



Analysis of Supporting Factors in Tourism Village Development; Case Study of Kampung Wisata Inggris Kebumen

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ABSTRACT

This study aims to analyze the supporting factors in the development of Kampung Wisata Inggris Kebumen (KWIK) as a tourism village in Adiluhur Village, Adimulyo District, Kebumen Regency. A qualitative descriptive approach was used to gain an in-depth understanding of the phenomenon. Informants were selected purposively, including Pokdarwis KWIK Berkah Mandiri management, village officials, tourism business actors, and local community members. Data were collected through observation, in-depth interviews, and documentation, and analyzed using an interactive model consisting of data reduction, data display, and conclusion drawing. The results show that tourism village development is supported by five forms of capital: natural, physical, social, human, and financial capital. Natural capital includes land potential, water resources from the Ketek River, favorable climate, and diverse flora and fauna. Physical capital consists of public facilities, road access, and irrigation networks. Social capital is reflected in strong community cooperation, while human capital is supported by productive-age residents. Financial capital remains limited but is supported by village funds and home ownership. This study recommends future research focusing on sustainability, climate change impacts, and comparative tourism village development.

Keywords: Tourism Village; Tourism Development; Community-Based Tourism; Sustainable Livelihood Approach; Kampung Wisata Inggris

ABSTRAK

Penelitian ini bertujuan untuk menganalisis faktor-faktor pendukung dalam pengembangan Kampung Wisata Inggris Kebumen (KWIK) sebagai desa wisata di Desa Adiluhur, Kecamatan

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Adimulyo, Kabupaten Kebumen. Penelitian ini menggunakan pendekatan deskriptif kualitatif untuk memperoleh pemahaman yang mendalam terhadap fenomena yang dikaji. Informan dipilih secara purposive, meliputi pengelola Pokdarwis KWIK Berkah Mandiri, perangkat desa, pelaku usaha pariwisata, serta masyarakat setempat. Data dikumpulkan melalui observasi, wawancara mendalam, dan dokumentasi, kemudian dianalisis menggunakan model interaktif yang terdiri dari reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa pengembangan desa wisata didukung oleh lima bentuk modal, yaitu modal alam, modal fisik, modal sosial, modal manusia, dan modal finansial. Modal alam mencakup potensi lahan, sumber daya air dari Sungai Ketek, iklim yang mendukung, serta keanekaragaman flora dan fauna. Modal fisik meliputi fasilitas umum, akses jalan, dan jaringan irigasi. Modal sosial tercermin dari kerja sama masyarakat yang kuat, sementara modal manusia didukung oleh penduduk usia produktif. Modal finansial masih terbatas, namun didukung oleh dana desa dan kepemilikan rumah. Penelitian ini merekomendasikan kajian selanjutnya yang berfokus pada keberlanjutan, dampak perubahan iklim, serta analisis komparatif pengembangan desa wisata..

Kata Kunci: Desa Wisata; Pengembangan Wisata; Wisata Berbasis Komunitas; Pendekatan Mata Pencarian Berkelanjutan; Kampung Wisata Inggris

1. Introduction

Tourism village development has increasingly been recognized as an important strategy for promoting sustainable rural development while improving the welfare of local communities. In many developing countries, rural tourism offers opportunities to diversify local economies, generate employment, and strengthen the utilization of local resources in a more sustainable manner. Tourism villages not only function as recreational destinations but also serve as platforms for community empowerment, cultural preservation, and local economic development. By integrating tourism with community participation and local potential, tourism villages can contribute to inclusive and sustainable rural transformation (Hall, 2004; Lane & Kastenzholz, 2015; Sharpley, 2002).

The concept of tourism villages emphasizes the active involvement of local communities in managing tourism resources and activities. Community participation is considered a key factor in ensuring that tourism development provides direct benefits for local residents rather than merely benefiting external investors or stakeholders. When managed effectively, tourism villages can strengthen local institutions, stimulate entrepreneurship, and encourage the preservation of cultural and environmental resources (Scheyvens, 1999; Timothy, 1999; Tosun, 2000). Therefore, tourism village development requires not only natural attractions but also social, economic, and institutional capacities within the community.

One of the theoretical perspectives that can be used to understand community capacity in rural development is the Sustainable Livelihood Approach (SLA). The concept of sustainable livelihoods was first introduced by Chambers and Conway, who defined livelihood as the capabilities, assets, and activities required for a means of living. A livelihood is considered sustainable when it can cope with and recover from stresses and shocks, maintain or enhance its capabilities and assets, and provide sustainable livelihood opportunities for the next generation. This perspective emphasizes that rural development should focus on strengthening community assets and capacities rather than merely providing external assistance (Chambers & Conway, 1992; Scoones, 1998).

Building upon this concept, the Sustainable Livelihood Framework developed by the Department for International Development (DFID) highlights five main forms of capital that shape the livelihood system of rural communities: natural capital, human capital, social capital, physical capital, and financial capital (DFID, 1999). Natural capital refers to natural resources such as land, water, and environmental assets that support livelihoods. Human capital includes

skills, knowledge, and health that enable individuals to pursue livelihood strategies. Social capital represents networks, trust, and social relationships that facilitate cooperation and collective action. Physical capital refers to infrastructure and physical facilities that support economic activities, while financial capital includes financial resources such as savings, credit, and income sources. The interaction among these different forms of capital determines the ability of communities to develop sustainable livelihood strategies (Ellis, 2000; Scoones, 1998).

Scoones further emphasizes that access to livelihood assets is influenced by institutional processes, policies, and social relations that operate at different levels. In rural development contexts, these institutional arrangements may include local governance structures, community organizations, and social norms that shape how resources are distributed and utilized. Therefore, understanding the availability and accessibility of livelihood capital is essential for designing effective development interventions, including tourism village initiatives (Bebbington, 1999; Ellis, 2000).

In the context of tourism village development, the sustainable livelihood perspective provides a useful framework for analyzing how different forms of capital contribute to the success of tourism-based rural development. Natural landscapes, cultural heritage, and rural environments represent important natural and cultural assets that can attract visitors. At the same time, the availability of infrastructure, community skills, social networks, and financial resources determines the capacity of local communities to manage tourism activities effectively and sustainably (Ashley & Roe, 2002; Goodwin & Santilli, 2009).

Adiluhur Village in Kebumen Regency represents an interesting case of tourism village development that integrates educational tourism with community-based economic activities. The village has developed Kampung Wisata Inggris Kebumen as a unique tourism concept that combines English language learning activities with rural tourism experiences. This initiative aims to create alternative economic opportunities for local residents while promoting educational tourism in the region. Adiluhur Village possesses several potentials that support the development of Kampung Wisata Inggris Kebumen. The village environment is characterized by relatively well-preserved rural landscapes and natural resources that provide a pleasant setting for tourism activities. In addition, basic infrastructure such as road access, public facilities, and community spaces is relatively available to support tourism development. The community also demonstrates relatively strong social cohesion and networks, which are important components of social capital that facilitate collective participation in tourism activities (Coleman, 1990; Putnam, 1993). Moreover, the presence of productive-age residents provides an important human resource base that can be mobilized to support tourism services, language learning programs, and local entrepreneurship.

Despite these potentials, several challenges remain in optimizing the development of Kampung Wisata Inggris Kebumen. Land utilization for tourism-related activities has not yet been fully optimized, and there is still a need to enhance the quality of human resources, particularly in language skills, hospitality, and tourism management. In addition, the financial capacity of many community members remains limited, which may constrain their ability to invest in tourism-related businesses. Infrastructure quality and accessibility also require further improvement to support the increasing flow of visitors and tourism activities.

Given these conditions, it is important to conduct a comprehensive analysis of the role of livelihood capitals in supporting tourism village development in Adiluhur Village. By examining the availability and accessibility of natural, physical, social, human, and financial capital, this study aims to identify the strengths and limitations of the current development process of Kampung Wisata Inggris Kebumen. Understanding these factors is essential for designing appropriate development strategies that can enhance the sustainability and inclusiveness of tourism village initiatives.

Therefore, this study seeks to analyze the role of livelihood capital in supporting the development of Kampung Wisata Inggri Kebumen in Adiluhur Village. The findings are expected to provide insights into how different forms of capital contribute to tourism village development and how these resources can be strengthened to improve community welfare. Furthermore, the results of this study may serve as a reference for policymakers, development practitioners, and local stakeholders in designing sustainable and participatory tourism development strategies in rural areas.

Recent studies have applied the Sustainable Livelihood Approach in tourism village development. Research shows that livelihood capital significantly influences community participation in rural tourism development, while the integration of natural, social, and financial capital strengthens sustainable tourism outcomes. In addition, tourism villages often face challenges in optimizing natural and social capital for sustainable development (Nguyen et al., 2022; Su et al., 2020; Zhang et al., 2021). However, previous studies mainly focus on general tourism village development and have not specifically examined educational tourism villages such as Kampung Wisata Inggri Kebumen. Therefore, this study aims to fill this gap by analyzing how livelihood capital supports the development of educational tourism villages in Adiluhur Village.

2. Literature Review

2.1. Sustainable Livelihood Approach

The Sustainable Livelihood Approach (SLA) has become one of the most widely used frameworks for understanding rural development and community resilience. The concept was initially introduced by Chambers and Conway, who defined livelihood as the capabilities, assets, and activities required for a means of living. According to this perspective, a livelihood is considered sustainable when it can cope with and recover from stresses and shocks while maintaining or enhancing its capabilities and assets both now and in the future. The sustainable livelihood concept places people at the center of development by emphasizing the importance of strengthening local capacities rather than relying solely on external assistance (Chambers & Conway, 1992; Scoones, 1998).

The Sustainable Livelihood Framework developed by the Department for International Development (DFID) further operationalizes this concept by identifying five key forms of livelihood capital: natural capital, human capital, social capital, physical capital, and financial capital (DFID, 1999). These capitals represent the assets that communities can utilize to pursue livelihood strategies and achieve positive livelihood outcomes. The interaction among these different forms of capital determines the capacity of households and communities to sustain their livelihoods (Ellis, 2000; Scoones, 1998).

Natural capital refers to natural resources such as land, water, forests, and environmental assets that support economic and social activities. In rural contexts, natural capital often plays a central role in shaping livelihood strategies, particularly in agriculture, fisheries, and tourism development (Bebbington, 1999; Scoones, 1998). Human capital consists of the skills, knowledge, health, and abilities that enable individuals to pursue different livelihood strategies. Communities with higher levels of education and skills generally have greater capacity to adapt to economic opportunities and changes (Ellis, 2000). Social capital refers to networks, social relationships, trust, and norms that facilitate cooperation among community members. Strong social capital enables communities to organize collective actions, share resources, and support development initiatives (Coleman, 1990; Fukuyama, 1995; Putnam, 1993b).

Physical capital includes infrastructure and physical facilities that support economic activities, such as transportation networks, communication systems, buildings, and public facilities. Adequate infrastructure is often a prerequisite for rural development because it improves access to markets, services, and tourism destinations (DFID, 1999; Scoones, 1998). Meanwhile,

financial capital refers to financial resources that individuals or communities can use to support livelihood activities, including savings, credit, remittances, and income sources (Ellis, 2000).

Scoones further emphasized that access to these livelihood capitals is influenced by institutional structures, policies, and social processes that shape the distribution and utilization of resources. Institutional arrangements such as local governance, community organizations, and policy frameworks can either facilitate or constrain access to livelihood assets. Therefore, understanding the institutional context is essential for analyzing how communities utilize available resources to improve their livelihoods (Bebbington, 1999).

The Sustainable Livelihood Approach has been widely applied in various rural development studies, including agriculture, natural resource management, and rural tourism. Researchers often use this framework to assess how different forms of capital contribute to community resilience, poverty reduction, and sustainable economic development. In the context of tourism development, the SLA provides a useful analytical tool for understanding how tourism activities interact with local assets and how communities can leverage these assets to create sustainable economic opportunities (Ashley & Roe, 2002; Goodwin & Santilli, 2009).

2.2. Tourism Village and Community-Based Tourism

Tourism villages represent an increasingly popular approach to rural tourism development. A tourism village is generally defined as a rural area that offers tourism experiences based on local culture, natural landscapes, traditional lifestyles, and community participation. The concept emphasizes the integration of tourism activities with the daily lives and cultural practices of local communities. Rather than focusing solely on commercial tourism infrastructure, tourism villages prioritize community involvement and the preservation of local identity (Lane & Kastenzholz, 2015; Sharpley, 2002).

Tourism village development is closely related to the concept of community-based tourism (CBT), which emphasizes local participation and control over tourism activities. According to Scheyvens, community-based tourism seeks to ensure that tourism development provides direct benefits for local residents while minimizing negative social and environmental impacts. In this model, local communities play an active role in planning, managing, and benefiting from tourism activities. The success of community-based tourism depends largely on the level of community participation, local capacity, and institutional support (Scheyvens, 1999; Timothy, 1999; Tosun, 2000).

Community participation is widely recognized as a critical factor in the sustainability of tourism development. When local communities are actively involved in tourism planning and management, they are more likely to support tourism initiatives and contribute to the preservation of local resources. Participation also ensures that tourism benefits are distributed more equitably within the community. However, achieving meaningful participation often requires capacity building, institutional support, and access to resources (Pretty, 1995; Tosun, 2000).

Tourism villages also offer opportunities for rural economic diversification. In many rural areas, agriculture remains the dominant livelihood source, but it often faces challenges such as fluctuating commodity prices, limited land availability, and climate-related risks. Tourism can provide alternative income sources that complement existing livelihood activities. By combining tourism with agriculture, handicrafts, cultural performances, and educational activities, rural communities can create diversified economic opportunities (Ashley & Roe, 2002; Hall, 2004).

In addition to economic benefits, tourism villages can also contribute to cultural preservation and environmental conservation. Tourism activities often highlight local traditions, cultural heritage, and traditional knowledge, which can encourage communities to maintain and revitalize their cultural practices. Furthermore, tourism development based on natural landscapes

can motivate communities to protect environmental resources because these resources become valuable assets for tourism activities (Garrod & Fyall, 2000; Lane & Kastenholtz, 2015).

Despite these potential benefits, tourism village development also faces several challenges. Limited infrastructure, lack of tourism management skills, insufficient financial resources, and weak institutional coordination can hinder the development of rural tourism initiatives. Moreover, unequal distribution of tourism benefits may lead to social tensions within the community. Therefore, a comprehensive understanding of local resources and capacities is essential for ensuring the sustainability of tourism village development (Sharpley, 2002; Tosun, 2000).

2.3. Sustainable Livelihood and Tourism Village Development

The Sustainable Livelihood Approach provides a valuable framework for analyzing tourism village development because it emphasizes the role of community assets in shaping development outcomes. Tourism activities rely on various forms of capital that exist within rural communities. Natural landscapes, cultural heritage, and rural environments represent important components of natural and cultural capital that attract tourists. At the same time, human capital in the form of skills, knowledge, and entrepreneurship is necessary to provide tourism services and manage tourism businesses (Chambers & Conway, 1992; Scoones, 1998).

Social capital also plays a significant role in tourism village development. Strong social networks and community cooperation enable collective management of tourism activities and facilitate collaboration among stakeholders. Community organizations, local leaders, and informal networks often serve as important mechanisms for coordinating tourism development efforts. Social capital has been widely recognized as an important factor in enhancing community participation and supporting sustainable tourism development (Coleman, 1990; Putnam, 1993; Scheyvens, 1999).

Physical capital, particularly infrastructure such as roads, transportation facilities, accommodation, and public amenities, is essential for supporting tourism activities. Without adequate infrastructure, rural tourism destinations may face difficulties in attracting visitors and providing satisfactory tourism experiences. Financial capital is equally important because tourism development often requires investment in facilities, training, and marketing (DFID, 1999; Ellis, 2000).

Several studies have shown that the success of tourism villages depends on the ability of communities to mobilize and integrate these various forms of capital. When local assets are effectively utilized, tourism can contribute to improved livelihoods, increased income, and enhanced community resilience. Conversely, limited access to livelihood capitals can constrain the development of tourism initiatives and reduce their potential benefits (Ashley & Roe, 2002; Goodwin & Santilli, 2009).

Therefore, analyzing tourism village development through the lens of the Sustainable Livelihood Approach allows researchers to identify both the strengths and limitations of community resources. This perspective helps reveal how different forms of capital interact to support or hinder tourism development. By understanding these dynamics, policymakers and development practitioners can design strategies that strengthen community assets and promote sustainable tourism development in rural areas (Bebbington, 1999; Scoones, 1998).

3. Method

3.1. Research Design

This study employed a qualitative research approach with a descriptive design to analyze the supporting factors influencing the development of tourism villages in Kampung Wisata Ingggris Kebumen. A qualitative approach was selected because it enables researchers to explore social phenomena in depth and understand complex interactions within their natural context.

Qualitative research is particularly suitable for examining community-based development processes, as it allows researchers to capture the perspectives, experiences, and interpretations of various stakeholders involved in tourism activities (Creswell, 2014; Miles et al., 2014).

The descriptive research design was used to provide a systematic and comprehensive description of the existing conditions related to tourism village development. Descriptive qualitative research aims to present an accurate account of characteristics, conditions, and relationships among phenomena being studied (Creswell, 2014). In this study, the descriptive approach was applied to examine how various forms of livelihood capital—namely natural capital, human capital, social capital, physical capital, and financial capital—support the development of Kampung Wisata Inggris Kebumen. By using this approach, the study seeks to reveal the strengths and limitations of these livelihood assets and their roles in supporting sustainable tourism village development (DFID, 1999; Scoones, 1998).

3.2. Research Site

The research was conducted in Adiluhur Village, Adimulyo District, Kebumen Regency, Central Java, Indonesia. The location was selected using purposive sampling based on several considerations. First, Adiluhur Village serves as the main location for the development of Kampung Wisata Inggris Kebumen, a tourism initiative that integrates English language learning with rural tourism activities. Second, the village demonstrates unique characteristics that combine educational tourism, local cultural activities, and community participation. Third, the tourism village initiative has been actively developed by local stakeholders, making it an appropriate setting for examining the role of livelihood capital in tourism village development. The selection of research sites based on specific characteristics and relevance to the research objectives is commonly applied in qualitative research (Creswell, 2014; Sugiyono, 2017).

Adiluhur Village has considerable potential for tourism development, including rural natural landscapes, community-based tourism activities, and educational programs centered on English language learning. These characteristics make the village a relevant case for analyzing how rural communities utilize local resources to support tourism-based economic development. Case study locations in qualitative research are typically selected to provide in-depth understanding of particular social phenomena within their real-life context (Miles et al., 2014).

3.3. Research Participants

The participants in this study were selected using purposive sampling, which involves deliberately selecting individuals who possess relevant knowledge and experience related to tourism village development. This sampling technique is commonly used in qualitative research to obtain in-depth information from individuals who are directly involved in the studied phenomenon (Creswell, 2014; Moleong, 2018). Purposive sampling was chosen to ensure that the collected data accurately reflect the perspectives of stakeholders who are directly involved in or affected by tourism activities.

The research participants included several key stakeholder groups. These consisted of the management members of the Tourism Awareness Group (Kelompok Sadar Wisata or Pokdarwis) KWIK Berkah Mandiri, which plays a central role in managing tourism activities in Kampung Wisata Inggris Kebumen. In addition, village government officials were included because of their involvement in policy-making and village development planning related to tourism. Community leaders were also selected as informants due to their influence in mobilizing community participation and supporting tourism initiatives (Miles et al., 2014).

Furthermore, tourism-related business actors were involved as participants, including tour guides, small-scale traders, and homestay managers who provide services for tourists. These actors play an important role in implementing tourism activities and generating local economic benefits. Several local residents who actively participate in tourism activities were also

interviewed to obtain broader insights into community perceptions and experiences related to tourism village development. Including multiple stakeholder groups helps enhance the credibility and comprehensiveness of qualitative research findings (Creswell, 2014; Sugiyono, 2017).

3.4. Data Collection Techniques

Data were collected using multiple techniques to obtain comprehensive and reliable information. The use of multiple data collection methods also supports triangulation, which enhances the credibility and validity of qualitative research findings (Creswell, 2014; Miles et al., 2014).

First, observation was conducted to directly examine the physical conditions and tourism activities within Kampung Wisata Inggri Kebumen. Through observation, the researcher was able to identify the characteristics of natural resources, infrastructure availability, and community activities related to tourism development. Observation also allowed the researcher to understand the interaction between tourists and local communities in the tourism environment. Observation is commonly used in qualitative research to gain firsthand understanding of social phenomena within their natural setting (Creswell, 2014).

Second, in-depth interviews were conducted with selected informants to explore their perspectives, experiences, and knowledge regarding tourism village development. The interviews focused on identifying the roles of various forms of livelihood capital—natural, human, social, physical, and financial capital—in supporting tourism activities. Semi-structured interview techniques were used to allow informants to freely express their views while ensuring that the discussion remained relevant to the research objectives. In-depth interviews are widely used in qualitative research to capture participants' experiences and perceptions in detail (Moleong, 2018; Sugiyono, 2017).

Third, documentation was used to collect secondary data that support the research findings. Documents collected included village profiles, demographic data, tourism development reports from Pokdarwis, photographs of tourism activities, and other related records. These documents provided additional information that complemented the data obtained through observation and interviews. Documentation is an important data source in qualitative research, as it helps strengthen data triangulation and enrich research findings (Miles et al., 2014).

Data were collected using several techniques, including in-depth interviews, observations, and documentation. Interviews were conducted with village officials, tourism managers, community members, and visitors to obtain comprehensive information regarding tourism village development. Observations were conducted to examine tourism facilities, community activities, and environmental conditions. Documentation included village reports, tourism data, and supporting documents.

3.5. Data Analysis

The collected data in this study were analyzed using the interactive analysis model proposed by Miles, Huberman, and Saldaña. This model consists of three main stages: data reduction, data display, and conclusion drawing. The interactive model allows researchers to continuously analyze data throughout the research process, ensuring a systematic and comprehensive interpretation of qualitative findings (Creswell, 2014; Miles et al., 2014).

Data reduction involves selecting, simplifying, and organizing the collected data to focus on information relevant to the research objectives. During this stage, interview transcripts, observation notes, and documentation materials were reviewed and categorized based on themes related to the five forms of livelihood capital. This process helps researchers identify key patterns and relevant information from large amounts of qualitative data (Miles et al., 2014).

The next stage, data display, involves presenting the organized data in a systematic manner to facilitate interpretation. In this study, the data were presented in the form of descriptive narratives and thematic categorizations that illustrate how each type of capital contributes to tourism village

development. Data display is important in qualitative research because it enables researchers to draw meaningful conclusions and identify relationships among variables (Creswell, 2014).

The final stage is conclusion drawing and verification. At this stage, patterns, relationships, and key findings were identified based on the analyzed data. The conclusions were continuously verified throughout the research process to ensure consistency and accuracy. This verification process enhances the credibility and trustworthiness of qualitative research findings (Miles et al., 2014). Data analysis followed the interactive model of Miles and Huberman, which consists of data reduction, data display, and conclusion drawing. Data reduction involved selecting relevant information related to livelihood capital. Data display was conducted through descriptive narrative presentation. Finally, conclusions were drawn based on patterns and relationships identified from the data.

3.6. Validity and Trustworthiness

To ensure the credibility and validity of the research findings, this study applied triangulation techniques. Triangulation is commonly used in qualitative research to enhance the trustworthiness of data by comparing information obtained from different sources and methods (Creswell, 2014; Sugiyono, 2017). Two types of triangulation were used in this study: source triangulation and method triangulation.

Source triangulation was conducted by collecting information from multiple stakeholders involved in tourism village development, including members of the Tourism Awareness Group (Pokdarwis), village officials, tourism business actors, and local residents. Gathering data from various informants helps researchers obtain diverse perspectives and improve the credibility of qualitative findings (Moleong, 2018; Sugiyono, 2017).

Method triangulation was applied by combining observation, interviews, and documentation as data collection techniques. The use of multiple methods allows researchers to cross-check information and reduce potential bias in the data collection process (Creswell, 2014; Miles et al., 2014). Through these strategies, the study aimed to ensure that the findings accurately reflect the actual conditions and dynamics of tourism village development in Kampung Wisata Inggris Kebumen. The application of triangulation strengthens the validity and reliability of qualitative research findings by ensuring consistency across different data sources and methods (Creswell, 2014).

4. Result

4.1. Natural Capital

Natural capital refers to the natural resources available in rural areas, including land, water, climate, flora, and fauna. These resources represent important assets that can support tourism village development in Adiluhur Village. Natural capital in Adiluhur Village includes climate conditions, water resources, biodiversity, and agricultural land. The village has a tropical climate that supports agricultural activities and tourism development throughout the year. Water resources are available from irrigation systems and rivers, which support agricultural activities and potential tourism attractions such as river tourism. The biodiversity in Adiluhur Village includes various flora such as rice fields, vegetables, and plantation crops. Fauna such as birds and livestock also contribute to rural tourism experiences. These natural resources provide opportunities for agro-tourism and educational tourism activities.

4.1.1. Land

Land in Adiluhur Village serves not only as an agricultural resource but also as a potential tourism asset. Agricultural land in the village is commonly used for cultivating crops such as rice, kangkung (water spinach), chili, eggplant, and tomatoes. However, several limitations exist in the utilization of this land. One of the main challenges is the frequent flooding that occurs in the

area, which limits agricultural activities. As a result, some farmers can only cultivate rice once a year.

Despite these constraints, agricultural land has been utilized as part of tourism activities in Kampung Wisata Inggris Kebumen. Visitors are invited to participate in agricultural experiences such as planting rice and harvesting vegetables. These activities provide tourists with hands-on learning experiences related to rural agriculture.

4.1.2. Water Resources

Water resources in rural areas generally play an essential role in supporting community livelihoods. In Adiluhur Village, water is obtained from groundwater sources and is used for daily household needs such as drinking, cooking, washing, and irrigation. The presence of the Ketek River, which flows around the village, provides an important water source for both household consumption and agricultural irrigation.

Although water resources are generally abundant, excessive water during the rainy season can lead to flooding. However, flood prevention efforts have been implemented through the construction and improvement of embankments along the river. In addition to supporting agricultural activities, water resources also offer potential for tourism development, such as recreational fishing, traditional boat crossings, and water-based transportation around the village.

4.1.3. Climate

Climate conditions also contribute to the attractiveness of rural tourism. The rural environment in Adiluhur Village is relatively quiet and natural, creating a peaceful atmosphere that contrasts with the busy conditions of urban areas. At night, natural sounds such as crickets and frogs can still be heard clearly, which enhances the rural tourism experience. The calm and natural atmosphere makes the village an attractive destination for visitors seeking relaxation and a learning environment. Therefore, the tourism market targeted by Kampung Wisata Inggris Kebumen primarily consists of urban residents who are interested in experiencing authentic rural life.

4.1.4. Flora and Fauna

Adiluhur Village is also characterized by diverse flora and fauna typical of rural environments. Common crops cultivated in the village include rice, cassava, bananas, and coconuts. Livestock raised by villagers include chickens, cattle, goats, rabbits, and pigeons. These natural resources provide opportunities for educational tourism activities. Tourists can learn about local agricultural practices and rural livelihoods. One unique cultural attraction related to flora is the presence of a large “Serut” tree, which holds cultural and mythical significance for the local community. Meanwhile, one distinctive local activity related to fauna is the tradition of flying pigeons, which is commonly carried out by residents in the afternoon.

4.2. Physical Capital

Physical capital refers to infrastructure and facilities that support community activities and tourism development. In Adiluhur Village, physical capital includes public facilities, road infrastructure, sanitation systems, and irrigation networks. Public facilities available in the village include health facilities such as a polyclinic, six integrated health service posts (posyandu), a maternity clinic, and a maternal and child health center. Educational facilities include six elementary schools, one kindergarten, and one religious education institution. Religious facilities include two mosques, while sports facilities include several sports fields and one football field. Clean water access is supported by 467 household wells, and sanitation facilities include 467 household toilets. Road infrastructure in the village is generally in good condition. The total length of village roads reaches approximately 448.8 km, with only a small portion experiencing

damage. In addition, inter-village roads, district roads, and six concrete bridges support accessibility to the village.

Another important component of physical capital is the irrigation system. The irrigation infrastructure consists of primary, secondary, and tertiary channels with lengths of 6,250 meters, 1,500 meters, and 500 meters respectively. The system also includes 16 water intake gates and four water distribution gates managed by irrigation officers. This irrigation system supports agricultural activities and contributes to the development of potential agro-tourism destinations.

4.3. Social Capital

Social capital in Adiluhur Village is reflected in the presence of social institutions, shared norms, and community networks. Trust among community members plays an important role in facilitating cooperation and collective action. Social institutions in the village include both formal and informal groups. Formal groups include organizations such as the Family Welfare Movement (PKK), which operates under formal regulations and organizational structures. Informal groups include religious study groups and community gatherings that are formed through social interaction and shared interests.

Social norms in the village are strongly influenced by religious values, as the majority of residents are Muslim. Religious institutions such as Quranic learning centers (TPQ) play an important role in shaping social behavior and reinforcing community values. Social networks also contribute to tourism development. The management of Kampung Wisata Inggris Kebumen collaborates with other tourism destinations located near Adiluhur Village. These partnerships help promote tourism activities and expand the network of tourism stakeholders.

Social capital in Adiluhur Village is reflected in community cooperation, participation, and trust among residents. Community organizations such as Pokdarwis play an important role in tourism management. Collective activities such as community meetings and tourism events strengthen cooperation among residents. Strong social capital supports sustainable tourism development and enhances community participation.

4.4. Human Capital

Human capital refers to the knowledge, skills, health, and capabilities possessed by individuals that enable them to pursue livelihood strategies. In Adiluhur Village, the level of education among residents varies. Based on village data, the majority of residents have completed elementary and junior high school education, while a smaller number have attained higher education.

The village also has a relatively large productive-age population, particularly among residents aged 26–40 years. This demographic condition provides potential human resources that can support tourism development. However, the quality of human resources remains a challenge, as Adiluhur Village is still categorized among the five poorest villages in Adimulyo District. Despite this condition, the existence of the Tourism Awareness Group (Pokdarwis) KWIK Berkah Mandiri provides opportunities for community participation in tourism management. Through community empowerment programs and training activities, residents can improve their skills in areas such as tour guiding, hospitality services, and tourism entrepreneurship.

4.5. Financial Capital

Financial capital refers to financial resources that support livelihood activities, including income, savings, credit, and assets. In Adiluhur Village, the financial condition of residents varies. Many residents earn daily income from tourism-related activities such as guiding tourists and selling goods to visitors. However, income levels tend to fluctuate depending on the number of visitors and the amount of donations received by tour guides. Savings among residents are generally limited because household income is often balanced by daily consumption needs. As a result, some residents rely on borrowing rather than saving.

Despite these limitations, one positive aspect of financial capital in Adiluhur Village is the high level of home ownership. Most residents own their own houses, which provides stability and enables them to participate in tourism activities such as operating homestays. Another important financial resource for tourism development is the village fund program. Village funds have been used to support community empowerment programs such as training for producing local souvenirs, tour guide training, and homestay management training. These initiatives aim to strengthen the economic capacity of the community and support the development of Kampung Wisata Inggris Kebumen.

5. Discussion

The findings of this study demonstrate that the development of Kampung Wisata Inggris Kebumen in Adiluhur Village is influenced by the interaction of various forms of livelihood capital, including natural capital, physical capital, social capital, human capital, and financial capital. These findings align with the Sustainable Livelihood Approach, which emphasizes that community development outcomes are shaped by the availability of assets and the ability of communities to access and mobilize these assets within specific institutional and social contexts. The Sustainable Livelihood Approach highlights that the integration of multiple forms of capital is essential for achieving sustainable development and improving community resilience (Chambers & Conway, 1992; DFID, 1999; Scoones, 1998).

5.1. Natural Capital and Rural Tourism Development

Natural capital represents one of the most fundamental assets supporting tourism village development. The presence of agricultural land, water resources, rural landscapes, and biodiversity in Adiluhur Village provides a strong foundation for tourism activities, particularly agro-tourism and educational tourism. These natural resources not only support traditional agricultural livelihoods but also create opportunities for experiential tourism activities that allow visitors to interact with rural life. In the Sustainable Livelihood Approach, natural capital is recognized as a key asset that supports livelihood strategies and rural development opportunities (DFID, 1999; Scoones, 1998).

Previous studies have highlighted the importance of natural resources in rural tourism development. Lane and Kastenholz argue that rural tourism destinations often rely on environmental quality, landscape attractiveness, and agricultural heritage to attract visitors. Similarly, research on rural tourism in developing countries indicates that natural landscapes and agricultural activities can serve as key tourism attractions, especially for urban visitors seeking authentic rural experiences (Hall, 2004; Sharpley, 2002).

In the case of Kampung Wisata Inggris Kebumen, agricultural activities such as planting rice and harvesting vegetables have been incorporated into tourism programs. This approach reflects the concept of experiential tourism, in which tourists actively participate in local activities rather than merely observing them. Such experiences enhance tourist satisfaction and create educational value, particularly for visitors from urban environments who have limited exposure to agricultural practices (Garrod & Fyall, 2000; Lane & Kastenholz, 2015).

However, the findings also reveal certain limitations in the utilization of natural capital. For instance, agricultural land in Adiluhur Village is not fully optimized due to seasonal flooding that restricts farming activities. This condition highlights the vulnerability of natural capital to environmental risks, which is also emphasized in the Sustainable Livelihood Framework. According to Chambers and Conway, livelihoods that rely heavily on natural resources are often exposed to environmental shocks and stresses. Therefore, diversification of livelihood strategies, including tourism development, becomes an important mechanism for reducing vulnerability and improving community resilience (Chambers & Conway, 1992; Scoones, 1998).

5.2. Physical Capital and Tourism Infrastructure

Physical capital plays a crucial role in supporting tourism village development by providing the infrastructure necessary for tourism activities. The results of this study show that Adiluhur Village possesses relatively adequate physical infrastructure, including public facilities, transportation networks, sanitation systems, and irrigation infrastructure. Within the Sustainable Livelihood Approach, physical capital is considered an essential asset that supports economic activities and improves access to opportunities (DFID, 1999; Scoones, 1998).

Infrastructure development has long been recognized as a critical factor in rural tourism success. Adequate road access, public facilities, and basic services enable tourists to reach destinations easily and enjoy comfortable travel experiences. Infrastructure availability also enhances visitor satisfaction and supports tourism-related economic activities in rural areas. Lane and Kastenholz emphasize that infrastructure improvements often serve as catalysts for rural tourism growth because they reduce accessibility barriers and encourage investment in tourism-related businesses. Similarly, Hall highlights that transportation networks and service infrastructure are fundamental components in supporting rural tourism competitiveness and ensuring sustainable tourism development. These findings indicate that adequate infrastructure is essential for improving accessibility, attracting visitors, and strengthening rural tourism destinations (Hall, 2004; Lane & Kastenholz, 2015).

In the context of Adiluhur Village, the availability of health facilities, educational institutions, sports facilities, and clean water infrastructure contributes to the overall readiness of the village to receive tourists. Road infrastructure also supports accessibility, which is essential for attracting visitors from surrounding urban areas. The presence of irrigation systems further supports agricultural activities that can be integrated into agro-tourism programs. These findings support previous research indicating that infrastructure availability enhances tourism destination attractiveness and visitor satisfaction (Garrod & Fyall, 2000; Lane & Kastenholz, 2015).

Nevertheless, the findings indicate that some infrastructure components still require improvement, particularly in road maintenance and tourism-specific facilities. This observation is consistent with previous research indicating that rural tourism destinations often face infrastructure limitations that hinder tourism development (Scheyvens, 1999). Addressing these limitations requires coordinated efforts between local governments, village authorities, and tourism stakeholders to strengthen physical capital and ensure sustainable tourism village development.

5.3. Social Capital and Community Participation

Social capital emerges as one of the most important factors supporting tourism village development in Adiluhur Village. The presence of community organizations, religious institutions, and informal social networks contributes to the formation of trust, cooperation, and collective participation among residents. Within the Sustainable Livelihood Approach, social capital is recognized as a key asset that facilitates collaboration and enhances community resilience in development initiatives (DFID, 1999; Scoones, 1998).

The concept of social capital refers to networks, trust, and social norms that facilitate cooperation and collective action (Putnam, 1993b). Social trust enables individuals and groups to work together effectively, thereby enhancing economic productivity and social cohesion. In rural tourism development, social capital plays a vital role in mobilizing community participation and strengthening local governance structures (Fukuyama, 1995; Scheyvens, 1999).

The existence of the Tourism Awareness Group (Pokdarwis) KWIK Berkah Mandiri demonstrates how social capital can be institutionalized within community-based tourism management. Pokdarwis functions as a coordinating body that organizes tourism activities, mobilizes community participation, and facilitates collaboration with external stakeholders. This

institutional role strengthens local participation and supports sustainable tourism development (Lane & Kastenzholz, 2015; Scheyvens, 1999).

The findings also show that informal social groups, such as religious study groups and community gatherings, contribute to strengthening social networks within the village. These networks create opportunities for communication, knowledge sharing, and cooperation in tourism development initiatives. Previous studies on community-based tourism emphasize that strong social capital is essential for ensuring the sustainability of tourism initiatives. Tourism development is more likely to succeed when local communities have strong internal networks and are actively involved in decision-making processes. Similarly, research on rural tourism development in Southeast Asia has found that social cohesion and community participation significantly influence the success of tourism villages (Hall, 2004; Scheyvens, 1999; Sharpley, 2002).

In Adiluhur Village, social networks have also expanded through collaboration with nearby tourism destinations. Such partnerships create opportunities for joint promotion and resource sharing, thereby strengthening the overall tourism network in the region. This finding supports Pranadji's argument that expanding social networks can enhance collective competitiveness and improve community resilience in rural development (Pranadji, 2006).

5.4. Human Capital and Community Empowerment

Human capital represents another important factor influencing tourism village development. The findings of this study indicate that Adiluhur Village has a relatively large productive-age population, which provides potential human resources for tourism activities. However, the level of education among residents remains relatively low, which may limit their capacity to fully participate in tourism development. Within the Sustainable Livelihood Approach, human capital is recognized as a critical asset that determines the ability of individuals and communities to pursue livelihood strategies and adapt to economic opportunities (DFID, 1999; Scoones, 1998).

Human capital refers to the knowledge, skills, health, and capabilities possessed by individuals that enable them to pursue livelihood strategies (DFID, 1999). In the context of tourism development, human capital is particularly important because tourism services require various skills, including hospitality, communication, language proficiency, and business management. Communities with stronger human capital tend to be more capable of managing tourism businesses and delivering quality tourism experiences (Hall, 2004; Lane & Kastenzholz, 2015).

In Kampung Wisata Inggris Kebumen, the concept of English-based educational tourism creates unique opportunities for developing human capital. Through tourism activities, local residents can gain exposure to language learning and intercultural interaction with visitors. This process can gradually improve community skills and confidence in engaging with tourists. Such learning-by-doing processes are widely recognized as effective mechanisms for enhancing community capacity in tourism development (Scheyvens, 1999).

However, the findings also reveal that poverty remains a significant challenge in Adiluhur Village, which is categorized among the poorest villages in Adimulyo District. This condition highlights the need for continuous capacity-building programs to improve community skills and knowledge. Limited education and economic resources can constrain the ability of communities to fully participate in tourism development and benefit from tourism opportunities (DFID, 1999; Scoones, 1998).

Community empowerment initiatives, such as tourism training programs and mentoring activities, play an important role in strengthening human capital. Capacity building is a key element in community-based tourism development because it enables local residents to actively participate in tourism management and benefit from tourism-related economic opportunities.

Therefore, strengthening human capital is essential for ensuring sustainable tourism village development and improving community livelihoods (Scheyvens, 1999).

5.5. Financial Capital and Economic Sustainability

Financial capital influences the ability of communities to invest in tourism development and sustain tourism-related activities. The findings indicate that many residents in Adiluhur Village earn income from tourism-related occupations such as tour guiding and small-scale trading. However, income from these activities is often unstable because it depends on visitor numbers and seasonal tourism demand. Within the Sustainable Livelihood Approach, financial capital refers to financial resources such as income, savings, credit, and other economic assets that support livelihood strategies and economic resilience (DFID, 1999; Scoones, 1998).

This condition reflects a common characteristic of rural tourism economies, where tourism income tends to fluctuate due to market dynamics and seasonal patterns. Rural tourism destinations often depend on visitor demand, which may vary across seasons and external conditions. As a result, limited financial capital can constrain the ability of households to invest in livelihood diversification and economic development (Hall, 2004; Sharpley, 2002).

Despite these challenges, the study identifies several positive aspects of financial capital in Adiluhur Village. One notable asset is the high level of home ownership among residents. Owning a house provides stability and creates opportunities for developing homestay businesses, which are an important component of rural tourism services. Homestay development is widely recognized as an accessible form of community-based tourism that allows residents to directly benefit from tourism activities (Lane & Kastenzholz, 2015; Scheyvens, 1999).

Another significant financial resource is the village fund program provided by the government. Village funds have been used to support community empowerment initiatives such as training programs for souvenir production, tour guiding, and homestay management. These programs aim to strengthen local entrepreneurship and create new income-generating opportunities for residents. Financial support from government programs plays an important role in enabling communities to develop tourism-related enterprises and improve economic resilience (Hall, 2004).

Previous studies on rural tourism development have emphasized the importance of financial support and institutional assistance in strengthening community-based tourism initiatives. Government programs, microfinance institutions, and local cooperatives often play crucial roles in providing financial resources for tourism development and supporting sustainable rural tourism initiatives (Lane & Kastenzholz, 2015; Scheyvens, 1999).

5.6. Integrating Livelihood Capitals for Sustainable Tourism Development

Overall, the findings of this study highlight the importance of integrating various forms of livelihood capital to support tourism village development. Each type of capital contributes to tourism development in different ways, and their interactions determine the sustainability of tourism initiatives. This perspective is consistent with the Sustainable Livelihood Approach, which emphasizes that development outcomes depend on the combination and utilization of multiple livelihood assets (DFID, 1999; Scoones, 1998).

Natural capital provides the environmental foundation for tourism attractions, while physical capital supports accessibility and infrastructure development. Social capital facilitates cooperation and community participation, human capital strengthens the capacity of residents to manage tourism activities, and financial capital supports economic investment and entrepreneurship. The interaction among these capitals enables rural communities to develop diversified livelihood strategies and improve resilience (Chambers & Conway, 1992; Scoones, 1998).

These findings reinforce the relevance of the Sustainable Livelihood Framework in analyzing rural tourism development. Sustainable livelihoods depend on the ability of communities to mobilize and combine different forms of capital within supportive institutional and policy environments. Emphasizes that strengthening livelihood assets contributes to improved economic opportunities and sustainable community development (DFID, 1999; Scoones, 1998).

For Kampung Wisata Inggris Kebumen, strengthening the integration of these livelihood capitals will be essential for ensuring long-term sustainability. Efforts to improve infrastructure, enhance community skills, expand social networks, and increase financial support can contribute to the continued development of tourism activities and the improvement of community welfare in Adiluhur Village. These findings also align with previous studies emphasizing that integrated resource management and community participation are key factors in sustainable rural tourism development (Lane & Kastenholz, 2015; Scheyvens, 1999).

6. Conclusions

This study examined the supporting factors that contribute to the development of Kampung Wisata Inggris Kebumen in Adiluhur Village using the Sustainable Livelihood perspective. The findings indicate that tourism village development in this area is supported by five main forms of livelihood capital: natural capital, physical capital, human capital, social capital, and financial capital.

Natural capital plays a significant role in attracting visitors, particularly urban tourists who seek tourism destinations that offer authentic rural environments. The natural landscape, agricultural activities, and rural atmosphere of Adiluhur Village provide unique tourism experiences that distinguish Kampung Wisata Inggris Kebumen from other tourism destinations. Meanwhile, physical capital in the form of public facilities, infrastructure, and accessibility supports tourism activities and enhances visitor comfort during their stay in the village.

Human capital also contributes to tourism development through the participation of local communities in tourism-related activities. However, improving community skills and capacity remains an important priority to ensure broader participation from residents across different hamlets within Adiluhur Village. Strengthening social capital through cooperation, trust, and community networks has also played an important role in facilitating collective participation in tourism development. These social relationships help maintain community involvement and support collaborative tourism management.

Financial capital represents both an opportunity and a challenge in tourism village development. While tourism activities provide additional income opportunities for local residents, limited savings and financial resources remain constraints for expanding tourism-related businesses. Encouraging financial management practices, such as saving and investing in small tourism enterprises, may help strengthen the economic sustainability of local communities.

Based on these findings, several strategic efforts can be considered to strengthen tourism village development in Kampung Wisata Inggris Kebumen. First, the potential of natural resources should be further explored, particularly the utilization of Ketek River as a new tourism attraction, such as river tours using traditional boats that allow visitors to experience the rural landscape from a different perspective. Second, improvements in road infrastructure leading to Adiluhur Village are necessary to enhance accessibility and visitor comfort. Third, capacity-building programs should be expanded to involve a wider range of community members, enabling more residents to benefit from tourism activities. Finally, strengthening community cooperation and improving financial management practices will be essential for enhancing local economic resilience and ensuring the sustainability of tourism village development.

Overall, integrating and strengthening the five forms of livelihood capital will play a crucial role in supporting the long-term sustainability of Kampung Wisata Inggris Kebumen as a

community-based tourism destination while simultaneously improving the welfare and economic independence of the local community.

This study has several limitations. First, the study focuses only on one tourism village, which may limit generalization. Second, limited data availability may affect the comprehensiveness of analysis. Future research is recommended to conduct comparative studies across multiple tourism villages and explore the impact of digital tourism and climate change on sustainable tourism development.

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9. Conflict of Interest

The authors declare no conflict of interest.

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