

The Role of Human Resources in the Development of Wukirsari Tourism Village

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Abstract.

Wukirsari Tourism Village is a progressive tourism village that has received international recognition. This tourism village is able to absorb labour from the surrounding community, which has significant economic potential. However, the size of the tourism village does not always align with the ease of providing jobs or the interest of the younger generation in filling positions that require specialised knowledge and sufficient experience. Some suggestions include developing and diversifying businesses to enhance the fiscal capacity of the tourism village, enabling it to generate profits and provide greater benefits to its employees. Training for skill development, such as marketing strategies and financial management, is crucial for seeking more profitable and sustainable businesses. The government's role is also essential; without well-thought-out policies, tourism management will not yield optimal results in the long term.

Keywords: *Tourism Village, human resources,*

I. INTRODUCTION

The tourism sector is growing rapidly in Yogyakarta and its surrounding areas. (Maryani, 2021). Tourism is an activity undertaken by individuals or groups of people to visit a particular place for a limited period of time, with the hope that the place visited will provide peace of mind. (Tati Haryati & A. Gafar Hidayat, 2019). Tourism plays an important role in economic and social development, regional income, increasing employment opportunities and reducing poverty. (Prayoga et al., 2024; Puspitasari & Matfuqin, 2024; Ramukumba, 2024). Further studies in Saudi Arabia have shown that rural tourism can significantly reduce unemployment and develop human resources. (Hassan et al., 2022). Research by Yang et al., (2021) in China shows that tourism growth also opens up job opportunities and skills development for local human resources.

Human resources also play a role in tourism development. Without appropriate government policies and human resource development, tourism planning may not be optimised in the long term (Setiawan et al., 2020). A study of tourism management on islands in eastern Indonesia shows that human resource development influences destination management through adaptation and speed of innovation (Tandilino, 2024). Empowering human resources through training and development can

increase job satisfaction, creativity, and operational efficiency in sustainable tourism (Ardahaey & Nabilou, 2012). Strategic human resource planning, talent recruitment, training, and retention can be key to improving service quality, competitiveness, and the cultural contribution of the destination. (Wardhana et al., 2024).

The number of tourist villages continues to increase. In 2021, there were 1,831 tourist villages, rising to 6,016 in 2024 (Geni & Lisnawati, 2025). Wukirsari Tourism Village is one of the tourist areas in Bantul Regency in the Special Region of Yogyakarta Province. Since 2007, this village has focused on developing educational tourism and eco-tourism (Kemenkraft, 2023). The location of Wukirsari Village is very close to the traditions of the Yogyakarta Royal Family because there are tombs of kings who once ruled during the Islamic Mataram period, namely the Imogiri Tombs (DIY, 2022). At first, the tomb attracted tourists to visit Wukirsari Village. Over time, Wukirsari Village saw the potential for tourism that could be developed to boost the economy of the local community, especially those directly involved in managing the tourist village (Maryani, 2021). Wukirsari Tourism Village has achieved international recognition, such as being named one of the 55 Best Tourism Villages in the World for 2024 by the UNWTO (Kabupaten Bantul, 2024).

Year	Number of Visits Tourists
2019	298,371
2020	9,083
2021	3,552
2022	24,533
2023	40,652

Sumber: (Kemenkraft, 2023)

The number of tourist visits to Wukirsai Village tends to increase, except during the Covid-19 pandemic due to external factors such as travel restrictions and restrictions on mass activities. However, a number of universities and the government are providing assistance so that the tourist village can recover quickly (Utomo et al., 2022). The end of the pandemic and strong synergy between institutions helped revive visits to this tourist village. The edu-tourism programme attracted students to visit the village. The success of Wukirsari Village in managing its tourist village attracted residents from other villages to come and observe it as a benchmark for developing their own tourist villages.

The development of Wukirsari Tourism Village has also had an impact on employment and local economic growth (Maryani, 2021). Human resources not only play a role as labour but also as agents that influence environmental, social and economic sustainability (Wirdayanti et al., 2024). In addition, human resource development is seen as an integral part of the management strategy for tourist villages and is a major challenge for rural tourism in developing countries (Rosalina et al., 2023).

The results of the above study show the important role of human resources and tourism village development. Based on observations, it is known that Wukirsari Tourism Village faces challenges in terms of the availability of human resources for management. The size of the tourism village business is a hindering factor for the younger generation to join in management because the heavy workload is considered disproportionate to the benefits obtained.

II. METHODS

The community service was conducted in Wukirsari Village, Bantul Regency, Special Region of Yogyakarta Province. The activity took place over a week in May 2025. This study used a qualitative approach with data description in its analysis. Data was obtained through observation, interviews, and literature study. Interviews were conducted with various parties, including business operators, local government officials, tourists, and universities. The selection of interview respondents aimed to obtain a comprehensive understanding and input for addressing the challenges faced by Wukirsari Tourism Village, as it involves multiple stakeholders. The community service activity was conducted in May 2025. Data collection was conducted through observation and interviews with various parties, including residents, tourism village entrepreneurs, village government officials, and universities. The purpose of involving various parties was to obtain comprehensive data and input for problem-solving that aligns with the problem map of Wukirsari Tourism Village.

III. RESULT AND DISCUSSION

Wukirsari Village has at least seven businesses supporting the tourist village. Some of the business developments include: (1) Giriloyo Batik, produced by local batik artisans using the distinctive Sirgunggu Wiguna motif, which holds a copyright. This motif symbolises the Sirgunggu plant, which has practical uses; (2) “Women Farmers’ Group,” a platform for local village women to process agricultural products into value-added items such as jam, snacks, and packaged light meals. (3) Herbal gurah tea, renowned for its popularity as an alternative treatment for eye conditions; (4) Knitting crafts, a thriving village SME producing knitted products such as scarves, hats, bags, blankets, shoes, and more; (5) Wayang crafts, where artisans create small-scale wayang decorations sold as souvenirs; (6) Production of Wedang Uwuh tea, which contains various medicinal leaves and wood beneficial for health; and (7) bamboo crafts, products such as handmade items and souvenirs made from bamboo, which can be used as decorations or household tools.



The prominence of Wukirsari Tourism Village has not received a positive response from the younger generation, who are more tech-savvy and academically inclined. This was revealed in interviews with village officials, who mentioned difficulties in filling positions and ensuring regeneration. One reason cited was that managing Wukirsari Tourism Village is quite complex, yet

the benefits received by employees are inadequate. The lack of benefits for employees may be due to minimal profits.

Several studies in the country have sought to find solutions to problems similar to those faced by Wukirari Tourism Village. Research conducted in Kerala, India, found that human resource training and professional certification schemes can provide long-term benefits by increasing the salaries of tourism village managers (Kokkranikal & Baum, 2002). In addition, income diversification and local industry integration can generate increased income, thereby providing greater ability to pay workers more decent wages in China (He et al., 2022).



Human resources in the management of Wukirsari Tourism Village are supported by the surrounding community. The Wukirsari Village Government has prepared human resources in the form of training focused on developing profitable and sustainable business units. The training is guided by experts in the fields of marketing strategy, financial management, and market analysis (Kalurahan Wukirsari, 2024). This initiative aims to optimise business potential and improve the welfare of the local community.

IV. CONCLUSION

Wukirsari Tourism Village is the best tourism village with international achievements, having developed its business into seven ventures. The development of tourism village businesses requires the support of strong human resources, involving local residents, village institutions, the government, and universities. The scale of tourism village businesses is a barrier for young people to join in management, as the heavy workload is perceived as disproportionate to the benefits gained. Human resource training programmes and professional certification can provide long-term benefits by increasing the salaries of tourism village managers. Additionally, diversifying income streams and integrating local industries can generate higher revenues, thereby enhancing the ability to pay workers more fairly.

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