

Feasibility Assessment Model for Tourism Village: Evidence from Lebak, Indonesia

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Abstract

This study aims to evaluate the feasibility of developing a prominent tourism village in the Lebak Regency area. Due to limited resources, it is necessary to prioritize which villages have potential for successful development. Currently, there is a lack of standardized criteria for identifying tourist villages, posing challenges to their development. To address this issue, a combination of quantitative and qualitative approaches was employed in this research utilizing both primary and secondary data sources. The quantitative analysis involved scoring indicators formulated with nominal data types. Meanwhile, the qualitative analysis delved into understanding the meaning behind these scores. To integrate these two approaches, the quantitative scores were first used to identify patterns and flag high-potential villages resources, after which qualitative insights were applied to validate, refine, and contextualize the ranking results. This mixed-methods integration allowed the research to balance numerical prioritization with an understanding of local cultural, social, and environmental dynamics, ensuring a more holistic evaluation. Based on our findings, we determined that the Citorek Customary Wewengkon Area and Hegarmanah Village emerged as top contenders meeting all criteria required for designation as notable tourist destinations within Lebak Regency. Taking into account these results from our comprehensive analysis, it would be appropriate to consider prioritizing investment and further development efforts towards establishing Citorek Customary Wewengkon Area and Hegarmanah Village as key tourist attractions in Lebak Regency. This study has limitations regarding the scope of the selected research sites and indicator specificity which need to be improved.

Keywords: Tourism village, Assessment feasibility, Village prioritization, Sustainable tourism planning

A. INTRODUCTION

Community-based tourism (CBT) is an emerging approach that engages local communities in the management and development of tourism, with an emphasis on social and environmental benefits (Bozdaglar, 2023). CBT initiatives are increasingly recognized for supporting local livelihoods, preserving cultural heritage, and promoting sustainable practices. By involving community members in decision-making and development planning, CBT aims to achieve long-term sustainability and improve community welfare.

Community-based tourism incorporates the concept of a tourism village that integrates unique accommodations and amenities within the community itself (Mujannah et al., 2023). This model emphasizes active participation from local residents, providing an alternative approach for sustainable tourism practices (Fafurida et al., 2023). In Indonesia, there are currently around 3,500 tourist villages, with this number expected to increase in the coming years (Nurohman & Qurniawati, 2021). Local governments are instrumental in providing resources for the development of tourism villages (Abdi et al., 2021). Given the significant number of existing tourist villages, it is crucial to conduct an initial investigation to identify priority tourism villages. By establishing clear priorities during the selection process, resources can be allocated effectively and maximize benefits related to tourism.

Developing tourism villages often encounters various challenges, and one prevalent issue is the absence of well-defined guidelines for selecting suitable villages for development. According to

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Arida et al., 2017, this absence of standardized criteria leads to duplicated efforts in developing already established tourist destinations, disregarding their local uniqueness. To overcome this challenge, it is crucial to prioritize villages based on their preparedness and distinctive qualities. This approach allows resources to be directed towards those that are better equipped for tourism development. By establishing priorities, decision-makers can focus on selecting villages with exceptional cultural heritage, natural landscapes, or historical significance - facilitating memorable and authentic tourism experiences.

There are numerous studies that highlight the key requirements for a village to be designated as a tourism village. The uniqueness of tourist attractions plays an essential role in the development of interconnected and interrelated tourism village models. Supporting factors such as facilities, accessibility, and organization are crucial for ensuring the success of a tourism village. Additionally, Muntaha et al., 2023 emphasize the importance of various elements including tourist attractions, proximity to well-known sites, community acceptance and involvement, cultural heritage, and effective marketing strategies in transforming villages into successful tourism destinations. These criteria must be translated into more measurable indicators. However, there is a lack of comprehensive research on this topic that provides specific guidelines or indicators for identifying the priority tourism village. Some assessments have been carried out in certain tourism villages, but these evaluations tend to utilize top-down approaches where assessors determine the variables with limited scope.

What distinguishes the present study from previous tourism village assessment studies (e.g., Arida et al., 2017; Muntaha et al., 2023; Ariyani, 2019; Ariyani et al., 2023; Astawa et al., 2022; Kurniawan & Kurniati, 2023) is development of a systematic, multi-criteria feasibility assessment model that synthesizes and operationalizes indicators from multiple authoritative sources. Unlike prior frameworks that tend to be location-specific or rely solely on qualitative judgments, this model integrates both quantitative scoring and qualitative interpretation while providing clearly defined, replicable, and scalable indicators. This contribution advances the field by offering a standardized yet adaptable assessment tool that can be applied across districts, addressing the national gap in the absence of a unified prioritization framework.

To ensure the success of investments in tourism villages, it is important for government authorities and stakeholders to establish clear and comprehensive criteria for selecting tourist villages. This will help prevent any manipulation or inaccurate budget allocations. Further research is needed to identify tourist villages with exceptional potential and feasibility at the district level, as there currently exists no standardized assessment model for this purpose. This study aims to fill this research gap by developing a comprehensive assessment model that considers various factors based on Ariyani (2019); (Ariyani et al., 2023; I. P. Astawa et al., 2022; Kurniawan & Kurniati, 2023) multiple sources that evaluate the viability of tourism villages. The research objectives are: (1) To develop a standardized and multi-criteria feasibility assessment model for tourism villages; (2) To operationalize and integrate quantitative indicators with qualitative interpretations for village prioritization; and to apply the assessment model to identify high-potential tourism villages within Lebak Regency

This study is conducted in Lebak Regency Indonesia for several reasons. Despite being relatively underdeveloped, Lebak Regency possesses a diverse range of tourism resources. It has been designated as a prominent national tourism hub with a focus on rural areas. As part of this initiative, the Lebak Regency Government has introduced six prioritized tourist destinations known as "Six Fantastic." including Sawarna Beach, Bagedur Beach, Seren Tahun Kasepuhan Citorek, Cikuya Tea Garden, Baduy Village, and Multatuli Museum, these attractions

are strategically located in village areas and will undergo further development to establish themselves as the primary tourism destinations in Lebak Regency. Additionally, with several other villages showing promise for community-based tourism initiatives can be implemented effectively in the area.

B. LITERATURE REVIEW

Community Based Tourism

Community-based tourism is an environmentally responsible and economically sustainable approach that prioritizes the participation of local communities in all aspects of tourism planning, development, and management (Polnyotee & Thadaniti, 2015). By actively involving community members, CBT aims to improve economic prospects and enhance living standards while also promoting environmental preservation and long-term sustainability. This participatory model encourages residents to appreciate the landscape or cultural heritage of their village by presenting them as significant tourist attractions (Bello et al., 2016; Burgos & Mertens, 2017; Setokoe & Ramukumba, 2020). It has been acknowledged that CBT has the potential to generate income for communities while fostering positive relationships between visitors and locals through projects focused on sustainable development. Through this collaborative approach, CBT not only brings about economic benefits but also enriches local culture while supporting efforts towards environmental conservation when implemented responsibly.

Tourism villages epitomize a form of destination development that centers around the fundamental principles of community-based tourism. This approach places emphasis on providing economic benefits to local communities, fostering empowerment within those communities, and conserving both nature and socio-cultural aspects (Winia et al., 2019). It is worth noting that not all villages meet the necessary criteria to be designated as tourist villages. A well-established tourism village is one that consistently attracts tourists and operates under proficient management through dedicated forums for administration. Moreover, effective promotion and marketing strategies play a pivotal role in their success (Suarta et al., 2022). Therefore, it becomes essential to thoroughly evaluate each village's distinctive attributes and competitive advantages before committing them as desirable tourist destinations.

Tourism Village

A tourism village is a comprehensive destination that caters to tourists and embraces the involvement of the local community. It encompasses various attractions, accommodations, and essential amenities while adhering to established community customs and traditions (Kurniawan & Kurniati, 2023). The primary goal of implementing the concept of a tourism village is to actively involve and empower local communities in both the development and management of tourism activities. Tourism villages provide a sustainable approach to tourism that aims to benefit the local community in terms of economic, social, cultural, and environmental aspects. A successful tourist village requires unique attractions, easy accessibility, and efficient organization. The level of support from the local community, distinctive offerings within the village itself, active participation by residents in managing tourism initiatives, and commitment towards preserving the environment and cultural heritage are all vital factors determining success (Astawa & Suamba, 2021; Winia et al., 2019).

Assessment Model for Tourism Village

A model for assessment serves as a measure used to evaluate or determine something. In the case of a tourism village, the criteria for classification are essential in researching and determining whether a village can be considered as such. According to scholars, various factors contribute to the success of a tourism village, including unique attractions, accessible amenities, well-organized institutions supporting tourism development, captivating destinations within close proximity, the presence of proper infrastructure and professional personnel with necessary skills (Astawa & Suamba, 2021). These variables were synthesized and analyzed from multiple academic sources to construct a more holistic understanding of what constitutes tourism village readiness and feasibility. Synthesizing previous models, existing studies tend to:

1. Highlight similar thematic dimensions: attraction, accessibility, amenities, institutions, and human resources, yet differ in their definitions and measurement approaches.
2. Use fragmented or location-specific indicators, limiting broader applicability.
3. Emphasize qualitative judgment, with few providing measurable indicators for objective assessment.

The proposed framework builds upon these previous models by integrating recurring dimensions from Ariyani et al. (2023), Astawa & Suamba (2021), Winia et al. (2019), and Theodora et al. (2021) into a standardized, multi-criteria structure. This synthesis ensures that elements widely acknowledged as critical across the literature are operationalized into clear, consistent, and adaptable indicators.

Attraction

Recent academic research has highlighted the importance of a variety of appealing attractions in driving the development and prosperity of tourism villages (Ristiawan & Tiberghien, 2021). Furthermore, scholarly studies have underscored the significance of customs, traditional ceremonies, architectural heritage, cultural traditions, artistic expressions, natural resources, and historical elements as key factors that contribute to the uniqueness and attraction of tourist destinations within these villages.

Institutional

The development of the tourism industry necessitates collaboration and integration across various sectors, as it is a cross-border and multi-faceted field. Effective cooperation among organizations plays a pivotal role in planning and establishing community-based tourist destinations. To ensure good governance, clear regulations should be implemented to define the roles and responsibilities of each party involved while fostering coordination and formal relationships that benefit all stakeholders (Ariyani et al., 2023). To achieve sustainable growth in village-based tourism, partnership initiatives must involve both local communities and relevant stakeholders (Kusumawardhani et al., 2021). Institutional strengthening emerges as a viable strategy aimed at promoting effective governance within the tourism sector by incorporating input from key participants.

Human Resources

The importance of human resources in service-based industries, particularly the tourism sector, cannot be overstated. Kusumawardhani (Kusumawardhani et al., 2021) highlights the crucial role that HR plays in achieving high levels of performance. Therefore, it is imperative to improve the professionalism and management skills of human resources involved in advancing

tourism villages. (Pajriah, 2018) also supports this view by emphasizing the significance of a skilled workforce for tourism development. Furthermore, fostering effective collaboration among village communities can enhance their solidarity and identity within society while strengthening their ability to negotiate with external stakeholders (Burgos & Mertens, 2017).

Accessibility

A key factor in the success of a destination is the availability of reliable transportation options and services. It is important to consider accessibility, including factors such as proximity to central areas, infrastructure quality, and affordability. In addition to this, essential elements like clean water, electricity, telecommunications facilities, and environmental preservation measures should be taken into account (Ariyani et al., 2023; Theodora et al., 2021).

Amenities

An essential component of a tourist village is the provision of high-quality facilities and amenities (Theodora et al., 2021). The availability of adequate amenities plays a significant role in creating memorable travel experiences, shaping perceptions about tourist destinations, and attracting tourists, factors such as attractive attractions, safety considerations, and accessible amenities are crucial in establishing visitor loyalty, with overall satisfaction acting as an intermediary. Key facilities commonly found in tourist villages include dining establishments, souvenir shops, public restrooms, parking areas, photography spots, and accommodations such as homestays (Ariyani et al., 2023).

Overall, the proposed assessment model is constructed by systematically synthesizing recurring dimensions across previous framework: attraction, institution, human resources, accessibility, and amenities, while addressing gaps such as inconsistent indicators, limited quantification, and context-specific criteria. This synthesis produces a comprehensive and operational model that is replicable, scalable, and suitable for evaluating tourism villages across various regions, including Lebak Regency.

C. RESEARCH METHOD

Primary data for this study were gathered through comprehensive interviews, direct observation, and thorough documentation. The interviewees encompassed a diverse range of individuals including the Head of East Citorek Village, the Head of West Citorek Village, staff members from Citorek Sabrang Village, Citorek Kidul Village Staff; staff members from Citorek Tengah Village; representatives from Pokdarwis of Sukamanah Village; as well as the Head and Secretary of Sawarna village. To supplement the study, secondary data from a variety of sources were gathered. This includes literature reviews, policy documents related to development planning and tourism villages, general description data for Lebak Regency, and data on the general description of study area villages.

The research methodology employed in this study involved the use of both qualitative and quantitative approaches. The synthesis of qualitative data is conducted through coding to extract meaningful information from various sources (Miles et al., 2014). This type of analysis allows for a deeper understanding of the interview results. Additionally, quantitative analysis involves utilizing statistical and tabular data to analyze the collected information. It provides descriptive statistics without making broad conclusions or generalizations (Hanson & Grimmer, 2007). In this case, quantitative analysis was used to assess tourist villages based on specific criteria.

Sampling and Analytical Justification

The sampling strategy was purposive, targeting key stakeholders directly involved in tourism village governance and development. This approach ensures that the perspectives collected are highly relevant to the assessment process. While purposive sampling limits statistical generalizability, it is appropriate for exploratory model development where domain expertise is prioritized.

Assessment Model Development

To address the challenges faced by regional governments in identifying tourism village priorities, this study adopted and refined criteria from the *Guidebook for Tourism Villages* issued by the Coordinating Ministry for Maritime Affairs and Investment (2019). These were further adjusted by synthesizing criteria from Ariyani et al., 2023; I. P. Astawa et al., 2022; Kurniawan & Kurniati, 2023). The resulting framework comprises five core aspects: natural and cultural attractions, institutional support, human resource capacity, accessibility, and amenities (see Table 1). Each indicator within these aspects was operationalized into binary measures, whereby villages receive a score of 1 when meeting the specified requirement.

Tabel 1. Assessment Model for Tourism Village

No	Variable	Criteria Assessment
1.	Attraction	<i>Natural Tourism</i> a. Distinctive and enchanting natural environment. b. Unique biological features that are not found in other locations, such as perennial waterfalls and bird sanctuaries. c. Visitors have the opportunity to observe unique animals. d. Access to information about tourist attractions is readily available. e. The local community displays a deep appreciation for their natural resources. f. Clean and well-maintained environment. <i>Cultural Tourism</i> a. Unique and distinctive rituals, traditions, and cultural heritage (tangible or intangible) b. Preserved traditions of local games c. Opportunity to experience various forms of art including dance and musical performances. d. Allowing tourist to participate in activities offered at local attractions. e. Having regular cultural events
2.	Institutional	a. Maintain functioning traditional systems and tools. b. Ensure residents have efficient waste management practices in place. c. Foster tourism collaborations between village officials and other stakeholders d. Develop Village Tourism Awareness Groups e. Enforce specific guidelines for conduct within tourist villages
3.	Human Resource Management	a. The local community holds a favorable view of village tourism. b. A culture of mutual cooperation continues to thrive. c. Local advocates champion the cause. d. Residents uphold respect and follow guidance from the village leader. e. Several residents are employed in the Creative Economy sector, particularly in souvenir and small-to-medium enterprises.

No	Variable	Criteria Assessment
4.	Accessibility	<ul style="list-style-type: none"> f. Residents possess an inclusive attitude and hospitality towards outsiders, especially tourists. g. Training and support related to tourism have been provided to the community. h. Community members actively participate in various aspects of the tourism industry, including serving as tour guides or engaging in other tourist-related businesses a. The road leading to the tourist village is well-maintained and easily accessible. b. There is a local mode of transportation available from the city center to the tourist village. c. The distance between the district city center and the tourist village is less than 80 km. d. Access from the nearest main destination to the tourist village is easy to reach e. It is convenient to access other the tourist village. f. The internal roads within the village are in excellent condition for travel
5.	Amenity	<ul style="list-style-type: none"> a. Residents' houses are possible to serve as homestays. b. Have traditional buildings/buildings that are utilized as community activities. c. There is available land suitable for development as parking areas, public toilets, and other necessary facilities. d. A clean and comfortable traditional market e. Easily accessible health facilities f. The internet network in the region has good connectivity g. Reliable availability of clean water services h. Proper waste management facilities

Source: (Aryani et al., 2019; Ariyani et al., 2023; I. P. Astawa et al., 2022; Kurniawan & Kurniati, 2023).

Justification of the Scoring System and Descriptive Approach

The scoring system assigns equal weight to all criteria due to the lack of consensus in the literature regarding the relative importance of each dimension. Previous studies provide varied and sometimes conflicting weight assignments; thus, this study intentionally adopts an equal-weight model as a baseline for establishing a replicable and transparent framework. Equal weighting also minimizes subjective assessor bias, making the model more accessible for local governments with limited analytical capacity.

Table 2. Feasibility Assessment Interval

Category	Score
Feasible	66,7- 100
Sufficient Feasibility	33,4 - 66,6
Low Feasibility	1-33,33

However, the model acknowledges that future research may improve robustness by applying statistical techniques such as Analytic Hierarchy Process (AHP), entropy weighting, or multi-criteria decision-making (MCDM) methods to derive empirically driven weights. To evaluate the tourism village, by a scoring system with a maximum score of 100 (Table 2), it

is used to measure its performance. Based on this assessment, the scores are classified into different categories that indicate their feasibility and effectiveness.

D. RESULTS AND DISCUSSIONS

Tourism villages are often seen as catalysts for economic growth within local communities, prompting governments at all levels to prioritize their development and expansion. However, the process of developing tourism villages faces obstacles such as a lack of skilled human resources for managing these attractions, competition with other tourist destinations in the surrounding area, limited land availability, and transportation challenges (Hadi et al., 2022; Qur'an et al., 2023). One particular challenge is the absence of clear criteria for determining which village is suitable for tourism development (Ariyani et al., 2023; Winia et al., 2019). This lack of standardized criteria leads to duplicative efforts in developing villages that already exist as tourist destinations, thereby neglecting local uniqueness. To effectively address this issue, it is important to prioritize villages based on their readiness and unique attributes. This will allow for a more efficient allocation of resources towards those that are better suited for tourism development.

To address this gap, the present study conducted a systematic assessment of tourism village feasibility using field-based evaluations. The assessment criteria were synthesized from established theoretical frameworks and national tourism village development guidelines and further refined to align with Lebak Regency's geographical and socio-cultural characteristics. The selected villages known as the Six Fantastics, were included due to their potential to serve as complementary destinations that support the region's flagship attractions. Each village offers distinct natural and cultural features, such as the cloud-viewing landscape in Citorek Customary Wewengkon Area, the biodiversity of Gunung Halimun Salak National Park in Hegarmanah, the well-developed coastal tourism in Sawarna, and the strategic proximity of Sukamanah Village to Bagedur Beach.

To enhance the reliability of the assessment, measurable indicators were operationalized using a nominal scale (1 = present; 0 = absent), allowing clear and replicable scoring across sites. Multiple site visits were conducted by trained assessors to minimize observer bias, and triangulation was achieved through interviews with local stakeholders and verification against secondary data. The validity of indicators was strengthened through alignment with national and international literature on tourism village assessments, ensuring both content validity and relevance to practical implementation. The results for each variable and indicator are presented in Table 3, and the aggregated scores were then converted into feasibility categories, as shown in Table 4.

Table 3. Fulfillment of Tourism Village Indicators

No	Variable	Score	Citorek	Sawarna	Sukamanah	Hegarmanah
1. ATTRACTION						
Natural Tourism						
	a. Distinctive and enchanting natural environment	1	1	1	1	1
	b. Unique biological features that are not found in other locations, such as perennial waterfalls and bird sanctuaries	1	1	0	0	1

No	Variable	Score	Citorek	Sawarna	Sukamanah	Hegarmanah
c.	Visitors have the opportunity to observe unique animals	1	0	1	0	1
d.	Access to information about tourist attractions is readily available	1	0	1	0	1
e.	The local community displays a deep appreciation for their natural resources		1	1	0	1
f.	Clean and well-maintained environment	1	1	0	0	1
TOTAL		6	4	4	1	6
Cultural Tourism						
a.	Unique and distinctive rituals, traditions, and cultural heritage (tangible or intangible)	1	1	0	0	0
b.	Preserved traditions of local games	1	0	0	0	0
c.	Opportunity to experience various forms of art including dance and musical performances	1	1	0	0	0
d.	Allowing tourist to participate in activities offered at local attractions	1	1	0	0	1
e.	Having regular cultural events	1	1	1	1	0
TOTAL		5	4	1	1	1
2. INSTITUTIONAL						
a.	Maintain functioning traditional systems and tools	1	1	0	0	1
b.	Ensure residents have efficient waste management practices in place	1	0	0	0	0
c.	Develop Village Tourism Awareness Groups	1	1	1	1	1
d.	Foster tourism collaborations	1	1	1	0	0

No	Variable	Score	Citorek	Sawarna	Sukamanah	Hegarmanah
	between village officials and other stakeholders					
e.	Enforce specific guidelines for conduct within tourist villages	1	0	0	0	1
	TOTAL	5	3	2	1	3
3. HUMAN RESOURCES						
a.	The local community holds a favorable view of village tourism	1	1	1	0	1
b.	A culture of mutual cooperation continues to thrive	1	1	0	0	1
c.	Local advocates champion the cause	1	1	1	1	1
d.	Residents uphold respect and follow guidance from the village leader	1	1	0	0	1
e.	Several residents are employed in the Creative Economy sector, particularly in souvenir and small-to-medium enterprises.	1	1	1	0	1
f.	Residents possess an inclusive attitude and hospitality towards outsiders, especially tourists	1	1	1	1	1
g.	Training and support related to tourism have been provided to the community	1	1	1	1	1
h.	Community members actively participate in various aspects of the tourism industry, including serving as tour guides or engaging in other tourist-related businesses	1	1	1	1	1
	TOTAL	8	8	6	4	8
4. ACCESSIBILITY						
a.	The road leading to the tourist village is	1	0	1	1	1

No	Variable	Score	Citorek	Sawarna	Sukamanah	Hegarmanah
	well-maintained and easily accessible					
b.	There is a local mode of transportation available from the city center to the tourist village	1	1	1	0	0
c.	The distance between the district city center and the tourist village is less than 80 km	1	1	0	0	0
d.	Access from the nearest main destination (Six Fantastic) to the tourist village is easy to reach	1	1	1	0	1
e.	The internal roads within the village are in excellent condition for travel	1	0	1	0	1
f.	Avoid seasonal disasters that hamper accessibility	1	0	1	1	1
TOTAL		6	3	5	2	4
5. AMENITIES						
a.	Residents' houses are possible to serve as homestays	1	1	1	1	1
b.	Have traditional buildings/buildings that are utilized as community activities	1	1	0	0	0
c.	There is available land suitable for development as parking areas, public toilets, and other necessary facilities	1	1	1	0	1
d.	A clean and comfortable traditional market	1	1	1	1	1
e.	Easily accessible health facilities	1	0	1	0	0
f.	The internet network in the region has good connectivity	1	0	1	1	0
g.	Reliable availability of clean water services	1	1	1	1	1

No	Variable	Score	Citorek	Sawarna	Sukamanah	Hegarmanah
h.	Proper waste management facilities	1	0	0	0	0
	TOTAL	8	5	6	4	4
	TOTAL	38	27	23	13	26

(Source: Author, 2023)

The results of the evaluation conducted on the tourism village are presented in the table below:

Tabel 4. Tourism Village Assessment Results

No	Variable	Citorek	Sawarna	Sukamanah	Hegarmanah	Total Indicator
1.	Natural Attraction	4	4	1	6	6
	Cultural Attraction	4	1	1	2	5
2.	Institutional	3	2	1	3	5
4.	Human Resources	8	6	4	8	8
5.	Accessibility	3	5	2	4	6
6.	Amenity	5	6	4	4	8
Total Indicators Fulfilled		27	23	13	26	38
Percentage		71,05%	60,52%	34,21%	68,42%	100%
Category		Feasible	Sufficient Feasibility	Low Feasibility	Feasible	

(Source: Author, 2023)

The results suggest that Citorek and Hegarmanah are the most feasible villages for further tourism development, scoring 27 and 26 indicators respectively. Citorek demonstrates strong community engagement, rich cultural heritage, and high tourism attractiveness, particularly through the Seren Taun ceremony and the scenic Kendeng Mountains. Meanwhile, Hegarmanah benefits from strong institutional capacity, the presence of Bumdes and Pokdarwis, and its strategic location within the biodiversity-rich Gunung Halimun Salak National Park. The presence of trained human resources and effective local governance further supports its development potential.

The two villages, Citorek and Hegarmanah Tourism Village, have fulfilled various criteria to be recognized as well-established tourist destinations. In Citorek, the local community actively embraces tourism development and continuously seeks opportunities for enhancing their region's allure. The abundance of natural beauty sets it apart from neighboring villages in terms of its picturesque landscape. Additionally, the village takes pride in its deep-rooted agricultural traditions and cultural practices known as kasepuhan. Moreover, an annual event called Seren Taun provides valuable insights derived from local wisdom philosophies unique to each village. Collaborative efforts between the Citorek community and both Provincial and District Governments demonstrate a strong dedication towards promoting tourism in these areas.

Hegarmanah Village offers several notable advantages. Its tea garden showcases a distinctive natural beauty that distinguishes it from other areas in Banten. The village is home to diverse

wildlife and serves as a sanctuary within the Taman Nasional Gunung Halimun Salah. It embraces a unique agricultural culture deeply rooted in traditional Kasepuhan practices. With its well-trained human resources and strong institutional capacity, supported by the presence of Bumdes (village-owned enterprises) and Pokdarwisata (tourism awareness groups), Hegarmanah ensures efficient operation of tourist attractions management. Moreover, they have implemented clear regulations regarding Bumdes through regional legislation. Lastly, this area benefits from ambitious young individuals who are keen on promoting tourism development in their community.

The assessment model developed in this study contributes theoretically by providing a systematic, multi-criteria framework that integrates natural, cultural, institutional, human resource, accessibility, and amenity indicators. Unlike previous assessments—which are often qualitative, location-specific, or lack operational clarity—this model offers quantifiable and replicable measures suitable for cross-district and cross-regency applications.

Comparable studies in Yogyakarta, Bali, and East Java (Karyatun, et. al (2021) ; Saputra et.al, (2025); and Aliffianto and Santoso (2021)) highlight the need for localized indicators adapted to each region's cultural identity and environmental context. However, those studies often rely heavily on qualitative rankings or focus on tourist satisfaction rather than village readiness. The present model fills this gap by offering a standardized yet adaptable assessment tool that has practical relevance for policymaking, particularly in regions where tourism village development is expanding rapidly but lacks a unified prioritization strategy.

Based on the evaluation, Citorek Tourism Village is recommended as the primary development priority due to its highest feasibility score, followed by Hegarmanah Village. The recommended development strategies for Citorek include promoting its cloud-viewing attractions (Mount Kendeng Negeri and Mount Luhur), enhancing cultural tourism centered on Seren Taun, and strengthening agrominatourism and creative economy activities such as bamboo crafts and fish farming.

E. CONCLUSION

The assessment criteria for evaluating tourism villages encompass five key variable that encompass all facets of tourist destinations, specifically focusing on tourist villages. These aspects include: the presence of natural and cultural attractions; the quality of institutional structures; the proficiency and availability of human resources; ease of accessibility; and provision for necessary amenities. A higher score in meeting these criteria indicates a greater potential for a village to transform into a successful tourist destination. The distinctiveness offered by traveling through a tourist village plays a vital role in ensuring its long-term sustainability.

Tourism villages are established with the intention of providing tourists with a direct immersion into community life, fostering admiration and appreciation for the local way of living. By offering authentic experiences accompanied by warm hospitality and traditional charms, these tourism villages aim to instill a deep affection for Indonesia's rich natural beauty and cultural heritage in visitors. Such initiatives can have a long-lasting positive impact on the sustainability of Indonesian tourism.

Lebak Regency, located in Indonesia, boasts a diverse range of tourism resources that encompass natural wonders, cultural gems, historical sites, and religious attractions. Given the abundance of potential villages within Lebak Regency that could be developed into tourist destinations, it is crucial to conduct an assessment process to identify those that meet the desired

criteria for a thriving tourism village. This strategic approach ensures optimal utilization of limited resources while offering visitors a worthwhile experience.

Based on the outcomes of a quantitative scoring analysis that assessed the criteria for tourist villages, it has been determined that both the Citorek Customary Wewengkon Area and Hegarmanah Village meet these requirements. Additionally, among them, the Citorek Customary Wewengkon Area garnered the highest score. This conclusion is based on several factors observed in Citorek: The residents demonstrate openness towards tourism and possess a keen interest in developing their locality into an attractive tourist destination; The area boasts distinctive natural beauty unparalleled by other villages in Lebak Regency; The community upholds a unique culture rooted in agriculture practices and customary traditions known as kasepuhan; They celebrate an annual cultural tradition called Seren Taun which embodies local wisdom philosophies; Various appealing tourist attractions are scattered throughout different parts of each village within this area; and finally Strong collaboration already exists with both Provincial and District Governments.

This research has the objective of providing valuable contributions to the development of tourist villages, both in theory and practice. The theoretical aspect concentrates on enhancing the criteria for determining a village as a tourism destination. From a practical perspective, this study serves as an important resource for local, regional, and central government authorities when evaluating villages for designation as tourist destinations.

Despite its contributions, this study has several limitations. First, the assessment was applied only to a limited number of villages, even though Lebak Regency has 340 potential villages and 18 officially registered tourism villages. Future research should expand the scope of assessment to include all existing tourism villages to improve representativeness and generalizability. Second, the scoring system relies on nominal indicators that capture only the presence or absence of criteria, without evaluating the quality, intensity, or performance of each indicator. Subsequent studies should adopt a more granular measurement scale, such as a 1–3 or 1–5 Likert continuum, to enhance indicator precision and better capture variations across villages. Third, although triangulation was applied, additional validation techniques such as inter-rater reliability checks or factor analysis could further strengthen the robustness of the assessment model.

Future research should also compare findings across multiple regencies or provinces to evaluate the adaptability of the assessment framework to different socio-cultural and environmental contexts. In addition, integrating spatial analysis, carrying capacity assessment, or community readiness models would help deepen the understanding of tourism village feasibility. These next steps will enhance the applicability, reliability, and theoretical contribution of the assessment framework for tourism village development in Indonesia.

This study has limitations regarding the scope of the selected research sites. The villages included in the analysis were restricted to those identified as key attractions based on the justification provided by the local Department of Tourism and Culture. Lebak Regency comprises 340 potentially viable villages (banten.bpk.go.id) and 18 officially designated tourism villages (banten.jadesta.com). These limitations primarily stem from resource constraints; ideally, all 18 existing tourism villages in Lebak Regency should be surveyed and evaluated for a more comprehensive assessment.

Future studies should extend the analysis to multiple regencies or provinces to assess how well the assessment framework adapts to varied socio-cultural and environmental settings. Furthermore, incorporating spatial analysis, carrying capacity evaluations, and community readiness approaches would provide a more comprehensive understanding of tourism village feasibility. Advancing these lines of inquiry will strengthen the framework's practical usefulness,

analytical robustness, and overall theoretical contribution to tourism village development in Indonesia.

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