




The Role of the Government in the Development of Lodtunduh Tourism Village

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Article Info	Abstract
<p><i>Article history:</i> Received: 8 June 2025 Accepted: 23 July 2025</p>  	<p><i>Introduction:</i> The development of tourism villages has become a key strategy to improve community welfare and regional competitiveness, particularly in the post-Covid-19 era, which emphasizes quality and sustainable tourism. Lodtunduh Village in Gianyar Regency was designated a tourism village in 2019 due to its unique natural, cultural, and man-made attractions, as well as its strategic location as a buffer zone for the Ubud tourism area. However, its development still faces several challenges, including low human resource capacity, limited access to capital, weak networking, inadequate institutional management, and suboptimal promotion.</p> <p><i>Methods:</i> This study employs a qualitative approach with data collected through observation, in-depth interviews with stakeholders, and literature review. The data were analyzed using NVivo software to identify key themes related to the role of government in tourism village development.</p> <p><i>Results:</i> The findings show that the government plays a strategic role in four main aspects: (1) community capacity building, (2) formulation of regulations and designation of tourism village status, (3) promotion of tourism potentials, and (4) provision of financial support through village fund allocations.</p> <p><i>Conclusion:</i> The active involvement of both local and village governments is proven to be a determining factor in fostering a participatory and sustainable development of Lodtunduh Tourism Village. Cross-sectoral synergy and the strengthening of local institutions are essential prerequisites to realize a tourism village that delivers long-term economic, social, and cultural benefits for the local community.</p>

Keywords:

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Introduction

Law Number 23 of 2014 concerning Regional Government states that regional governments are directed to accelerate the realization of community welfare through improved public services, community empowerment and participation, as well as enhanced regional competitiveness. Through this autonomy, each region is encouraged to explore and develop its own potential. One of the sectors currently being actively developed is the tourism sector. This is supported by the phenomenon that travel has become a lifestyle and a basic human need.

The Covid-19 pandemic had a negative impact on both human and social dimensions, triggering a crisis that placed the economy in a state of uncertainty (Ratna, 2023). During the pandemic period from 2020 to 2022, the idea of quality tourism development gained attention among communities, academics, and government institutions. Quality tourism development is pursued through both the improvement of tourism products and the identification of appropriate market segments. One example of quality tourism is the tourism village. This is evident from the increasing number of tourism villages in Bali during the pandemic, rising from 179 to 238 villages. In Gianyar Regency, there are 32 tourism villages spread across seven sub-districts.

However, many of these tourism villages are no longer active or have lost their relevance due to several factors. These include poor spatial planning, limited outreach and training resulting in low human resource quality in tourism, lack of supporting facilities and infrastructure, minimal innovation, and weak marketing efforts. Tourism development cannot be implemented effectively without collaboration among various stakeholders. The existence and sustainability of tourism villages are highly dependent on the involvement of multiple actors. The government is one of the key actors in the development of tourism villages. It plays a crucial role in planning, development, promotion, and preservation, including at both the regional and village levels. In developing tourism villages, the government must ensure that the benefits are fairly distributed to the local community. If the distribution of tourism benefits is neglected, it can cause social tensions and hinder sustainable tourism development (Negara, 2016). Therefore, efforts to enhance the government's role are necessary to minimize potential issues.

Lodtunduh Village has been designated as part of the buffer zone of the Ubud tourism area. It possesses distinctive and unique rural characteristics, which formed the basis for its designation as a tourism village in 2019. In order to improve the local economy, the government

initiated efforts to develop Lodtunduh as a tourism village. This development is supported by the village's diverse potentials, including natural, cultural, and artificial attractions. The tourism village program in Lodtunduh is also integrated with the *Puspa Aman* program (Center for Natural, Green, and Safe Food), utilizing *Puspa Aman* land for tourism-related activities.

At present, Lodtunduh Tourism Village is actively developing the Alas Arum Heritage Area as its main tourism icon. With such tourism potential, it is essential for the local community to have awareness of the importance of preserving and developing these resources. However, the development of the village is not yet optimal, as there are still several aspects that need to be strengthened. These include the improvement of human resource capacity, access to funding, network development, organizational management, and effective promotional strategies.

To address the challenges faced in the development of Lodtunduh Tourism Village, the involvement of the Gianyar Regency Tourism Office and the Lodtunduh Village Government is considered essential. These government entities play a vital role in tourism and have the authority to make decisions affecting the livelihoods of local communities. The government is expected to take anticipatory actions in response to potential problems in the tourism sector. It also plays a role in providing infrastructure and facilities to support tourism activities. Furthermore, the government is directly involved in strengthening local institutions to enhance their capacity and capability in policy-making and regulation formulation.

Given the challenges faced by Lodtunduh Tourism Village, including issues related to human resources, financing, networking, organizational management, and promotion, this study is considered necessary to analyze the roles carried out by regional and village governments. The findings of this research are expected to serve as a reference and source of information for the community regarding the importance of government involvement in the development of Lodtunduh Tourism Village.

Methods

Research Approach

This study employed a qualitative research approach to obtain a comprehensive understanding of the government's role in the development of Lodtunduh Tourism Village. A qualitative paradigm was considered appropriate as it allows for in-depth exploration of social realities, particularly the interactions,

perceptions, and institutional dynamics involved in tourism village development.

Data Collection Techniques

Data collection was conducted using three main techniques: non-participant observation, in-depth interviews, and literature review. Non-participant observation was carried out to explore the setting, community involvement, and the implementation of tourism-related activities within the village context. In-depth interviews were used to obtain detailed insights from key stakeholders regarding their roles, challenges, and perspectives on tourism development. The literature review was conducted to provide theoretical grounding and to support the analysis with relevant secondary data. Observation and literature review also served to triangulate and validate the findings obtained from the interviews.

Informant Selection

Informants were selected through purposive sampling, focusing on individuals who have direct involvement in the governance and development of tourism in Lodtunduh. This included representatives from the Gianyar Regency Tourism Office as well as officials from the Lodtunduh Village Government. The purposive selection of informants ensured that the data collected were rich, relevant, and representative of the institutional perspectives being investigated.

Data Analysis

The qualitative data obtained were analyzed using thematic analysis, supported by NVivo software. NVivo was employed to facilitate the coding, categorization, and organization of data into key themes and sub-themes. This process allowed the researcher to systematically identify patterns and relationships within the data, thereby enhancing the depth and credibility of the analysis.

Results and Discussion

Tourism has emerged as a powerful socio-economic force at regional, national, and global levels (Sandeep and Vinod, 2014). It is widely regarded as a sector capable of boosting economic development and enhancing community welfare. Through the development of tourism villages, local communities can be directly involved and become the primary actors in the management of tourism in their area.

Lodtunduh Village possesses a wide range of tourism potentials, including natural, cultural, and man-made attractions. These potentials are

further supported by the village's strategic geographical location, serving as one of the main entry points for tourists traveling to Ubud from the direction of Denpasar. Situated on the southernmost border of the Ubud sub-district, Lodtunduh Tourism Village has been designated as part of the tourism buffer zone for Ubud. It was officially recognized as a tourism village in 2019 through Gianyar Regent Regulation No. 707/E-02/HK/2019 concerning Tourism Villages in Gianyar Regency. Furthermore, Lodtunduh is categorized as an emerging tourism village based on Gianyar Regent Regulation No. 762/E.02/HK/2020 regarding the classification of tourism villages in the regency.

Lodtunduh Tourism Village offers an authentic rural experience, emphasizing local traditions, natural beauty, and artistic craftsmanship. The village is also known as a habitat for the greenish-black *Keker* jungle fowl. Similar to other villages within the Ubud tourism area, Lodtunduh is recognized as an art village, particularly renowned for its painting tradition. Given these characteristics, Lodtunduh possesses strong foundational assets for tourism development, which must be managed effectively in order to generate tangible benefits for the local population. Tourism activities in Lodtunduh also provide opportunities for residents to participate directly in the tourism economy.

According to Putra (2019), local communities, government, and private industry are the primary stakeholders and the core actors in tourism development. The government plays a vital role in the development of tourism villages, as it holds authority, resources, and the capacity to create an enabling environment for tourism growth. With its policy-making power, the government is expected to take the lead in initiating development programs and driving tourism initiatives forward. The government holds a strategic role and contributes significantly to determining the success and direction of tourism programs. In the context of tourism village development, the government may act as a facilitator, regulator, and motivator.

Based on research findings, the village government plays a role in initiating and managing local potentials, supporting tourism village programs, and maintaining tourism assets. The village government also holds the authority to formulate policies and regulations that support the development of tourism villages. These regulations should ensure that tourism development maximizes positive impacts while minimizing negative consequences. In addition to focusing on economic outcomes, the village government is also responsible for ensuring that the tourism village operates under the principles of sustainable tourism.

Government Role in the Development of Lodtunduh Tourism Village: Capacity Building and Community Empowerment

Based on data analysis using NVivo, one of the key roles of the government in the development of Lodtunduh Tourism Village is the implementation of capacity building and empowerment programs. These initiatives are a core strategy in tourism village development. Capacity building for community members involved in tourism is essential, as it helps improve service quality, enhance human resource skills, foster economic independence, support efficient and sustainable resource management, increase competitiveness, boost local participation, and reduce potential threats and risks associated with tourism development.

The Gianyar Regency Tourism Office, during interviews conducted as part of this research, stated that training and capacity building activities had been held for members of local tourism awareness groups (Pokdarwis) across Gianyar. However, one of the challenges encountered was the low attendance rate among Pokdarwis members. Despite this, the Head of the Tourism Office remains committed to ensuring that tourism village capacity-building programs are implemented regularly as part of an ongoing initiative.

In addition to the Tourism Office, the Department of Community and Village Empowerment (Dinas PMD) of Gianyar Regency also plays an important role in supporting tourism village development. Dinas PMD provides guidance to villages in fulfilling the indicators required for designation as a tourism village. As the institution responsible for village development at the regency level, Dinas PMD assists villages in preparing and meeting the necessary criteria so that they can be officially recognized and effectively developed as tourism villages.

This guidance includes technical assistance and mentoring by experts or consultants appointed by the department, with the aim of providing direction and practical solutions to the problems encountered by villages. Not only does the regional government conduct training for village authorities and tourism stakeholders, but the village government itself also plays an active role in facilitating capacity building, especially for community members involved in managing tourism activities.

The village government provides training using the Village Revenue and Expenditure Budget (APBDes), with the goal of preparing competent human resources for tourism village management. The village administration recognizes that the success of tourism development does not rely solely on creating unique tourism products, but

also on the readiness of qualified human resources capable of delivering high-quality and memorable services.

Formulation of Regulations and Designation of Tourism Villages

The formulation of regulations is one of the key roles undertaken by both regional and village governments. The government holds a central role in creating regulations and formalizing the designation of tourism villages, providing a legal foundation and guidelines for structured and sustainable tourism village development. The existence of clear regulations enables organized management practices through the establishment of standard operating procedures and development frameworks. It also ensures legal certainty for tourism managers and business actors, creating a sense of security and reducing the risk of legal violations. Well-established regulations contribute to structured development, prevent overlapping of functions, and safeguard local resources from external exploitation.

In the case of Lodtunduh Tourism Village, several regulations have already been issued by the village government. One such regulation stipulates that the management of the tourism village falls under the responsibility of the Village-Owned Enterprise (BUMDes). Additionally, a cooperation agreement has been established with the Silungan Traditional Village, which clearly outlines the revenue-sharing arrangement: 60% of total tourism income is allocated to the Lodtunduh administrative village, while 40% is received by the Silungan Traditional Village, as the landowner.

The formal designation of a village as a tourism village is the responsibility of the regional government, specifically involving the Head of the Gianyar Regency Tourism Office, the Head of the Community and Village Empowerment Office (PMD), the Head of the Cultural Affairs Office, and expert teams at the regency level. These expert teams assess the indicators required for tourism village designation and provide evaluations that form the basis of recommendations submitted to the Regent. Upon approval, the Regent issues a formal decree designating the village as a tourism village.

This designation provides the village with legitimacy to access various development resources, including capacity-building programs, funding schemes, and promotional support from the government and other collaborative networks. To support tourism village development, the PMD Office of Gianyar Regency has introduced a policy in the form of technical guidelines for the use of the Village Revenue and Expenditure Budget (APBDes). These guidelines explicitly state that

village funds allocated through the APBDes may be used to support tourism village programs. This policy ensures the availability of budget allocations for tourism development at the village level.

Promotion of the Tourism Village

The promotion of tourism villages serves as a strategic effort to introduce the village's potential, attractions, and unique characteristics to prospective visitors in order to generate interest and encourage tourism. Effective promotional activities can attract a larger number of tourists, thereby contributing to increased income for the tourism village. Beyond revenue generation, promotion also plays a crucial role in building a positive image of the village among the public and tourists. In today's digital era, where competition in the tourism and business sectors continues to intensify, promotion has become essential for maintaining visibility and relevance in the marketplace.

In relation to the government's role in promoting the tourism village, particularly Lodtunduh Tourism Village, the Community and Village Empowerment Office (Dinas PMD) of Gianyar Regency actively promotes the destination by organizing government events at Graha Arum Restaurant, located within the Alas Arum Heritage area. The PMD Office also recommends that other regional government departments and village facilitators hold meetings and official gatherings at Graha Arum Restaurant as a means of indirectly promoting the tourism village.

Moreover, the PMD Office utilizes digital platforms such as social media and its official website to promote tourism village activities and offerings. Similarly, the Gianyar Regency Tourism Office conducts promotional activities by participating in various events organized by government institutions, where it facilitates exhibition booths. These platforms allow tourism villages to showcase their tourism products and introduce their destinations to event attendees. For instance, during the World Water Forum event, the Tourism Office of Gianyar provided support for tourism villages by offering opportunities to promote their destinations and flagship products through exhibition stands and video profiles prepared by the event organizers.

The promotional efforts are not limited to regional government agencies. The village government of Lodtunduh is also actively engaged in promotional activities. These initiatives include the use of social media, the official tourism village website, and the organization of events held within the Alas Arum Heritage area. Notable events

hosted in the area include the Ubud Expo in 2021, the Rumekso Bhumi Festival in 2023, the Independence Day celebration on August 17, 2023, organized by the Lodtunduh Village Government, as well as various meetings involving regional government officials.

Through these diverse promotional strategies, the Lodtunduh Village Government and the Village-Owned Enterprise (BUMDes) aim to enhance the visibility of Lodtunduh Tourism Village and increase tourist visitation.

Budget Allocation for the Tourism Village

The allocation of financial resources for tourism village development is a crucial aspect that significantly influences its planning and implementation. A clearly defined budget enables structured and realistic development planning, allowing stakeholders to identify key needs and the necessary resources effectively. Sufficient funding is vital to ensure that various components of tourism village development can be implemented as planned without encountering financial constraints. Moreover, adequate funding allows for investment in improved tourism products, services, and infrastructure, thereby enhancing the village's competitiveness in the tourism sector.

In the case of Lodtunduh Tourism Village, the village government allocated a budget of IDR 1,804,634,816 in 2023 for tourism-related activities, ranging from infrastructure development to operational management. This funding was drawn from multiple financial sources managed by the Lodtunduh Village Government. In 2024, the village government allocated an additional IDR 920,133,340 to support ongoing activities, including the development and operational needs of the tourism village and the procurement of tourism-related equipment.

This consistent budget provision reflects the village's strong commitment to advancing tourism village development. The prioritization of tourism development within the 2023 Village Revenue and Expenditure Budget (APBDes) confirms the government's serious intention to support and strengthen the tourism sector. The allocated funds were managed by the Village-Owned Enterprise (BUMDes) through its tourism business unit, which is responsible for improving the village layout, providing basic utilities and facilities, developing support infrastructure, and acquiring equipment to support tourism-related activities.

Nonetheless, it is important to note that financial resources alone do not guarantee the success of tourism village development. Mismanagement or misuse of funds can hinder

progress and lead to setbacks. Therefore, strong collaboration and oversight from all relevant stakeholders are essential to ensure transparency, accountability, and the effective use of funds in tourism village management.

Through the various roles it has undertaken, the government has contributed to creating a conducive environment for the growth of tourism villages. In Gianyar, a region rich in cultural and natural heritage, the government also plays an important role in preserving local wisdom, fostering collaboration among stakeholders, and ensuring that tourism development does not overlook environmental and sociocultural sustainability. The more active the involvement of pentahelix actors, the greater the opportunity for tourism villages to grow and advance (Pugra, 2021). Through this active role, the government contributes to the realization of independent, competitive tourism villages that provide tangible benefits to local communities.

Limitations

This study has limitations related to the actors involved in tourism village development, as it focuses solely on government actors, including village and regional government representatives. The research was conducted at a single site, namely Lodtunduh Tourism Village, as a case study. Therefore, the findings are contextual and may not be applicable to other tourism village settings. This limitation may affect the diversity of perspectives obtained. Moreover, as a qualitative study, the results are not intended to be generalized to all tourism villages in other regions.

Conclusion

The development of Lodtunduh Tourism Village, as part of the supporting area for tourism in Ubud, demonstrates significant potential in the field of sustainable tourism. The government at both regional and village levels plays a central role in promoting the success of tourism village development, which encompasses four key aspects: capacity building, regulation and designation of tourism villages, tourism promotion, and funding provision. Through the active roles of regional and village governments, it is expected that the tourism village can become independent, competitive, and deliver tangible benefits to the local community.

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Conflict of Interest Statement

The authors declare that there is no potential conflict of interest with respect to the research, authorship, and/or publication of this article.

Author Contributions

All authors have read and approved the final manuscript. All authors are responsible for the integrity of the data and the accuracy of the data analysis.

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