

Collaboration of Design and Purwosari Tourism Village Creating a Sustainable Future for Destination Brands

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Abstract. *This research explores design collaboration in developing Purwosari Tourism Village as a sustainable destination with a strong destination brand. Purwosari Tourism Village in Yogyakarta has enormous potential, especially in terms of culture, natural beauty, and culinary specialties, as a tourist attraction. The problem that exists is the absence of a consistent visual identity for the introduction of Purwosari Tourism Village in the digital era. By using a case study approach and design research, this study examines how design collaboration can create an authentic and sustainable identity for a tourist village. The methodological study includes field observations, interviews with managers, and exploration of design elements involving community participation. The results show that design collaboration contributes to strengthening the identity of Purwosari Tourism Village through the development of logos, promotional media, and merchandise that reflect local cultural values. The resulting visual identity is proven to enhance the village's positive image in the eyes of tourists. The findings support the importance of cross-disciplinary collaboration in strengthening the attractiveness and sustainability of tourist villages as widely recognized destination brands.*

Keywords: *design collaboration, tourism village, destination brand, sustainability, visual identity*

1. Introduction

Tourism is one of the most significant industrial sectors in driving economic growth and regional development in various regions, including the development of tourist destinations. The tourism industry is one of the fastest-growing economic activities in the world (Razafindralo, 2017). Destinations are geographical areas that are characterized by natural scenery, culture, and tourist products, as well as specialty foods, comfortable accommodations, and facilities (Framke, 2001). In addition, these unique attributes become tourism selling points that attract visitors to tourist villages as destinations. Tourism villages are the implementation of sustainable development in the global tourism industry, presenting authenticity in customs, socio-culture, architecture, attractions, and supporting facilities (Mumtaz & Karmilah, 2021). Tourism villages have an important role, especially in regional development, by highlighting the natural beauty and richness of local culture. The growth of village tourism is not only happening in Indonesia but also globally. This trend is driven by urban communities who seek a different atmosphere from the regular urban environment, and prefer a village atmosphere that is still protected and natural (Dewi & Issundari, 2016). The presence of tourist villages significantly supports the economic sector, especially for the communities around the villages. This is a challenge for each tourist village to continue to develop and grow. Another challenge faced by tourist villages is the sustainability system that requires the village to remain operational, well-managed, and continue to attract tourists.

Yogyakarta is one of the provinces in Indonesia experiencing significant growth in tourist villages, characterized by unique customs, culture, art, nature, and culinary

specialties, all emerging from community initiatives rather than governmental coercion (Dewi & Issundari, 2016). Purwosari Tourism Village is one of the tourist villages with beautiful natural landscapes, rural charm, preserved culture, and distinctive culinary specialties found in Kulonprogo Regency, Yogyakarta. The architectural style or building form can serve as a distinguishing factor and identity of a tourist destination (Panindias, 2014). Branding, in this context, refers to an idea or image marketed for public recognition and identification with a particular product or service (Darmawanto, 2019). However, the presence of Purwosari Tourism Village as a tourism destination is still not optimal due to the lack of a strong identity, especially in the modern digital era where a robust destination brand is essential.

Collaboration is an important aspect of sustainability, including for tourism villages. The design domain in the development of tourism villages plays an important role, especially in creating a strong identity for the villages as a means of promotion and providing a unique experience for each tourist. Design collaboration is a participatory activity where individuals work together to obtain various information and resources through cooperation (Chiu, 2002). Design is not only about aesthetics or beauty but also includes how the local values of the tourist village can be presented and adapted functionally to support economic, social, and tourism sustainability. Design science can analyze a destination brand that plays a strategic role in strengthening tourism attractiveness and creating a unique, different, and attractive image that can influence tourist perceptions and decisions. Every place has its characteristics and is often considered to have a “personality” that shapes the impression of a place (Geboy, 2001).

The continuity of tourism villages must be maintained, especially to achieve a sustainable future where tourism villages can become ideal destination brands. A destination brand is a tourist attraction owned by a particular area with unique potential (Bawanti, 2016). To become a widely known destination brand, collaboration is needed between designers, local communities, and stakeholders who are the main keys to sustainability. However, many tourist villages are still running alone without direction and have not collaborated with design, which can holistically impact their sustainability as a destination brand.

With these challenges, this study will examine how design collaboration and tourism villages can create a sustainable future for destination brands. This study aims to explore the impact of design collaboration on the sustainable development of Purwosari Tourism Village and develop design strategies that can strengthen destination brands. It is hoped that the results of this study will provide useful insights for the development of tourism villages in the future, both in terms of design and destination branding, through an integrated, synergistic, and sustainable approach that emphasizes the unique local cultural values of each tourism village.

2. Methods

This research methodology employs a case study and design research approach to explore the role of design collaboration in developing sustainable tourism villages as destination brands. This approach is chosen to generate a comprehensive understanding through the interaction between design, identity, and the unique values of the tourism village, and to create relevant design solutions to strengthen the destination brand.

a. Case Study

The case study approach was chosen to understand the phenomenon that occurred, making it easier for researchers to observe the problems in the tourist village in

depth. This approach was used to identify unique values, challenges, and opportunities that arise from a design perspective. This is relevant because this research not only analyzes the theoretical aspects but also the real context that occurs in the field, especially the important elements in developing a sustainable design strategy.

b. Design Research

The selection of design research was used to find creative solutions through exploration, design, and evaluation approaches. These stages help in creating a specific and effective design to strengthen the brand identity of a tourist village. Therefore, this research will focus on prototyping and branding strategies to support the sustainability of a tourist village's identity.

In collecting data, direct observation will be used in Purwosari Tourism Village to get a real overview of the conditions experienced or happening in the field. Observations will identify the extent to which the application of design elements, promotional materials, and branding strategies affect the tourist experience in the tourist village. Furthermore, interviews will be conducted with the manager of Purwosari Tourism Village to explore their views on the role of design and collaboration in strengthening the destination's brand image. In-depth documentation and exploration of the characteristics of the tourist village with its unique values, history, culture, and potential experiences and expectations for future development will also be conducted.

This study will use a qualitative approach to analyze data and understand the impact of design on Purwosari Tourism Village. Data analysis will be carried out by identifying key themes that emerge from observations, interviews, and documentation. This qualitative approach allows researchers to understand perceptions, experiences, and expectations related to the existence of destination brands in tourist villages. Qualitative analysis helps evaluate the effectiveness of design prototypes and provides insight into how design collaboration can support the sustainability of tourist villages.

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3. Results and Discussion

In this research, the collaboration process begins by involving several important stages, such as discussions with tourism village managers, identification of data, uniqueness, cultural values, visual elements that have been used, and other village characteristics. The results will be used for joint evaluation in the development of design collaboration and tourism villages in the future. The ongoing collaboration process has had a positive impact on several aspects, especially in improving the positive image of Purwosari Tourism Village as a tourist brand destination. The process also engages the tourism village managers to increase their feeling of belonging, commitment to sustainability, and willingness to grow.

a) *Design in the Context of Sustainable Tourism*

Sustainable tourism underscores the concept of balance between the utilization of

tourism potential and efforts to maintain local environmental, social, economic, and cultural sustainability. The important role of design in sustainable tourism is to create an attractive and aesthetic tourist environment while maintaining the natural ecosystem and the welfare of local communities.

The purpose of sustainable design is to minimize negative impacts on the environment while providing long-term benefits for tourist villages and local communities. This sustainable design includes energy efficiency, the use of environmentally friendly materials, resource conservation, and making durable and easily recycled products. In the context of tourism, sustainable design focuses on effective management so as not to damage the environment and pay attention to local cultural values in its design elements. Sustainable tourism is a concept for developing the tourism sector that meets the needs of tourists while maintaining and preserving the environment to provide benefits now and in the future (Sulstyadi et al., 2017). The development of tourist villages needs to be carried out sustainably so that it becomes essential for the contribution value in supporting post-pandemic recovery in the tourism industry sector in a sustainable manner (Yudhiasta et al., 2023).

b) *Tourism Village as a Destination*

The existence of a tourist village is a concept of regional development that promotes unique values such as culture, nature, rural nuances, culinary specialties, and other potentials as the main tourist attraction. Unlike tourist destinations in general, tourist villages have characteristics of local traditions that are preserved as authentic uniqueness.

Village tourism aims to introduce culture, local wisdom, noble values, culinary specialties, and rural life to tourists so that it can become a new source of income for the surrounding community. Tourism villages also serve as a means to preserve local traditional cultural values that may be forgotten and abandoned if not continuously introduced, especially to the younger generation or tourists. The orientation program for regional economic progress, especially in the tourism sector, requires a balance between urban and rural environments towards community empowerment, which ultimately leads to the formation of tourist destinations or tourist villages (Septemuryantoro, 2021).

The development of tourism villages can serve as part of a destination brand that meets certain criteria with cultural uniqueness, accessibility, and infrastructure. Challenges addressed are lack of funding, lack of community awareness, and the risk of excessive tourist numbers that can damage local social and cultural ecosystems. Destination image is a process of information that is continuously received by a person from various media platforms in the form of impressions, emotions, beliefs, and even prejudices that arise (Milman, 2012).

c) *Destination Branding*

Destination branding is the process of creating a distinctive identity for a tourist destination to differentiate it from others. Having a unique, distinct, and strong brand identity allows a destination to build a positive image that attracts tourists. The process of building this image for a destination is called destination branding. Destination branding involves the study of destination products such as media, messages, context, and communication processes in general, especially in the form of tourism marketing (Sultan et al., 2023).

Destination branding focuses on building an image and perception to make a destination attractive to tourists. The important elements of a destination brand include

logo, visual identity, uniqueness, characteristics, and story or narrative. Improving a city's image can be effectively achieved through city logo design, which then becomes part of the branding strategy (Hananto, 2019). A branding strategy helps stakeholders and consumers to differentiate one product from another, which over time becomes increasingly similar (Istanto, Somawiharja, Herdinata, & Kurniawan, 2016). Furthermore, in the context of tourism villages, good branding must represent the potential of local values to be accepted by the community and to interest tourists.

In developing a sustainable destination brand, a collaboration between various disciplines such as design, marketing, sociology, and anthropology is needed. This collaboration is important to create a comprehensive branding strategy for the local context. For example, designers can work with local cultural experts to create an authentic visual identity, while marketers design effective communication strategies to attract tourists. Tourist destinations cannot stand alone, especially in tourism development, so collaboration with other stakeholders, such as government or academia, is necessary (Berliandaldo et al., 2021).

d) *Tourism Pentahelix*

Tourism activities in destination brands, especially tourist villages, cannot run independently but require constructive cooperation to improve the tourism economy sector. Tourism development can be realized by implementing a development plan that considers diversity, uniqueness, cultural characteristics, and nature; this development strategy is known as pentahelix tourism (Maturbongs & Lekatompessy, 2020).

The important function of tourism is as a driver and optimizer of tourism activities, with the support of the roles of business people, academics, communities (tourism destination managers), media, and government (Vani et al., 2020).

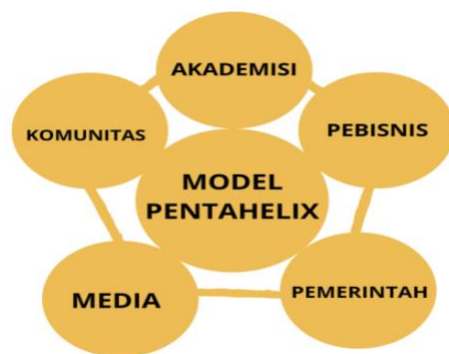


Figure 1. Tourism pentahelix model

Selection of Research Subjects

In this research, a case study was conducted at Purwosari Tourism Village located in Kulonprogo Regency, Yogyakarta. This case study was chosen because of the uniqueness of local cultural values that are still maintained and preserved, typical village cuisine, and the natural beauty of the border between Yogyakarta and Purworejo.

The existence of these unique values becomes the brand identity and distinguishes Purwosari Tourism Village from other tourism villages. Despite the progress of Purwosari Tourism Village, there are challenges faced, such as optimal image creation, especially in the digital era as it is today. This prevents Purwosari Tourism Village from conducting destination branding properly, due to the small number of managers and the limited use and adaptation of current media.

This research aims to discover how design collaboration with a participatory approach can strengthen the identity and image of a tourist village and ensure sustainability.

Design Research Process

The design research process in this study was conducted to explain the design concept and evaluation through the following stages:

a) Exploration Stage

At this stage, researchers identified the main problems experienced by Purwosari Tourism Village regarding its identity image. The exploration stage included analyzing the needs and expectations of the local community, which manages the development of a destination brand that is aligned with cultural values, uniqueness, and local potential.



Figure 2. Cultural uniqueness and natural potential

One of the main requirements for a tourist village is a good and unique visual identity, which becomes the main recognition tool for tourists. From its inception until August 2021, the visual identity of Purwosari Tourism Village, particularly its logo, has been inconsistent and does not fully reflect its potential. The logo is often found in a haphazard form, adapting visual elements from stock images, traded, or created instantly (Oscario, 2013). In addition, the destination image is not supported by other visual identities, such as brochures, packaging, and merchandise. Therefore, Purwosari Tourism Village needs to improve the visual identity of its destination brand.



Figure 3. Inconsistent and changing logo

b) Ideation Stage

Furthermore, at the idea creation stage, researchers developed various relevant design concepts based on the results of brainstorming and came up with design alternatives as solutions to the identified problems. At this stage, the researchers involved stakeholders in interviews and discussions to explain design ideas that were in line with the values of the tourism village.



Figure 4. Alternative logo of Purwosari Tourism Village (selected alternative logo – 01)

The selection of an alternative (logo - 01) in October 2021 makes the identity of Purwosari Tourism Village look fresher and modern, and a symbol that represents its uniqueness. A logo is a graphic image that represents consumer experience, product perception, organization, and company (Widyokusumo, 2014). This logo features cultural symbols with simple carvings, green and blue colors from natural potential, and a clear logo shape. In addition, a companion pocketbook was also created by researchers to explain the potential of Purwosari Tourism Village to tourists.



Figure 5. Pocketbook of Purwosari Tourism Village profile

The new form of the visual identity of the logo is one way to strengthen the brand identity of tourist village destinations. With a good form that represents the image, it can become a character that will be known, recognized, and remembered by tourists. The uniqueness represented in the logo and pocketbook will provide an identity that makes it easy for tourists to recognize and distinguish it from other destinations and can strengthen the position of Purwosari Tourism Village as a destination brand with authentic appeal from the symbols and colors used.

c) Prototype Stage

From the initial design concept in the form of a selected logo, the destination brand identity must be implemented directly on other representative media to increase the identity of the tourist village in the eyes of the community. Furthermore, in November 2022, researchers together with academic team members (Aldo Handani, Afsha Nugie, Fransiska Niken, Fina Muji, and Alvina Nadifah) developed the destination brand identity by referring to the brand guidelines provided for Purwosari Tourism Village. This ensures consistency in the development of the visual identity design style, so as not to confuse tourists.

The creation of a destination brand image includes designing leaflets, floor plans, sign systems, social media content, merchandise, and packaging design to support Purwosari Tourism Village as a destination brand. The visual identity design for Purwosari Tourism Village will be taken from the village's characteristics that highlight its uniqueness and differentiate it from other tourism village destination brands. This distinct visual identity will help tourists recognize and remember Purwosari Tourism Village easily.



Figure 6. Leaflets for tourists, tea and coffee packaging potential of Purwosari Tourism Village



Figure 7. Social media template design is the vanguard of digital media and merchandise as souvenirs

The way to encourage tourist visits is by using advertising and promotional media designed to influence the image formed and influence travel decision-making (Andreu et al., 2008). One of the media that can be used in advertising promotions includes leaflets and Instagram social media. A destination brand is not just a visual identity in the form of a logo, tagline, and other visual displays that are communicated through promotional media, but rather a systematic and directed strategy so that the potential of a place can be raised and maximized by stakeholders (Berliandaldo et al., 2021).

d) Relevance to the Principle of Sustainability

To maintain the visual identity design and ensure sustainability, it is important to choose materials that are easy to find, easy to reproduce, and cheap to produce. This approach aims to maintain the characteristics and uniqueness of Purwosari Tourism Village without changing or eliminating its natural elements and characteristics.



Figure 8. Sign system from natural materials in Purwosari Tourism Village, tourism map and merchandise

e) Implications for Destination Brands

Furthermore, design implementation can make an important contribution as an academic in strengthening the foundation of the brand image identity of Purwosari Tourism Village destinations without eliminating the uniqueness and original characteristics. This ensures that the destination brand can survive, develop, and remain sustainable, attracting tourists in modernization and digitalization. Tourists who visit will find what they are looking for in the uniqueness of each destination brand, especially the existence of a strong and visually mature destination brand identity.

Based on a case study conducted by researchers at Purwosari Tourism Village shows that when designers and managers collaborate, the results are more than just physical development. They can present an identity image that can be widely recognized as a cultural tourism destination brand that is unique, distinctive, and has significant potential.

f) Evaluation Stage

The last stage is evaluation, which involves collecting feedback after some time has passed since the design was implemented in Purwosari Tourism Village and reviewing its progress. This stage aims to determine whether the design developed has improved the tourist experience while creating a strong brand identity for Purwosari Tourism Village.



Figure 9. Profile of the Instagram account of Purwosari Tourism Village after designed

The design stages implemented in Purwosari Tourism Village to support the establishment of the destination brand image have provided a clear direction for the development of the tourism village. In particular, the visual identity of the logo has been improved, and highlights on Instagram have been enhanced, making it easier for potential tourists to clearly understand the potential, location, and tour packages offered. Another need for tourists is information related to available tourist attractions (Liao & Chuang, 2020).



Figure 10. Fixed feed posts with templates to maintain consistency of profile appearance

The clarity in this design design when implemented has succeeded in making it easier for visitors to the Purwosari Tourism Village Instagram account to understand the potential it has. The results of this collaboration aim to strengthen the brand image of the Purwosari Tourism Village destination and are expected to influence every Instagram user who sees the Purwosari Tourism Village profile to want to visit and experience it directly. The image of a destination greatly determines a person's decision to travel to their destination (Chon, 1990).

Challenges and Opportunities

a) Challenges

The main challenge in this design collaboration is to synchronize the vision of the tourist village with its various potentials and modern design principles that continue to adjust to the times and must be applied by designers to become a destination brand. Following the development of Purwosari Tourism Village, the most important consideration for the sustainability of the tourism village is the limitations encountered by the management of the tourism village, especially the absence of material economic value that is felt directly by the residents around the tourism village.

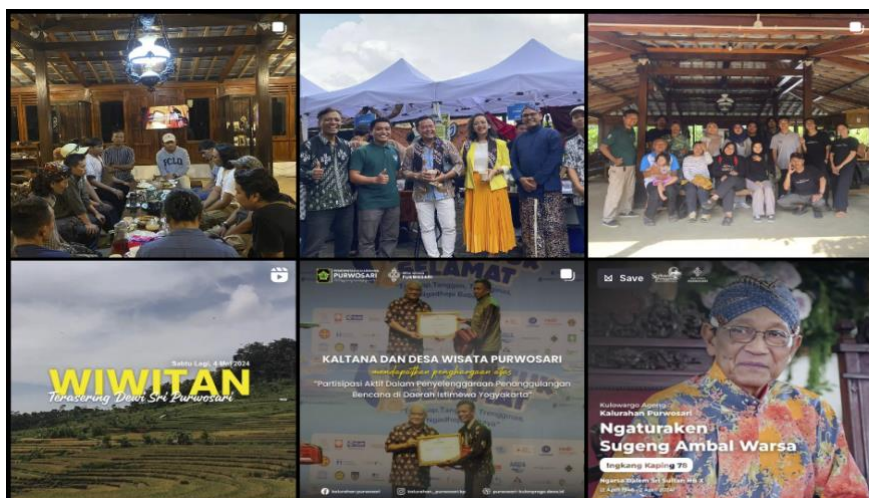


Figure 11. The last feed post 5 months ago, was inconsistent, and no template continuation on posts

A common problem experienced by most tourist villages is the lack of a young generation in managing tourist villages and a management system that is not properly connected to government institutions. The limited number of managers and the lack of technology cause the destination image that has been built and enhanced through Instagram social media to fade and not be powerful in the minds of the audience.

b) Opportunities

The main challenge in design collaboration is aligning the vision of the tourist village with its various potentials and modern design principles that continue to adapt to the times and must be applied by designers to become a destination brand. Following the development of Purwosari Tourism Village, the villages need a community-based approach that can regenerate tourist village managers so that they can adapt to technological changes as the development of tourist villages while preserving culture, and natural potential, and maintaining their uniqueness. This collaborative project is expected to create opportunities to educate tourist village communities about the benefits of sustainable tourism, as well as create an economy from the smallest village sector that can be independent and globally competitive. The collaboration concept aims to be sustainable, strengthen the destination brand image, and become a model that can be replicated in other tourist destinations or villages that have similar characteristics.

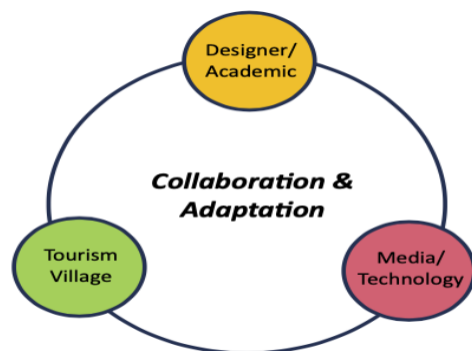


Figure 12. Collaboration and Adaptation Tourism

4. Conclusion and Recommendations

Based on the study results, design collaboration is proven to support the sustainability of tourist village branding. The collaboration process between designers, local communities, and other stakeholders resulted in a strong and authentic identity for the tourism village, which is aligned with local cultural values and sustainability principles. The diversity and unique characteristics of a tourist destination become an attraction that is perceived through the destination's image (Klenosky, 2002). The findings of this study also indicate that design collaboration not only strengthens the visual appeal and image of tourist villages but also requires active community participation, especially in managing their destinations on digital social media to increase recognition. In addition, the sustainable design approach applied plays an important role in maintaining the sustainability of the local environment and culture, which adds value to the tourist village destination brand. This results in the conative tendency of tourists to travel or visit the destination within a certain duration, which is influenced by the cognitive and affective images received (Kim & Chen, 2015).

Tourism village management is expected to continue adopting sustainable design principles in developing destination brands in the future. Through continuous

collaboration with designers, tourist villages can regularly update promotional information according to trends without eliminating local characteristics. Designers or educators are also advised to prioritize an inclusive approach by involving the community in every stage of the design process so that the design results are more relevant and have high sustainability value.

Future research is recommended to explore the long-term impact of design collaboration on the economic and social sustainability of tourist villages. In addition, comparative studies with other tourist villages in different regions can be conducted to understand variations in the application of design collaboration based on local characteristics. Future research can also examine new methods in design research that are more innovative and adaptive to technological developments, such as the use of digital technology-based design for promotion and interaction with tourists.

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