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Impact of tourism village innovation on increasing village original income (PADes) in supporting poverty alleviation in Gunung Kidul regency

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Abstract: This article uses a qualitative descriptive approach, through field visits with observations and in-depth interviews. The research location chosen was a representative village in accordance with the Tourism Village classification of the Gunung Kidul Regency Tourism Office. A tourist village is a form of integration between attractions, accommodation and supporting facilities presented in a structure of community life that is integrated with applicable procedures and traditions. In line with this, the existence of tourist villages can be an alternative strategy for increasing village original income (PADes) to support poverty alleviation. Measuring the impact of tourism village innovation on increasing Village Original Income (PADes) in supporting poverty reduction can provide a complete picture of how the implementation of tourism village innovation has a significant impact on village development through increasing PAdes. Gunung Kidul Regency is one of the areas that has succeeded in developing tourist villages, this can be seen from the reduction in poverty rates in the last 10 years.

Keywords: impact of innovation; tourism villages; poverty

1. Introduction

Indonesia will face a number of challenges ranging from massive and rapid technological changes in all fields, the demographic bonus, and also the global economic recession (Blandina et al., 2020; Maryati, 2015; Santoso, 2019; Ministry of Finance Republic of Indonesia and Development Bank, 2020; Purbaningrat et al., 2024; Susdarwono, 2022). In responding to this, it is necessary to develop new ways and values in working due to world conditions which have become very dynamic and competitive (Marsh and McLennan, 2022) and digitalization which is not free from risks (UN ECLAC, 2020). Therefore, innovation and accurate policies are needed to capture existing opportunities (Edler and Fagerberg, 2017; Srisathan et al., 2023). Innovation has become an inevitable concept in today's development policy. This aims to produce 'social goods' such as poverty alleviation that focuses on innovative market solutions, opening access to unreached markets, and exploiting potential wealth from the 'bottom of the pyramid' (Arejiogbe et al., 2023; Ngurah and Suryanata, 2020; Pansera and Martinez, 2017).

Innovation in development is required to adopt elements of inclusiveness to ensure the welfare of the entire community (Chataway et al., 2014; Pansera and Owen, 2018; Ramadhan and Fauzi, 2023). Innovation is needed so that service products and goods remain in demand by customers or consumers. The importance of organizations presenting innovation is one of the conditions for creating sustainable management

and marketing (Buchori et al., 2023). Likewise, tourist villages must continue to innovate to remain attractive to tourists. In order for tourist villages to continue to exist and compete, tourist villages must regularly innovate (Alsos et al., 2022.; Amrullah et al., 2023; Annamalah et al., 2023). Modeling, tourism, and perceptions are three new issues (Ogutu et al., 2023).

Currently, tourism in Indonesia is not only concentrated in big cities but has also spread to rural areas. Many villages have succeeded in developing the potential of their tourism villages and increasing the village's original income (Ariyani and Fauzi, 2024; Suranny, 2020). One of the government programs to improve the village economy is Law Number 6 of 2014 concerning Villages and Government Regulation Number 60 of 2014 which regulates the use of village funds for development and empowerment of village communities. Ahmad Soleh (Erika et al., 2021) states that village funds can be used to identify and develop village potential in order to improve the welfare of village communities. The aim of developing village potential is to encourage the independence of village communities through developing superior village potential, strengthening institutions and empowering the community (Lilinesia. et al., 2021; Widyastuti and Kusumawati, 2024).

The concept of a tourist village is that a rural area has something interesting to use as a tourist attraction. The concept of a tourist village is that a rural area has something interesting to use as a tourist attraction. Hadiwijoyo (Winata and Idajati, 2020) states that a rural area offers an overall atmosphere that reflects rural authenticity in terms of socio-economic, socio-cultural, customs, daily life, has unique building architecture and village spatial structure, or unique and interesting economic activities and has the potential for the development of various tourism components, for example attractions, accommodation, food and drink and other tourism needs (Oktavilia et al., 2023). Cause the viability of these destinations in various villages dependson the tourism potential and opportunities to gain travel experience (Herman et al., 2023).

The basic principle of village development is to emphasize change or innovation and development in all aspects of community life, both physical and non-physical, to achieve just and equitable development. Innovation is the emergence of something new, even in small ways. Innovation refers to changes that make something that doesn't exist yet, or something that already exists becomes better.

If the development of tourist villages is carried out in accordance with the applicable mechanisms, it will have an impact on improving community welfare and employment (Megawati et al., 2023; Sasmitha and Marhaeni, 2019). Increasing PADes (Original Village Income) and so on) (Sutiyo et al., 2020). As is the case in 2021, four villages, namely Nglanggeran Tourism Village and Jenissari Village in Yogyakarta, as well as Pemuteran Village and Penglipuran Village in the Bali region, are included in the Top 100 Sustainable Destinations in the World according to Global Green Destinations Days (GGDD). Apart from participating in global competition, the existence of tourist villages provides sustainable economic, social and environmental impacts.

Gunung Kidul Regency is one of the areas that has succeeded in developing a Tourism Village. Based on data from the Gunung Kidul Regency Tourism Office, there are 47 tourist villages with various potentials in Gunung Kidul Regency. Of this

number, the Gunungkidul Tourism Office divides them into 4 classifications of tourist villages, with the following **Table 1** details:

Table 1. Classification of tourism villages in Gunung Kidul regency.

No	Category	Amount
1	Tourism Maju Village	8
2	Tourism Berkembang Village	12
3	Tourism Tumbuh Village	12
4	Tourism Layak Jual Village	15

Source: BPS Prov Jogjakarta, 2023.

The impact of tourism village innovation in Gunung Kidul Regency can be seen from the reduction in the percentage of poverty rates in Gunung Kidul Regency as seen from the following **Table 2**:

Table 2. Percentage of district poverty rates (Gunung Kidul 2014–2022).

No	Year	Percentage (%)
1	2014	20.83
2	2015	21.73
3	2016	19.34
4	2017	18.65
5	2018	17.12
6	2019	16.61
7	2020	17.07
8	2021	17.69
10	2022	15.86

Source: BPS Prov Jogjakarta, 2023.

According to Nurhayati (Erika et al., 2021), a tourist village is a form of integration between attractions, accommodation and supporting facilities presented in a structure of community life that is integrated with applicable procedures and traditions. In line with this, the existence of tourist villages can be an alternative strategy for increasing village original income (PADes) to support poverty alleviation.

Measuring the impact of innovation will provide concrete evidence of the impact that has been produced (the expected impact). Apart from this credible evidence, impact analysis can also lead to causal inferences that changes occur as part of the results of project, program or policy implementation (Cissé, 2022). The hope is that this impact measurement can contribute to the management of tourist villages in Indonesia.

So far, most topics about village development or rural development in Indonesia have focused on the implementation of village funds as seen from community participation, village fund management, and the aspiration process. Most of these existing studies focus their research on villages that are categorized as developing and tend to be poor and do not have superior natural resource potential. Meanwhile, in this research, the research locus is in tourist villages which are specifically managed for

the development of local tourism and increasing Village Original Income (PADes).

A group of researchers has found that microfinance financing for women in villages in Purbalingga Regency has been carried out. The research also shows that innovation in tourist villages has a positive impact on community income, especially for those whose livelihoods are related to tourism management and MSMEs. However, for residents who do not work in this field, they still feel the benefits, one of which is improving facilities or access to their village (Sutiyo et al., 2020).

2. Literature review

Concept of Innovation: The term innovation is always interpreted differently by various experts. According to Trott (Karim and Setiawan, 2022) Innovation is the heart or center of activity of every company because innovation plays an important role in the continuity of the company, as well as the management of all activities, including the idea formation process, technology development, manufacturing processes, and marketing of new or developed products. According to Drucker (Karim and Stiawan, 2022), Innovation is a specific tool for companies, where innovation can export or take advantage of changes that occur as an opportunity to run a different business. This can be presented as a discipline, learning, and practice.

In short, innovation is defined as changes made within an organization that include creativity in creating new products, services, ideas, or processes that either already exist within the organization or develop from outside the organization. Innovation is born from a new idea. Meanwhile, the ability to give birth and generate useful new ideas is known as creativity. Innovation without creativity cannot work, because innovation and creativity are inseparable units and are usually used interchangeably. Innovation is a combination of creativity and commercialization (von Stamm, 2008). Companies need a process, procedure and structure that allows timely and effective implementation of projects so that the resulting products are highly innovative. Innovation in the public sector emphasizes the “improvement” aspect resulting from the change activities carried out. For example, providing public services by the government more effectively, efficiently and with high quality, cheaply and affordably according to the needs of the community.

Innovation in the public sector can be interpreted as one or even a “breakthrough” to overcome bottlenecks and organizational needs in the public (Padma Eldo, 2019). Then for the business world, innovation is closely related to the activity of modifying business models and adapting to changes to create better products or services. The forms of innovation in business also vary, depending on what goals the company wants to achieve, which can be in the form of product innovation, internal systems or work processes, to individual or company business models in creating new product concepts, methods and ideas (Sulaiman et al., 2021). The most important thing in innovation is the process of diffusion of innovation or its spread. Where innovation can be accepted sooner or later depends on the innovation capabilities known to others (Eprilianto et al., 2019).

Tourism Village, based on the definition of the words village and tourism above, a Tourism Village can be defined as a village area in which both the village government and the community develop local tourism together for the welfare of the

community. The concept of a tourist village is basically an implementation of the concept of a tourist area as outlined in Law no. 10 of 2009, that a tourist area is an area that has the main function of tourism or has the potential for tourism development which has an important influence in one or more aspects, such as economic, social and cultural growth, empowerment of natural resources, environmental carrying capacity, and defense. and security.

The following are several definitions of tourist villages: (1) Tourist villages are a form of integration between attractions, accommodation and supporting facilities presented in a structure of community life that is integrated with applicable procedures and traditions (Machfuzhoh, 2020); (2) Village Tourism or rural tourism is tourism that consists of the overall rural experience, natural attractions, traditions, unique elements that can overall attract tourist interest. Joshi in Antara and Arida (2015); (3) A tourist village is a rural area that offers an overall atmosphere that reflects the authenticity of the village, whether from socio-economic, socio-cultural, customs, daily life, has unique building architecture and spatial structures, or unique and interesting economic activities and has the potential to develop various tourism components such as attractions, accommodation, food and drink and other tourism needs.

Village Original Income (PADes) is all efforts carried out by the village government to support the implementation of Village Government in the context of implementing Village autonomy (Law Number 6 of 2014 concerning Villages Article 71). In Indonesia, various technical steps have been taken by villages to increase their income after Covid, for example in Bali, increasing the original income of tourist villages in two ways innovation, namely through (1). length of stay for tourists and (2) use of tourism partners, namely travel agents, in carrying out promotions (Enggar, et al., 2023). Tourism branding can be done by utilizing existing social media such as Instagram, Tiktok, Youtube, and Facebook. Social media is expected able to reach local and foreign tourists, by disseminating information regarding existing tourism so that the wheels of the local community's economy come back to life (Faiqurohman et al., 2022). When compared with several countries in Asia such as China, Vietnam, Thailand. In China, increase idle tax according to actual idle housing, and optimize the land integration method by improving the laws and regulations on land circulation and collective economic property rights, to create a healthy environment for rural tourism development (Rauf et al., 2022). in another part, local governments promote and educate villagers through local crafts and historical stories to achieve lower costs, improve villagers' spare time skills, increase general income, and pass on and transmit culture (Wang, 2023). In Vietnam, the Vietnamese tourism sector has seen continuously robust growth over the period 2010-2019 thanks to increasing tourism demand, strong investments, healthy government support and rising incomes in key developed and emerging source markets. The COVID-19 pandemic ruined tourism growth as the industry has been suffering exceptionally new lows due to border closure, investment constraints and a poor macroeconomic outlook (Le Quyen et al., 2022). In Thailand, Other supplementary actions involve government financial support, business compensation, early vaccination, reduction of agricultural debt, and increasing agricultural product value (Sann et al., 2023).

3. Methodology

This research use descriptive qualitative approach (Creswell, 2014), through field visits by conducting observations and also in-depth interviews with government parties, both the central government (Ministry of Villages and the Ministry of Tourism and Creative Economy), and the provincial government of Jogjakarta and Gunung Kidul Regency. The research locations chosen were representative villages in accordance with the Tourism Village classification of the District Tourism Office. Gunung Kidul, with the following **Table 3** details:

Table 3. Number of village samples.

No	Category	Amount
1	Tourism Maju Village	2
2	Tourism Berkembang Village	1
3	Tourism Tumbuh Village	1
4	Tourism Layak Jual Village	1

Source: Author data analysis.

Before carrying out the analysis, data reduction was first carried out as a result of in-depth interviews, FGDs and field observations. Data reduction is carried out by selecting the data obtained, so that it is relevant to the focus or substance, targets and objectives of the research. The selected qualitative data will be analyzed and described to answer research problems. Conclusions are drawn to clearly answer the research questions and various existing assumptions. From the conclusions made, the results of this research provide recommendations for responding to the objectives and benefits of research so that the impact of tourism village innovation can support poverty alleviation. previously in a previous article stated the same thing but there was no consistency in the statement that tourism management in villages is the main source of income for rural areas (Buakhao et al., 2023; Hasan et al., 2023; Lidona Aprilani et al., 2023; Rahayu et al., 2023). The following are the steps taken by researchers in conducting research, presented in the **Figure 1** below:

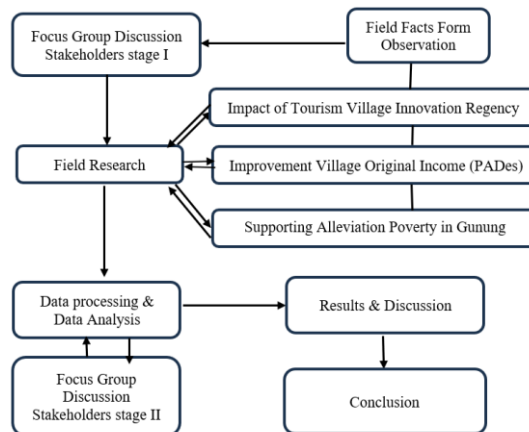


Figure 1. Research flow.

4. Results and discussion

1) Nglanggeran Village has tourist destinations in the form of: a) Ancient Volcano (GAP); b) Reservoir; c) Kedung Kandang; and d) Pitu Village. Tourism is managed one-stop by BUMDES. Lodging facilities in the Nglanggeran tourist area are 84 home stays with a rate of Rupiah (Rp.) for foreign tourists of IDR. 175,000/night, while for local tourists Rp. 90,000/night and get 2 meals plus entrance ticket to Ancient Volcano. Other facilities include Jeep vehicles for tracking 7 Jeeps owned by 7 people. The number of employees involved in managing village tourism is 154 people, consisting of guides, resource persons, 265 people who are directly involved, including home stay owners. The tour packages available can be individual or group, such as outbound groups or study tour groups. Study tour package costs Rp. 285,000/package, and resource persons and tour guides are provided according to the material requested. Furthermore, the packages available are: (1) Sunrice package; (2) Education package; (3) Outbound packages; (4) Adventure package; and (5) tracking packages. The distribution of home stays is in accordance with the SOP and there is a mandatory savings program of IDR. 10,000 accept guests. Apart from that, home stay owners receive credit assistance from BUMDES with the guarantee of a land certificate. Loan repayments are made in installments according to the income earned by the home stay owner without interest because the interest on BI's Bumi Griya Finance program loans is borne by BUMDES.

The impact of the existence of a tourist village on increasing employee income is in the form of additional income to meet daily living needs. Also, the impact on reducing poor people is that in 2022 as many as 111 poor people from 23 RTs will be given assistance in the form of BLT. Of the 111 people, only 23 will be poor. The income of the Nglanggeran tourist village is Rp. 1,300,000,000 which is managed by BUMDES, and contributes to the APBDes amounting to Rp. 100,000,000. In the development of tourist villages in Nglanggeran village so far there has been no guidance and supervision from the central, provincial and district governments. Meanwhile, funding assistance for tourism development was obtained from the Ministry of Village amounting to Rp. 20,000,000/village. Apart from managing several tourist village areas, BUMDES also manages MSME-based business tourism, namely Griya Coklat. The Griya Coklat business management consists of 1 farmer group association consisting of 5 farmer groups. To meet industrial needs, Griya Chocolate has received assistance from 5000 chocolate seedlings. The number of employees involved in managing the Griya Coklat industry is 25 people, of which 16 people are given a fixed salary of Rp. 800,000–1,000,000 and SHU, while 9 people are given incentives in the form of SHU which is given annually in the amount of IDR 500,000.

2) Pilangrejo Tourism Village, Sriten District, is a pioneering tourist village located in Kapanewon Sriten, which has natural tourism potential in the form of reservoirs and panoramas of the highest mountains in Yogyakarta. This tourist attraction has not been touched by various innovations. However, paragliding events have been held several times, including local and international participants from 40 countries. Tourists visiting this tourist attraction are still relatively limited, because the infrastructure is inadequate. This is because tourism managers only receive assistance

from the Gunung Kidul Regency.

Tourism Village, based on the definition of the words village and tourism above, a Tourism Village can be defined as a village area in which both the village government and the community develop local tourism together for the welfare of the community. The concept of a tourist village is basically an implementation of the concept of a tourist area as outlined in Law no. 10 of 2009, that a tourist area is an area that has the main function of tourism or has the potential for tourism development which has an important influence in one or more aspects, such as economic, social and cultural growth, empowerment of natural resources, environmental carrying capacity, and defense. and security. Government amounting to 25% of the gross income of the tourist attraction in question. So tourism managers have difficulty developing other supporting tourism packages. To manage the embung tourist attraction, only officers are appointed to collect levies by the Gunung Kidul Regency Government which are charged to visiting tourists. Pilangrejo village has the potential for a home industry in the form of high quality brown sugar that can be developed by local MSMEs as souvenirs for tourists visiting the Sriten tourist attraction. The results of the interview with the Head of Sriten Subdistrict are plans to develop a tourist area in the form of coffee, clove and coconut plantations in accordance with the type and contour of the land owned by Pilangrejo village. Currently the accommodation facilities available are in the form of home stays which are managed and quoted directly by each owner.

3) Tepus Tourism Village is a Tourism Village in Madani Tepus Village (Dewi Kampus) is a Tourism Village located in Tepus Village, Gunungkidul Regency. Dewi Kampus offers culture-based tour packages. Tourists will be invited to tour the village by visiting various natural and artificial tourism potentials. Various cultural attractions include Jatilan Art, Dance, Karawitan and Reog Art. All cultural attractions are packaged in the Tepus Yogyakarta Arts Festival (FKTY) which is held every year. Apart from that, the geographical location that borders the South Coast means that Dewi Kampus is able to offer the “Virgin Beach” tour to tourists who visit using Jeep transportation. Tepus Village has BUMDES which has two business units: (a) Trade and (b) Tourism Village. Trading businesses include payments for electricity tokens, clean water, rental of party equipment and savings and loan businesses as well as markets with all levies. Meanwhile, the Tourism Village consists of: (a) The Beach Tourism Village has 36 members; (b) Perak and Copper Tourism Village with 120 members; (c) Ketela Tourism Village has 60 members; and (d) Batik Tourism Village has 18 members.

a. Beach Tourism Group, Tepus Village has 3 beach tourist destinations, namely: (1) Wader Beach; (2) Wathuk Beach; and (3) Indrayanti Beach. Of the 3 beach tours, 172 people are employed from local workers. Of the 3 beach tours, approximately 100 tourists visit the beach per day with an entrance ticket of IDR 10,000 per person. Thus, the income obtained is Rp. 1,000,000/day, except for Saturdays and Sundays, the number of visitors increases compared to normal days. The impact of the beach tourist attraction increases income for workers. Apart from that, it reduces rural communities migrating to cities or other areas. Ownership of motorized vehicles and livestock has increased, as well as proper and permanent renovation of residential homes.

b. Silver and Copper Crafts Group, the silver and copper craft tourist village absorbs a workforce of 120 people who are accommodated in the form of the Surya

Silver Business. The products from silver and copper crafts are in the form of miniatures and accessories. Miniatures of Borobudur, motorbikes, four-wheeled vehicles and various miniature buildings. Surya Silver products have received intellectual property rights (Haki) and their marketing has reached overseas (export) to various countries. The impact of the existence of Surya Silver silver craftsmen is increasing income for workers. Apart from that, it reduces village people migrating to cities or other areas, even those who previously worked in Kota Gede now work in their own villages.

The silver crafts workers at Surya Silver earn an income of between Rp. 1,500,000–2,000,000/month. Apart from working in silver and copper crafts, they still have a side business of farming and raising livestock. Contribution to Village Original Income in 2022 is IDR. 3,500,000 and in 2023 until August it will be IDR. 7,500,000. Other village income is Village Fund Rp. 1,600,000,000 Village Fund Allocation (ADD) Rp. 1,000,000,000 and the Yogyakarta Special Fund amounting to Rp. 700,000,000. However, the ADD funds were used up to pay the salaries of 33 employees.

c. Batik Industry Group, there is a batik industry center in the form of written, printed and mixed batik with sea animal motifs in the form of fish, crabs and lobsters, as well as lumping horses. Batik raw materials are obtained from Yogyakarta. Batik products are marketed to Yogyakarta, Tangerang and Malang. The batik industry employs 18 groups consisting of 130 craftsmen. The selling price for batik is between Rp. 250,000–400,000 depending on the type of material and motif. The impact of the batik industry increases workers' income. Apart from that, it reduces rural communities migrating to cities or other areas. The turnover obtained from the craftsmen group was Rp. 1,500,000–3,000,000.

d. Pertiwi Farming Women's Group, Pakel Hamlet, Tepus Village, has a Pertiwi Women's Farmers Group business which processes cassava/cassava into products such as tiwul, pathilo, opak, rengginang, alat, gethuk. This business absorbs 30 groups of heads of families. In a day, we consume 1.5 quintals of cassava as raw materials at a price per kilogram of Rp. 5000. Monthly income of Rp. 5,000,000 with marketing coverage both online and offline reaching as far as Malaysia.

4) Bejiharjo Karangmojo Tourism Village, Bejiharjo Tourism Village is a village located in Karangmojo, Gunung Kidul, Yogyakarta, Indonesia. This village has a variety of topography, including rice fields, rivers, caves and mountains. This village is famous for its natural attractions, including Goa Pindul which is famous for cave tubing. Apart from natural attractions, this village also offers cultural and educational tourism. This village has a Tourism Awareness Group (Pokdarwis) called "Dewa Bejo," which manages tourism activities in the village. This village offers various educational tour packages, such as fish cultivation, eucalyptus oil distillation, and making blangkon (traditional Javanese hats).

This village has a total area of 2200 hectares, consisting of 20 hamlets, with a quarter of the area being state forest. This village was recognized as the best tourist village by the Ministry of Tourism and Creative Economy in 2012. The tourism development of this village is managed by the local community, and the income generated from tourism activities is used for community development.

a. Pindul Cave Destination, Pindul Cave is one of the tourist destinations in

Bejihardjo. Pindul Cave was discovered by local people and it is not known exactly when it was formed. However, legend says that Goa Pindul was discovered by Ki Juru Mertani and Ki Ageng Pemanahan who were sent by Panembahan Senopati to find a place of refuge from enemy attacks. They found Goa Pindul and used it as a place of refuge.

The rediscovery of Pindul Cave occurred when the community was clearing the hilly area of weeds and large trees. They found water sources like rivers and tunnels. When the cave-like tunnel was cleaned, it turned out to be quite long. This is where the community group agreed to manage this discovered cave. Apart from that, there is a Chinese house above Pindul Cave. The house was built by a resident of Chinese descent who lived around Pindul Cave. The house was built in 2012 and has become one of the tourist attractions in the Bejiharjo Tourism Village.

In managing Pindul Cave, the management group consisting of local communities is responsible for the management, maintenance and development of Pindul Cave. They are also responsible for visitor safety and maintaining a clean environment. The Pindul Cave management group is “Pokdarwis Dewa Bejo” and offers several tour packages, including Pindul Cave cave tubing, Oya River rafting, and educational tours.

To enter Pindul Cave, visitors must pay 10 thousand rupiah per person. Inside the cave, there are stalactites that must be avoided using tires. Visitors can use used tires or new tires provided by the operator. Apart from that, there are also head guards provided for visitors. Pindul Cave only operates until 5 pm and there is no lighting in the cave. Apart from that, visitors must also bring a caretaker for security.

The Bejiharjo Village Tourism Awareness Group (Pokdarwis) manages several attractive and affordable tour packages. Tour package prices at Pindul Cave vary depending on the type of package, number of participants, and tour package provider. They collaborate with other Pokdarwis around Jogja and even with tourism providers who pass through Pindul Cave as one of their destinations. The following is a table of tour packages offered by Pokdarwis Bejiharjo Village and their prices (**Table 4**):

Table 4. Bejiharjo village Pokdarwis tour package.

No.	Tour Packages	Price	Package Details
1	Packages A	Rp 140.000 per person	Pindu Cavel, Body Rafting River Oyo, Gelatik Cave/Cristal Cave
2	Packages B	Rp 110.000 per person	Cave Pindul, Body Rafting River Oyo, Welcome drink
3	Packages Tanding Cave	Rp 150.000 per person	Tanding Cave, Body Rafting River Oyo, Welcome drink
4	Packages cristal cave	Rp 40.000 per person	Cristal Cave, Welcome drink
5	Packages Offroad Tourism	Rp 450.000 per jeep	Offroad, Pindul Cave, Body Rafting RiverOyo, Welcome drink

Source: Researcher data analysis.

The management of Pindul Cave has been involved in legal issues related to the use of water resources without permits faced by tourism operators. After the problem was resolved, the land previously used for extracting water resources without permission was then released and managed by the tourism office with the consequence that there must be PAD. The results of this tourism management become additional income for the village. Where Village Original Income (PADes) is ultimately reused for community welfare. Original Village Income (PADes) obtained from tourism in

the Bejiharjo Tourism Village is used for local community development. This income is also used to maintain environmental cleanliness and maintain tourist destinations.

b. Educational Tourism Destinations and EduPark, Bejiharjo Tourism Village offers a variety of educational tours that are interesting and useful for visitors. Such as catfish cultivation where visitors can learn about catfish cultivation on a household scale in the Bejiharjo Tourism Village. Apart from that, there is also a eucalyptus oil distillery where visitors can see the process of refining eucalyptus oil, which is one of the superior products of the Bejiharjo Tourism Village. There is also a center for making blangkon. Blangkon is a typical Javanese hat made from batik cloth. Here, visitors can see the process of making blangkon directly at the Bejiharjo Tourism Village.

Another educational tour is the Jendral Soedirman route trail, where visitors can follow the Jendral Soedirman route trail which passes through the Bejiharjo Tourism Village. Apart from that, visitors can also enjoy art performances such as Wayang beber Mangujoyo which is a traditional Javanese cultural art, learn about the Doger dance or traditional Javanese dance which is usually performed at weddings. Apart from that, learn about the Gejog Lesung dance, which is a traditional Javanese dance that depicts the activity of whitening rice with a mortar.

Another new educational tourism destination is Edu Park, which was built and developed by Bejohardjo Village. Edu Park is a new educational tourist attraction in the Bejiharjo Tourism Village which offers various kinds of educational activities, such as learning about agriculture, animal husbandry and the environment. Edu Park is an educational tour that is interesting and useful for visitors, especially children who can learn about agriculture, animal husbandry and the environment. Apart from that, Edu Park also offers complete facilities for visitor comfort. The following are activities that can be done at Edu Park:

- a) Learn about agriculture, namely visitors can learn about agriculture, such as growing rice, vegetables and fruit. Visitors can see firsthand the process of planting and caring for plants from local farmers.
- b) Learn about animal husbandry, namely visitors can learn about animal husbandry, such as raising cows, goats and chickens. Visitors can see firsthand the process of raising animals from local breeders.
- c) Learn about the environment, namely visitors can learn about the environment, such as waste processing and reforestation. Visitors can see firsthand the waste processing and greening processes of local environmental managers.
- d) Playing in the children's play area, namely Edu Park, also provides a safe and comfortable children's play area for children. Children can play while learning about agriculture, animal husbandry and the environment.
- e) Enjoy food and drinks typical of the Bejiharjo Tourism Village, namely Edu Park, which also provides food stalls that serve food and drinks typical of the Bejiharjo Tourism Village. Visitors can enjoy food and drinks while enjoying the beautiful and cool atmosphere of Edu Park. Visitor traffic at Edu Park usually increases during school holidays, weekends and big holidays such as Eid. Apart from that, Edu Park is also often a place for socialization and educational activities, such as Geopark socialization.

5) Bleberan Tourism Village, Bleberan Village is in Playen District - Regency: Gunungkidul has several tourist destinations such as Rancang Kencana Cave and Sri Gethuk Waterfall. This tourism destination is managed through BUMDES (Village-Owned Enterprises). Apart from that, Bleberan Village is actively developing Mushroom educational tourism to meet the needs of the local community and the province of Jogjakarta. The mushroom cultivation was established together with Bleberan village residents with the Saemaul Foundation, Gyeonhsangbuk-Do Province, South Korea through a grant from the Saemaul Mushroom Center Bleberan business fund. which will also be managed by BUMDES.

a. Goa Rancang Kencana and Sri Gethuk Waterfall Destinations.

This village is famous for its natural beauty, including the Sri Gethuk waterfall and a cave called Gua Rancang Kencono. The Rancang Kencana Cave and Sri Gethuk Waterfall destinations are in the same Sri Gethuk tourist village complex which is located in Bleberan Village. This tourist destination is managed by BUMDES (Village-Owned Enterprise) as its business unit. Apart from that, BUMDES Bleberan Village also has a clean water management business unit to serve the local community. Rancang Kencono Cave was used by the Mataram Warriors in the past as a place of shelter and strategy.

The name “Rancang Kencono” means “designing gold” or “designing something valuable” in Javanese, reflecting the importance of the cave to Laskar Mataram. In the new era, the cave was used for cultural events and even as a film shooting location. In 2010, Rancang Kencono Cave was registered as a tourist village and became a popular destination, with thousands of visitors per month in 2015. However, this destination experienced a decline in visitors due to the COVID-19 pandemic and floods in 2017.

Sri Gethuk Waterfall is located between Gunung Kidul Regency and Bantul Regency. is wrong. Sri Gethuk Waterfall is around 25 meters high with 3-5 waterfalls depending on the season. The water, which never dries up, does not fall to create a pool but immediately crawls over the neat limestone rocks on the river bank. Sri Gethuk Waterfall is also known as Slempret Waterfall. The name Slempret itself comes from a legend in Bleberan Village. According to the story that has developed in the community, Sri Gethuk waterfall is a gathering location for genies. There is a myth that has developed in society about the origin of the name Sri Gethuk Waterfall which is attached to this beautiful tourist attraction. The existence of Sri Gethuk Waterfall cannot be separated from the story in Bleberan Village. In 2017, Sri Gethuk Waterfall experienced quite severe flooding and caused significant damage. Includes a boat dock and floats 3 existing boats. Apart from that, tourist facilities and food stalls were also washed away. Despite this, tourists still came to Sri Gethuk Waterfall after the flood.

Revenue from tourism has increased year on year, but fluctuates due to various factors such as natural disasters and pandemics. The number of visitors to Rancang Kencono Cave and Sri Gethuk Waterfall in Bleberan Village fluctuates from year to year. In 2015-2016, this destination experienced its peak with the number of visitors reaching thousands of people per month. However, in 2017, this destination experienced a decline in visitors due to floods which damaged the facilities and infrastructure that had been built by the village government through BUMDES. In 2018–2019, this destination experienced a decline in visitors due to the COVID-19

pandemic.

Management of this tourist destination includes maintenance and repair of infrastructure and facilities, as well as promotions to attract visitors. In 2022, its income will be around 30 million rupiah per year, with 80 employees and 60 traders. This destination is managed by BUMDES (Village-Owned Enterprise) and has a clean water supply system that serves the local community. The search results do not provide information about rates for visiting Sri Gethuk. Natural tourism that is more varied and protects the environment provides many benefits and supports income for the village (Anrianti, 2022; Gupta et al., 2023; Vu et al., 2024).

Increasing income in Bleberan Sri Gethuk Village has had several positive impacts on the local community, including: (a) Job opportunities: The tourism industry in Bleberan Sri Gethuk Village involves 80 employees and 60 traders. Income from tourism can provide employment opportunities for local communities, which can help reduce poverty and improve living standards. (b) Infrastructure development: Income from tourism can be used to build and maintain infrastructure and facilities in villages, such as roads, bridges and public facilities. This can improve the quality of life of local people and attract more visitors to tourist destinations. (c) Community development: Income from tourism can be used to support community development programs, such as education, health and social welfare. This can help improve the welfare of local communities and create a more sustainable tourism industry. (d) Environmental conservation: Income from tourism can be used to support environmental conservation programs, such as reforestation, waste management and biodiversity conservation. This can help preserve the natural beauty of the destination and attract more eco-friendly tourists.

b. Potential of Mushroom educational tourism.

BUMDES (Village-Owned Enterprises) manage other businesses, including mushroom cultivation, which can contribute to poverty alleviation. Several families in Bleberan village cultivate mushrooms independently. The type of mushroom cultivated in Bleberan Sri Gethuk Village is not explicitly stated. Mushroom cultivation can be done on a small scale at home or on a large scale in a factory. Planting media commonly used in mushroom cultivation are sawdust, rice bran, lime and flour drops. Mushroom cultivation can also provide economic benefits for farmers and mushroom producers. The selling price of mushrooms varies depending on the type and quality. The mushroom cultivation center as a result of a grant from South Korea, which began operating in January 2022, employs 8 people. workers are responsible for the daily operations of mushroom cultivation, including planting mushroom seeds, maintaining the growth environment, monitoring growth progress, and harvesting mature mushrooms.

They are also responsible for cleaning and sterilizing equipment and facilities, as well as ensuring the quality and safety of the mushrooms harvested. The Mushroom Cultivation Center produces mushroom media which is then sold to Mushroom Farmers to produce mushrooms whose results will be sold to the community and improve community welfare. This mushroom media is distributed around Bleberan Village and other villages around Gunung Kidul. It was even developed in Nanggulan-Klaten. Mushrooms are one type of plant that can be cultivated. Mushroom cultivation can be done indoors or outdoors, depending on the type of mushroom being cultivated.

Based on information from the manager of the mushroom cultivation center, there are several things that need to be considered when cultivating mushrooms, namely selecting the type of mushroom to be cultivated; Preparation of planting media to be used; Sterilize the planting medium to avoid the growth of wild fungi; Planting mushroom seeds; Providing proper nutrition and care; Pest and disease control; Harvesting ripe mushrooms

The harvested mushrooms are sold to local farmers in the Gunung Kidul and Nanggulan areas at varying prices depending on the quality and demand for the mushrooms. In general, the price of mushrooms on the market can range from IDR 10,000 to IDR 50,000 per kilogram, depending on the type and quality of mushrooms. Therefore, it can be assumed that the price of mushrooms produced from mushroom cultivation can compete with market prices, or even higher if the quality is better.

Mushroom cultivation has a positive impact on local communities, especially in terms of providing jobs for local workers. Mushroom cultivation can help reduce the unemployment rate in the area. Apart from that, the mushroom harvest is sold to local farmers in the Gunung Kidul and Nanggulan areas. Mushroom cultivation can also be a source of nutritious food for local communities, because mushrooms are a good source of protein, vitamins and minerals. In the scientific world, this tourism is called mycotourism. Overall, mushroom production in the area can have a positive impact on the local economy by creating jobs, generating income, and providing a nutritious food source for the community. Supporting mycological tourism will help the development of rural areas and bring physical, mental, social, educational, and nutritional benefits to residents and tourists (Jalinik et al., 2024; Lin et al., 2023; Latorre et al., 2023; Suazo and Viana-Lora, 2022).

Mushroom production in the area can help improve the local economy in several ways, including: (a) Employment opportunities: Mushroom cultivation employs 8 workers which can help reduce the unemployment rate in the area and provide a source of income for workers and their families. (b) Sales to local farmers: Harvested mushrooms are sold to local farmers in the Gunung Kidul and Nanggulan areas who can contribute to the local economy. (c) Source of nutritious food: Mushrooms are a good source of protein, vitamins and minerals, and can be a source of nutritious food for local communities. (d). Increased demand for raw materials: Mushroom cultivation requires raw materials such as sawdust, rice husks, and lime, which can create demand for these materials and benefit local suppliers.

5. Conclusion

Implementation of tourism village innovation is stagnant, so it cannot provide an optimal contribution to Village Original Income. This is due to a lack of government policy support and community participation. The implementation of tourism village innovation in Gunung Kidul Regency is not sustainable, this is because there are no new tourist destinations and a lack of tourism attractions such as: cultural tourism, natural tourism, marine tourism, nature exploration tourism. Tourism village innovation in Gunung Kidul Regency has increased the income of the tourist village community, but has not significantly reduced the poverty level. Tourism villages have an impact on PADes revenues, but have not made a significant contribution because

BUMDES has not yet made the tourism sector a superior business unit. So that the tourism sector is mostly managed by Tourism Awareness Groups (Pokdarwis) and tourism agents.

Gunung Kidul Regency, located in the southern part of Yogyakarta, Indonesia, is known for its stunning natural landscapes, including beaches, caves, and limestone hills. Despite its natural beauty and potential for tourism, the region faces challenges such as poverty and the need for sustainable economic development. One innovative approach to address these issues is the development of Tourism Village Innovation through the Improvement of Village Original Income (PADes). In the future there will be more challenges, because villages must have concepts that bring opportunities and benefits for the prosperity of their villages. So the steps that must be prepared and implemented are: (a) Community Empowerment and Capacity Building, Provide training and workshops for local villagers on hospitality, tourism management, and sustainable practices. Encourage the formation of cooperatives or community-based tourism enterprises to ensure collective benefits and shared responsibilities. (b) Cultural and Heritage Preservation, Promote and preserve local traditions, crafts, and cultural heritage as unique selling points for tourism.

Develop cultural tourism packages that include performances, workshops, and demonstrations of local arts and crafts. (c) Eco-Tourism and Adventure Activities, develop eco-friendly adventure tourism activities such as caving, trekking, and forest watching, which can attract nature enthusiasts. Implement strict environmental conservation measures to protect the natural beauty and biodiversity of the region. (d) Agritourism and Culinary Experiences, promote local agriculture by offering farm visits, organic farming experiences, and culinary workshops. Highlight local cuisine and organic produce to attract food tourists and support local farmers. (e) Infrastructure Development, improve transportation links to remote areas to make them more accessible to tourists. Develop basic tourism infrastructure such as clean restrooms, signage, and information centers. (f) Digital Marketing and Promotion, utilize social media and digital platforms to promote the tourism village and its attractions. Collaborate with travel bloggers and influencers to reach a wider audience. (g) Sustainable Practices, implement sustainable tourism practices to ensure the long-term viability of the tourism industry. Encourage the use of renewable energy sources, waste management, and water conservation in tourism operations. (h) Public-Private Partnerships, Foster partnerships between the local government, private sector, and NGOs to invest in tourism development. Attract investors for the development of eco-resorts, homestays, and other tourism facilities. (i) Education and Awareness, educate local communities about the benefits of sustainable tourism and the importance of preserving their environment. Raise awareness among tourists about responsible travel practices. (j) Monitoring and Evaluation, establish a system for monitoring the impact of tourism on the local economy, environment, and community. Regularly evaluate and adjust strategies based on feedback and outcomes to ensure continuous improvement.

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