

The Role of the Indonesian Government in the Indonesia Tourism Village Award 2021 and ASEAN Tourism Awards 2023 to Tamansari Tourism Village Through Tourism Diplomacy

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Abstract: This paper seeks to examine the Indonesian government's involvement in fostering the promotion and worldwide acknowledgment of Tamansari Tourism Village via the Indonesia Tourism Village Award (ADWI) 2021 and ASEAN Tourism Awards, from the standpoint of tourism diplomacy. Tamansari Village in Banyuwangi Regency is a prominent tourist destination that has garnered national and regional accolades for its effective community-based tourism management and preservation of indigenous knowledge. This research employs a qualitative descriptive methodology, gathering data via interviews, literature reviews, and analysis of local and international tourist visitation statistics. The findings indicated that the Indonesian government, specifically the Ministry of Tourism and Creative Economy (Kemenparekraf), along with provincial, district, and village governments, significantly contributed to tourism diplomacy via tourism village appreciation initiatives, international promotion, and alignment with Indonesia's nation branding strategy. The tourist diplomacy strategy positions the award as Indonesia's soft power tool for improving the country's favorable image within ASEAN and on a worldwide scale. This study proposes a replicable tourist diplomacy strategy model centered on tourism villages, contributing to Indonesia's unconventional foreign policy.

Keywords: *Tourism Diplomacy, ASEAN Tourism Award, Anugerah Desa Wisata Indonesia, Soft Power, Tamansari Tourism Village.*

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I. INTRODUCTION

In Indonesia, the execution of village tourism has become a crucial approach for promoting community-based economic advancement, cultural conservation, and sustainable development. The Indonesian government, particularly the Ministry of tourist and Creative Economy, together with province governments, especially in East Java, and local city and village administrations, are instrumental in advancing rural tourist development.¹ This advancement

is promoted via the execution of programs and the allocation of rewards at both national and regional levels. The Anugerah Desa Wisata Indonesia (ADWI) is a national award. This award ceremony serves as both a promotion for a specific tourist town and a catalyst to improve the competitiveness and management quality of local tourism across Indonesia.² Apart from national awards, regional awards are also presented, one of which is the ASEAN Tourism Awards.

¹ KEMENTERIAN KOORDINATOR BIDANG PEREKONOMIAN REPUBLIK INDONESIA. 2021. "Pembangunan Kepariwisataan Melalui Pengembangan Desa Wisata Untuk Meningkatkan Pertumbuhan Ekonomi." <https://www.ekon.go.id/publikasi/detail/3520/pembangunan-kepariwisataan-melalui-pengembangan-desa-wisata-untuk-meningkatkan-pertumbuhan-ekonomi>.

² Kemenparekraf/Baparekraf RI. 2021. "Anugerah Desa Wisata Indonesia." Kemenparekraf.Go.Id. June 24, 2021. <https://kemenparekraf.go.id/ragam-pariwisata/Anugerah-Desa-Wisata-Indonesia>.

A prominent tourist town in Banyuwangi Regency has received accolades, securing both medals. In 2021, Tamansari Tourism Village received the Indonesian Tourism Village Award in the Digital Village category. Furthermore, in 2023, Tamansari Tourism Village received a regional accolade, namely the ASEAN Tourism Award in the Community Based Tourism Award category for 2023-2025.³

The Indonesian government was highly engaged in the development of Tamansari Tourism Village, particularly in the empowerment of local residents. Included are the organization of seminars and certification courses, provision of technical help, and financial support in the form of cash awards awarded for winning the Indonesian Tourism Village Award. All districts and cities in East Java have implemented these. The Indonesian government's involvement in the establishment of tourist villages, especially in Tamansari Tourist Village, is categorized as tourism diplomacy.

The involvement of the Indonesian government is also connected to the notion of soft power diplomacy, especially in the realm of tourist diplomacy. The probability of Tamansari Tourism Village winning the Indonesian Tourism Village Award and the ASEAN Tourism Awards due to government involvement is considerable.⁴ This achievement would not only reinforce the quality and ability of the government in developing tourism villages but also facilitate the readiness of local tourist spots towards national and international standards.⁵

The government's involvement in providing funding assistance, facilitating training, and managing certification has been acknowledged as a crucial driver for the development of sustainable and competitive Community-Based Tourism (CBT) activities. This factor is especially significant within the framework of the ASEAN Tourism Award, which advocates for community-driven tourism development. The attainment of regional honors, such as the ASEAN tourist Awards in 2023, by Tamansari Tourism Village exemplifies the efficacy of tourist diplomacy. The villagers' success is attributed to the facilitation of direct

³ Kemenparekraf. 2023. "Indonesia Menerima 20 Penghargaan Dalam ASEAN Tourism Award 2023." Mice.Kemenparekraf.Go.Id. February 13, 2023. <https://mice.kemenparekraf.go.id/news/67efac45-216a-4529-a2ab-c44606025a78>.

⁴ Galih Kusumah. "Pariwisata Sebagai Alat Diplomasi: Bagaimana Negara Menggunakan Industri Ini Untuk Meningkatkan Hubungan Internasional." Mpar.Upi.Edu. Accessed May 22, 2025. <https://mpar.upi.edu/pariwisata-sebagai-alat-diplomasi-bagaimana-negara-menggunakan-industri-ini-untuk-meningkatkan-hubungan-internasional/>.

⁵ Santi Palupi, and Ridwan M.O. Belu. 2023. "Bimbingan Teknis Pengembangan Dan Peningkatan Kualitas Tata Kelola Desa Wisata Di Kawasan Penyanga Maluku Tenggara, Provinsi Maluku." MITRA: Jurnal Pemberdayaan Masyarakat 7 (2): 222–31. <https://doi.org/10.25170/mitra.v7i2.4514>.

interaction between visitors and locals, serving as a venue for cultural exchange and shaping worldwide perceptions of the tourists' countries of origin.⁶

The third rationale is that these governmental positions are crucial for enhancing cross-sectoral cooperation initiatives and networks, as well as for establishing Indonesia's reputation as a country proficient in executing community-based tourism effectively and sustainably. Numerous Tourism Villages in Indonesia, including Tamansari Tourism Village, have earned various prizes and recognitions. The village enhances Indonesia's standing in regional and worldwide tourist arenas. This consequently creates prospects for international collaboration in the tourist sector.⁷

The purpose of this study is to examine how the role of the Indonesian government implements Tourism Diplomacy in the 2021 Indonesian Tourism Village Award (ADWI) and the 2023 ASEAN Tourism Awards at Tamansari Tourism Village in Banyuwangi City.

II. LITERATURE REVIEW

There are several literature reviews used to assist the author's research that examine the findings in this study, namely the role of the Government of Indonesia through Community-based Tourism Diplomacy has a considerable contribution in increasing the number of tourist visits and community empowerment.

- Fitriyah's thesis entitled "E-Marketing Based Tourism Village Development in Tamansari Village, Licin District, Banyuwangi Regency". This study, conducted by Fitriyah, analyzes the administration and growth of Tamansari Tourism Village in Licin District, Banyuwangi Regency. This thesis used qualitative research methodologies, including observation, interviews, and document analysis. The author asserts that the village government, which established Bumi Desa, is crucial in the administration of Tamansari Tourism Village. This exemplifies a manifestation of soft power diplomacy. Fitriyah asserts that the enhancement of Tamansari Tourism Village in Licin District, Banyuwangi Regency, seeks to elevate the quality of the village to increase its recognition among the public. Enhancing the quality and increasing awareness of Tamansari Tourism Village may be

⁶ Pangestu, Essa Rella, Nunik Retno Herawati, and Neny Marlina. "PERAN PEMERINTAH DALAM PEMERDAYAAN MASYARAKAT DI DESA WISATA UNTUK MEWUJUDKAN COMMUNITY BASED TOURISM (CBT) (Studi Penelitian Desa Pandansari Kecamatan Warungasem Kabupaten Batang)."

⁷ Fenty Wulandari, Fitria. 2021. "UPAYA PEMERINTAH INDONESIA DALAM MEWUJUDKAN DESTINASI PARIWISATA INTERNASIONAL DI KABUPATEN BANYUWANGI TAHUN 2013-2019." Global Insight Journal 6 (1). <https://doi.org/https://doi.org/10.52447/gij.v6i1.4439>.

achieved by advancing amenities and infrastructure at various local tourist sites. Furthermore, marketing may facilitate greater awareness of Tamansari Tourism Village among the public. The development of facilities, infrastructure, and marketing is a sort of soft diplomacy. This thesis does not claim that Fitriyah, as the author, adopts diplomatic theory; instead, she applies marketing theory. Consequently, the reading reference from this thesis was chosen to provide a solution applicable to study on the Tamansari tourist hamlet. The tourism diplomacy theory will be used to assess the Indonesian government's participation in the development of local and community-based tourist towns.⁸

- The second literature review is a thesis entitled "Development Of Tamansari Wisata Village In Banyuwangi District Based On The Regulation Of Banyuwangi District Number 1 Year 2017 About Wisata Village" written by Ayang Della Egidia in 2018. In this thesis the author only explains the definition of village development and development, the definition, concept, and objectives of tourism development, the meaning and criteria of tourist villages. However, the author does not write how the Indonesian government uses regional awards as a diplomatic tool to build an image and international relations through the promotion of tourist villages through tourism diplomacy.⁹

- The research article entitled "The Role of the Indonesian Government in the Indonesia Tourism Village Award 2021 and ASEAN Tourism Awards Tamansari Tourism Village through Tourism Diplomacy" written by Betty Silfia Ayu Utami, the main focus in her research is limited to the local and economic levels, there is no discussion of tourism diplomacy, lack of perspective in international relations. The author of the research article should have added the concept of tourism diplomacy, examined the role of the Indonesian government, assessed the function of national and regional awards as a diplomatic branding strategy.¹⁰

⁸ Fitriyah. 2018. "PENGEMBANGAN DESA WISATA BERBASIS E-MARKETING DI TAMANSARI KECAMATAN LICIN KABUPATEN BANYUWANGI," 61–70.

https://dilib.uinkhas.ac.id/21139/1/Ms.%20FITRIYAH_083144079.pdf.

⁹ Egidia, Ayang della. 2018. "PENGEMBANGAN DESA WISATA TAMANSARI KABUPATEN BANYUWANGI BERDASARKAN PERATURAN DAERAH KABUPATEN BANYUWANGI NOMOR 1 TAHUN 2017 TENTANG DESA WISATA." <https://repository.ub.ac.id/id/eprint/162796/1/Ayang%20Del%20Egidia.pdf>.

¹⁰ Utami, Betty Silfia Ayu. 2022. "Model Pengembangan Desa Wisata Tamansari Banyuwangi Sebagai Upaya Pemulihan Ekonomi Desa Pasca Pandemi COVID-19." *OECONOMICUS Journal of Economics* 7 (1). <https://jurnalfebi.uinsa.ac.id/index.php/oje/article/view/1315/440>.

III. METHODS

This study utilizes a descriptive qualitative research methodology, in which the variables are not changed via interviews or online literature reviews. The author selected a descriptive qualitative research approach, a strategy aimed at deepening understanding of a phenomena, namely the community's social activities and the processes inside the social context. This method enables the methodical and uniform production of results. The compilation of data using qualitative research methodologies includes several procedures such as interviews, online literature reviews, document analyses, archival investigations, focus group discussions, observations, and case studies. The data analysis approach used entails a comparison of statistics on local and overseas tourist visits from 2021 to 2024. In this research, numerical data is offered only for additional reasons and is not the major focus of the investigation. The aim of this data analysis approach for the author is to elucidate study results, convey data using narrative-descriptive techniques, and derive conclusions substantiated by data validation via interview recordings. This method is crucial for preserving the integrity of the study data.

IV. CONCEPTUAL FRAMEWORK

In the context of international relations, tourist diplomacy constitutes a facet of soft diplomacy, sometimes referred to as soft power diplomacy. In the context of nation branding and the enhancement of bilateral relations, a country's government and non-state entities endeavor to showcase its tourist potential to the global community. This is referred to as tourism diplomacy. Tourism diplomacy integrates cultural, economic, and social elements to enhance foreign visitor numbers, strengthen international relations via non-political avenues, and promote cultural appeal and national identity globally. Attributes of Diplomatic Engagement in Tourism The Journal asserts that the advancement of tourism, culture, the creative economy, and the arts is a benign approach to diplomacy. The objectives of tourist diplomacy are to attract more international visitors to Indonesia, promote Indonesian tourism globally, enhance the nation's foreign currency revenue from tourism, and strengthen diplomatic ties via cultural avenues.¹¹

The Indonesian government plays a pivotal role in facilitating the establishment of tourist villages. The assistance encompasses all critical elements, including grant subsidies and fiscal incentives, implementation of technical guidelines, seminars, and certification, as well as inter-district and municipal cooperation focused on the standardization and enhancement of tourist villages. Awards such as the Indonesia tourist Village Award and the ASEAN

¹¹ Agustono, Fayza Maritza Putri, Asep Kamaluddin Nashir Nashir, and Rizky Hikmawan. 2023. "DIPLOMASI PARIWISATA INDONESIA DALAM MENINGKATKAN WISATAWAN AUSTRALIA KE INDONESIA PADA PANDEMI COVID-19 TAHUN 2020-2022." <http://repository.upnvj.ac.id/id/eprint/25843>.

Tourism Awards serve as instruments of tourist diplomacy, therefore enhancing the image and profile of tourism villages at both national and ASEAN regional levels. The prizes aim to incentivize tourist communities to adopt worldwide best practices and sustainable ways, while fostering networks and cooperation among tourism stakeholders both locally and globally.

The influence of tourism diplomacy on the operations of Tamansari Tourism Village is evident via recognition programs and support systems for tourist villages. These measures constitute an effective tourist diplomacy approach that has significantly enhanced the capability, recognition, and competitiveness of Tamansari tourist Village at the ASEAN level.

V. RESULT AND DISCUSSION

➤ *Tourism Diplomacy*

Tourism diplomacy is a new and strategic form of diplomacy founded on the use of the soft power of tourism for the creation of positive international relations, cross-cultural understanding, and national image-building. The most observable feature of tourism diplomacy is its avoidance of the conventional approach of traditional diplomacy, which is primarily grounded in official political channels. Tourism diplomacy instead employs peaceful discourse and adaptive methods to foster cross-cultural understanding and cooperation between countries. The process is facilitated by people's mobility, the exchange of ideas, and the sharing of values. It takes place at a number of levels—local, national, and international—combining elements of public diplomacy and cultural diplomacy with the purpose of enhancing a country's reputation and its standing in the world.¹²

The concept of tourist diplomacy fundamentally serves as a catalyst for the development of international relations. It does this by promoting cultural, economic, and environmental interactions across countries. The global tourism sector offers nations an opportunity to exhibit their unique cultural history, customs, and geography, therefore fostering understanding and admiration among diverse populations. Cross-cultural communication is fundamental to breaking preconceptions and establishing trust, both essential for achieving peaceful coexisting and facilitating collaboration. Tourism diplomacy has been shown to enhance international investment, commerce, and sustainable development economically. It has been shown to promote the dissemination of knowledge on conservation and the implementation of sustainable tourist practices.¹³

¹² Muhia, Erik. 2023. "TOURISM DIPLOMACY." <https://protocoltoday.nl/tourism-diplomacy/>.

¹³ Sectorial Diplomatic Channels. "TOURISM DIPLOMACY 'Development of Sectoral Diplomacy.'" Accessed May 24, 2025. https://tasam.org/Files/Etkinlik/File/VizyonBelgesi/SGPK_

Indonesian governments play a leading role in advancing tourism diplomacy through the rollout of policies, infrastructure, and marketing strategies that enhance the attractiveness and accessibility of their tourist attractions. Governments also engage in international cooperation and multilateral forums, where they promote tourism as a tool for diplomacy and economic growth. For instance, membership in regional associations, such as the ASEAN Tourism Forum, enables coordination among countries to develop sustainable tourism growth and enhance their collective competitiveness.¹⁴

Further, tourism diplomacy functions as a soft power to bolster a nation's foreign policy objectives through establishing a good national image and enabling people-to-people connections. The potency of tourism in fostering diplomatic relations is demonstrated by big-name cases such as Japan's "Visit Japan" campaign and the tourism-spurred rapprochement between Cuba and the United States. These cases demonstrate the potential of tourism as a driver of the opening up of diplomatic channels, greater cultural exchange, and improved bilateral relations.¹⁵ In conclusion, tourist diplomacy is a complex and dynamic tool of international relations that leverages the cultural, economic, and environmental aspects of tourism to foster peace, collaboration, and national pride. With the globe becoming more linked, the significance of tourist diplomacy is anticipated to grow. This growth requires collaborative strategies from governments, the corporate sector, and communities to optimize its advantages for sustainable and equitable development.

➤ *Role of Indonesian Government*

• *The Ministry of Tourism and Creative Economy (Kemenparekraf)*

Kemenparekraf is at the forefront of conducting the Anugerah Desa Wisata Indonesia (ADWI) 2021. Not only is the program involving the ministry in giving out awards, but it also provides standards and criteria for evaluation that challenge tourist villages in Indonesia to be innovative and improve the quality of community-based tourism management. The stringent selection process—from thousands of tourist villages to the best 50—demonstrates Kemenparekraf's dedication to valuing and developing quality tourist villages, such as Tamansari in Banyuwangi. Moreover, Kemenparekraf also makes direct visits to finalist villages, offers

TURD_Turizm_EN_pdf_5b53be2d-5b10-4421-bce5-731c4711689b.pdf.

¹⁴ Jalalpour, Shiva, and Jamshid Shojaeifar. 2014. "The Tourism Industry and The International Relations." *World Journal of Environmental Biosciences* 6: 68. www.environmentaljournals.org.

¹⁵ A. Bunakov, Oleg. 2018. "Tourism as a Method of 'Soft Power' in Modern Diplomacy on the Example of the Russian Federation." *HELIX* 8 (1): 2174–77. <https://doi.org/10.29042/2018-2174-2177>.

mentoring, and ongoing certification to guarantee quality standards and sustainability of tourist destinations.¹⁶ At the regional level, Kemenparekraf is highly active in ASEAN forums, including its participation in the ASEAN Tourism Forum 2023. Indonesia's achievement of 20 awards at this event, including for Tamansari Tourism Village, is a result of successful tourism diplomacy. Kemenparekraf utilizes this forum as a means to enhance cooperation with ASEAN member countries, promote sustainable tourism development, and develop the international competitiveness of Indonesian destinations.¹⁷

Kemenparekraf conducts tourism diplomacy based on a soft power strategy, establishing a positive image of Indonesia in the global community not through coercion but through the international promotion of appreciation and culture and tourist destination development quality. Through standardization, implementation of training programs, and certification, Kemenparekraf stimulates innovation and upgrading of tourist villages and thereby creates destinations worthy of international marketing.¹⁸ Through the ADWI event and active involvement in the ASEAN Tourism Forum, Kemenparekraf facilitates the international recognition of Indonesian tourist destinations, including Tamansari Tourism Village. The awards attained not only demonstrate success, but also serve as a means to enhance the recognition, reputation, and competitiveness of Indonesian tourism on the regional and global fronts.¹⁹

The ASEAN meetings attended by Kemenparekraf served as a diplomatic platform to bolster collaboration, promote information sharing, and improve best practices among states. This corresponds with the objectives of tourist diplomacy, which is dedicated to establishing international networks, enhancing cooperation channels,

¹⁶ Fanani, Ardian. 2021. "Desa Banyuwangi Juara 1 Anugerah Desa Wisata Indonesia 2021." Banyuwangi. <https://news.detik.com/berita-jawa-timur/d-5846694/desa-banyuwangi-juara-1-anugerah-desa-wisata-indonesia-2021>.

¹⁷ Kemenparekraf/Baparekraf RI. 2021. "Siaran Pers : Menparekraf Apresiasi Desa Wisata Tamansari Banyuwangi Kedepankan Pelestarian Budaya Dan Lingkungan." <https://kemenparekraf.go.id/berita/Siaran-Pers-%3A-Menparekraf-Apresiasi-Desa-Wisata-Tamansari-Banyuwangi-Kedepankan-Pelestarian-Budaya-dan-Lingkungan>.

¹⁸ Nye, Joseph S.. 2006. Soft Power : The Means to Success in World Politics. PublicAffairs ; Perseus Running [distributor].

https://www.academia.edu/28699788/Soft_Power_the_Means_to_Success_in_World_Politics_Joseph_S_Nye_Jr?auto=download.

¹⁹ Prabowo, Hadi, and Obsatar Sinaga. 2020. "The Role of Tourism on International Relations: Evidence from the Indonesian Economy." Croatian International Relations Review , 187–200. <https://doi.org/10.2478/CIRR-2021-0001>.

and promoting the development of sustainable tourism. The attainment of many prizes at the ASEAN level exemplifies the effectiveness of Indonesia's tourist diplomacy efforts. The Ministry of Tourism and Creative Economy utilizes international forums and prizes to augment Indonesia's negotiating leverage, instill trust, and advocate local values to the global audience.²⁰

- *East Java Provincial Government*

The East Java Department of Culture and Tourism (East Java Disbudpar) has conducted several community empowerment initiatives in East Java to promote the development of tourist villages, including tourism awareness groups (Pokdarwis). One initiative is community empowerment in Banyuwangi Regency, with the Tamansari Tourism Village as a participant. The East Java Disbudpar, in addition to facilitating community empowerment, allocates financial assistance of fifty million rupiah, intended for the procurement of essential goods, as a token of appreciation for the Tamansari Tourism Village for receiving the Indonesian Tourism Village Award (ADWI) in 2021. All recipients of the Indonesian Tourism Village Award are presented with interactive televisions, which are bestowed directly by the Governor of East Java Province.

The East Java Disbudpar also offers technical guidance in Banyuwangi to enhance the participants' competencies. Technical advice comprises a sequence of actions designed to enhance the competencies of participants, who will thereafter get subsidized certification from the government. A sequence of activities involving technical guidance will commence with the registration of participants, who will subsequently engage in a comprehensive series of seminars. They will receive materials from esteemed speakers to facilitate the development of their respective villages, culminating in presentations by the participants following the seminar attendance. Following the seminar, a recreational excursion to one of the premier tourist towns in the region will take place on the last day.

Regarding the Function of East Java Disbudpar clarified that its role exemplifies an application of Soft Power Diplomacy. Joseph Nye posits that the notion of soft power diplomacy encompasses three resources: culture, political principles, and foreign policy, and is inherently non-coercive, capable of winning the affection of the populace. The East Java Disbudpar fosters the development of tourism villages by community empowerment, training, financial support, and recognition of the accomplishments of these communities. All actions undertaken by Disbudpar East

²⁰ Melissen, Jan. 2005. The New Public Diplomacy Power in International Relations. Edited by Jan Melissen. Palgrave Macmillan. https://culturaldiplomacy.org/academy/pdf/research/books/soft_power/The_New_Public_Diplomacy.pdf.

Java are a cultural and social initiative aimed at fostering a favorable image and allure of the region without compulsion.²¹ In soft power diplomacy, non-state actors like the East Java Disbudpar engage the community in training, seminars, and certification. Soft power diplomacy stresses non-state players like the Tourism Awareness Group (Pokdarwis) and rural community members in regional tourism development and promotion.²²

Technical guidance conducted by the East Java Disbudpar is included in soft power because it relies on the exchange of knowledge, learning, and self-reflection, and without any coercion. This technical guidance is conducted to improve the skills and competitiveness of the tourism village community to become more competent and the tourism village more attractive in the eyes of the public, both nationally and internationally.

- *Banyuwangi Regency Government*

Banyuwangi Regency Government always prioritizes villages as primary stakeholders in regional development, particularly in the tourism sector. To this purpose, the Banyuwangi Regency Government offers large support to Tamansari Tourism Village by implementing a sequence of development programs, building BUMDes business networks, and stimulating community involvement in tourist attractions management. Furthermore, the district government serves as a middleman between the central and provincial government and local village societies, thereby facilitating program consistency and long-term sustainability of tourism village initiatives. The Regent of Banyuwangi emphasized that the national and international accolades received by Tamansari serve as an impetus for motivation of all parties at the regional level to persist in their efforts to innovate and enhance the competitiveness of local tourism.²³ The Banyuwangi Regency Government implements a tourism diplomacy strategy by placing villages at the forefront of regional development, especially in the tourism sector. This strategy focuses on empowering local communities as the main actors in promoting and managing tourist destinations. This approach aligns with the tourism diplomacy concept that emphasizes community involvement in fostering a positive image and enhancing destination appeal.

²¹ Josephus Primus. 2022. "Riwayat 'Soft Diplomacy', Alternatif Kolaborasi Hubungan Internasional." Jakarta. <https://www.kompas.com/stori/read/2022/11/11/160000579/riwayat-soft-diplomacy-alternatif-kolaborasi-hubungan-internasional>.

²² Mochamad Yani, Yanyan, and Elnovani Lusiana. "SOFT POWER DAN SOFT DIPLOMACY."

²³ Kusbiantoro, Didik. 2021. "Desa Tamansari Banyuwangi Masuk 50 Besar ADWI 2021." Banyuwangi. <https://jatim.antaranews.com/berita/516938/desa-tamansari-banyuwangi-masuk-50-besar-adwi-2021>.

The government acts as a facilitator of village-owned enterprise (BUMDes) business networks, optimizing the community's role in tourism management. Tourism diplomacy emphasizes the importance of collaboration across sectors and stakeholders to create effective synergies in sustainable tourism development. This role strengthens local networks that can integrate into regional and international networks.²⁴

Serving as a liaison between the central and provincial governments and village communities ensures program synergy and the sustainability of tourism village development. Effective coordination is required at the local and national levels as well as the international level for tourism diplomacy to occur and for tourism strategies to run consistently and professionally. The national and international awards achieved by Tamansari Tourism Village motivate all regional elements to innovate and improve the competitiveness of local tourism. This recognition strengthens the region's positive image and opens up wider promotional opportunities, which is the main goal of tourism diplomacy: strengthening a region's reputation (Nye, 2004).

- *Tourism Diplomacy through Multi-Level Government Synergy*

The collaboration among Kemenparekraf, the provincial government, and the district government in the support of Tamansari Tourism Village is an ideal model of tourism diplomacy. With the application of soft power approaches like community empowerment, training, awards, and promotion, the government has been successful in projecting a good image and attractiveness of Tamansari at the national and ASEAN levels. International recognition, such as the ASEAN Tourism Awards 2023, is evidence of Indonesia's tourism diplomacy success in promoting local values and community development models to a global level. Thus, government agencies at all levels boost Tamansari Tourism Village's potential and competitiveness and help Indonesia become a top ASEAN and worldwide tourism destination.

- *The Impact on Tourism in East Java and the Tamansari Tourism Village*

After receiving the Anugerah Desa Wisata award in 2021, Banyuwangi District saw more local and international tourists in 2022. Domestic tourism climbed from 1,430,197 in 2021 to 2,948,543 in 2022. Foreign tourists climbed from 2,145 in 2021 to 30,232 in 2022. Despite a decline in the number of tourist visits, both domestic tourists, with a total of 2,575,520 visits, and

²⁴ Baranowski, Shelley, Lisa Pinley Covert, Bertram M. Gordon, Richard Ivan Jobs, Christian Noack, Adam T. Rosenbaum, and Blake C. Scott. 2019. "Discussion: Tourism and Diplomacy." *Journal of Tourism History* 11 (1): 63–90. <https://doi.org/10.1080/1755182X.2019.1584974>.

foreign tourists, with a total of 20,288 visits, were recorded in 2023. Nevertheless, Tamansari Tourism Village persists in its commitment to augment the number of annual visits. In 2024, following the receipt of the ASEAN Tourism Awards in 2023 by Tamansari Tourism Village, the number of visits to the site increased significantly. Foreign tourist visits increased to 60,746, which was notable. Domestic tourism totaled 2,809,264. This shows the importance of local government, commercial tourism businesses, and community support in developing tourist settlements. Achieving the title of Indonesia's best tourist town, let alone globally, requires community, local government, and private tourism sector cooperation. Since 2021, domestic tourists have increased in Tamansari Village, Banyuwangi, albeit they will still drop. Domestic tourism reached 70,354 in 2021. In 2022, 96,046 domestic tourists visited. No international visitors visited Tamansari Village in 2021–2022. In 2023, domestic tourism dropped to 82,059 visitors. However, Tamansari Tourism Village had 33 international guests, up from none. Foreign visitors dropped to 20 in 2024. Domestic tourism increased by 116,216 visitors.

VI. CONCLUSION

The current research shows that tourist diplomacy, based on soft power, community empowerment, and multi-level government coordination, has helped Tamansari tourist Village achieve national and worldwide recognition. The Ministry of Tourism and Creative Economy (Kemenparekraf) set quality standards, mentored, and participated in international forums including the ASEAN Tourism Forum. These activities led to the attainment of global recognition for Tamansari Tourism Village. The East Java Provincial Government, working through its Disbudpar office, implemented a series of programs whose target was through empowering communities and enhancing the competitiveness of tourism villages in the region. Among those programs were the provision of technical support and funding, which enabled the capacities of the communities to be developed. Furthermore, concurrently, the Government of Banyuwangi Regency prioritized villages as key stakeholders, fostered business networks, and insured program sustainability with effective coordination at government levels.

This shared governance is a model exemplary of the concept of tourism diplomacy, which is based on cultural, economic, and social capital to create a good reputation, enhance international cooperation, and drive the growth of sustainable tourism. The international reputation gained by Tamansari Tourism Village, for example, the ASEAN Tourism Awards 2023, not only confirms the achievement of Indonesia's tourism diplomacy but also as strategic tools to enhance the region's prestige and competitiveness. The rise in tourist visits in Banyuwangi and Tamansari Tourism Village following these recognition further substantiates the significant contribution of tourism diplomacy to local economic development and community empowerment.

All in all, the holistic approach of the Indonesian government encompassing policy, capacity building, recognition, and international outreach has made Tamansari Tourism Village a model of effective tourism diplomacy. Such an approach not only reaffirms Indonesia's leadership within ASEAN community-based tourism but offers valuable lessons to other places wishing to employ tourism as a vehicle for achieving broader diplomatic and development goals.

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