

Strategy for Development of Educational, Agricultural and Cultural Tourism Potential, in Watusigar Village, Gunungkidul, Special Region of Yogyakarta, Indonesia

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ABSTRACT

This research examines strategies for developing educational, agricultural and cultural tourism potential in Watusigar Village, Gunungkidul, Special Region of Yogyakarta. By using an exploratory qualitative approach and IFAS EFAS analysis, this research aims to formulate appropriate strategies for developing Watusigar Village into a competitive and sustainable tourist destination. The results of the analysis show that Watusigar Village has main strengths in socio-cultural aspects, natural attractions and agriculture. The main weakness lies in the promotion and environmental management aspects. The greatest opportunity lies in accessibility and the potential for sustainable tourism development, while the main threat is the lack of external support in developing human resource capacity. Based on the IE Matrix and SPACE Diagram, Watusigar Village is in a strategic position for aggressive growth and development. Strategy recommendations include: (1) increasing digital promotions and integrated marketing programs, (2) developing tourism products that combine educational, agricultural and cultural elements, (3) improving the quality of the environment and infrastructure, (4) strengthening the capacity of local human resources, (5)) strengthening collaboration between stakeholders, (6) implementing vertical and horizontal integration strategies, and (7) developing a sustainable monitoring and evaluation system. This implementation strategy requires a holistic and participatory approach, taking into account the principles of sustainable tourism. By utilizing existing strengths and strategically overcoming weaknesses, Watusigar Village has the potential to become a model for successful tourist village development, providing economic benefits, as well as preserving cultural and environmental heritage.

Keywords: Tourist Village, Sustainable Tourism, Development Strategy, IFAS And EFAS Analysis

INTRODUCTION

The tourism sector in Indonesia has developed into a strategic component in national development, even occupying the position of one of the government's main priorities (Soeswoyo et al., 2021). Since 2016, this sector has been recorded as the second largest foreign exchange contributor, which has become a catalyst for the country's economic growth (Soeswoyo & Rahardjo, 2018; Soeswoyo et al., 2021). Nevertheless, the COVID-19 pandemic has had a significant impact, especially on the economic, social and cultural dimensions, which has substantially affected the continuity of the tourism sector. However,

this pandemic also opens up opportunities to carry out a comprehensive evaluation of tourism policies and priorities. A new paradigm is emerging, which focuses on aspects of education, nature conservation, sustainable cultural preservation, and local economic empowerment (Dewi, 2020; Wiyatiningsih et al., 2023). In addition, there are positive changes in people's behavior who are increasingly aware of the importance of environmental protection and the desirability of nature (Rousseau & Deschacht, 2020; Wiyatiningsih et al., 2023). From a scientific perspective, the pandemic can be considered as momentum to accelerate learning and adaptation, so that the creative economy tourism sector becomes more resilient and competitive in facing global challenges (Rianty et al., 2023).

Various literature shows that post-pandemic changes in tourist preferences have driven a transformation in tourism development, with an emphasis on quality that includes competitiveness, unique experiences, added value, and environmental desirability (Rianty et al., 2023). Tourists now tend to choose destinations that are calmer, more open, and prioritize aspects of cleanliness, health and safety. This is in line with the principles of sustainable tourism which can avoid the negative impacts of mass tourism and increase added value for local communities (Rianty et al., 2023).

Quality tourism, which integrates the concepts of sustainable tourism and integrated tourism, has the potential to provide greater economic benefits while preserving the environment, culture and welfare of local communities (MarkPlus, 2020; Rianty et al., 2023). To achieve the title as a quality tourism destination, important prerequisites are required such as essential competitiveness, security, cleanliness, accessibility, infrastructure, and adequate public facilities and services (UNWTO, 2017; Rianty et al., 2023).

The development of tourist villages is an opportunity to support the quality of tourism. Post-pandemic tourism trends show a preference for quality alternative tourism that emphasizes interaction with nature, local communities, and preserving local culture and uniqueness. Tourist villages offer authentic experiences, with natural attractions such as mountains and farms that are fresher and far from pollution, as well as easier control over the number of visitors (Soeswoyo et al., 2021). The development of tourist villages also plays a role in supporting equitable development at the village level, it is hoped that it will be able to improve the economic welfare of the community, maintain environmental sustainability, and preserve local wisdom. Therefore, the World Tourism Organization (UNWTO) also encourages Indonesia to optimize the potential of village-based tourism, which is considered one of the main strategies in sustainable tourism development (Nalayani, 2016). The Ministry of Tourism and Creative Economy, in collaboration with the Ministry of Villages and the Ministry of Cooperatives, continues to strive to develop the village-based tourism sector (Soeswoyo et al., 2021).

Watusigar Village, which is located in Gunungkidul Regency, Yogyakarta Special Region Province, has considerable potential to be developed as an educational, agricultural and cultural tourism destination. Yogyakarta as one of the main tourist destinations in Indonesia offers various types of tourism which include cultural, museum, natural, beach and volcanic aspects so that it attracts the attention of domestic and international tourists (Suhailah & Hartatik, 2023). Gunungkidul Regency has an area of around 1,485.36 km² and is dominated by hills and limestone mountains, consisting of 18 sub-districts and 144 villages, with Wonosari District as the center of government (Kristiyani, 2022). Watusigar Village has an area of 2,500 hectares, with a land use distribution of 1,000 hectares for residential areas and 1,500 hectares for agricultural land. This agricultural land is used for cultivating rice, secondary crops, horticulture, as well as fisheries and animal husbandry which are the main pillars of the village economy. In December 2021, Watusigar Village declared itself the first conservation village in Gunungkidul

Regency, an important initiative in educating the community about the importance of environmental conservation (Wiyatiningsih et al., 2023).

The tourist village in Watusigar Village is called Sembrani Tourism Village. One of the superior potentials of this village is agrotourism, where large and well-organized tobacco plantations provide direct experience for tourists to observe the tobacco cultivation process. Apart from that, the horticulture and other agricultural sectors in this village offer a diversity of food crops, vegetables and fruit that can be developed as an additional attraction (UGM, 2020; Gunungkidulkab, 2024). Even though it has great potential, the people of Watusigar Village do not fully understand the potential of their village as a tourist destination, so comprehensive governance support and development strategies are needed. Apart from that, the role of local government is very important, especially in aligning the development of tourist villages with the Gunungkidul Regency Regional Tourism Development Master Plan (RIPPARDA).

Based on this background, this research aims to formulate an appropriate strategy for developing the potential of the Watusigar Tourism Village to become a competitive tourist destination, which is based on the identification of comprehensive tourism elements. This research uses a more comprehensive theory, namely 13A: awareness, attractiveness, availability, accessibility, appearance, activity, assurance, appreciation, action, accountability, facilities, additional services, and altruism (Morrison, Cheah, & Kumar, 2024). Apart from that, two additional components that are focused on are the quality of human resources (Utomo & Satriawan, 2017) and tourist preferences (Soeswoyo et al., 2021).

Based on the problems identified, this research was designed to answer three main questions. First, how the potential for educational, agricultural and cultural tourism in Watusigar Village, Gunungkidul, can participate in supporting the creation of quality and sustainable tourist destinations. Second, this research will identify internal and external factors that determine the strengths, weaknesses, opportunities and threats (SWOT) in the development process of the Watusigar Tourism Village. Finally, this research aims to determine the strategic position of the Watusigar Tourism Village through analysis of internal and external factors (IE), as well as formulating an appropriate development strategy so that this village can develop into a quality and sustainable cultural and agricultural-based educational tourism destination in Gunungkidul Regency.

It is hoped that this research can make a significant contribution in preparing a research roadmap related to educational tourism village development strategies, with an emphasis on agricultural-based economic, social, cultural and environmental aspects. Apart from that, this research also highlights the important role of government support in encouraging the successful development of competitive and sustainable tourist destinations.

LITERATURE REVIEW

Tourist preferences play an important role in developing tourism destinations because they can influence their travel decisions and the desires of the tourism industry itself. Alves et al. (2023), Olusola & Babatola (2021), and Orden-Mejía et al. (2022) define tourist preferences as tendencies or choices shown by individuals or groups in choosing travel destinations, activities to be undertaken, and the types of services and facilities desired. These preferences can vary widely, including factors such as the type of destination (natural, cultural, or recreational), the mode of transportation, as well as the type of accommodation chosen, all of which are directly related to the available budget. In this context, a deeper understanding of tourist preferences is very important to develop tourism destinations that can meet market expectations and increase tourist attraction.

The tourism destination performance measurement framework developed by Morrison et al. (2024) through the 13A model identified various attributes that play a role in assessing the quality and attractiveness of a destination. One of the main elements is Awareness, which according to research by HYASAT (2023), Yenni (2023), Rosas-Jaco et al. (2020), and Wiharjokusumo et al. (2023), it is very important to build awareness among the public and tourists regarding the existence and potential of this destination. Strong awareness can motivate more tourists to visit the destination. Apart from that, Attraction as explained by Pyo (2010), Pike (2016), Junaedi & Harjanto (2020), and Arif et al. (2019), is a key factor influencing tourist interest. Destinations that have unique attractions, such as natural beauty, cultural richness, or recreational attractions, will be more successful in attracting market attention. Other attributes such as Availability and Accessibility also play a big role, because the availability of infrastructure and easy access are important factors in determining tourist comfort and satisfaction.

The importance of destination appearance, namely the cleanliness and physical appearance of a place, should not be ignored in attracting tourists. Jusoh et al. (2013), Malik et al. (2020), and Ramires et al. (2018) stated that the cleanliness and visual beauty of a destination can influence tourists' first impressions and influence their decision to return. Apart from that, the activities offered by the destination also influence the tourist experience. Arif et al. (2019), Pike (2016), and Oklevik et al. (2019) show that interesting and varied activities, such as adventure, cultural or culinary tourism, can increase tourist satisfaction and create memorable memories. Other factors such as assurance related to security and safety are also no less important, as discussed by Dwyer & Kim (2003) and Morrison (2023), who state that destinations that offer security guarantees will be preferred by tourists.

The tourist village concept, which is increasingly popular in tourism development, also focuses on aspects of curiosity and authenticity. Tourist villages, as defined by Inskip (1991) and actualized by Sidiq & Resnawaty (2017), refer to rural areas that offer authentic tourism experiences by prioritizing local wisdom and local culture. Mumtaz & Karmilah (2021) added that tourist villages often promote the concept of community-based tourism (CBT), which allows active community participation in tourism management and development, so that direct economic benefits can be felt by them. Junaid et al. (2022) and Arum et al. (2022) emphasize the importance of this approach to ensure that rural tourism does not only focus on economic benefits, but also contributes to cultural and environmental preservation. Thus, tourist villages can be a very relevant model in developing tourism that is sustainable and responsive to market needs.

To optimize the potential of tourist villages, SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) has become a tool that is widely used in developing destination development strategies. Walker (2021) and Rianty et al. (2024) suggest that by conducting a SWOT analysis, destination managers can assess internal strengths and weaknesses, as well as external opportunities and threats faced by a tourist destination. This is important for developing effective strategies in overcoming existing challenges and exploiting market opportunities. Apart from that, regular evaluation of development strategies is also needed to adapt to changes in market dynamics and evolving tourist preferences. By using SWOT analysis, tourist destinations can formulate more adaptive policies, increase their competitiveness, and ensure long-term desirability (Walker, 2021). This approach allows destinations to continue to grow and attract more tourists by meeting their changing expectations.

RESEARCH METHOD

This research uses a qualitative approach with exploratory methods to analyze strategies for developing educational, agricultural and cultural tourism potential in Watusigar Village, Gunungkidul, Special Region

of Yogyakarta. The qualitative selection method was based on its similarity in data collection and analysis, which allows researchers to gain an in-depth understanding of the views and experiences of local communities regarding tourism development (Creswell & Poth, 2018). Apart from that, the SWOT approach through the IFAS and EFAS framework is applied to describe the potential and challenges faced by Watusigar Village as a tourist destination, as well as to formulate appropriate development strategies (Rianty et al., 2024).

The research participants consisted of two groups, namely a population that included tourists who had visited Watusigar Village as well as local stakeholders, and a sample selected purposively, involving 100 tourist respondents and four key informants from tourism managers, village government and local business actors. Research data was collected through participatory observation in the field, documentation studies, and questionnaires distributed to tourist respondents (Sugiyono, 2020; Creswell & Poth, 2018; Rianty et al., 2024). In data analysis, researchers applied Miles and Huberman's interactive model, which includes data reduction, data presentation, and drawing conclusions. In addition, SWOT IFAS is used to highlight internal strengths and weaknesses, while EFAS is used to identify external opportunities and threats (Kotler & Keller, 2016; David, 2022).

RESULT AND DISCUSSION

Analysis of the demographic characteristics of respondents who visited Watusigar Tourism Village showed that the majority of tourists were in the young to early adult age group, with the 17-25 year age range dominating 45.8% of the total visitors, followed by the 26-35 year age group with 29, 2%. In terms of gender, there is a balance between male and female tourists, with the proportion of men being 52% and women being 48%. In terms of recent education, visiting tourists showed a level of education, with 41.7% having a high school/equivalent education, while 33.3% had a bachelor's degree (S1), which allows for further analysis regarding the relationship between education level and preferences. their tour. From the aspect of monthly income, the majority of tourists were identified as having lower middle income, with income in the range of IDR 3,000,001 – IDR 5,000,000, providing a basis for analysis regarding the influence of income level on tourist visitation and spending patterns. The characteristics of these respondents reflect the diversity of tourist demographics in the Watusigar Tourism Village, so this research is able to provide in-depth insight into tourist preferences and behavior. These findings are important in a tourism development strategy that is more targeted, in accordance with the characteristics and needs of visitors to the Watusigar Tourism Village.

Analysis of indicators with the highest and lowest scores in the IFAS and EFAS tables provides an in-depth understanding of the main aspects in developing the tourism potential of Watusigar Village.

Tabel 1. Internal Factor Analysis Summary (IFAS) Desa Wisata Watusigar

Item	Indicator	Score
Awareness		
I1	Community involvement in promotions	0.07
I2	Promotional activities to increase tourism awareness	0.06
Attraction		
I4	Natural tourism	0.13
I5	Cultural tourism	0.13
I6	Agricultural tourism	0.1

Item	Indicator	Score
I7	Artificial tourist facilities	0.1
Availability		
I8	Availability of public land for tourist facilities	0.13
I9	Availability of internet access	0.13
I10	Availability of educational agricultural tourism/tour packages	0.07
Appearance		
I14	Cleanliness of the tourist area	0.07
I15	Environmental arrangement around plantation tourist destinations	0.07
I16	Environmental arrangement around cultural tourism destinations	0.07
Activities		
I17	Quality of agricultural tourism activities	0.09
I18	Activities to explore nature	0.13
I19	Cultural performance	0.16
Assurance		
I20	Protection of tourist safety	0.07
I21	Management response in dealing with security issues	0.16
Appreciation		
I23	Feel appreciated by residents	0.13
I24	Environmental attitudes of local communities	0.21
I25	Respect for cultural and environmental values	0.18
Action		
I26	Strategic steps to develop destinations	0.09
I28	Marketing effectiveness in promoting tourist villages	0.07
Accountability		
I37	Social impacts of tourism activities	0.09
Amenities		
I43	Clean air quality	0.13
I44	Facilitate sanitation	0.13
I46	Quality of dining	0.13
I48	World center facility	0.12
I49	Quality of hotel facilities	0.11
Ancillary Services		
I50	Agricultural equipment rental facilities for plantation tourism	0.06
I52	Tourist shuttle service to plantations and cultural locations	0.13
I53	Information to understand cultural and agricultural values	0.13
Altruism		
I54	Sustainable practices involving local communities	0.13
I57	Efforts to promote environmentally friendly practices	0.07
Total Score		3.68

Based on the IFAS table, the indicator with the highest score shows that Watusigar Village has significant

strengths in socio-cultural aspects and security management. The friendliness of the local population (I24, score 0.27) is an important asset in enhancing the tourist experience through positive interactions. Cultural performances (I19, score 0.21) also have great potential, especially in offering cultural attractions that are authentic and in line with experience-based tourism trends. In addition, the management's quick response in dealing with security issues (I21, score 0.21) publicizes their commitment to tourist comfort and safety. However, the IFAS table also shows several weaknesses that require attention, such as low community promotional activities (I2, score 0.06), limited educational agricultural tourism packages (I10, score 0.07), and cleanliness of tourist areas (I14, score 0.07). The lack of promotion and development of tour packages indicates that the community has not fully utilized local potential, while poor hygiene can reduce the quality of the tourist experience.

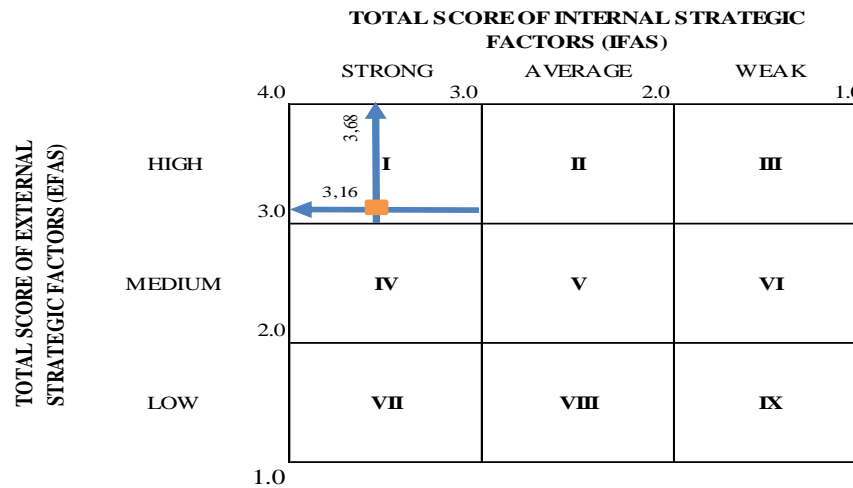
Tabel 2 External Factor Analysis Summary (EFAS) Desa Wisata Watusigar

Item	Indicator	Score
Awareness		
E3	Awareness to return visit	0.11
Accessibility		
E11	Easy access to transportation to the village	0.19
E12	Quality of road infrastructure to the village	0.14
E13	Accessibility for tourists using private vehicles	0.15
Assurance		
E22	Protection from various risks when visiting	0.19
Action		
E27	Implementation of policies that support tourism	0.07
E29	Collaboration between government and local communities	0.11
E30	Funds/incentives from the government for HR training	0.01
E31	Sustainability and relevance of training programs from NGOs or organizations	0.07
E32	Effectiveness of collaboration between villages and external parties in appropriate training	0.07
E33	Advanced training availability program for Tourism Human Resources	0.03
Accountability		
E34	Transparency of destination managers in reporting tourism performance results	0.19
E35	Evaluation of tourism development strategies carried out by managers	0.15
E36	Management of natural resources for tourism activities	0.12
E37	Financial transparency	0.07
E38	Accuracy in identifying areas that need improvement to improve the quality of tourism	0.11
E39	The impact of official certification from the government	0.02
E40	Technical assistance/mentoring from external organizations	0.07

Item	Indicator	Score
E41	Frekuensi dan kualitas evaluasi rutin dari pemerintah	0.03
E42	Transparansi laporan hasil pelatihan dan evaluasi oleh pemerintah	0.02
Amenities		
E45	Health facilities	0.19
E47	Transportation equipment	0.14
Ancillary services		
E51	Access to ATM or banking	0.05
Altruism		
E55	Effectiveness training program in supporting the ecosystem	0.08
E56	The impact of tourism on the community's economy	0.19
E58	Tourism's contribution to the preservation of the environment and local culture	0.19
E59	The influence of digitalization trends on the development of HR technology skills	0.09
E60	The impact of trends in the desire for environmentally friendly training for local tourism actors	0.17
E61	The level of readiness of tourism actors to adapt skills to international standards	0.08
E62	Tourism actors' efforts to involve the community in sustainable tourism	0.09
Score Total		3.16

In the EFAS table, easy access to public transportation (E11, score 0.19), protection from risks when visiting (E22, score 0.19), and transparency in destination management (E34, score 0.19) are external factors that strengthen the attractiveness of Watusigar Village. Good accessibility makes it easier for tourists to visit, while protection and transparency in management increase public and stakeholder trust in this destination. On the other hand, government support in terms of HR training (E30, score 0.01), the impact of official certification (E39, score 0.02), and transparency of training results reports (E42, score 0.02) is still very low. Low government support has the potential to hinder the development of local community capacity which is very necessary to stop tourism development.

Overall, Watusigar Village has strengths that can be optimized, especially in socio-cultural aspects and security management. However, to achieve sustainable tourism development, this village needs to improve promotion, tourism product development and environmental management. Collaboration with the government and stakeholders is a crucial step in facing existing regulatory and support challenges. Based on the results of the IFAS/EFAS matrix analysis, the total score for IFAS was 3.68, while the EFAS score was 3.16, resulting in the position of the Watusigar Tourism Village development strategy in the IFAS/EFAS matrix presented in Figure 1.



Gambar 1. Diagram Strategi IE Pengembangan Desa Wisata Watusigar

Figure 1 shows the strategy position in cell I. Based on the IE Matrix (Figure 1), Watusigar Tourism Village is in cell I with an IFAS score of 3.68 and EFAS 3.16. This position indicates conditions of growth and development or growth and development, which according to Rangkuti (2014) and Rianty et al. (2024) requires increased strategies such as market penetration, market development, and product development. This position reflects great internal strength and the ability to respond well to external analysis opportunities, in line with SWOT findings which show significant strength in socio-cultural aspects and natural and cultural tourist attractions.

Market penetration strategies can be implemented by increasing tourism promotion and awareness, which is in accordance with the weaknesses identified in community involvement in promotion (score 0.31) and promotional activities to increase tourism awareness (score 0.23). This is in line with research by Arintoko et al. (2020) which emphasizes the importance of effective marketing strategies in developing tourist villages. Market development can be done by expanding tourist segmentation and reaching new markets, exploiting strengths in cultural performances (score 0.21) and preserving local residents (score 0.27). This strategy is supported by research by Gao and Wu (2017) which shows that market diversification can increase the resilience of rural tourist destinations.

The development of integrated tourism products that combine educational, agricultural and cultural elements can take advantage of the strengths in natural and cultural tourist attractions (each score 0.18). This is in line with the concept of sustainable tourism product development discussed by Sánchez-Cañizares et al. (2021) in the context of rural tourism. Analysis of the Strengths, Weaknesses, Opportunities and Threats (SWOT) data table for Watusigar Village provides a comprehensive picture of the village's strategic position in the context of tourism, education, agriculture and cultural development. Here is a detailed analysis based on the data presented:

Table 3 IFAS Strengths and Weaknesses

Strength		
Indicator	Scor	Information
I4	0.18	Medium Strength
I5	0.18	Medium Strength
I6	0.13	Small Strength

Strength		
I7	0.13	Small Strength
I8	0.18	Medium Strength
I9	0.18	Medium Strength
I17	0.11	Small Strength
I18	0.18	Medium Strength
I19	0.21	Big Strength
I21	0.21	Big Strength
I23	0.18	Medium Strength
I24	0.27	Big Strength
I25	0.23	Big Strength
I26	0.11	Small Strength
I37	0.11	Small Strength
I43	0.18	Medium Strength
I44	0.18	Medium Strength
I46	0.18	Medium Strength
I48	0.16	Medium Strength
I49	0.14	Medium Strength
I52	0.18	Medium Strength
I53	0.18	Medium Strength
I54	0.18	Medium Strength
Total	3.93	
Weakness		
Indicator	Scor	Information
I1	0.31	Minor Weaknesses
I2	0.23	Minor Weaknesses
I10	0.27	Minor Weaknesses
I14	0.31	Minor Weaknesses
I15	0.31	Minor Weaknesses
I16	0.31	Minor Weaknesses
I20	0.31	Minor Weaknesses
I28	0.31	Minor Weaknesses
I50	0.23	Medium Weaknesses
I57	0.31	Minor Weaknesses
Total	2.88	

Strength analysis Watusigar Village has a total strength score of 3.93, indicating a fairly strong internal position. The main strength lies in the socio-cultural aspect, with the highest scores on cultural performances (I19, score 0.21), attitudes towards the environment around local residents (I24, score 0.27), and respect for cultural and environmental values (I25, score 0.23) . This indicates that Watusigar Village has significant social and cultural capital, which is very in line with the concepts of community-based

tourism and sustainable tourism. Natural (I4) and cultural (I5) tourist attractions each received a score of 0.18, indicating balanced potential between natural and cultural elements. This is a strong foundation for the development of educational tourism and ecotourism. Supporting facilities such as sanitation (I44) and quality of eating places (I46) also show strength with a score of 0.18, indicating the existence of basic infrastructure that is able to support tourist comfort.

The weakness analysis got a total score of 2.88, lower than the strength score, but still significant. The main weaknesses were identified in the promotion and environmental management aspects. Community involvement in promotion (I1, score 0.31) and promotional activities to increase tourism awareness (I2, score 0.23) indicate areas that require urgent improvement. This indicates a lack of effective marketing strategies and community involvement in promoting village tourism potential. The cleanliness of tourist areas (I14, score 0.31) and environmental management around tourist destinations (I15 and I16, each score 0.31) are also significant weaknesses. This shows the need to improve environmental management and cleanliness to increase tourist attractions and destinations.

Table 4. EFAS Opportunities-Threats

Opportunity		
Indicator	Scor	Information
E11	0.35	Medium Chance
E12	0.25	Small Chance
E13	0.28	Medium Chance
E22	0.35	Medium Chance
E34	0.35	Medium Chance
E35	0.28	Medium Chance
E36	0.35	Medium Chance
E45	0.35	Medium Chance
E47	0.25	Small Chance
E56	0.35	Medium Chance
E58	0.35	Medium Chance
E60	0.31	Medium Chance
Total	3.79	
E3	0.23	Minor Threat
E27	0.15	Medium Threat
E29	0.23	Minor Threat
E30	0.03	Big Threat
E31	0.15	Medium Threat
E32	0.15	Medium Threat
E33	0.07	Big Threat
E38	0.23	Minor Threat
E39	0.05	Big Threat
E40	0.15	Medium Threat
E41	0.07	Big Threat
E42	0.04	Big Threat

Opportunity		
Indicator	Scor	Information
E51	0.1	Ancaman Sedang
E55	0.18	Ancaman Sedang
E59	0.2	Minor Threat
E61	0.18	Medium Threat
E62	0.2	Minor Threat
Total	2.4	

Table 4 displays the opportunity for Watusigar Village to have a total score of 3.79, indicating a fairly supportive external environment. The greatest opportunity lies in the accessibility aspect, ease of access to public transportation (E11, score 0.35) being the most significant factor. Followed by protection from various risks when visiting (E22, score 0.35), transparency of destination managers (E34, score 0.35), and management of natural resources for tourism activities (E36, score 0.35). These opportunities reflect positive trends in tourism infrastructure, security and governance that can be leveraged for destination development. In addition, the positive impact of tourism activities on the community's economic extinction (E56) and the contribution of tourism to the preservation of the environment and local culture (E58), both with a score of 0.35, indicate the potential for sustainable tourism development that benefits society and the environment.

Then the total threat score is 2.4, lower than the opportunity score but still worth watching out for. The biggest threat comes from a lack of external support for local capacity development. Financial support or incentives from the government for HR training programs (E30, score 0.03) and the availability of advanced training programs for tourism HR (E33, score 0.07) are significant threats. This indicates that there is a gap in human resource development which can hinder improving service quality and destination management.

The impact of official certification required by the government (E39, score 0.05) and the frequency and quality of routine evaluations carried out by the government (E41, score 0.07) are also threats, indicating challenges in meeting government standards and regulations. Based on this analysis, it shows that Watusigar Village has a fairly strong position with strengths and opportunities that are more dominant than weaknesses and threats. The main strengths lie in socio-cultural aspects and natural attractions, while the greatest opportunities lie in accessibility and potential for sustainable tourism development. However, weaknesses in environmental promotion and management, as well as threats related to human resource development and government regulations need to be addressed strategically.

To optimize its potential, Watusigar Village needs to utilize its cultural and natural strengths while increasing its promotional capacity and environmental management. Utilizing accessibility opportunities and sustainable tourism trends must be balanced with efforts to overcome threats through increased collaboration with government and other stakeholders in developing human resources and providing regulatory standards. With the right approach, Watusigar Village has great potential to develop into a sustainable and competitive educational, agricultural and cultural tourism destination. Based on the results of this analysis, the total strength score was 3.93 and weakness was 2.88, resulting in a horizontal axis of 1.05. Then the total score for opportunities is 3.79 and threats are 2.4, which results in the vertical axis being on the line 1.39. This analysis is explained in the following diagram.

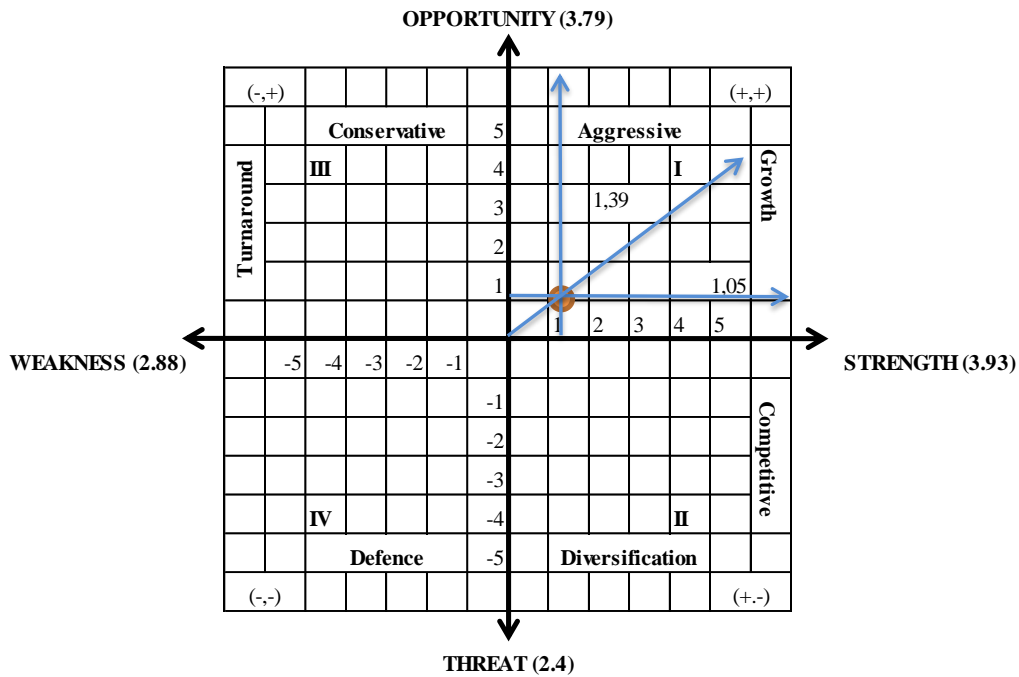


Figure 2. Space Diagram and Grand Strategy for Development of the Watusigar Tourism Village
 Source: Cartesian diagram resulting from IFAS and EFAS data processing

The SPACE diagram (Figure 2) places the Watusigar Tourism Village in quadrant I, showing an aggressive position and growth. This position strengthens the analysis of the IE Matrix results and provides justification for an aggressive expansion strategy. Vertical integration strategies (backward and forward) and horizontal integration can be implemented to strengthen the competitive position of tourist villages. Backward integration can be achieved by strengthening cooperation with local suppliers and increasing control over tourism inputs, such as raw materials for local products and tourist attractions. This weakness can be overcome in the availability of tour packages for educational agricultural tourism (score 0.07). This strategy is supported by research by Chin et al. (2017) who emphasize the importance of supply chain integration in sustainable tourism.

Future integration could involve developing direct distribution channels and increasing control over the tourist experience, leveraging strengths in attitudes towards local residents (score 0.27). This is in line with research by Hsu et al. (2020) about how important tourist experience is in building destination loyalty. Horizontal integration can be carried out through collaboration with other tourist villages or complementary destinations around Gunungkidul, taking advantage of opportunities in easy access to public transportation (score 0.35). This strategy is supported by research by Prat-Forga and Canoves (2017) which shows the benefits of collaborative networks in rural tourism development.

The implementation of these strategies must consider the principles of sustainable tourism, considering that tourism's contribution to preserving the environment and local culture (score 0.35) is a significant opportunity. This is in line with research by Hussain et al. (2021) which emphasizes the importance of balance between economic growth and extinction in the development of tourist villages. In ending these strategies, it is important to address key threats such as the lack of financial support for HR training programs (score 0.03) and the availability of advanced training programs (score 0.07). Developing local human resource capacity is crucial to support aggressive growth, as underlined by research by Saidmamatov et al. (2020) on the importance of skills development in sustainable rural tourism.

Based on the overall IFAS and EFAS analysis, Watusigar Village as an educational, agricultural and cultural tourism destination revealed a number of key findings that are very relevant to the development of sustainable tourism in rural areas. This analysis reflects the complexity of the challenges and opportunities faced in efforts to transform local potential into a competitive and sustainable tourist destination. The main strength of Watusigar Village lies in the socio-cultural aspect, which is displayed through rich cultural performances, high conservation attitudes of local residents, and deep respect for cultural and environmental values. This finding is in line with the concept of community-based tourism, which emphasizes the importance of active participation of local communities in tourism development (Junaid et al., 2022). This strength also supports post-pandemic tourism trends which show a preference for quality alternative tourism, which emphasizes deeper interaction with local communities and the preservation of local culture and uniqueness (Soeswoyo et al., 2021).

The natural and cultural tourism attractions in Watusigar Village show balanced potential for the development of ecotourism and cultural tourism, which is in line with the characteristics of a village that is rich in natural resources, such as enchanting hills, the Oyo River, as well as significant agricultural potential. On the other hand, the cultural richness of Watusigar Village is reflected in its recognition as a conservation village, which confirms its commitment to preserving the environment and local traditions (Wiyatiningsih et al., 2023). This potential is in line with the concept of a tourist village which prioritizes authenticity in the customs, culture and life patterns of local communities (Mumtaz & Karmilah, 2021).

However, this analysis also revealed significant weaknesses in aspects of environmental promotion and management. Community involvement in promotions and activities to increase tourism awareness indicates areas that require urgent improvement. These findings underline the importance of increasing community capacity in marketing and promotion aspects, which is in line with the concept of awareness in tourism development (Morrison et al., 2024). In addition, weaknesses in the cleanliness of tourist areas and environmental planning indicate the need for substantial improvements in environmental management, which is crucial for maintaining attractiveness and tourism (Fyall et al., 2022).

From an external perspective, Watusigar Village has great opportunities in terms of accessibility, where the ease of access to existing public transportation has been strengthened through development infrastructure, such as the Watusigar Bridge which connects the village with other areas (Gunungkidulkab, 2024). This opportunity supports the development of tourist villages as a strategy to encourage equitable development at the village level, in accordance with recommendations from UNWTO to optimize village-based tourism (Nalayani, 2016; Soeswoyo et al., 2021). Transparency of destination managers and management of natural resources for tourism activities is also a significant opportunity, reflecting the potential for implementing sustainable tourism principles (Morrison et al., 2024). However, the biggest threat to Watusigar Village arises from the lack of external support for local capacity development. This is reflected in the low level of financial support for human resource training programs and the availability of advanced training programs (Rodrigues & Prideaux, 2017; Wisudawati et al., 2020). These findings underscore the importance of strong collaboration between government, the private sector and local communities in tourism development.

Integration of these findings with the tourism development framework shows that Watusigar Village has strengths in the aspects of attraction and appreciation for culture, but is still weak in the aspects of awareness and appearance. Accessibility is a significant external opportunity, while assurance and accountability show positive prospects, but still require internal strengthening. The basic facilities available are quite good, but additional services to support the tourist experience still need to be improved.

The caring aspect, which is reflected in tourism's contribution to tourism, is also an opportunity that is in line with global tourism trends (Morrison et al., 2024).

Based on this analysis, the strategy for developing Watusigar Village as an educational, agricultural and cultural tourism destination must focus on increasing tourism awareness and promotional capacity of local communities, which is in line with the importance of awareness in tourism development. The development of integrated tourism products that combine educational, agricultural and cultural elements is very necessary, taking advantage of the strengths of the existing attractions. In addition, improvements to environmental quality and cleanliness must be made to improve the overall appearance of the destination. Strengthening local human resource capacity through ongoing training programs is very important to support aspects of assurance and accountability. Optimizing accessibility opportunities also needs to be carried out to increase tourist visits, while the development of additional services must be implemented to complement the tourist experience. Finally, strengthening collaboration with government and the private sector is an important step to overcome threats related to external support and regulation. This implementation strategy requires a holistic approach involving all stakeholders, in line with the principles of sustainable and community-based tourism. By utilizing its cultural and natural strengths, as well as systematically overcoming weaknesses and threats, Watusigar Village has the potential to develop into a model rural tourism destination that is not only economically attractive, but also socially and ecologically sustainable.

CONCLUSION AND RECOMONDATION

Based on the results of a comprehensive analysis involving SWOT analysis, IE Matrix, and SPACE Diagram, Watusigar Tourism Village has a strong strategic position to be developed as a sustainable educational, agricultural and cultural tourism destination. This village is in the "grow and develop" position (IE Matrix cell I), which indicates significant growth potential. SWOT analysis shows that the main strength of this village lies in the socio-cultural aspects and natural attractions, although there are weaknesses in the promotion and environmental management aspects. The greatest opportunity lies in the accessibility and potential for sustainable tourism development, while the main threat is the lack of external support in developing human resource (HR) capacity. Furthermore, the SPACE Diagram places this village in quadrant I (aggressive and growth), which supports an aggressive expansion strategy.

Based on the results of this analysis, several strategy recommendations were proposed. First, a market penetration strategy must be carried out through increasing digital promotions and developing integrated marketing programs, which will increase the visibility of this tourist village. Research by Adeyinka-Ojo et al. (2020) show that an effective digital marketing strategy can significantly increase the visibility and attractiveness of tourist villages. Second, developing integrated tourism products that combine educational, agricultural and cultural elements is very important to strengthen the attractiveness of destinations. Gao and Wu (2017) emphasized the importance of tourism product diversification in increasing the competitiveness of rural destinations. Third, improving the quality of the environment and infrastructure must be implemented through a comprehensive environmental management program and the development of environmentally friendly infrastructure. Chin et al. (2017) underscore the importance of environmental management in building competitive advantages in rural tourism destinations.

Fourth, increasing the capacity of local human resources needs to be carried out by designing sustainable training programs and collaborating with educational institutions. Saidmamatov et al. (2020) stated that local skills development is key in supporting sustainable rural tourism. Fifth, strengthening collaboration

between stakeholders through partnership strategies with the government, private sector and local communities is very important to support the development of this tourist village. Prat-Forga and Canoves (2017) demonstrate that strong collaborative networks can increase the effectiveness of rural tourism development. Sixth, integration strategies, both vertical and horizontal, must be implemented to strengthen control over the tourism value chain and build partnerships with complementary tourist destinations around Gunungkidul. Hsu et al. (2020) emphasize the importance of integrating tourist experiences in building destination loyalty. Finally, monitoring and evaluation systems must be designed to integrate and adapt development strategies on an ongoing basis. Hussain et al. (2021) emphasizes the importance of measuring sustainability performance in managing rural tourism destinations.

Implementation of these recommendations must be carried out in a holistic and integrated manner, taking into account the principles of sustainable tourism. A participatory approach that involves all stakeholders, especially local communities, is essential to ensure inclusive and sustainable development. By utilizing existing strengths and strategically overcoming its weaknesses, Watusigar Tourism Village has great potential to become a model for successful tourist village development, providing economic benefits, as well as preserving cultural and environmental heritage.

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