

Original scientific article

TOURISM VILLAGE PLANNING BASED ON ACTIVITY ZONING AND STAKEHOLDER PARTICIPATION

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ABSTRACT

Tourism has become a major driver of economic growth and community development in rural areas globally. Anggoro Village, Konawe Regency, Southeast Sulawesi, boasts high natural and cultural potential, including two lakes, a camping area, rice fields, and an agritourism zone, yet tourist visits remain low. This study aims to design a development plan for Anggoro Tourism Village through a stakeholder-based approach, integrating tourism zone planning, supporting facilities, and community engagement. The research method includes primary data collection through physical observation, focused interviews, and small group discussions, as well as secondary data in the form of Natural Tourism Attraction Guidelines, tourism village assistance documents, and academic literature. The analysis was conducted using institutional concept triangulation and the pentahelix model to identify institutional capacity gaps and map stakeholder roles. The results show the division of tourism zones into three blocks: the lake zone, the camping zone, and the agritourism zone, supported by facilities such as parking, fountains, gardens, observation towers, livestock areas, and places of worship. Collaboration between the village community, the Anggoro Village-Owned Enterprise (BUMDes), and the Konawe Regency Tourism Office has proven crucial in education, training, promotion, infrastructure provision, and maintenance of tourism facilities. This approach ensures participatory, sustainable tourism development that aligns with environmental, social, and economic principles, while also providing a model that can be replicated in other tourism villages in Indonesia.

Keywords: *Tourism village, stakeholder-based development, agritourism, community participation, sustainable development*

INTRODUCTION

Tourism has become a key driver of economic growth and community development in rural areas worldwide. Globally, rural and coastal villages are increasingly recognized for their potential to create sustainable livelihoods, preserve cultural heritage, and improve the well-being of local communities (Wang et al., 2025; Yusrizal et al., 2025). In recent decades, many traditional villages, including fishing villages, have faced spatial disruption, resource conflicts, and governance challenges due to industrial transformation, demographic changes, and ineffective stakeholder coordination (Fang et al., 2025).

While the benefits of tourism have been widely recognized, research indicates that the long-term success of rural tourism depends heavily on effective stakeholder engagement and the active participation of local com-

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munities. At the global level, various models of stakeholder participation, social media integration, and governance mechanisms have been studied (Spadaro et al., 2023; Siti-Nabiha & Md Saad, 2015), but there is still a gap in understanding regarding the practical implementation of these models in the Indonesian rural context, especially in villages with high natural and cultural potential but low tourism activity.

In Anggoro Village, Konawe Regency, Southeast Sulawesi, Indonesia, tourism development is still in its early stages. The village boasts unique natural resources, including two lakes, a camping area, rice paddies, and an agritourism zone. However, tourist visits are still limited and mostly come from local communities, necessitating structured planning, stakeholder coordination, and the development of supporting facilities (Handa et al., 2025; Kurniawan et al., 2025). Furthermore, the integration of several tourism zones—lake tourism, camping, and agritourism—requires attention to environmental sustainability and socio-economic benefits for the local community.

Previous research has emphasized the importance of community-based tourism (CBT) as a framework for sustainable development, focusing on community participation, cultural preservation, and socio-economic benefits (Yusrizal et al., 2025; Kartimin et al., 2023; Arismayanti et al., 2019). However, there are research gaps related to a) identification and mapping of stakeholders in tourism village development in Indonesia; b) analysis of the roles, interests, and interdependence of stakeholders in supporting tourism facilities and activities; and c) development of integrated planning strategies that can balance economic, cultural, and ecological objectives in low-activity tourism villages.

This research addresses this gap by selecting Anggoro Village as a case study, employing a stakeholder-focused approach to tourism village planning. Supporting facilities, including parking areas, fountains, parks, lighting towers, livestock areas, agritourism, and places of worship, are analyzed in relation to the roles of the village community, the Village-Owned Enterprise (BUMDes) of Anggoro Village, and the Konawe Regency Tourism Office (Handa et al., 2025). The primary objective is to maximize the tourist experience, preserve the environment, and enhance socio-economic benefits for the local community while providing a model for tourism village development that can be replicated in other rural areas.

The novelty of this research lies in the practical integration of multi-stakeholder engagement, tourism zone planning, and supporting facility design in a real-world rural context. Unlike previous studies that focused on developed tourism areas or CBT principles in general (Fang et al., 2025; Mappasomba et al., 2025; Spadaro et al., 2023), this study provides empirical evidence from low-activity tourism villages in Indonesia and presents concrete recommendations for policymakers, local governments, and tourism practitioners.

Specifically, the objectives of this study are a) to identify and map key stakeholders involved in the tourism development of Anggoro Village; b) to analyze the roles, interests, and potential conflicts between stakeholders in supporting tourism zones and facilities; and c) to design a tourism village development plan that balances environmental sustainability, community well-being, and visitor experience.

These objectives ultimately contribute to providing a practical framework for stakeholder collaboration in tourism village development. They also offer a planning model that can be replicated in other tourism villages in Indonesia and similar regions, and they also enrich the academic discourse on community-based tourism, stakeholder engagement, and sustainable rural development. By taking the research location in Anggoro Village, Konawe Regency, Southeast Sulawesi, Indonesia, this research addresses local development needs and contributes to global understanding of sustainable tourism planning in rural and coastal villages.

METHODS AND DATA

This research was conducted in Anggoro Village, Abuki District, Konawe Regency, Indonesia, which has mixed road access (asphalt and dirt) and is 85 km from the provincial capital and 19 km from the district capital. Anggoro Village was chosen because it is a priority village with significant natural potential, including lakes, camping areas, and agritourism. The research scope includes five main clusters of natural tourism village development (natural tourism attractions): accessibility, the surrounding area conditions, management, and services (institutional capacity), supporting infrastructure, and human resources. The same model was carried out by Arismayanti et al. (2019), Fafurida et al. (2023), and Yusrizal et al. (2025).

Data were collected through primary and secondary sources. Primary data were obtained through: (a) physical observations of access routes, road conditions, and tourism facilities such as accommodations, restaurants, and basic utilities; (b) observations of supporting facilities such as clean water, electricity, telecommunications, transportation, souvenir kiosks, and water-based tourist attractions; (c) focused interviews with local institutions to understand organizational structures, tourism planning, resource utilization control, operational readiness, and institutional commitment; (d) small group discussions (serasehan) to explore community support and participation in tourism activities; and (e) assessments of community perceptions of openness to innovation and social support (Boronyak, 2010; Hasddin, 2021; Mappasomba et al., 2025; Spadaro et al., 2023).

Secondary data includes guidelines for natural tourism attractions, village tourism assistance documents, development study reports, and academic literature related to policies, institutional frameworks, community empowerment, and village tourism evaluation (Cooper et al., 2008; Sudibya, 2018; Handa et al., 2025). The analysis was conducted using institutional concept triangulation and the pentahelix model to interpret institutional capacity gaps and strengthen the validity of the research findings (Hasddin et al., 2022; Fang et al., 2025; Kurniawan et al., 2025).

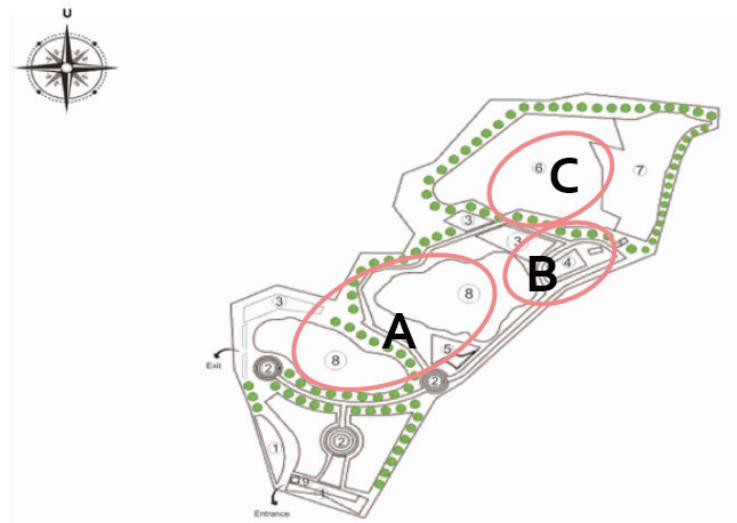
Data were analyzed to identify potential tourism zones, supporting facilities, and stakeholder roles. This analysis integrated spatial and participatory planning methods, enabling the design of block-based tourism zones, including lakes, camping areas, and agritourism (Li et al., 2008; Yusrizal et al., 2025). The stakeholder analysis focused on the roles and synergies between village communities, the Village-Owned Enterprise (BUM-Des Anggoro), and the Konawe Regency Tourism and Culture Office in supporting tourism village development (Siti-Nabiha & Md Saad, 2015; Kartimin et al., 2023; Wang et al., 2025). This approach ensured that the planning of supporting facilities (parking, fountains, parks, camping areas, observation towers, agritourism areas, live-stock, lakes/fishing areas, and places of worship) and main attractions aligned with community involvement, institutional capacity, and sustainable development principles.

This methodology allows for a clear link between data collection and tourism planning outcomes. Community observations and input inform the determination of tourism zones and the placement of supporting facilities, while stakeholder analysis guides the identification of responsibilities for education, training, infrastructure provision, security, promotion, and maintenance. This integration ensures that the development of Anggoro Tourism Village is participatory, feasible, and supports sustainable tourism growth while maintaining environmental and social integrity (Boronyak, 2010; Morgana et al., 2019; Saputro et al., 2023).

RESULTS

Main Tourist Activity Plan

Anggoro Village was chosen as the location for the development of a tourist village because it is a priority village in Abuki District and boasts significant natural resources, including a lake, camping grounds, and agritourism areas. This potential was then divided into three tourism zones (block plans) supported by supporting facilities, with the goal of maximizing the tourist experience while preserving the environment. Currently, tourism in Anggoro Village remains low, with most visitors coming from local communities. Therefore, structured development is crucial to enhance its appeal.



Description: 1. Parking, 2. Fountain, 3. Parks, 4. Camping Area, 5. Lighting Tower, 6. Agritourism, 7. Livestock Area, 8. Lake/Fishing Area, and 9. Place of Worship

Figure 1. Illustration of the Block Plan (Scale 1 : 80,0000)

The design of the tourist area is detailed in the Anggoro Tourism Village block plan, which outlines the following main tourism zones:

Lake Tourism Zone (Block A)

This zone encompasses two lakes that can be used for various water tourism activities. Planned activities include a) enjoying the natural panorama along the lakeshore with a path approximately 700 m long; b) boating on the lake, including recreational boat rides; c) fishing for recreational and educational tourism; and d) culinary offerings in the form of floating restaurants and cafés that take advantage of the lake's panoramic views. The advantage of this zone is the presence of a village road surrounding the lake, facilitating the development of supporting facilities such as homestays and restaurants. Figure 2. Illustration of water tourism activities in Block A.



Figure 2. Water tourism activities in Block A

Camping Ground Zone (Block B)

This zone is located on a hilly landscape surrounded by lakes, agritourism areas, and rice fields. The planned camping ground area is approximately 5,000 m², characterized by natural savanna and forest. The main planned activities include a) camping and camping with tents that do not obstruct the natural scenery; b) tracks and hiking through the surrounding hills and forests; and c) photo spots that serve as additional attractions for visitors.

This area is still community-owned land and remains largely untouched, thus offering significant tourism development potential. Figure 3. Illustration of camping and tracking activities in Block B.

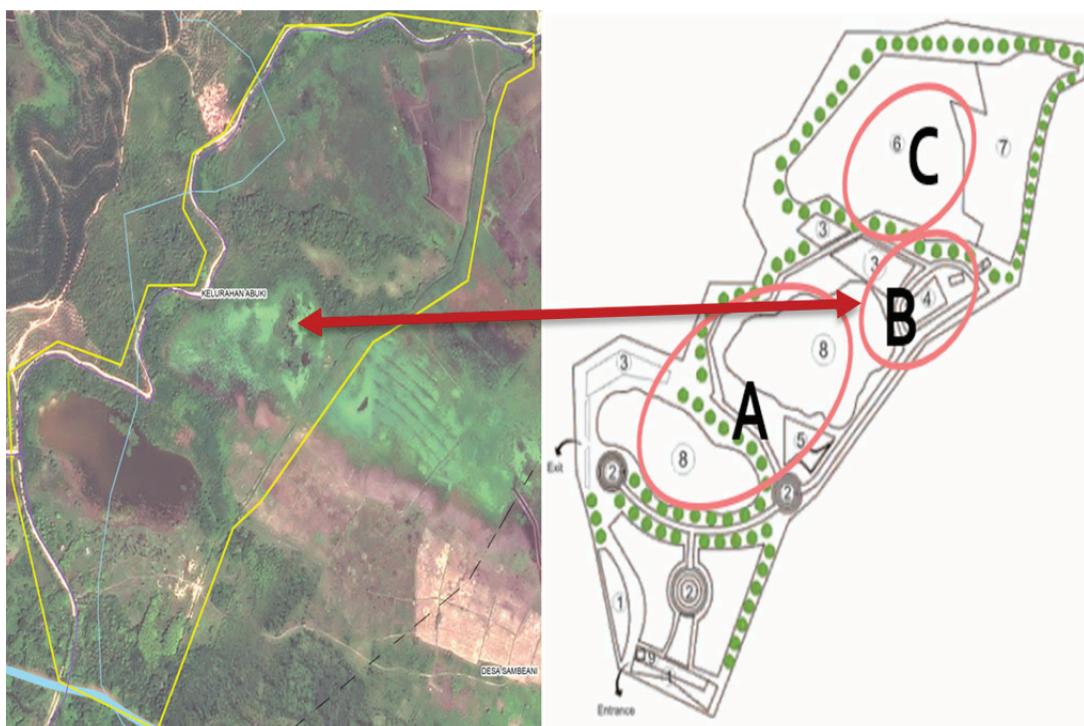


Figure 3. Illustration of camping and tracking activities in Block B (Scale 1 : 80,0000)

Agritourism Zone (Block C)

The agritourism zone utilizes community-owned rice fields and plantations, with seasonal crops. Planned activities include a) agricultural educational tours tailored to local commodities; b) direct visitor participation in cultivation processes, such as planting and harvesting crops; and c) a touring plan, consisting of a travel route that allows visitors to gain comprehensive experience and knowledge of the agritourism site. The primary objective of this zone is to package local agricultural activities as an educational and engaging attraction, while strengthening the relationship between visitors, the local community, and nature. Figure 4. Illustration of agri-tourism and trekking activities in Block C.

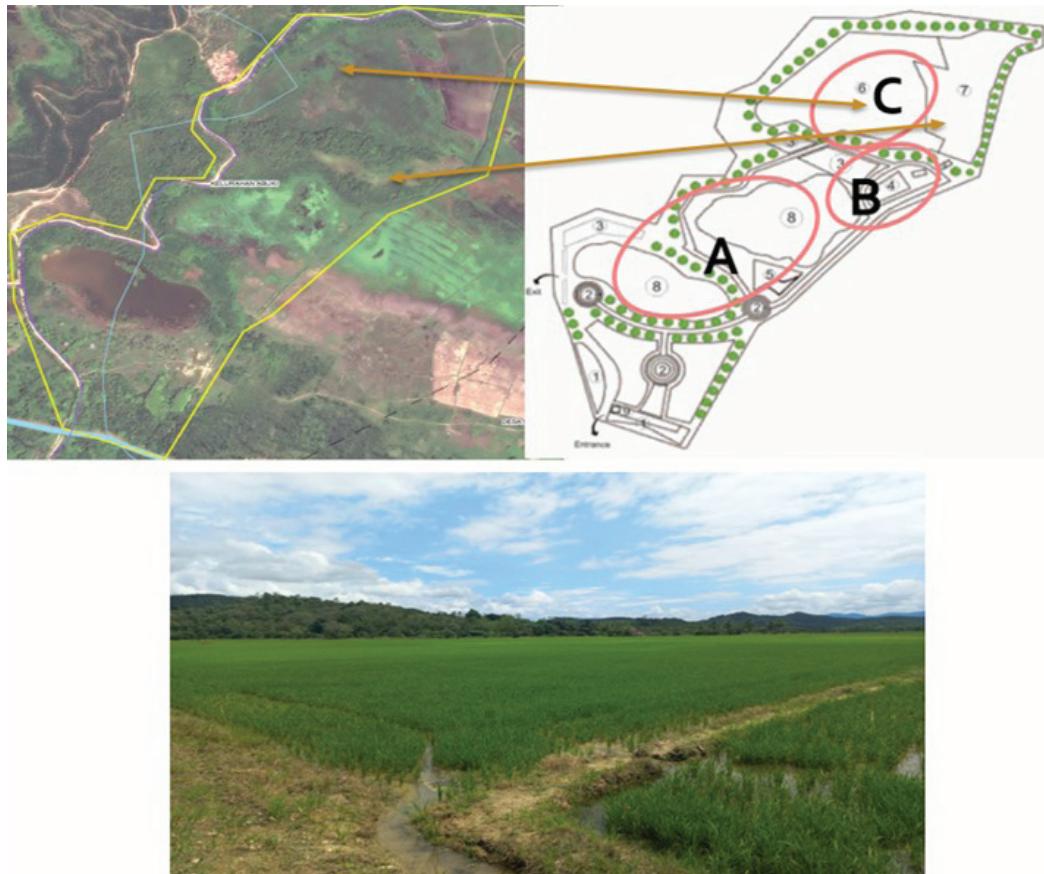


Figure 4. Illustration of agritourism and trekking activities in Block C

The agritourism zone utilizes community-owned rice fields and plantations, with seasonal crops. Planned activities include a) agricultural educational tours tailored to local commodities; b) direct visitor participation in cultivation processes, such as planting and harvesting crops; and c) a touring plan, consisting of a travel route, that allows visitors to gain comprehensive experience and knowledge of the agritourism site. The primary objective of this zone is to package local agricultural activities as an educational and engaging attraction, while strengthening the relationship between visitors, the local community, and nature. Figure 4. Illustration of agritourism and trekking activities in Block C.

Supporting Facilities for the Tourism Village

Supporting facilities are designed to complement the main tourist attractions, enhance visitor comfort, and enrich the overall tourist experience. Anggoro Tourism Village includes facilities such as a parking area, fountain, parks, lighting tower, camping area, agritourism area, livestock area, lake/fishing area, and a place of worship. The layout of these supporting facilities is illustrated in Figure 1.

The estimated location, area, and dimensions for each supporting facility are summarized in Table 1. This table provides a concise overview, while specific features and unique functions of each facility are briefly described.

Table 1. Supporting Facilities at Anggoro Tourism Village

Facility	Location/Block	Area (m ²)	Dimensions (L x W, m)	Function / Description
Parking Area	Block 1	751	44 x 17	Parking for visitor vehicles, easy access to main attractions
Fountain	Block 2	1,000	—	Aesthetic element, calming first impression, uses lake water
Parks	Block 3	750	—	Recreation, gazebos, souvenir kiosks, observation points
Camping Area	Block 4	2,500	—	Tents, fire pits, basic sanitary facilities, outdoor lodging experience
Lighting Tower (Pandanus Tower)	Block 5	625	—	Panoramic views, observation point, nighttime lighting, visual icon
Agritourism Area	Block 6	3,000	—	Interactive agricultural experiences, planting, harvesting, educational value
Livestock Area	Block 8	10,000	—	Grazing, feeding, bathing livestock, educational and recreational activities
Lake/Fishing Area	Block 7	5,000	—	Recreational fishing, boating, and water-based activities
Place of Worship	Block 9	800	—	Cultural and spiritual activities for visitors and the local community

Note: Facilities marked with unique features (e.g., Fountain and Pandanus Tower) serve dual purposes, combining functional and experiential roles to enhance visitor engagement.

Table 1 summarizes the supporting facilities with their location, area, and dimensions. The facilities are designed to enhance both the functional and experiential aspects of Anggoro Tourism Village, providing visitors with comfort, educational opportunities, and recreational experiences.

The Role of Stakeholders in Supporting Tourism Villages

In implementing Tourism Village planning, stakeholder involvement is essential to support the development of Anggoro Tourism Village. Stakeholders are actors or actors who play an active role in every stage of tourism village development. Key stakeholders include the Anggoro Village Community, the Anggoro Village-Owned Enterprise (BUMDes Anggoro), and the Konawe Regency Culture and Tourism Office (Konawe Regency Tourism Office).

Each stakeholder has a specific role in various tourism village development activities. Management collaboration between the local government, village government, and community needs to be strengthened from the planning stage to implementation, including in maintaining the sustainability of natural tourist attractions. Furthermore, synergy in budget allocation between the local government and village government is also necessary to support tourism attraction development.

The role of the local community is crucial because the long-term success of the tourism industry depends heavily on the level of acceptance and support of the local community. Therefore, to ensure sustainable tourism development, a fundamental principle is to facilitate broad local community involvement in the development process and maximize the social and economic benefits of tourism activities. Table 2 shows the role of each stakeholder in various development activities in Anggoro Tourism Village.

Table 2. The Role of Each Stakeholder in the Development of Anggoro Tourism Village

Development Activity	Anggoro Village Community	Anggoro Village-Owned Enterprise (BUMDes)	Konawe District Tourism and Culture Office
Tourism education for village residents	✓	✓	✓
Training and guidance on village tourism for residents	✓	✓	✓
Establishment of an organization for village tourism management	✓	✓	✓
Development of village potential as a tourist attraction	✓	✓	✓
Provision of equipment for tourism activities	✓	✓	✓
Village security	✓	✓	✓
Promotion of village tourism	✓	✓	✓
Maintaining village cleanliness	✓	✓	
Provision of transportation facilities within the village	✓	✓	

Based on Table 2, it can be concluded that cooperation and synergy between stakeholders are determining factors in the successful development of Anggoro Tourism Village. This synergy not only acts as a promoter of development activities but is also key to achieving the long-term goals of tourism village development.

DISCUSSION

The development of Anggoro Tourism Village demonstrates the practical application of a stakeholder-focused planning approach in a rural context with low tourism activity. The division of tourism into three main zones—Lake Tourism (Block A), Camping Ground (Block B), and Agritourism (Block C)—illustrates a strategic spatial arrangement that maximizes the use of natural resources while maintaining environmental integrity. The zoning plan is in line with Wang et al. (2025), who emphasize that spatial planning in traditional villages must balance ecological, social, and economic factors, particularly under conditions of demographic and industrial transformation. By organizing activities and facilities in clearly defined blocks, Anggoro Village mitigates potential spatial disorder and prepares for sustainable tourism growth.

Supporting facilities, including parking areas, fountains, parks, observation towers, and agro-livestock zones, are designed to enhance the visitor experience and provide socio-educational value. These facilities reflect the principles of Community-Based Tourism (CBT), as highlighted by Yusrizal et al. (2025), Kartimin et al. (2023), and Haydir et al. (2021), wherein active community participation and cultural preservation are essential to sustainable rural development. The integration of recreational, educational, and spiritual functions within the village underscores the holistic planning needed to ensure socio-economic benefits for both residents and tourists.

Stakeholder engagement plays a critical role in the success of this development. The Anggoro Village community, BUMDes Anggoro, and the Konawe Regency Tourism Office collaboratively support education, training, promotion, infrastructure provision, and security. This aligns with findings by Mappasomba et al. (2025) and Spadaro et al. (2023), which stress that strong coordination and synergies among government, community, NGOs, and private sectors enhance the effectiveness, sustainability, and inclusivity of tourism interventions. Furthermore, clear delineation of roles, as suggested by Siti-Nabiha and Md Saad (2015), mitigates potential conflicts and strengthens governance in tourism village development.

The practical novelty of this study lies in the simultaneous integration of multi-stakeholder collaboration, zonal tourism planning, and supporting facility design in a low-activity rural village, providing a replicable model for similar contexts in Indonesia. By operationalizing stakeholder mapping, role analysis, and participatory planning, this research not only addresses the local development needs of Anggoro Village but also contributes to global discourse on sustainable rural and coastal tourism planning (Fang et al., 2025; Kurniawan et al., 2025).

This approach ensures that environmental sustainability, community well-being, and visitor experience are balanced, creating a framework for long-term, inclusive, and resilient tourism development.

CONCLUSION

The development of Anggoro Tourism Village demonstrates that structured, stakeholder-driven planning can effectively transform a low-activity rural area into a sustainable and attractive tourist destination. The integration of zoning strategies, supporting facilities, and active community participation optimizes the use of natural and agricultural resources while maintaining environmental integrity.

Stakeholder involvement—including the local community, BUMDes Anggoro, and the Konawe Regency Tourism Office—proved essential for the successful implementation, coordination, and sustainability of tourism activities. Clear role delineation and collaborative governance enhanced resource allocation, conflict mitigation, and long-term village development.

This study provides a practical framework for community-based tourism development that balances environmental sustainability, visitor experience, and community well-being. The integrated approach offers a replicable model for other rural and coastal villages in Indonesia, highlighting how strategic planning and multi-stakeholder collaboration can foster inclusive, resilient, and sustainable tourism development.

Limitations and Future Research

This study is primarily qualitative and focuses on a single village, limiting generalizability and predictive accuracy regarding future tourist demand and economic impacts. The long-term sustainability and operational outcomes of the tourism facilities have not yet been empirically tested. Future research could incorporate quantitative methods, such as visitor demand forecasting and cost-benefit analysis, and include comparative or longitudinal studies across multiple villages to strengthen evidence for community-based tourism planning.

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