such as economic dependency, unequal income distribution, social conflicts, cultural erosion, and environmental degradation (Frent, 2016). Research on impacts is essential to evaluate the positive and negative outcomes of tourism village development on local communities' economy, society, culture, and environment.

3.5 Mapping of Concepts (Theories) Used

This table presents a mapping of the theories used in research related to tourism village development. Theories play a crucial role in tourism village development studies by providing a conceptual framework to analyze and explain various issues being researched. The mapping of theories used in articles on tourism village development helps illustrate the conceptual approaches that support the understanding of key topics such as development management, community engagement, collaboration, and sustainability. These theories not only serve as analytical tools but also enrich perspectives in addressing complex challenges in the field.

Table 2. Categories and Sub-Categories of Concepts

Category	Sub-Category	Count
Community Governance	Community-Based Tourism, Community Empowerment, Community Participation, Social Capital, Bonding Social Capital	39
Strategic Analysis	SWOT, A'WOT, IFAS, PESTLE, Life Cycle Analysis, Business Model Canvas, Strategic Management, CIPP, Design Thinking, Tourism Planning	27
Tourism Development	Development Strategies, Tourism Development Elements, Rural Tourism Development Elements, Destination Development	17
Collaboration	Collaboration, Governance, Good Governance, Collaborative Governance, Pentahelix, Quadruple Helix	16
Social Theory	Role Theory, Structural Functionalism, Social Exchange Theory, Social Practices, Social Responsibility, Theory of Constraints, Political Deformity, Tri Hita Karana	14
Governance	Institutional Capacity, Leadership, Land Use, Customer Satisfaction, Budget Management, Smart Village, E-Government	10
Tourism Elements	Village Tourism Elements, Tourism Attractions, Tourism Activities Concepts, Tourist Attractions, Cultural Literacy, Traditional Architecture, Vanaropa Sutta	8
Sustainability	Sustainable Tourism, Tourism Impacts	7
Alternative Tourism	Ecotourism, Green Tourism, Alternative Tourism	4
Policy	Policy Networks, Policy Effectiveness	2
Regulation	Regulation, Legal Systems	2
Marketing	Marketing Mix, Tourism Communication	2
JUMLAH		148

Source: Processed from extracted articles

Based on the extraction of 153 articles, only 148 were found to explicitly mention theories in their research. From the mapping, it is evident that articles on tourism village development most frequently utilize the "community engagement" category, appearing in 39 articles. These articles often use concepts such as community-based tourism, social exchange theory, and social capital to understand the role of local communities in managing tourism villages. These concepts are considered relevant as they provide a foundation for exploring the

role of local communities as the backbone of tourism village development (Giampiccoli & Saayman, 2017). The second category is strategic analysis, with 27 articles featuring concepts such as SWOT, PESTLE, Life Cycle Analysis, and Business Model Canvas. These concepts are widely used to formulate strategies, especially in uncertain and competitive environments, helping enterprises and organizations optimize resources and align goals with opportunities (Benzaghta et al., 2021).

Concepts related to tourism development, such as elements and components of tourism, appear in 17 articles. These concepts serve as a basis for mapping aspects of tourism village development, determining whether they meet visitor expectations and support sustainability (Dalimunthe et al., 2020). Meanwhile, the collaboration category (16 articles), including Collaborative Governance, Pentahelix, and Quadruple Helix, is a crucial approach to understanding stakeholder involvement in tourism village development. Research in this area reflects awareness of the importance of synergy between governments, communities, the private sector, academia, and media to sustainably manage tourism village potential. Social theories (14 articles) are also often used to explore strategic and socio-cultural aspects of tourism village development. Social practices and Tri Hita Karana provide insights into how local wisdom values can be integrated into tourism village management practices.

While dominant theories provide significant insights, some less frequently used categories hold great potential to enrich tourism village development research:

a. Policy

Policy theory is represented by only two articles in this mapping. Public policy plays an important role in providing regulations that ensure tourism village development aligns with environmental conservation efforts, maintains spatial planning, and prevents potential future conflicts (An & Alarcón, 2020).

b. Marketing

Despite its importance, marketing appears in only two articles. Effective marketing strategies can build a positive image and attract more tourists, helping overcome financial barriers in tourism village development by increasing visitors and revenues (Rosalina et al., 2021).

c. Regulation

Regulation is also explored in only two articles, reflecting the suboptimal role of government in this area (Situmorang et al., 2019). Regulations are crucial in explaining how legal systems and policies can create better governance and operational quality in tourism villages (Liu et al., 2020). Regulations also play a critical role in resolving field issues (Mazur & Tomashuk, 2020).

The development of rural tourism in Indonesia has significantly contributed to local economic resilience, cultural preservation, and community empowerment. However, current tourism village management lacks a strong foundation in data-driven decision-making. Insights from recent studies highlight a critical gap in research methodologies, where qualitative approaches dominate (132 out of 153 studies), limiting the availability of measurable indicators to assess the economic, social, and environmental impacts of tourism villages.

4. CONCLUSION

This study provides an overview of the development of research on tourism village development in Indonesia, focusing on various interrelated aspects. The

findings indicate that tourism village development research is still dominated by qualitative methods, aimed at exploring the social and cultural contexts of tourism villages. This approach is essential for uncovering the dynamics of local communities, social interactions, and cultural potential, which serve as the main attractions of tourism villages. However, the reliance solely on qualitative methods may limit the generalizability of findings and result in insufficient measurable data to capture the economic, social, and environmental impacts of tourism village development.

The mapping of research locations reveals geographical disparities, with a concentration of studies in Central Java, West Java, and Bali, while regions such as Papua, Kalimantan, and Nusa Tenggara remain underexplored. This imbalance highlights significant opportunities for research in regions with unique tourism potential that have received minimal academic attention. Additionally, the mapping of stakeholder involvement shows that local communities, governments, and managers play central roles in tourism village development. However, the involvement of the private sector, media, and higher education institutions remains low, despite their importance in strengthening the sustainable management and promotion of tourism villages.

Dominant research topics include development management, community engagement, and multi-stakeholder collaboration. Future research is expected to explore policy, marketing, digitalization, and the impacts of tourism village development in greater depth. The concept mapping shows that theories such as community-based tourism and social exchange theory are highly relevant for understanding local community involvement in tourism village development. However, there is room for more diverse theories, particularly those related to policy and marketing.

This study has several limitations that must be considered. First, the literature data used was sourced solely from Google Scholar, which does not encompass all relevant articles, particularly from international journals or larger databases such as Scopus and Web of Science. Second, the analysis timeframe, limited to the 2022–2024 period, does not fully capture longer trends or more stable patterns. Third, while the article selection process followed the PRISMA mechanism, there remains a risk of subjective bias in interpreting inclusion and exclusion criteria. Additionally, some relevant articles may have been unavailable in full text, preventing their inclusion in the analysis.

This study underscores the need to diversify research methods, particularly by increasing the number of quantitative studies to provide measurable and objective data. Furthermore, enhancing cross-sector collaboration involving governments, the private sector, media, and higher education institutions is crucial to fostering more inclusive and resilient tourism village development. Future research is also encouraged to focus more on underexplored regions, develop supportive theories, and comprehensively evaluate the impacts of tourism village development from economic, social, and environmental perspectives.

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