

OPTIMIZING THE POTENTIAL OF TOURISM VILLAGES FOR SUSTAINABLE DEVELOPMENT IN BOGOR DISTRICT: A SYSTEMATIC LITERATURE REVIEW

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ABSTRACT

This study aims to analyze the development of tourist villages in Bogor Regency in a comprehensive and integrated manner. The research data are in the form of articles related to the development of tourist areas. From the keyword search, 380 articles were obtained related to social participation in the development of tourist areas in Indonesia. The analysis of the research data used the systematic literature review (SLR) method. This study shows that tourist villages in Indonesia describe the objectives of the Sustainable Development Goals (SDGs), especially in reducing poverty, maintaining a sustainable environment and increasing income. By adapting strategies such as those implemented in Nglanggeran Village in Yogyakarta, Bogor Regency is likely to develop into a sustainable tourist village. Villages in Bogor Regency such as Sukajadi Village, Tugu Utara, and other surrounding villages are very attractive in terms of nature and culture. This also shows that tourism in these villages combines nature with the culture of the community. Through the distribution of agricultural crops, geological conditions and cultural tourism, they have the opportunity to improve the livelihoods of their own villagers, create new jobs and produce a better lifestyle for the surrounding population.

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengembangan desa wisata di Kabupaten Bogor secara komprehensif dan terpadu. Data penelitian berupa artikel-artikel terkait dengan pengembangan kawasan wisata. Dari pencarian kata kunci diperoleh 380 artikel terkait partisipasi sosial dalam pengembangan kawasan pariwisata di Indonesia. Analisis data penelitian menggunakan metode systematic literature review (SLR). Penelitian ini menunjukkan bahwa desa wisata di Indonesia menjabarkan tujuan *Sustainable Development Goals (SDGs)*, terutama dalam pengurangan kemiskinan, memelihara lingkungan yang berkelanjutan dan meningkatkan pendapatan. Dengan mengadaptasi strategi seperti yang diterapkan di Desa Nglanggeran di Yogyakarta, Kabupaten Bogor kemungkinan dapat berkembang menjadi desa wisata yang berkelanjutan. Desa-desa di Kabupaten Bogor seperti Desa Sukajadi, Tugu Utara, dan desa-desa di sekitarnya sangat menarik dari segi alam dan budaya. Hal ini juga menunjukkan bahwa pariwisata di desa-desa tersebut memadukan alam dengan budaya masyarakatnya. Melalui sebaran hasil pertanian, kondisi geologi, dan wisata budaya, mereka memiliki peluang untuk meningkatkan penghidupan penduduk desanya sendiri, menciptakan lapangan kerja baru, dan menghasilkan gaya hidup yang lebih baik bagi penduduk di sekitarnya.

INTRODUCTION

Indonesia as a country that has abundant natural resources has a lot of potential that can be developed, both because of the potential of natural resources and because of its natural beauty. The number of tourist visits to Indonesia in 2023 was 735,947 people. When compared to 2022, Indonesia only received 121,978 visits (Gumilang A.S.P., Ghandy A., 2024). This condition indicates the great potential of the tourism sector in Indonesia. Unfortunately, due to several conditions of limited knowledge and resources, the existing tourism is not optimal, however, with the presence of tourist visits, it can bring economic value from the creation of UMKM and the opening of employment opportunities, so that it can improve the local and national economy (Rifdah & Kusdiwanggo, 2024).

One of the areas that has quite a lot of tourism potential is Bogor Regency. Bogor Regency is one of the largest regencies in West Java Province. Bogor Regency has 416 villages and 19 sub-districts spread across 40 districts with an area of 298,838.304 Ha (Disbupdar, 2019). Morphologically, Bogor Regency is located in a highland that is very suitable to be a tourist location. With these conditions, Bogor Regency has great potential in the tourism sector (Gautama et al., 2020). One effort to optimize this potential is to use the concept of sustainable tourism villages. Bogor Regency has 55 tourist villages that have been registered in 2022. The development of these tourist villages is not only aimed at attracting tourist visits, but also to support the local economy, utilize the natural beauty, and maintain the sustainability of culture and the surrounding environment (Okvitawanli & Adiandari, 2022).

Tourist villages in Bogor Regency also offer activities that allow tourists to be directly involved, such as learning to plant rice, harvest tea, or follow the process of making local crafts. This involvement gives tourists the opportunity to experience rural life firsthand and interact with local communities, which ultimately fosters a deeper appreciation of local culture and traditions. The natural and cultural richness that exists makes these tourist villages have a unique attraction, which has great potential to be developed within the framework of sustainable tourism (Kurniadin & Wawanudin, 2024). Despite the growing literature on tourism villages in Bogor Regency, several critical research gaps remain unaddressed. First, existing studies have predominantly focused on single case analyses of individual villages, lacking a comprehensive multi-village assessment across Bogor Regency. Second, there is limited theoretical framework linking tourism village development with specific SDGs achievements in the local context. Third, while digital transformation has become crucial for tourism development, studies examining the effectiveness of digital platforms like Ekabo in promoting tourism villages are scarce. Fourth, quantitative assessments measuring the economic impact of tourism village development on local communities are insufficient. Finally, there is a notable absence of comparative studies between Bogor Regency's tourism villages and successful models from other regions, both nationally and internationally.

Unfortunately, efforts to optimize the potential of tourist villages are often hampered by the less than optimal resources available, either due to limited human resources or fluctuating numbers of visits (Cahyono et al., 2023). Due to these problems, the concept of tourist villages that should be able to improve the local economy, becomes less effective, so it is not optimal. In addition, a strategy is also needed to optimize the potential of tourist villages (Tjilen et al., 2023). One of the efforts to optimize the potential of existing tourist villages is to adopt the results of research conducted by Cahyono et al. (2023), with the title Development of Limbasari Purbalingga Tourism Village Potential with Digital Information Optimization. While research was conducted in Limbasari Tourism Village, Purbalingga Regency, the problem faced by this village is how to utilize and apply digital media so that tourism information in Limbasari Village is easily and quickly accessed by the community wherever they are. The Limbasari Village community also does not understand the concept of digital information, so that many people, especially Purbalingga, do not know much about the tourist destinations in Limbasari. Based on these problems, this study conducted socialization activities related to the concept of digital marketing as an effort to optimize digital information for the Limbasari Tourism Village community. Digital promotion activities were also

carried out by involving Pokdarwis members by promoting tourist attractions and superior products in Limbasari. In addition, research conducted by (Tjilen et al., 2023) with the title Optimizing the Potential of Tourism Villages Through Sustainable Management: Contribution to the Welfare of Local Communities is also interesting to be implemented in Tourism Villages in Bogor Regency. The results of this community service show that the initial steps to carry out sustainable tourism village management need to empower the community, develop sustainable tourism products, organize the area, and improve the quality of service (Damanik & Iskandar, 2019). Community empowerment in this community service is carried out through training and their active involvement in decision making. Sustainable tourism product development involves promoting the unique potential of the village without damaging the environment or culture. Good village tourism area management and high-quality service provide a positive experience for visitors. Effective promotion and cooperation between stakeholders are also important in increasing the attractiveness and income of tourist villages (Fernández & Peek, 2023).

Sustainable Development Goals (SDGs) or Sustainable Development Goals are 17 global goals adopted by the United Nations (UN) in 2015 as part of the 2030 Agenda. The SDGs are designed to address various global challenges, such as poverty, inequality, climate change, and environmental degradation, as well as to promote peace and justice (United Nations Sustainable Development Goals (UN SDGs): sdgs.un.org is the official website of the UN which provides comprehensive information on all 17 goals. Based on the analysis above, the research question that can be raised in accordance with the SDGs is: (1) how does the development of village tourism in Bogor Regency contribute to the economic growth of local communities? (2) what social factors influence the successful management of sustainable village tourism in Bogor Regency? (3) what are the environmental impacts of village tourism development in Bogor Regency, and what strategies can be implemented to minimize negative effects? (4) how does digital technology enhance the attractiveness and sustainability of village tourism in Bogor Regency? (5) what collaborative strategies can be applied between the government, local communities, and the private sector to optimize village tourism?

These research gaps highlight the need for a more comprehensive and integrated study of tourism village development in Bogor Regency. Therefore, this research addresses these gaps by proposing the following main research question. This research question is able to cover various important aspects of tourism village development (economic, social, and environmental). Allows identification of positive and negative impacts, which is highly relevant for sustainable development. Provides application benefits in effective planning and management based on findings. Through understanding sustainable development strategies in Bogor Regency Tourism Villages and being able to formulate a more effective approach in supporting sustainable tourism development, by some steps. First, analysis of tourism village potential by identify of the natural wealth, culture, and local traditions of tourist villages in Bogor Regency, as described for Sukajadi Village and Tugu Utara and examine the main attractions of tourist villages, for example ecotourism, cultural attractions, and local products such as handicrafts or culinary specialties. Second, evaluation of challenges faced by examining obstacles such as lack of access facilities, inadequate accommodation, and the practice of extortion. Identify local community development needs, such as tourism management training and improving service quality. Third, comparative study by using a comparative approach with successful tourism villages, such as Nglanggeran Village in Yogyakarta. Learn the community-based management strategies, technology utilization, and integrated promotion implemented there. Fourth, collaboration between stakeholders by involve local governments, local communities, related organizations, and business actors in designing sustainable development programs. Encourage community participation in every stage of tourism village development, from planning to evaluation. Fifth, technology implementation by promote tourism villages using digital platforms such as websites, social media, and applications. Improve accessibility with smart village-based technology, for example installing WiFi or using sensors to monitor the environment. Sixth, sustainable development

strategy by package tourism potential into an attractive integrated tourism package, maintain and preserve local nature and culture through training and education, and improve infrastructure, such as roads and public facilities to support tourist comfort. Seventh, impact measurement by measuring success through sustainable development indicators, such as increasing local incomes, creating new jobs, and preserving the environment. This method includes a multidisciplinary approach that integrates economic, social, and environmental aspects to answer research questions comprehensively.

RESEARCH METHOD

This research method uses the Systematic Literature Review (SLR) method, which begins with a search for reputable articles related to the keyword optimization strategy for sustainable tourism villages and combines various criteria as search keywords to narrow down the desired document information. The SLR method is defined as the collection and evaluation of some studies with a specific topic. From the keyword search, 380 articles were obtained related to social participation in developing tourism areas in Indonesia. This study uses the Systematic Literature Review (SLR) method, which starts by using the Publish or Perish database with keywords related to the topic to combine various criteria as search keywords that aim to narrow down the desired document information. Research articles used as references in the systematic literature review are obtained through a search of the Publish or Perish database. The search uses keywords related to the research topic. From the keyword search, 300 articles were received related to social participation in developing tourism areas in Indonesia.

The initial search selected 347 articles carried out through the title and abstract based on eligibility criteria as in Table 1. The article's selection prioritized addressing research questions concerning Indonesian tourism. The process included screening titles, abstracts, full-text review, and iterative refinement, which resulted in the selection of 10 articles. These 10 articles offer the most impactful insights to address the specific research questions mentioned above. The selected articles are strategically distributed across the particular criteria in Table 1., ensuring comprehensive coverage of the key discussions within the field. A robust foundation for the conclusions presented in this review is provided by the selected 10 articles.

Table 1. Eligibility Criteria

Criteria	Inclusion	Exclusion
Article Type	Research Article or Community Service Article	A book or chapter in a book
Publication Year	Published between 2019-2024	Published under the year 2019
Focus of Study	Business Management field or other fields that are relevant to the theme.	Other areas not relevant to the theme
Place of Publication	Internationally indexed with reputation, SINTA, and GARUDA.	Not indexed whatsoever.
Topic Relevance	Discusses the development of tourism villages with a sustainability approach (economic, social, and environmental dimensions).	Not relevant to tourism villages or sustainability (SDGs).
Data Completeness	Articles with complete information (background, methodology, results, and discussion).	Articles with only abstracts or incomplete texts.
Publication Language	Written in English or Indonesian.	Articles in languages not understood or without translation.

The journal validation process involves three main steps. The first step is examining the indexing and credibility of the journals, ensuring that articles are sourced from journals indexed by Scopus, Web of Science, or SINTA (minimum S2) and not from predatory publishers. The second step involves evaluating the content and quality of the articles using tools like PRISMA to ensure transparency in the selection process, and CASP (Critical Appraisal Skills Programme) to assess the quality of research methodologies. The final step is consistency verification, where the selection process is re-evaluated with the involvement of peers or academic supervisors to validate the relevance and quality of the selected articles.

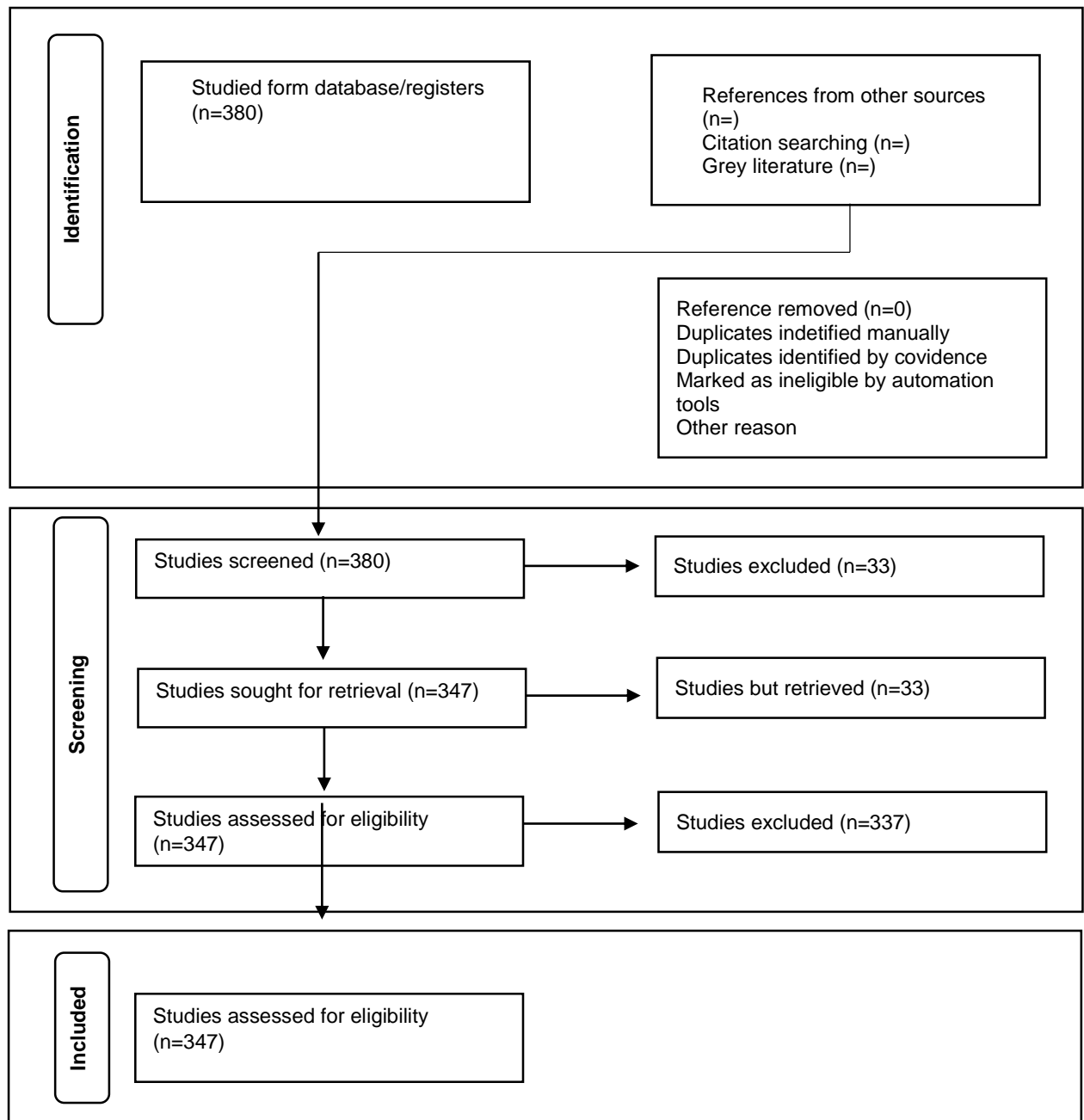


Figure 1. PRISMA Diagram of Systematic Literature Review

In some cases, articles published before 2019 are included when they provide foundational theories, models, or frameworks that remain relevant to the current research context. Such articles often serve as seminal works that significantly influence subsequent studies in the field. Their inclusion ensures a comprehensive understanding of the research topic, particularly when newer articles build upon these foundational works. Ten articles fulfilling the research criteria were identified through a PRISMA flow diagram, visualized in a PRISMA diagram. Figure 1 presents both the PRISMA diagram and the table of inclusion and exclusion criteria. A screening stage of the 380 articles obtained was carried out through the title and abstract based on eligibility criteria as in table 1. This process selected 347 articles that met the requirements to enter the full-text review stage. The articles were reviewed thoroughly, and 10 were obtained for further discussion.

RESULT AND DISCUSSION

Contribution Of Village Tourism In Bogor Regency To The Local Economic Growth

The results of this research highlight the great potential owned by tourism villages in Bogor Regency in supporting sustainable development. The analysis shows that tourism villages such as Sukajadi Village and Tugu Utara villages offer a combination of natural and cultural attractions that can improve the economic, social and environmental well-being of local communities. This is in line with the goals of the Sustainable Development Goals (SDGs), particularly in reducing poverty (SDG 1), promoting inclusive and sustainable economic growth (SDG 8), and preserving the environment (SDG 15).

However, the optimization of tourism villages in Bogor Regency faces various challenges, such as limited accessibility, lack of accommodation facilities, and the practice of illegal levies that can reduce tourist attraction. In addition, the limited capacity of human resources in digital management and promotion is also a major obstacle. To overcome these problems, a community empowerment-based approach and the application of digital technology are relevant and urgent strategies to be implemented. Through a comparison with the successful practices in Nglanggeran Village, Yogyakarta, this research identifies key strategies that can be adapted, such as community-based management, sustainable tourism product diversification, and increased promotion through digital platforms. With this approach, tourism village management in Bogor Regency can not only improve competitiveness and environmental sustainability, but also create positive impacts on the environment.

Tabel 2. Selected Article Data

No	Title, Authors	Objective	Research Method	Key Findings
1	Tourism Potential and Identifying Tourism Development Strategies in Sukajadi Village, Bogor Regency. (Soeswoyo, 2021)	Identifying tourism potential of Sukajadi Village and its development strategies.	Qualitative (Field Observation & Interview)	Sukajadi Village has natural tourism assets (pine forests, waterfalls, plantations). Needs training in tourism management & marketing.
2	Participatory Tourism Potential in North Tugu Village, Bogor Regency. (Widiastuti, 2023)	Examining potential participatory tourism in North Tugu Village, Bogor Regency	Case Study & Participatory Approach	Tugu Utara Village has main attractions but lacks facilities and infrastructure. Requires training and better management.

No	Title, Authors	Objective	Research Method	Key Findings
3	Smart Sustainable Tourism Support System Using AHP Method Recommendation for Sustainable Tourism Village Development. (Kusumawardhani et al., 2024)	Developing a digital-based sustainable tourism support system using the AHP (Analytic Hierarchy Process) method as a recommendation for the development of sustainable tourism villages in Bogor Regency.	Quantitative (AHP Method)	Identifies community welfare (27.5%), economic feasibility (21.5%), and government support (21.3%) as key factors.
4	Tourism Village Development Based on Natural & Cultural Tourism Promotion Media for Sangiang Village. (Rahmatillah et al., 2019)	Identifying problems in the development of natural and cultural tourism villages in Sangiang Village, and formulating strategies to improve tourism strategies.	Qualitative (Field Study & SWOT Analysis)	Sangiang Village has cultural & nature-based tourism. Requires infrastructure development & integrated tourism packages.
5	Sukapura Village Development Towards Smart Village. (Nurrahman, 2022)	Analyzing the development of Sukapura Village towards a Smart Village with a focus on the Smart Government dimension	<i>Case Study & Technology Adoption</i>	challenges include lack of regulations & technology adaptation despite having adaptive human resources.
6	The Impact of Tourism Village Development on Social and Economic Improvement of the Community in Melati I Village, Perbaungan District. (Lubis, 2023)	Identifying and analyzing the impact of developing Tourism Villages on improving the social and economic aspects of the community in Melati II Village, Perbaungan District.	Mixed Method (Survey & Interview)	New business opportunities & emerged, but income growth is uneven. Social interactions remain largely unchanged.
7	Optimizing the Potential of Tourism Villages Through Sustainable Management: villages in Merauke	Optimizing the potential of tourist villages in Merauke	Community-Based	Training, sustainable tourism products, and infrastructure

No	Title, Authors	Objective	Research Method	Key Findings
	Contribution to the Welfare of Local Communities. (Tjilen et al., 2023)	the through sustainable management that contributes to the welfare of local communities.	Research (CBR)	development improve community welfare.
8	Community Empowerment Through the Gunung Dago Tourism Village in Dago Village, Parung Panjang District, Bogor Regency. (Kurniadin & Wawanudin, 2024)	Analyzing community empowerment through the development of the Gunung Dago Tourism Village in Dago Village, Parung Panjang District, Bogor Regency, with a focus on cooperation between Perhutani and the Forest Village Community Institution (LMDH) and the village government in supporting tourism management.	Participatory Action Research (PAR)	Local community is actively involved in tourism management, leading to economic growth and environmental conservation.
9	The Influence of Extortion on Tourists' Decisions to Revisit the Religious Tourism Destination of Cangkir Island. (Nuroktaviani et al., 2021)	Analyzing the influence of illegal levies on tourists' decisions to return to the religious tourism destination of Pulau Cangkir, Tangerang Regency.	Quantitative (Survey & Regression Analysis)	Extortion affects 1.74% of tourists' & revisiting decisions. Visitor satisfaction remains a key factor.
10	Tourism Components and Community Based Tourism Development in Nglanggeran Tourism Village. (Hermawati, 2020)	Identifying tourism components and examining the concept of community based tourism (CBT) in Nglanggeran Tourism Village	Case Study & Ethnographic Research	Nglanggeran features community-based tourism with 11 tour packages, managed by local residents.

After analyzing relevant articles, in Bogor Regency there are still many villages that can be developed as tourist villages to support sustainable development. Based on information from the official website that can be accessed at [kotabogor.go.id], there are several tourist areas and those that have the potential to develop as tourist attractions including villages in Cikaret Pancasan Village, medicinal plant research gardens in Cimanggu, and rural areas in Situ Gede and other research centers. Its natural resources can be utilized as a place for educational tourism for the community. In Sukajadi Village, Bogor Regency there are natural tourist attractions, including corn, taro, sweet potato, and cassava plantations (Soeswoyo, 2021). Another village, namely Tugu Utara Village, also has three main attractions, namely Telaga Saat, Gerindra Hill, and Mount Kencana Nature Tourism (Widiastuti, 2023). These places prove that Bogor Regency has great potential in managing tourist villages on its natural resources.

This condition can be in line with the objectives of the Sustainable Development Goals (SDGs), in terms of poverty alleviation (SDG 1) and sustainable economic development (SDG 8). These tourist villages can be utilized to become the main source in creating new jobs and increasing the income of the surrounding community. Not only that, the opening of tourist villages can be in line with other SDGs objectives, namely support for environmental conservation (SDG 15) for the sustainability of the ecosystem.

In addition to its natural potential, Bogor Regency has a variety of cultural tourism. On August 19, 2023, the Bogor Regency Culture and Tourism Office (Disbudpar) held the 2023 Bogor Regency Cultural Festival. The Head of the 2023 Bogor Regency Cultural Festival, Didi Kurnia, stated that he would target 40 thousand visitors to the event. This indicates a sense of optimism towards the interest of Bogor Regency residents in introducing and preserving culture. Based on the official website of Bogor Regency Exploration (Ekabo), there are more than 40 places that are used as cultural tourism, including the Ciaruteun Batu Tulis Inscription in Cibungbulang, the Dayang Sumbi Art Studio in Gunung Putri, the Griya Seni Baraya Studio in Cileungsi, the Cahya Muda Studio in Bojong Gede, and the Urug Traditional Village in Sukajaya.

Festival activities involving the surrounding community can not only be used as a means of cultural promotion, but also as a means to appreciate local culture and awareness of the culture itself. This cultural potential can also be in line with the SDGs goals, namely supporting local economic growth (SDG 8) and environmental preservation (SDG 15), which can ultimately create a positive impact on the sustainability of the community in Bogor Regency. The objects and attractions of tourist attractions are important things to consider, because they can be the main reason for prospective tourists to visit. Every tourist must have their own standards in choosing a tourist attraction. When a tourist attraction has an object and attraction that is not managed properly, then not a few tourists are not interested in visiting the place. These factors are important to encourage the involvement of all parties, namely local institutions or organizations, or individuals and groups that work to support the development of the tourism sector. They must be able to provide good and positive services for tourists who visit the place.

Factors Influence The Sustainability Of Village Tourism In Bogor Regency

In Bogor Regency, there are several organizations that focus on tourism, such as the Bogor Regency Creative Economy Forum (KABEKRAFT) in Cibinong, the Indonesian Tour Guide Association (HPI) in Cisarua, the Bogor Regency Regional Tourism Promotion Agency in Cibinong, and the Tourism Village Association (ADESTA) in Cisarua. Various organizations engaged in tourism need sustainable support from the government and the surrounding community so that they continue to operate and contribute to preserving and promoting existing tourist attractions. The role of organizations in a place is very much needed to improve tourist services and experiences, as well as to encourage local economic growth. Coupled with adequate support, the management of the organization can be more effective in running all its programs which aim to attract more visitors and the development of pioneering tourist villages.

According to Kusumawardhani et al., 2024 in his research article entitled Smart Sustainable Tourism Support System Using the AHP Method as a Recommendation for Sustainable Tourism Village Development, said that based on social, environmental, and economic criteria that can support the development of sustainable tourism villages, his research shows that the first priority is community welfare. Community welfare in Bogor Regency still needs improvement. This is measured based on material aspects such as meeting the needs for food, clothing and shelter, as well as non-material aspects, such as the need for education, health and a sense of security.

In this context, it is very important for the community to be able to adapt to the various changes brought by tourism, so as to minimize conflict or disharmony. Community involvement is needed in it, because they are the parties most directly affected by the tourism activity. That way, the surrounding community will be happy and feel needed and supported in preserving their area.

Second priority is economic feasibility. In 2022, the economy showed a positive trend, with growth reaching 5.25% higher than in 2021 with a figure of 3.55%. However, in 2023 there was a slight decline, at 5.19%. The increase in community welfare is related to economic feasibility. Therefore, there needs to be an increase in the economy through contributions in the tourism industry, such as regional development because of its integration, relevance and ability to drive a circular economy. This can be achieved, one of which is by promoting the use of local products. So that tourism can contribute to creating new jobs and increasing local income.

Finally, the third priority is support from the government. There needs to be collaboration or partnership with various local stakeholders, especially the government. The reason is, the development of tourist villages must be able to focus on collaborative development to overcome challenges that may occur in the future. When there is an accessibility problem, it will be quickly resolved through cooperation between the government and the tourist attractions. Good collaboration with the government will have an impact on community resilience, as their ability to survive and thrive amidst change is tested. Structured organizations can play a role in building networks between citizens and strengthening their sense of community. In addition, it is important not to forget the development of infrastructure to create spaces for residents to interact in meeting common needs (Gocer et al., 2024). In this way, the community will grow stronger and support each other in preserving the tourism village.

According to Rahmatillah et al. (2019), there are alternative strategies that can be done in developing tourist villages, namely: (1). packaging all tourism potential into one unified tourism package with maximum service and support from the local government, this strategy plays a role in utilizing existing strengths to gain opportunities, (2). maintaining and preserving the potential of natural and cultural tourism in controlling negative issues, this strategy acts to minimize threats in maximizing existing potential, (3). increasing the promotion of tourist villages, the quality of human resources for tourism managers, and supporting tourism facilities and infrastructure, this strategy is a strategy in minimizing existing weaknesses, (4). maximizing the quality of tourism services in providing a positive impression for tourists. This strategy requires good cooperation between the community and the government to provide a positive impression and good relations with all parties.

Implementation Of Digital Technology In Tourism Village

After all core aspects have been fulfilled, then a strategy can be implemented in the technological aspect which will later transform the tourist village into a smart village. Various types of technology that can be applied include WiFi, CCTV, sensors, laptops, and websites (Nurrahman, 2022). This makes it possible for local residents to develop digital skills, such as online marketing, promoting their culture and specialty products through social media, thus increasing their income while preserving their traditional culture (Fernández & Peek, 2023). With the growing importance of technological development in society, it is important to consider other factors, such as social, services, and culture in village development. Because

smart villages can be said to be successful when they focus on knowledge-based rural communities (Wang et al., 2022).

In fact, Bogor Regency already has a website and application called Bogor Regency Exploration (Ekabo), which can be accessed via the page (Disbudpar Bogor Regency, 2024). Ekabo is a platform that provides information related to tourism, culture, and the creative economy in Bogor Regency, making it easier for tourists looking for references for a vacation. However, there needs to be further promotion of this platform to the public. Because on its website, most of them do not review each place presented. In addition, on the Google Play Store application, there are only 21 users who provide feedback on the application. This shows that public involvement with the platform is still low.

In line with strategic efforts in the field of technology that promotes tourist villages, there are factors that can influence tourists' interest in returning to visit the tourist village. As in the article entitled Understanding the influencing factors of tourists' revisit intention in traditional villages in 2024 by Mengyi Lin, states that the main factors found are perceived interest and traveling experience. In addition, well-being, the better the tourists' experience in terms of comfort, the more likely they are to come back. Another factor is the richness of the information presented, such as the presentation of complete and clear information, it will positively affect the sense of place attachment, a good environmental image, which ultimately improves the well-being of tourists (Lin, 2024). These findings can be used as a strategy in attracting tourists, focusing on well-being, experience and increasing consumer interest.

Tourist satisfaction is critical in improving economic growth and welfare in rural areas. This makes it key in supporting sustainable tourism in tourist villages. With good services and facilities, tourism destinations can retain many customers and attract new ones. In addition, tourist satisfaction can help in the preservation of the surrounding culture and environment. If tourists are satisfied, they are more likely to support and promote the destination, which encourages managers to preserve natural resources and local culture as the main attraction (Huruta et al., 2024). So it is also necessary to pay attention to the environment and infrastructure. A quiet and green environment will provide tourists with a different experience from urban tourist destinations. Then, the management of safety, is very important to ensure that tourists can enjoy their trip safely and comfortably (Yin et al., 2024).

The Environmental Impacts of Village Tourism Development in Bogor Regency

The development of tourism villages is expected to have a positive impact on the surrounding community through three main pillars, namely economy, social, and environment (GELGEL et al., 2024). This development indirectly produces an ecosystem of community welfare, cultural preservation, and environmental conservation. But do not forget to pay attention to important factors, such as existing resources in the village, its geographical location, to the innovations that will be applied in the place [22]. Natural geographical factors play an important role in influencing the way tourists see or experience an environment (Yin et al., 2024). These factors can influence the further development of a tourist village destination, thus increasing the popularity of the destination.

In general, the majority of the village population works as farmers and farm laborers (Lubis, 2023). The majority of people's jobs like this make the majority of people's livelihoods come from the use of land for farming. However, with the innovation of tourist villages, it brings changes to the economic sector of the community, specifically to the income and job opportunities of the community. In the economic aspect, the development of tourist villages has a fairly objective influence on increasing community income (Lubis, 2023). With the existence of tourist villages, it opens up new job opportunities and increases the income of MSME actors. In this context, tourists who come make a positive contribution to the local economy and empower local communities.

The socio-cultural aspects in the management of sustainable tourist villages can be carried out by maintaining and preserving local wisdom and culture in tourist villages (Tjilen et al., 2023). Community

service in this case can provide training on local culture, village history, and the development of environmentally friendly and sustainable activities. Environmental aspects in the management of sustainable tourism villages can be done by maintaining the preservation of nature and the surrounding environment around the tourism village (Tjilen et al., 2023). Community service in this case can be done by providing training on waste management, energy saving, and environmentally friendly technology in managing tourist villages. Sustainable management of tourist villages also needs to pay attention to community participation in decision making, community involvement in managing and developing tourist villages, and policies that favor the interests of local communities.

In addition, tourism promotion is an important step in introducing tourist villages to the outside. This involves creative marketing, use of social media, and cooperation with related parties to increase the exposure of tourist villages. With this comprehensive approach, tourist villages can become the driving force for local economic growth, maintain environmental sustainability, and promote local culture and traditions, and sustainable tourism. As research has done in Nungwi, Tanzania that tourism has a positive impact on local residents. The positive impacts include increased opportunities to open businesses, more employment opportunities for local residents, and easier access to social services (Timothy & Said, 2023).

For example, in Dago Village, Parung Panjang District, Bogor Regency, which is one of the tourist villages in Bogor Regency. Dago Village is now expected to be a model for the development of other tourist villages in Indonesia, providing inspiration and valuable lessons on how villages can utilize their uniqueness and natural resources for sustainable development (Kurniadin & Wawanudin, 2024). Dago Tourism Village, located in Indonesia, stands out as a destination that combines natural beauty, cultural richness, and local gastronomic uniqueness (Kurniadin & Wawanudin, 2024). With its stunning backdrop and rich local culture, Dago Village offers a variety of tourist attractions that captivate visitors. In addition, the Gunung Dago tourist area, located in the Perhutani forest management area, has been developed into a tourist spot managed by the community through the formation of the Village and Forest Community Group (LMDH) (Kurniadin & Wawanudin, 2024). This shows effective collaboration between natural resource management and community empowerment. This development not only improves the welfare of local residents through increased employment and income opportunities but also promotes the environment and culture.

However, in the process of developing a tourist village, it is necessary to explore the challenges that will occur, because understanding this issue will help in formulating other strategies to be more effective. One of the challenges that needs to be considered is the aspect of accessibility and accommodation to the tourist village. Many tourist locations are promising and have great potential, but this can be hampered by both aspects of the challenge.

In terms of accessibility, the problems that arise regarding transportation, road infrastructure, routes, and poor connectivity between tourist destinations and tourist markets. This inefficiency can be a major problem so that many tourists will complain about locations that are difficult to reach. Likewise, accommodation is another problem that must be considered, due to the lack of adequate accommodation facilities, including hotels, villas, resorts, and other accommodation options needed to meet the needs of tourists.

In addition to these issues, there are challenges that must be faced to achieve optimal tourism village development, namely the practice of illegal levies by irresponsible individuals. Although a tourist village can be easily accessed from various aspects, the existence of illegal levies can have a negative impact on the number of tourists visiting. One example of illegal levies is an excessive ticket system that does not comply with the provisions set by the manager (Nuroktaviani et al., 2021).

The behavior of modern tourists will be the next challenge. Modern tourists often take advantage of local residents of tourist villages that have a negative impact on the social sustainability of tourism. For example, recording or live streaming the daily activities of local residents which makes local residents feel

uncomfortable or forces them to do unethical things. Another negative behavior is when tourists use money as a tool to manipulate local residents to follow their wishes. This is because usually local people in the village are easily influenced by money. This kind of problem is difficult to control because it will happen in private and not everyone knows (Vu et al., 2024).

Collaborative Strategies For Tourism Village

It is inevitable that after the establishment of a tourism village, there will be community members who will take over the development of tourism. So the local government often turns into an intermediary. As happened in Zaogang and Laojia, China. Previously, this village had a healthy government system, where the village committee and local residents communicated directly. However, after a large tourism company called MCTC took over tourism activities, the role of the local government changed. The rules imposed can only be decided by MCTC, making it difficult for local people to be involved in managing the tourist village (Tian et al., 2024). This study addresses several critical gaps in existing literature. Unlike previous single-case studies, our comprehensive analysis across multiple villages in Bogor Regency reveals patterns and challenges that might not be apparent in isolated case studies. The integration of SDGs framework with tourism village development provides a theoretical foundation that has been lacking in previous research. Furthermore, our analysis of digital platform implementation and comparative study with Nglanggeran Village offers practical insights for addressing the technological and management gaps identified in earlier studies.

The development of sustainable tourism villages is one of the real efforts that can be done in order to develop the village economy without having to let go of the culture or the surrounding environment. For example, Nglanggeran Village in Yogyakarta can be used as a source of inspiration and then implemented by Bogor Regency in developing the potential of its village to be able to produce similar products that are realized as environmentally friendly tourism villages and local empowerment (Kustandi et al., 2024). The development of Nglanggeran Village into a tourist village began with an environmental awareness movement in the Nglanggeran Ancient Volcano area in 1999, which was initiated by young men and women who were members of the Nglanggeran Village Youth Group (Hermawati, 2020). The main natural tourist attractions in Nglanggeran Tourism Village are 2, namely, (1) Nglanggeran Ancient Volcano and (2) Musim Kedung Kandang Waterfall. Now the Nglanggeran Ancient Volcano area is included in one of the geosites on Mount Sewu which is recognized by UNESCO in the Global Geopark network (Hermawati, 2020). The community is actively involved from the planning process, implementation, and mentoring, and evaluation of all tourism activities. Currently, the form of community participation in Nglanggeran tourism activities is more about the energy, thoughts, and skills possessed by each community member, where each member is included in existing groups. Currently, there are 13 community groups, each of which has a role and responsibility in tourism activities, such as the Tourism Awareness Group (Pokdarwis), Culinary Provider Group, Farmer Group, Homestay Group, Livestock Group, Arts Group, Craftsman Group, Tour Guide Group, Batik Group, Trader Group, Retired TKI Group, Cocoa Management Group, and SPA Group (Chen et al., 2023).

The management of groups in Nglanggeran Village has provided many advantages for them. First, empowerment of local communities for economic improvement and skills development; second, product diversification that begins to lead to educational experiences and variations; and third, preservation of traditions and culture with arts and crafts. This village uses a community-based approach that allows its residents to create solidarity and sustainable management. This strategy supports environmental protection and long-term competition, unlike more liberal villages. Bogor Regency has similar natural potential such as mountains, waterfalls and plantations. By adapting what is done by the Nglanggeran Village community in Yogyakarta, this potential can be developed sustainably. The novelty that can be raised from this study is an integrated strategic approach to optimizing the potential of tourist villages in

Bogor Regency to support sustainable development, as follows. First is SDGs-based tourism village development concept. This research focuses on how tourism villages can directly contribute to the achievement of Sustainable Development Goals (SDGs), such as: poverty eradication (SDG 1), inclusive and sustainable economic development (SDG 8), environmental sustainability (SDG 15), and linking tourism village management with the SDGs framework specifically has not been widely implemented at the local level such as Bogor Regency. Second is, comparative approach and strategy adaptation. Strategy adaption such us using Nglanggeran Village in Yogyakarta as an inspirational model to be developed in Bogor Regency. This can be done by Adapting community-based strategies, technology, and tourism promotion to the local context of Bogor Regency, which has different potentials and challenges. Third, is utilization of digital technology. Highlighting the low utilization of digital technology in tourist villages in Bogor Regency, for example through platforms such as "Ekabo". Propose the development of a more integrated digital strategy to increase engagement with tourists and local communities. Fourth, multidisciplinary approach by integrating social, economic, cultural and environmental aspects within a tourism village management framework and involving various stakeholders (government, communities, organizations) in collaborative management strategies. Fifth, local specific challenge solutions. Highlighting specific challenges such as accessibility, accommodation, and extortion practices in tourist villages in Bogor Regenc and providing contextual, data-driven solutions to address these challenges. Sixth, sustainable management by raising the importance of managing tourist villages based on local community empowerment. Focus on training, increasing human resource capacity, and diversifying sustainability-based tourism products.

With this approach, the research can provide new contributions to the literature on sustainable tourism development in Indonesia, especially for areas with great potential, such as Bogor Regency. This study makes significant contributions to sustainable tourism development by integrating a comparative analysis of existing and potential tourist villages in Bogor Regency with a strong focus on community well-being and resilience while simultaneously addressing key challenges hindering their growth. Unlike previous research that often examines these aspects in isolation, this integrated approach offers a comprehensive framework for stakeholders to navigate the complexities of tourism development in Bogor Regency and ensure that it benefits both the local communities and the environment.



Figure 2 Visualization to Illustrate the Development of Sustainable Tourism Villages in Bogor Regency

The concept map in Figure 1, illustrates the interconnected elements of tourism village development in Bogor Regency, centering on four key areas: marketing strategy, economic impact, infrastructure barriers, and development impacts. These components reflect the paper's analysis of how Bogor's 55 tourist villages integrate natural attractions, cultural elements, and community involvement while addressing challenges in accessibility and digital promotion. The map emphasizes the paper's focus on balanced development approaches that promote economic growth alongside environmental and cultural preservation, supporting broader sustainable development goals while acknowledging implementation challenges. This visualization demonstrates how successful tourism village development requires overcoming infrastructural barriers while optimizing community benefits.

Bogor Regency has great potential to be developed as a tourist village area that supports sustainable development. Various locations such as Sukajadi Village with its distinctive plantations, Tugu Utara Village with its natural attractions, and cultural sites such as the Ciaruteun Batu Tulis Inscription and Urug Traditional Village show the wealth of Natural Resources and culture that can be optimized. This potential supports the achievement of SDGs goals, especially in poverty eradication, sustainable economic development, and environmental conservation. The development of tourism villages in Bogor Regency provides great benefits for the local community, especially in improving economic and social welfare. Tourism villages can create new jobs, increase the income of local MSMEs, and maintain local wisdom and existing culture. With a sustainable approach, tourism villages become an important tool for creating an advanced and harmonious village ecosystem, both in terms of economy, social, and environment. However, the development of tourist villages also faces various challenges, such as accessibility issues, lack of accommodation facilities, and illegal levies that can harm tourists. To overcome these challenges, strong support from the government, collaboration with various stakeholders, and more intensive promotion are needed. The use of technology through platforms such as Ekabo must also be increased to make it easier for tourists to access information. Through empowering local communities and preserving traditions, the village was able to create solidarity, economic growth, and environmental sustainability. By adapting a similar approach, Bogor Regency can maximize the potential of its village to create an environmentally friendly and highly competitive tourist village.

CONCLUSION

Based on the results of the analysis conducted, several recommendations have been identified for practical implementation to optimize the tourism village. Community members must be involved in every decision-making process to ensure that the benefits generated, particularly economic benefits, can be tangibly felt. Communities need to leverage their potential, and a self-development program can help better prepare them for managing a tourist village. Through these activities, a sense of community will be fostered, strengthening relationships and cooperation among villagers, ultimately increasing solidarity and confidence in facing existing innovations. In the development of village tourism, it is crucial to preserve local culture and traditions, which should serve as the main attraction. This not only helps to maintain local culture but also provides a unique experience for visiting tourists. Additionally, there needs to be awareness from the government regarding accessibility. Improving infrastructure and transportation to tourism areas is essential for facilitating tourist access. Village governments should prioritize road maintenance as a key strategy in tourism development. This approach is beneficial for creating a visitor-friendly environment and fostering the growth of the village's tourism industry. Before undertaking a village tourism project, it is essential for management to conduct a study to identify potential negative impacts, such as land dredging, pollution, and changes to the local ecosystem. This assessment will enable project developers to formulate appropriate mitigation measures. Moreover, effective natural resource management practices are necessary. By adopting such approaches, not only can environmental sustainability be supported, but the attractiveness of the destination can also be

enhanced for tourists who are increasingly aware of environmental issues. To attract new tourists and keep up with current trends, innovation is essential. One effective approach is to implement digital experiences that capture the attention of potential visitors. Additionally, leveraging technological advancements in content presentation, such as high-quality video creation and virtual tours, can create a more appealing impression for new tourists. Another important consideration is the implementation of targeted marketing campaigns. This digital marketing can be achieved by utilizing online advertising platforms such as Facebook, TikTok, or Google Ads, enabling tourism management to reach audiences based on specific goals.

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