Developing Rural Tourism: A Potential Contribution to Achieve Sustainable Development Goals

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Abstract. *Rural development is one of the primary keys to achieving sustainable development goals. Important changes in rural development strategies become inevitable and can be accommodated through rural tourism. Nonetheless, the models of rural tourism development, which depict the stages in developing and maintaining rural tourism, are still minimal. This research is conducted to fill the research gap by designing a conceptual model of rural tourism development. One-on-one interviews with four rural tourism development experts are done separately. The voice recording during the interviews is transcribed immediately after the interviews and proceeds with data processing using the qualitative coding method, which consists of open, axial, and selective coding. The qualitative coding method shows two main stages in rural tourism development: pre-development and development. The pre-development set consists of motivation and forum group discussion, while the development stage consists of planning, organization arrangement, HR development, product development, and marketing.*

Keywords: *rural; tourism; sustainable; qualitative; development*

I. INTRODUCTION

Tourism is an effective way to develop, maintain, and revitalize rural areas, especially in economic uncertainty (Zhou et al., 2021). It is closely related to the condition that more tourism could be developed in rural areas, particularly involving high local participation in decisions and enterprises. Poverty impacts would likely be enhanced (Okech et al., 2015). Furthermore, regarding the more prominent issue, namely sustainable development, the involvement of residents together with other parties in developing tourism in such rural areas is aimed to facilitate positive changes to the rural landscape, infrastructure and lifestyles, as well as to bring social, economic and environmental benefits to the locality (Carneiro et al., 2015; Gavrila-Paven, 2015).

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In line with changing trends in the tourism sector, cultural and nature-based tourism are becoming more favorable, and one of the rising tourism objects is "Rural-based" tourism (Yang et al., 2021). Rural-based tourism is not only giving people the scenery and a different atmosphere like any other tourist spot but also provides the experience of living and harnessing the village life starting from the food provided, the interaction between the people, or even the culture of those villages (Yogantoro et al., 2019). Those experience has become one of the most sought experiences, especially by the people living in the big city or those who have been missing out on their rural lives as they used to have (Wijijayanti et al., 2020).

The establishment of Rural Tourism has many benefits for both the place and the people, and some benefit taken by establishing it such as: introducing both the area and the culture and also local wisdom to the people, which most people usually don't get in their places (Nieto Masot & Rios Rodriguez, 2020). Another main reason for establishing Rural Tourism is the economic drive. By creating Rural Tourism, the ones who benefit the most are the neighborhood, as it could create a whole new employment and generate income for the people. With the economic blooming in the village, the residents are more likely to stay; thus, the urbanization rate is lowered; it is a good sign because it impacted both places, the designated urbanization city, as

they would not have another new problem from the incoming people. The village will not lose their youngster, which might help the village become more prosperous. As the UN has already started 17 Sustainable Development Goals (SDGs) and has been approved by 193 countries, the Indonesian government has also participated. One of the 17 points of SDGs is that continuous development is to reduce the poverty rate in one country with the help and coordination with any partners that could help achieve the goals (Iskandar, 2020; Mau, 2021). It is also well known that Indonesia mostly relies on the tourism sector, as it could help reduce the poverty rate and help empower the people (Putra, 2019). As one of the provinces in Indonesia, Yogyakarta is known as the province that relies mainly on tourism—ranging from nature-based tourism to cultural one, making Yogyakarta one of the most visited provinces by both local and even worldwide tourists. Driven by those facts, it is known that Yogyakarta has started or even already having and making several Rural Tourism. Rural Tourism offers another whole new level of entertainment compared to regular tourism objects (Astuti & Issundari, 2016).

Rural Tourism has its market segments, both local and worldwide tourists. BAPPEDA DIY stated that ranging from 2018 to 2021, the number of Rural Tourism in Yogyakarta keeps on increasing; by the end of 2021, Yogyakarta already has 60 Rural Tourism in advanced states, 33 Rural Tourism in developing states, and 48 Rural Tourism are newly created or established, it is also believed, that by 2022, the number of emerging Rural Tourism will keep on rising, as it is become well known that Rural Tourism is promising in the future, as it is shown that people more and more love this concept of tourism (Gautama et al., 2020). With no sight of ending the Covid-19 pandemic, village-based tourism will still be the main tourist attraction as people need to have a fresh and pristine environment to refresh their minds (Sunardi & Lesmana, 2020).

Unfortunately, the increasing numbers of Rural Tourism are taking a toll on the environment. The locals are most likely ignoring the ecosystem and the balance of nature; it is shown that there is no continuous development plan governing Rural Tourism. This reckless program indicates a significantly declining local culture and its character with the rise in the people's economy (Istiyanti, 2020). This phenomenon happened because of the negligence of the locals, who adapt more to the tourist's behavior instead of their habit of preserving their place. There are several Rural Tourism that still governs their sites with the concept of a tourism spot, this kind of concept is different both in definition and the way of controlling, as a tourism spot is more like to generate profit rather than preserving both culture and environment, thus the concept of continuous and sustainable development of the Rural Tourism cannot be applied (Andronicus et al., 2016). Based on the data and facts given, it is imperative to have a model; to create sustainable Rural Tourism, researchers then try to make the proposed model to establish and produce sustainable Rural Tourism. Besides prospering in economics and several other factors are applied and become concerned with this model, such as culture and nature. It has become the main factor in this proposed model.

II. RESEARCH METHOD

As mentioned in the prior section, the main aim of this study is to propose a conceptual model of rural tourism development regarding its contribution to the success of sustainable development (Aveling et al., 2015). Not only gathering data from academic literature, but this study is also directed by the need to explore the perspective and experience of rural tourism stakeholders, preferably the managers and the pioneers who first initiated the development of rural tourism. Thus, to get in-depth information needed, this research employs a qualitative study that is powerful to understand the context and experiences of people within their social life (Bell & Bryman, 2015; Bryman, 2016; Fossey et al., n.d.). The process of getting in-depth information was done by doing semi-structured interviews where the interviews were audio-recorded and transcribed immediately after the interview was

over. The procedures are beneficial to reduce errors, minimize bias, and increase reliability (Yin, 2018). The data were collected through the principle of openness so that the research design, methods, and tools evolve within the course of the research project and be flexibly adjusted (Flick, 2018; Schreier, 2012). The broad framework of this research is summarized in Table 1, which contains the research elements, and Figure 1, which depicts a set of stages of this research.

The current study begins with a literature review and observation to find several issues concerning the role of rural tourism in sustainable development (Moyle et al., 2020; Ruhanen et al., 2019). The literature reviewed in this study includes academic papers, news, Indonesian government and ministry policies, and documents. The information obtained from the literature review process was further enriched by visiting well-known rural tourism to confirm and gain some needed information. All the information was then analyzed to formulate a specific problem that will be solved through this research. Next, a research design was arranged to ensure that this research was conducted directed and systematically.

The sampling technique used in this study encompasses two purposes: selecting rural tourism and opting for individuals who will act as key informants in this research (Taherdoost, 2016). Non-probability sampling, named purposive and snowball method, was adopted consecutively to accommodate both purposes. Rural tourism in this study was selected based on two main criteria: (a) easy access; (b) it has received national and international recognition. At the same time, the key informants were chosen through single criteria, namely, understanding the historical background of the development of the
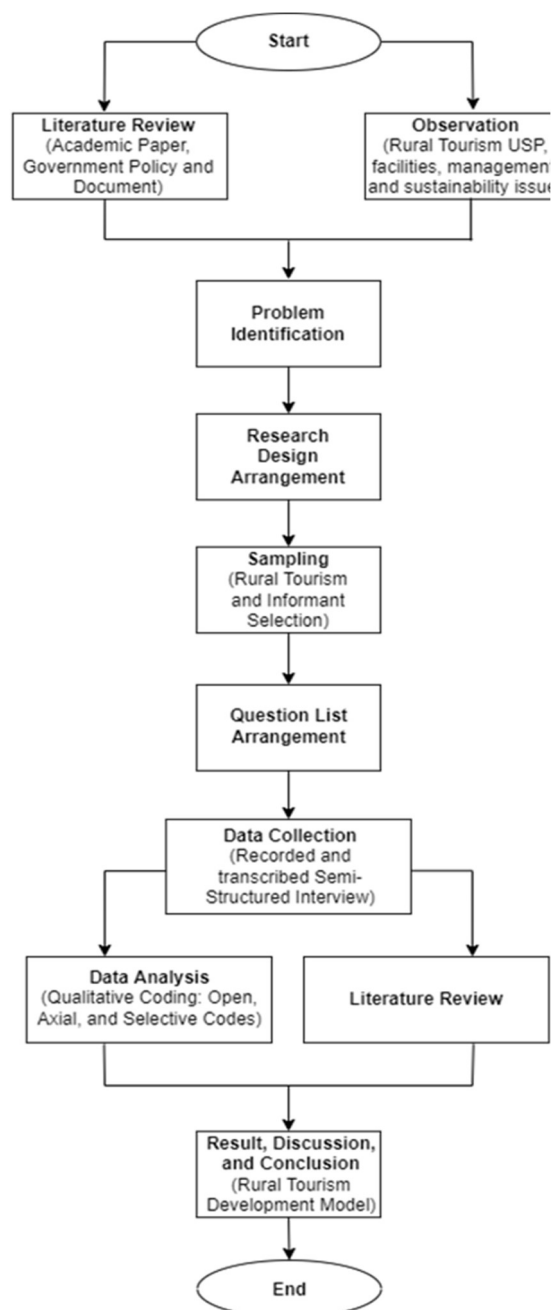

Figure 1. Research Design

Table 1. Research Elements

No	Element	Explanation
1	Classification	Qualitative Research
2	Research Purpose	Propose a conceptual model of rural tourism development
3	Data Type	Descriptive Data
4	Data Collection	Literature review, observation, semi-structured interview
5	Data Analysis	Qualitative coding (open coding, axial coding, selective coding)

Table 2. List of Samples

Sample	Achievement
RT1	4th Place in Digital Rural Tourism Category in Anugerah Desa Wisata Indonesia (ADWI) 2021
RT2	UNWTO Best Rural Tourism 2021
RT3	ASEAN's Best Rural Tourism in 2016
RT4	Top 100 Sustainable Tourism Destination in the World by Global Green Destination Days (GGDD) in 2019

Table 3. List of Respondents

Interviewee	Role
RT1	Manager of Desa Wisata Tinalah
RT2	Pioneer and Manager of Desa Wisata Nglanggeran
RT3	Manager of Desa Wisata Tembi
RT4	Manager of Desa Wisata Pentingsari; Member of the Indonesian Ministry of Tourism's Rural and Urban Tourism Development Acceleration Team

places. Still, the key informants also need to understand the value of both history and culture in the designated area. This method obtained four rural tourism and key informants as listed in Table 2 and Table 3.

The next stage was prepared for the data collection. As the current study adopted semi-structured interviews for the data collection, a series of questions was generated by synthesizing the findings on related topics in prior studies and based on the earlier observation results. Later, additional questions might be asked spontaneously to explore issues relevant to a particular candidate.

The semi-structured interviews were conducted face to face in a natural setting. Thus, during the interview process, the researchers were encouraged not to take any notes in front of the informants. Instead, the information provided by the informant during the interview was documented through voice recording, which was transcribed immediately after the interview ended.

The data analysis stage is where the researcher systematically organizes, integrates, and examines the whole collected data (Neuman & Robson, 2014). In this research, the data analysis process was organized suggestion as follows : (a) comprehends and manages them; (b) integrate related data drawn from different

transcript and notes; (c) identify vital themes or patterns from them for further exploration; (d) develop and/or test theories based on these apparent patterns or relationships; and (e) draw and verify conclusions (Saunders et al., 2007).

Related to the third step in the data analysis process was conducted by coding each transcript. Coding is when "the data are broken down into their parts, and those parts are then given labels" (Bryman, 2016). Researchers defined three types of qualitative data coding. They suggested reviewing the data under three circumstances: begins with open coding, axial coding, and the final step, then, is selective coding (Strauss & Corbin, 1990). On the other hand, the fourth and fifth step was arranged by reviewing some books and academic papers so that the model proposed through this research have a solid theoretical basis (Bryman, 2016; Creswell & Clark, 2017; Neuman & Robson, 2014).

III. RESULT AND DISCUSSION

The semi-structured interviews were conducted with four informants categorized as rural tourism development experts in the data collection process. The interview result, which was initially voice recording, was then transcribed into 147 pages of written script. The obtained hand is then processed using qualitative coding consisting of open, axial, and selective coding.

Open Coding

Open coding is the first step that should be taken in the analytical process of this study. The open coding process itself could be explained as an effort to break down any data gained during the collecting data process and move forward by checking and analyzing the discrete part between any differences or similarities during the collecting data process. In this open coding process, the data could be described as sentences or paragraphs obtained in the interviewing process or even in an observation.

Table 4. Open Coding of Rural Tourism Pre-Development Phase

Source Code	Quotation	Open Code
R3545	Awalnya embrio dari desa wisata ini Gabusan, Manding, Tembi. Kenapa Gabusan Manding Tembi? karena ketiga dusun ini punya potensi masing-masing	Creative and Productive Human Resources
R4147	di sini ada barangnya (social culture) lho, ada desanya ada	Strong Social Culture
R2982	Yang melatarbelakangi Nglanggeran itu lahir tumbuh dan berkembang adalah justru pengelolaan atau penjagaan terhadap alam ya	Environmental Problem
R1020	Biar desane itu nggak sepi	Regeneration (cultural problem)
R4187	Pendekatannya kan mau cari tambahan (pendapatan)	Economical Problem
R1016	Jadi awalnya kita program ini apa, eh PNPM pariwisata di masa itu Pak SBY	Governmental Support
R4186	Iya ngapain sih desa wong kita juga nggak miskin banget kok...Opo yo payu, ngono lho?	Skepticism
R4181	Tidak semua setuju, ada yang menganggap merubah suasana	Negative statement
R2294	Nah waktu itu awal-awal ada yang setuju ada yang nggak	Agreement-Disagreement
R2511	jadi kalau dulu malam kan jam wolu bengi wis do turu lah, wis ora ono kehidupan, nah dengan adanya pariwisata itu kan kegiatan sampai malam, kadang do gitaran sampai eh larut itu mengganggu lingkungan segala macam dan itu juga menjadi evaluasi bagi kami untuk di satu sisi harus disampaikan ke masyarakat bahwa kita harus sedikit terbuka	Aculturation
R4222	transparansi dan sebagainya, ngene-ngene kan, terus tidak adil, tidak mau ini.	Management Transparency
R4226	masyarakat tidak nyaman, tamunya nggak puas, 'Aku arep lewat dalanku kok ra iso ki piye?'	Resident Convenience
R3023	Karena apa? Karena kita pertama layout-nya nggih, lokasinya sangat dekat dengan Jogja dan mudah sekali dijangkau, itu menangnya Tembi di situ	Strength
R1573	Di sini itu banyak yang punya, eh bikin kerajinan, ... untuk menjualnya itu belum bisa (weakness)	Weakness
R3020	pengrajin topeng, batik yang massal seperti di Giriloyo terus di Pandak itu	Opportunity
R4051	Tembi itu kan banyak banget pemain asing yg masuk	Threat
R3018	kita kerjasama, misalkan kita ngambil fee-nya, ngambil fee-nya 10-20 %	O-W
R1042	kita konsepnya ada alam, budaya, sama sejarah	Product Classification
R1186	kita ada sungai, ada bukit, ada puncak, dadi yo treking ya biasanya	Nature-Based Product
R3031	produk-produk yang ada di Tembi itu produk-produk yang dulu sejak nenek moyang kita itu menjadi tradisi di Tembi	Tradition-Based Product
R3264	Tapi kalau desa wisata melulu nggak ada objek wisatanya kan potensi yang diangkat, potensi apa yang diangkat itu bisa tho, yang ada di desa, orang masak, orang memelihara kerbau, memelihara sapi	Experience-Based Product
R1378	Iya bongkar pasang sih kita, kita nggak bisa apa ya, sustain, tapi ada sih pengelola utama itu ada, cuma yang lain itu ya itu, bongkar pasangnya ada.	Team Division
R1405	penggagas awal ya tokoh-tokoh masyarakat, tim utama itu tinggal ngerancang-ngerancang kayak gitu kan, selebihnya ya nanti teman-teman di lapangan itu sudah bisa jalan sendiri-sendiri	Job Description
R2604	Minimal dalam satu KK itu mereka ada yang terkoneksi dengan kami, eh rata-rata anak mudanya kan dadi pemandu atau pengelola	Resident Involvement Management
R2386	Kemudian 2007 itu kita bikin lembaga namanya BPDW, Badan Pengelola Desa Wisata, kemudian 2008 kami ganti nama Pokdarwis karena kami ingin inline dan nyambung programnya dari pemerintah	Institutional Establishment of The Management Team
R1437	Nggak kita punya kelembagaan sendiri, desa wisata tembi ada SK bupatinya	Institutional Establishment of Rural Tourism
R2472	Kalau aturan yang mengatur ke dalam itu adalah SOP kalau yang keluar itu adalah kode etik, jadi apa yang boleh apa yang tidak termasuk eh apa yang harus disesuaikan itu disampaikan.	Regulation
R4180	2008 itu tahun kita menyamakan konsep, menyamakan misi menyamakan visi	Vision, Mision

Table 4. Open Coding of Rural Tourism Pre-Development Phase (continued)

Source Code	Quotation	Open Code
R1405	penggagas awal ya tokoh-tokoh masyarakat, tim utama itu tinggal ngerancang-ngerancang kayak gitu kan, selebihnya ya nanti teman-teman di lapangan itu sudah bisa jalan sendiri-sendiri	Job Description
R2604	Minimal dalam satu KK itu mereka ada yang terkoneksi dengan kami, eh rata-rata anak mudanya kan dadi pemandu atau pengelola	Resident Involvement Management
R2386	Kemudian 2007 itu kita bikin lembaga namanya BPDW, Badan Pengelola Desa Wisata, kemudian 2008 kami ganti nama Pokdarwis karena kami ingin inline dan nyambung programnya dari pemerintah	Institutional Establishment of The Management Team
R1437	Nggak kita punya kelembagaan sendiri, desa wisata tembi ada SK bupatinya	Institutional Establishment of Rural Tourism
R2472	Kalau aturan yang mengatur ke dalam itu adalah SOP kalau yang keluar itu adalah kode etik, jadi apa yang boleh apa yang tidak termasuk eh apa yang harus disesuaikan itu disampaikan.	Regulation
R4180	2008 itu tahun kita menyamakan konsep, menyamakan misi menyamakan visi	Vision, Mision
R1057	ini untuk kuliner dari ibu-ibu PKK, jadi kita ya memberdayakan semua	Women Empowerment
R1426	Atau yang masih sekolah juga, ikut-ikut kegiatan pas libur begitu juga ada, pas tubing begitu mandu tubing begitu bisa	Youth Empowerment
R1059	penduduk atau warga itu yang sudah punya homestay yang sudah layak lah untuk dipakai untuk kegiatan itu kita sewakan	Utilization of Citizen Assets
R4342	makanya sekarang ini saya kasih ilmunya, namanya service excellent,	Service Knowledge
R1069	Jadi ya edukasi terus itu ini	Business Knowledge
R4332	Jadi BCA itu menganggarkan pelatihan SDM untuk kami itu satu orangnya 4 juta	Workshop
R1152	Iya kita ada training khusus juga, ada training khusus dari Dinas Pariwisata ada, kemudian dari apa ya istilahnya teman yang sudah jago begitu kan kita panggil ke sini untuk kasih training juga.	Training
R3133	Hal-hal seperti itu (pengalaman melakukan aktivitas tradisional) kan jarang sekali dinikmati oleh orang-orang yang di kota misalnya Jakarta, Surabaya itu	New Experience
R4156	dia mintanya bukan sekedar makan tapi ada edukasi dan ternyata di sini bisa	Social Culture Education
R1047	kita pernah lan rover juga eh motor, kemudian panther mania, kemudian gathering nusantara, komunitas-komunitas itu juga di sini dulu	Outdoor Area to Hold Community Events
R1080	By request karena iya kalau ada event tertentu iya kita tampilkan juga, kalau gamelan di sini ada kerawitan	Art Performance
R4196	kita jualnya edukasi paket, jadi orang datang ke sini harus membeli paket bukan datang foto-foto terus pulang, itu duitnya kecil, harus kita mereka datang membayar makan bayar minum, bayar atraksi, kalau nginep bayar homestay dan nanti akhirnya semua kan bergerak, yang punya homestay yang ngasih makan itu semua bergerak, itu namanya bisnis.	Revenue Stream
R4497	jadi tahapan kita biro, biro travel itu yang menjualkan, jadi saya fokus saja di sini, saya fokus di produknya yang jualan biar dia, nah kompensasinya? Iya nanti ada kontrak rate, ada komisi,	Channel
R2776	CHSE itu kita proses ya	CHSE
R2777	Kita fokus ke yang sertifikasi desa wisata berkelanjutan	Soustainable Tourism Certification
R1222	Ada di media sosial, web sama YouTube-nya	Digital Content
R4905	Atta ke sini kan, sama Kompas TV kan, suruh ngapain Atta, nari saja, nari. Berqapa menit itu, 3 menit di sini, setelah ashar sama saya, 'Saya suruh ngomong apa?', 'Ini bilang saja ini tarian khas desa Pentingsari'	Endorsement
R4896	Penta helix semua, saya dan kampus seberapapun, siapapun kampus yang bantu saya pasti saya terima, dengan ide yang berbeda ya, yang melengkapi kemudian kan dengan industri kan 70% tamu saya kan dari industri, dari travel agent.	Pentahelix Network
R1514	Mahasiswa kemarin yang masuk juga ada itu, UNY Biologi itu pemetaan, flora fauna di sini	Academic Network
R1360	Mereka jadi agen lah untuk memasarkan atau desa wisata. Mungkin apa, saudaranya ada yang mau tamasya atau kegiatan begitu nah biasanya mereka kasih info, oh di desaku ada	Offline Selling
R1223	Kita kemarin juga bikin aplikasi desa wisata	Online Selling

In this study, the data processing was carried out using Ms. Excel, and the results can be seen in Table 4. Notably, there were three columns in the open coding process: source code, quotation, and open codes. Source code was generated to show the informant who issued the quotation and the location of the quotation in the interview transcript. The informant code is indicated by the

first two characters of the source code, where "R" stands for "respondent," and the number following it refers to the order of the interview. Thus, R1 means that the quotation comes from the first respondent. On the other hand, the location of the quotation was coded by placing the line numbers of the quotation in the interview script as the last three characters in the source code. Therefore, R1353 means the quotation was taken from the 353rd line in the interview transcript of the first respondent.

Before starting the open coding process, all interview transcripts were skimmed and scanned. It was conducted to see the whole picture, understand the context quickly, and see the

similarities and differences in the rural tourism development in each sample. Through this process, it was found that there are preliminary stages before the actual development process can be carried out. Thus, as illustrated in Table 4, an empty row separates the pre-development phase from the development phase.

As depicted in Table 4, 12 open codes above the empty row refer to the pre-development process. However, the pre-development process itself, in this case, is defined as the preliminary stages that occurred before the decision to develop rural tourism in a particular area was made.

Table 5. Axial Coding

Open Code	Axial Code	Open Code	Axial Code
Creative and Productive Human Resources	Internal Potencies	Skepticism	Residents Aspiration
		Negative Statement	
Strong Social Culture		Agreement-Disagreement	
Environmental Problem	Sustainability Problem	Acculturation	Strategic Issue
Regeneration (Cultural Problem)		Management Transparancy	
		Residents Convenience	
Economical Problem			
Governmental Support	External Support		
Strength	SWOT & TOWS Analysis	Service Knowledge	Service Upgrade
Weakness		Business Knowledge	
Opportunity		Workshop	Skill Upgrade
Threat		Training	
O-W		New Experience	Market Need Identification
Product Classification	Product Ideation	Social Culture Education	
Nature-Based Product		Outdoor Area to Hold Community Events	
Tradition-Based Product		Art Performance	
Experience-Based Product		Revenue Stream	Business Model Arrangement
Team Division	Committee Arrangement	Channel	
Job Description		CHSE	Standardization
Resident Involvement Management		Sustainable Tourism Certification	
Institutional Establishment of The Management Team	Legal Entity Registration	Digital Content	Branding
Institutional Establishment of Rural Tourism		Endorsement	
Regulation	Vision, Mision, & Regulation Arrangement	Pentahelix Network	Networking
Vision, Mision		Academic Network	
Women Empowerment	Empowering Local Residents	Offline Selling	Online & Offline Selling
Youth Empowerment			
Utilization of Citizen Assets			

Axial Coding

Axial coding plays an essential role in qualitative research. While open coding is used to break down the data obtained in the process and identify it on the first level concepts and categories, axial code plays its role in finding the connections between categories and sub-categories. Strauss & Corbin (1998) highlight the main difference in this process as identifying specific features such as conditioning the phenomenon that could help identify and place between category or sub-category.

The closeness of the context among open codes, which are then divided into several axial codes, is listed in Table 5.

According to Table 5, 49 open codes generated in prior stages can be grouped into 19 axial codes. Five out of 19 axial codes, namely internal potencies, sustainability problems, external supports, resident aspirations, and strategic issues, lie in the pre-development phase and the rest in the development phase.

Selective Coding

This part of the method identifies one or two cores to which all sub-categories relate and builds a conceptual framework to develop the presented theory. Selective coding is the final integration of codes and categories constructed into a coherent approach that will become the main challenge in the research. This step is somehow also the stage where most researchers compromise because of the challenge presented. However, the results of

this process are listed in Table 6.

In this final stage of the qualitative coding process, 19 axial codes can be categorized into seven selective codes: motivation, forum group discussion, planning, organization arrangement, HR development, product development, and marketing. The first two demanding codes are members of the pre-development phase, while the rest lies as part of the development phase. The resume of open, axial, and selective codes can be seen in Table 7.

After finishing the qualitative coding method and resuming the results in an integrated table, it has been found that rural tourism development is divided into two phases: pre-development and development. The pre-development phase, which is interpreted as a period before the decision to develop rural tourism in a particular area, consists of two stages: motivation and forum group discussion. The other five stages encoded as planning, organization arrangement, HR development, product development, and marketing agency are part of the development phase.

The emergence of the pre-development phase in this study was based on the interview results. The first is motivation. In the current study, motivation itself is seen as everything that encourages the people to find and initiate the idea to transform their area of residence into rural tourism. All samples stated in the one-on-one interview that the development of rural tourism in their place of residence was an effort to respond

Table 6. Selective Coding of Rural Tourism Development

Open Code	Axial Code	Open Code	Axial Code
Internal Potencies	Motivation	Residents Aspiration	Forum Group Discussion
Sustainability Problem		Strategic Issue	
External Support			
SWOT&TOWS Analysis	Planning	Market Need Identification	Product Development
Product Ideation		Business Model Arrangement	
Committee Arrangement	Organization Arrangement	Standardization	
Legal Entity Registration		Branding	Marketing
Vision, Mission, and Regulation Arrangement		Networking	
Empowering Local Residents	HR Development	Online&Offline Selling	
Knowledge Upgrade			
Skill Upgrade			

to the phenomenon that preceded it.

According to the axial coding results, the motivation to develop rural tourism can be classified into three groups: internal potencies, sustainability problems/issues, and external support. All of them had clearly explained the statement of the rural tourism development actors during the interview.

"Awalnya embrio dari desa wisata ini Gabusan, Manding, Tembi.   Kenapa Gabusan Manding Tembi? karena ketiga dusun ini punya potensi masing-masing" – R3

The R3's statement above points out the internal potency of his area, which refers to the productivity of its citizens in making handcraft or souvenirs. However, the handcraft or souvenirs are generally produced by utilizing local resources dominated by natural-based resources. The hand craft and souvenirs are often related and elevate cultural values. Thus, the internal potencies of its area are not limited to the human resources themselves but beyond, including natural and cultural resources.

"Di sini ada barangnya (social culture) lho, desanya ada" – R4

"Biar desane itu nggak sepi" – R1

"Yang melatarbelakangi Nglanggeran itu lahir tumbuh dan berkembang adalah justru pengelolaan dan penjagaan terhadap alam ya" - R2

While R3 mentions internal potencies as his motivation, R1, R2, and R4 mention sustainability issues as motivation in developing rural tourism in their area. R4, the manager of Desa Wisata Penting Sari, who also plays a role as a member of the Indonesian Ministry of Tourism's Rural and Urban Tourism Development Acceleration Team, had conveyed the urgency to preserve the culture in his village. However, the culture R4 already mentioned in his statement does not refer to tangible things such as visual objects, crafts, and art performances. Still, the traditional values are reflected in its citizens' behavior and daily activities. On the other hand, R1 explains the condition where many young generations leave the village searching for a better life. This phenomenon has become a big issue as it can lead to difficulties in maintaining the culture in their town. Other than that, R2 illustrates the forest damage in his village due to indiscriminate

logging. The incident has succeeded in motivating R2 to improve the environment for the safety of all citizens. The improved natural condition was then seen as a potential to provide economic benefits.

"Jadi awalnya kita program ini apa, eh PNPM pariwisata di masa itu Pak SBY" - R1

Other than those mentioned above, external support, which comes from the government, is one thing that can be a motivation in developing rural tourism.

Departing from these conditions, the idea emerged to build and develop rural tourism as a response from community leaders. However, the idea was not immediately executed but was brought into the FGD with the local community. In the FGD, two main issues were discussed: community aspirations and strategic issues. Furthermore, the results of the FGD will determine the go or no-go decision on the option of developing rural tourism. Suppose the FGD resulted in agreement to develop rural tourism. In that case, it will be followed by the development phase steps as shown in Table 6 and Table 7, namely Planning, Organization Arrangement, HR Development, Product Development, and Marketing.

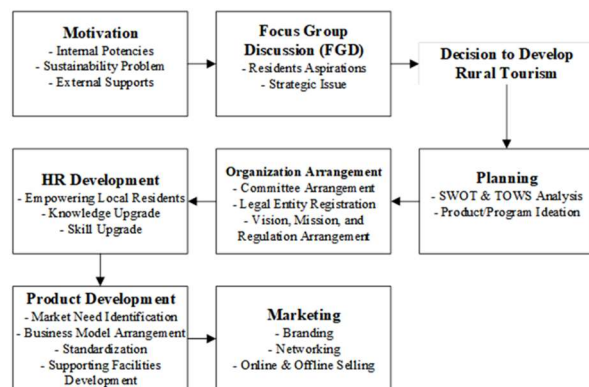All steps in the pre-development and the next development phases are modeled in Figure 2.

Figure 2. Rural Tourism Development Model

IV. CONCLUSION

According to the result of this study, rural tourism development can be grouped into two

main stages, namely pre-development and development stage. The pre-development set consists of motivation and forum group discussion (FGD). The motivations, divided into three categories (internal potencies, sustainability issues, and external support), become the beginning of rural development contribution to achieving sustainable development goals (SDGs) as sustainable-issue-related phenomena dominate it. Therefore, the motivation will give such a domino effect to the next step and stages so that all the steps, both in pre-development (motivation and FGD) and development stages (planning, organization arrangement, HR development, product development, and marketing), are designed to contribute and solve sustainability issues (environment, economics, and socio-culture).

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