

REGULATION OF THE PROVINCE OF EAST JAVA  
NUMBER 4 OF 2022  
ON  
TOURIST VILLAGE EMPOWERMENT

BY THE BLESSINGS OF ALMIGHTY GOD

GOVERNOR OF EAST JAVA,

Considering : a. that in the effort to develop tourist villages it is necessary to conduct tourist village empowerment that are integrated with regional development, while maintaining natural preservation, nobility of cultural values and customs;

b. that the Provincial Government has the authority to manage tourism in the regions as referred to in Law Number 23 of 2014 on Local Government;

c. that based on the considerations as referred to in point a, and point b, it is necessary to issue a a Regulation on Tourist Village Empowerment;

Observing : 1. Article 18 section (6) of the 1945 Constitution of the Republic of Indonesia;

2. Law Number 2 of 1950 on Establishment of Province of East Java (Collection of State Regulations 1950) as it has been amended by Law Number 18 of 1950 on Amendments to Law Number 2 of 1950 (Collection of State Regulations 1950);

3. Law Number 25 of 2007 on Investment (State Gazette of the Republic of Indonesia of 2007 Number 67,

4. Supplement to the State Gazette of the Republic of Indonesia Number 4724);
5. Law Number 14 of 2008 on Public Information Transparency (State Gazette of the Republic of Indonesia of 2008 Number 61, Supplement to the State Gazette of the Republic of Indonesia Number 4846);
6. Law Number 10 of 2009 on Tourism (State Gazette of the Republic of Indonesia of 2004 Number 53, Supplement to the State Gazette of the Republic of Indonesia Number 4389);
7. Law Number 32 of 2009 on Protection and Management of Environment (State Gazette of the Republic of Indonesia of 2009 Number 140, Supplement to the State Gazette of the Republic of Indonesia Number 5059);
8. Law Number 11 of 2010 on Cultural Heritage (State Gazette of the Republic of Indonesia of 2010 Number 130, Supplement to the State Gazette of the Republic of Indonesia Number 5168);
9. Law Number 6 of 2014 on Villages (State Gazette of the Republic of Indonesia of 2014 Number 7, Supplement to the State Gazette of the Republic of Indonesia Number 5497);
10. Law Number 23 of 2014 on Local Governments (State Gazette of the Republic of Indonesia of 2014 Number 244, Supplement to the State Gazette of the Republic of Indonesia Number 5587) as amended several times, last by Law Number 9 of 2015 on Second Amendment to Law Number 23 of 2014 on Local Governments (State Gazette of the Republic of Indonesia of 2015 Number 58, Supplement to the State Gazette of the Republic of Indonesia Number 5679);
11. Law Number 11 of 2020 on Job Creation (State Gazette of the Republic of Indonesia of 2020 Number 245, Supplement to the State Gazette of the Republic of Indonesia Number 6573);

12. Government Regulation Number 28 of 2018 on Regional Cooperation (State Gazette of the Republic of Indonesia of 2018 Number 97, Supplement to the State Gazette of the Republic of Indonesia Number 6219);
13. Government Regulation Number 5 of 2021 on Implementation of Risk-Based Business Licensing (State Gazette of the Republic of Indonesia of 2021 Number 15, Supplement to the State Gazette of the Republic of Indonesia Number 6617);
14. Presidential Regulation Number 63 of 2014 on Tourism Supervision and Control;
15. Presidential Regulation Number 64 of 2014 on Strategic Coordination of Cross-Sectoral Tourism Implementation;
16. Regulation of the Province of East Java Number 5 of 2012 on Provincial Spatial Plan 2011-2031 (Provincial Gazette of East Java of 2012 Number 3 Series D, Supplement to the Regional Gazette of the Province of East Java Number 15);
17. Regulation of the Province of East Java Number 6 of 2017 on East Java Province Tourism Development Master Plan of 2015-2025 (Regional Gazette of the Province of East Java of 2017 Number 5 Series D);

With the Joint Approval of  
THE PROVINCIAL HOUSE OF REPRESENTATIVES

and

THE GOVERNOR OF EAST JAVA

HAS DECIDED:

To issue: REGIONAL REGULATION ON TOURIST VILLAGE  
EMPOWERMENT.

CHAPTER I  
GENERAL PROVISIONS

Article 1

In this Regional Regulation:

1. Governor means the Governor of East Java.
2. Provincial Government means Government of the Province of East Java.
3. Regency/Municipality means a Regency/Municipality in East Java.
4. Office means a regional apparatus in the Government of the Province of East Java which administers government affairs in the tourism sector.
5. Villages means village in the Province of East Java.
6. Tourist Villages means an area that has the potential and uniqueness of a unique tourist attraction, namely experiencing the uniqueness of life and traditions of people in rural areas with all its potential.
7. Tourist Attractions means anything that has uniqueness, beauty, and value in the form of a natural diversity, cultural, and man-made products/results which has been the target (attraction) or destination of tourist visits.
8. Tourists means people who travel on tour.
9. Tourism Facilities means all types of facilities that are specifically intended to support the creation of convenience, comfort, safety for tourists in visiting tourism destinations.
10. Tourism Businesses means a business that provides goods and/or services to fulfill the needs of tourists and Tourism organizers.
11. Local Revenue and Expenditure Budget (*Anggaran Pendapatan dan Belanja Daerah*) hereinafter abbreviated as APBD means the Regional Revenue and Expenditure Budget of East Java Province.

## Article 2

Tourist Village empowerment is carried out by taking into account the principles:

- a. authenticity;
- b. local tradition;
- c. public participation;
- d. attitudes and values;
- e. value-added;
- f. management sustainability;
- g. collaboration;
- h. neutrality; and
- i. conservation and carrying capacity.

## Article 3

Tourist Village empowerment is organized with a purpose to:

- a. improve people's welfare;
- b. improve the quality of community resources in managing natural and cultural resources in the corridor of sustainable development;
- c. increase public awareness and participation in the conservation of biological resources and the environment in rural areas and land and water protected areas around Village community settlements;
- d. increase awareness and participation in the preservation of historical and cultural heritage;
- e. develop attitudes and pride in Village customs, traditions and culture;
- f. accelerating the cultivation of attitudes and skills that are in line with the sapta charms of Indonesian tourism; and
- g. increase the knowledge of the public and/or Tourists about the natural environment and culture of the village.

Article 4

The scope of this Regional Regulation includes:

- a. determination, criteria, and categories;
- b. Tourism Businesses;
- c. Provincial Government role;
- d. public participation;
- e. award;
- f. guidance and supervision;
- g. funding; dan
- h. administrative sanctions.

CHAPTER II

CRITERIA AND CATEGORIES

Part One

General

Article 5

- (1) Tourist Village management is carried out by Tourist Village management institutions.
- (2) Tourist Village management institutions as referred to in section (1) are at least consists of:
  - a. Village-Owned Enterprises;
  - b. tourist awareness groups (*kelompok sadar wisata*) (*Pokdarwis*); and/or
  - c. other community groups.

Article 6

Tourist Village management as referred to in Article 5 is obligated to:

- a. involve the public;
- b. maintain and preserve the natural environment and culture of village;
- c. maintain and preserve Village Tourist Attractions; and/or

- d. help create *sapta charms (sapta pesona)* to create security, order, cleanliness, coolness, beauty, friendliness, and memories when visiting a Tourist Villages.

#### Article 7

- (1) Tourist Villages as referred to in Article 5 which are located across Regency/Municipality are determined by Governor.
- (2) Further provisions regarding mechanism for determining Tourist Villages as referred to in section (1) are regulated in a Governor Regulation.

#### Part Two

#### Criteria

#### Article 8

Tourist Village Criteria as referred to in Article 5 at least have:

- a. Tourist Attraction potentials;
- b. community groups;
- c. potential human resources that can be involved in Tourist Village development activities;
- d. development efforts for typical micro and/or small businesses;
- e. Tourist Village management institutions;
- f. opportunities and support for the availability of basic facilities and infrastructure to support tourism activities; and
- g. potential and opportunities for developing the tourism markets.

#### Part Three

#### Categories

#### Article 9

Tourist Village Categories as referred to in Article 5 are based on level of development and base.

Article 10

- (1) Tourist Villages based on the level of development as referred to in Article 9 are differentiated into:
  - a. pioneering Tourist Villages;
  - b. developing Tourist Villages;
  - c. advanced Tourist Villages; and
  - d. independent Tourist Villages.
- (2) Pioneering Tourist Villages as referred to in section (1) point a is determined using criteria:
  - a. is still a potential that can be developed into a tourist destination;
  - b. the development of tourism facilities and infrastructure is still limited;
  - c. not yet or at least visiting tourists who come from the surrounding community;
  - d. public awareness of tourism potential has not grown;
  - e. really need assistance from related parties;
  - f. utilize Village funds for the development of Tourist Villages; and
  - g. Tourist Village managements is still local Village.
- (3) Developing Tourist Villages as referred to in section (1) point b is determined using criteria:
  - a. already known and visited by the local community and visitors from outside the area;
  - b. there is the development of tourism facilities and infrastructure; and
  - c. has started to create jobs and economic activities for the community.
- (4) Advanced Tourist Villages as referred to in section (1) point c is determined using criteria:
  - a. the community is fully aware of the potential of tourism including its development;
  - b. has become a famous tourist destination and is visited by many tourists, including foreign tourists;



- c. facilities and infrastructure as well as adequate Tourism Facilities;
  - d. the community is able to manage tourism through local working groups;
  - e. the community has been able to manage Village funds for the development of Tourist Villages; and
  - f. the existence of a Tourist Village management system that has an impact on improving the community's economy and the village's original income.
- (5) Independent Tourist Villages as referred to in section (1) point d, determined using criteria:
- a. the community has innovated in developing village tourism potential to become an independent entrepreneurial unit;
  - b. has become a well-known tourist destination to foreign countries and has implemented a world-recognized concept of sustainability;
  - c. facilities and infrastructure meet international standards;
  - d. Tourist Village Developments has been carried out collaboratively between sectors and pentahelix has been going well;
  - e. Village funds are an important part of developing innovative tourism product diversification in Tourist Villages; and
  - f. Villages have been able to digitize as a form of self-promotion through digitalization and technology.

#### Article 11

- (1) Tourist Villages based on the level of base as referred to in Article 9 are differentiated into:
- a. Tourist Villages based on the uniqueness of natural resources;
  - b. Tourist Villages based on the uniqueness of local cultural resources;

- c. Creative Tourist Villages; and
  - d. Combination-Based Tourist Villages.
- (2) Tourist Villages based on the uniqueness of natural resources as referred to in section (1) point a is a Tourist Villages that makes natural conditions a special attraction.
  - (3) Tourist Villages based on the uniqueness of local cultural resources as referred to in section (1) point b is a Tourist Villages that makes the unique customs and daily life of its people a special attraction.
  - (4) Creative Tourist Villages as referred to in section (1) point c is a Tourist Villages that makes the uniqueness of the creative economic activities of the local community's household industries, both in the form of arts and crafts, a special attraction.
  - (5) Combination-Based Tourist Villages as referred to in section (1) point d is a Tourist Villages that combines 1 (one) or more owned Tourist Attractions.

### CHAPTER III TOURISM BUSINESS

#### Article 12

- (1) In the context of Tourist Village empowerment, Tourism Business Actors develop Tourism Businesses as one of the supporting factors for the development of Tourism Villages.
- (2) Tourism Businesses as referred to in section (1) include the following business areas:
  - a. Tourist Attractions;
  - b. tourism area;
  - c. tourist transportation services;
  - d. tour travel services;
  - e. food and beverage services;
  - f. provision of accommodation;
  - g. organizing entertainment and recreation activities;

- h. organizing meetings, incentive trips, conferences and exhibitions;
- i. tourism information services;
- j. tourism consultant services;
- k. tour guide services;
- l. water tourist; and
- m. spa.

### Article 13

Tourism Business Actors as referred to in Article 12 section (1) are obligated to:

- a. maintain and respect religious norms, customs, culture, and values that live in the local community;
- b. provide and give accurate, transparent, and responsible information;
- c. provide and giving excellent service for every Tourist and/or group of Tourists regardless of group or type of Tourist;
- d. provide a comfortable place and environment, prioritizing hospitality in accordance with local customs, traditions and culture;
- e. giving protection, security and safety for Tourists and giving insurance protection for Tourism Businesses with high-risk activities;
- f. prioritizing and encouraging local and national products, as well as developing cooperation with local producers, micro, small and medium enterprises and cooperatives;
- g. employ local workers and improve the skills and competencies of local workers;
- h. carry out business activities by adhering to the principles of protection and preservation of the environment and culture; and
- i. participate in maintaining the image of the state and nation by preventing all forms of acts that violate decency and activities that violate the law in the environment where they do business.

Article 14

Tourism Business Development as referred to in Article 12 section (1) can be done through:

- a. improving the quality of human resources;
- b. strengthening of institutional and governance;
- c. strengthening and developing of venture capital; and/or
- d. development in other fields.

CHAPTER IV

PROVINCIAL GOVERNMENT ROLE

Part One

Facilitation

Article 15

- (1) Provincial Government can facilitate the implementation of Tourist Village empowerments.
- (2) The facilitation as referred to in section (1) can be adapted to base of Tourist Villages as referred to in Article 11.

Article 16

- (1) Facilitating the implementation of Tourist Village empowerments as referred to in Article 15 section (1) can be:
  - a. direct coaching;
  - b. empowerment financing assistance; and/or
  - c. regional cooperation with tourism stakeholders.
- (2) The facilitation as referred to in section (1) given to Tourist Village management institutions and Tourism Business actors.

Article 17

- (1) Direct coaching as referred to in Article 16 section (1) point a carried out by the office.

- (2) In carrying out direct coaching as referred to in section (1), regional cooperation and/or coordination with tourism development stakeholders can be carried out.
- (3) The tourism development stakeholders as referred to in section (2) includes:
  - a. governments/other local governments;
  - b. business actors;
  - c. academics;
  - d. community; and
  - e. media.

#### Article 18

- (1) Empowerment financing assistance as referred to in Article 16 section (1) point b is given by taking into account the regional financial capacity.
- (2) The mechanism for providing empowerment financing assistance as referred to in section (1) is in accordance with the provisions of legislation.

#### Article 19

The regional cooperation with tourism stakeholders as referred to in Article 16 section (1) point c is carried out in accordance with the provisions of the legislation.

#### Article 20

Further provisions regarding mechanism for facilitation as referred to in Article 16 to Article 19 regulated in a Governor Regulation.

### Part Two

#### Empowerment Strategy

#### Article 21

Tourist Village empowerments as referred to in Article 15 is implemented through the following strategy:

- a. developing attractions based on nature, culture and/or creativity, while maintaining local potential as the main attraction;
- b. improving tourism facilities, infrastructure and facilities as well as completeness of amenities;
- c. improving the quality of tourism human resources who are able to giving the best service for Tourists;
- d. involving the local community in the development of a Tourist Village, so that the local community becomes the host in their own village; and/or
- e. growing local scale small and medium industries so that they can participate in Tourist Village empowerments.

#### Article 22

Provincial Government supports the Tourist Village empowerment strategy as referred to in Article 21, by:

- a. carrying out promotions through print-based or electronic media; and/or
- b. involving it in tourism activities.

### CHAPTER V

#### PUBLIC PARTICIPATION

#### Article 23

- (1) The public can participate actively in Tourist Village empowerment.
- (2) The public participation as referred to in section (1) can be:
  - a. directly involved in implementing the Tourist Village empowerments strategy as referred to in Article 21; and/or
  - b. giving suggestions, considerations, opinions, responses, and information related to the Tourist Village empowerment.

- (3) Further provisions regarding public participation as referred to in section (2) are regulated in a Governor Regulation.

## CHAPTER VI

### AWARD

#### Article 24

- (1) In order to foster the spirit of professional Tourist Village management, the Provincial Government may give awards to:
  - a. The best Tourist Villages for each category as referred to in Article 9; and/or
  - b. related parties who participate in Tourist Village empowerment.
- (2) Further provisions regarding mechanism for awards as referred to in section (1) regulated in a Governor Regulation.

## CHAPTER VII

### GUIDANCE AND SUPERVISION

#### Article 25

- (1) Governor carries out guidance and supervision on Tourist Village empowerments.
- (2) The guidance and supervision as referred to in section (1) are carried out by local Apparatus in tourism sector.
- (3) The supervision as referred to in section (1) is generally carried out by the Inspectorate.
- (4) Further provisions regarding implementation of guidance and supervision as referred to in section (1) regulated in a Governor Regulation.

CHAPTER VIII  
FUNDING

Article 26

- (1) Funding of Tourist Village empowerment comes from:
  - a. APBD; and
  - b. other legitimate and non-binding sources in accordance with the provisions of legislation.
- (2) The management of funding originating from the APBD as referred to in section (1) point a is carried out in accordance with the provisions of legislation.

CHAPTER IX  
ADMINISTRATIVE SANCTIONS

Article 27

- (1) Every Tourist Village managements or Tourism Business Actors who violate the provisions as referred to in Article 6 and Article 13 are subject to administrative sanctions in the form of:
  - a. written warning;
  - b. termination of the provision of facilitation from the Provincial Government;
  - c. recommendations for revocation of permits or designation of Tourist Villages; and/or
  - d. license revocation.
- (2) Further provisions regarding imposing administrative sanctions as referred to in section (1) regulated in a Governor Regulation.

CHAPTER X  
MISCELLANEOUS PROVISIONS

Article 28

- (1) The Provincial Government can facilitate Tourist Village empowerment located in neighborhoods.



- (2) The provisions in this Regional Regulation apply mutatis mutandis to Tourist Village empowerment.

## CHAPTER XI CLOSING PROVISIONS

### Article 29

- (1) The Governor Regulation as the implementation of this Regional Regulation is stipulated not later than 6 (six) months after the promulgation of this Regional Regulation.
- (2) Office has the duty on proposing the substance of the contents of the Governor Regulation as referred to in section (1).
- (3) The content material as referred to in section (1) submitted to the Legal Bureau of the Regional Secretariat to be drafted into a Draft Governor Regulation.

### Article 30

This Regional Regulation comes into force on the date of its promulgation.

In order every person may know hereof, it is ordered to promulgate this Regional Regulation by its placement in the Regional Gazette of the Province of East Java.

Issued in Surabaya  
on 2 September 2022

GOVERNOR OF EAST JAVA,

signed

KHOFIFAH INDAR PARAWANSA

Promulgated in Surabaya  
on 2 September 2022  
REGIONAL SECRETARY OF EAST JAVA,

signed

ADHY KARYONO, A.KS., M.AP

REGIONAL GAZZETE OF THE PROVINCE OF EAST JAVA OF 2022 NUMBER 4  
SERIES D.

Jakarta, 13 December 2023

Has been translated as an Official Translation  
on behalf of Minister of Law and Human Rights  
of the Republic of Indonesia

DIRECTOR GENERAL OF LEGISLATION,



ELUCIDATION  
OF  
REGULATION OF THE PROVINCE OF EAST JAVA  
NUMBER 4 OF 2022  
ON  
TOURIST VILLAGE EMPOWERMENTS

I. GENERAL

Villages are ecosystems with human communities living with livelihood systems based on agriculture, forestry, fisheries and marine whose existence is currently very important in the development of a country. The village has long been closely related to traditional life with a socio-cultural culture that is still strong among the communities that live in it. Village communities are often closely related to a group of people who use simple and traditional techniques with the spirit of local wisdom in managing the natural resources in their environment. The rich and diverse social and cultural culture of the village has formed a unique, distinctive and sustainable village construct, based on the local wisdom of the local community in the utilization of natural resources in the fabric of a dynamic village community life.

The current growth of the tourism sector opens opportunities for villages to carry out economic activities outside of the main activities of agriculture, fisheries and forestry. In many developed countries, villages still function as the main food-producing ecosystem, but efforts to diversify the potential of villages that have succeeded in making villages as tourist destinations have succeeded in increasing the income of rural communities. The strategic economic impacts that are expected

to be related to efforts to reduce poverty in rural communities include providing jobs and increasing alternative income from agricultural potential, social and cultural assets, and rural nature. In addition to providing an economic impact through various economic activities that are directly felt by the community, rural tourism activities can increase village revenues which can be used for various village development programs. Currently, villages that have succeeded in encouraging the emergence of rural tourism activities have succeeded in obtaining income to finance various village development projects.

One of the current socio-economic symptoms of global and local communities has given rise to the growing trend of the tourism industry growing. Tourism has now become an important part of human needs to improve health, increase knowledge, increase state or community opinion, instruments in environmental preservation and so on. In various countries, many developing country governments are following in the footsteps of developed countries to work on the tourism sector more professionally to increase state revenues and encourage community development around tourist destinations. Tourism is currently seen as an opportunity for village economic development and it is starting to show the growth of tourist villages in various villages across the country. Without regulations governing the utilization of the village and its resources, it is feared that there will be degradation of the socio-economic system, culture and natural resources in the village.

East Java as a province with a very large number of tourist villages, has a big responsibility to empower tourist villages. The tourist village empowerment is carried out by the East Java Provincial Government in the form of facilitating the implementation of tourist village empowerment to tourist village management institutions, namely in the form of direct coaching, empowerment financing assistance and/or regional cooperation with tourism stakeholders.

## II. ARTICLE BY ARTICLE

### Article 1

Sufficiently clear.

## Article 2

### Point a

The term "authenticity" means that the attractions offered are original activities of the community in the village.

### Point b

The term "local tradition" means that the tradition offered is a daily tradition carried out by the local community.

### Point c

The term "community participation" means that the community is actively involved in activities in the Tourist Village.

### Point d

The term "attitudes and values" means that in Tourism Village empowerment must maintain the values adopted by the community and in accordance with existing daily values and norms.

### Point e

The term "value-added " means that Tourism Village Empowerment is carried out to increase profit and income for the village community.

### Point f

The term "management sustainability" means that the management of the Tourism Village must be sustainable even though the personnel or Tourist Village management institutions are changing.

### Point g

The term "collaboration" means that the management of a Tourist Village must be carried out based on the active cooperation of all parties.

### Point h

The term "neutrality" means that the Tourist Village managements must be carried out without political or group interests.

### Point i

The term " conservation and carrying capacity" means that Tourism Villages empowerment is carried out without harming the community physically or socially and in

accordance with the carrying capacity of the Village in  
accommodating Tourists.

Article 3

Sufficiently clear.

Article 4

Sufficiently clear.

Article 5

Sufficiently clear.

Article 6

Sufficiently clear.

Article 7

Sufficiently clear.

Article 8

Sufficiently clear.

Article 9

Sufficiently clear.

Article 10

Sufficiently clear.

Article 11

Sufficiently clear.

Article 12

Sufficiently clear.

Article 13

Sufficiently clear.

Article 14

Sufficiently clear.

Article 15

Sufficiently clear.

Article 16

Sufficiently clear.

Article 17

Section (1)

Sufficiently clear.

Section (2)

Sufficiently clear.

Section (3)

Point a

The term "governments/other local governments" means stakeholders and regional interests in developing tourism and playing a regulatory and supervisory role.

Point b

The term "business actors" means managers, community stalls, and/or business actors who act as parties who provide facilities and quality for regional economic progress and can help tourism development become more effective, efficient, and productive.

Point c

The term "academics" means as a conceptualizer of empowerment to share information with stakeholders.

Point d

The term "community" means people who act as accelerators, who act as actors, movers, and liaisons to assist tourism development in the whole process from the start.

Point e

The term "media" means a social institution and a vehicle for mass communication that carries out journalistic activities including seeking, obtaining, possessing, storing, processing, and conveying information in the form of writing, sound, images, sound, and images, as well as data and graphics as well as in the form of others by using print media, electronic media, and all kinds of available channels.

Article 18

Sufficiently clear.

Article 19

Sufficiently clear.

Article 20

Sufficiently clear.

Article 21

Sufficiently clear.

Article 22

Sufficiently clear.

Article 23

Sufficiently clear.

Article 24

Sufficiently clear.

Article 25

Sufficiently clear.

Article 26

Sufficiently clear.



Article 27

Sufficiently clear.

Article 28

Sufficiently clear.

Article 29

Sufficiently clear.

Article 30

Sufficiently clear.

SUPPLEMENT TO THE REGIONAL GAZETTE OF THE PROVINCE OF EAST  
JAVA NUMBER 109