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Sustainable Tourism for Rural Livelihood Sustainability (Case Study of Agrotourism in Karanganyar Regency, Central Java)

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Abstract. Sustainable tourism development is an emerging concept to overcome the negative impacts of tourism development. This study aims to analyze sustainable tourism development to achieve economic, socio-cultural, and environmental sustainability goals in Ngargoyoso District. The research method used in this study is a descriptive qualitative method with data collection techniques through FGD, direct interviews, documentation, and field observation. Tourism villages in Ngargoyoso District, especially in Jatirejo Village, Kemuning Village, and Berjo Village are supported by stakeholders, namely the government, private parties, and the community who synergize with each other to achieve community welfare. Based on the results of the study, it was found that the positive impacts of the existence of tourism villages include increasing economic levels, increasingly known by the public, and reducing unemployment while the negative impacts that exist are the increasing accumulation of garbage, infrastructure damage, and congestion.

1. Introduction

The development of the tourism sector is an attempt to boost the economies of local or global communities. One of them is tourist-based village development. According to Rahman et al. (2018), village tourism development is a form of tourism that creates relationships between tourists and rural components. (norma, nilai, kepercayaan, and adat istiadat). The development of tourist villages as a tourist alternative can contribute to the Sustainable Development Goals (SDGs) by facilitating development at the local level. According to Nugraheni et al. (2019), sustainable tourism development (STD) is an emerging concept to address the negative impact of tourism development. Tourism contributes directly and indirectly to rural development. Tourist village management is one of the integrated village development efforts aimed at promoting the socio-cultural and economic development of the village. According to Marzo-Navaro (2017), the tourist village drives the development and economic growth of the region, a tourist destination that is a priority for achieving economic, socio-cultural, and environmental sustainability goals. According to Ruhanen et al. (2015), sustainable development and rural tourism are interrelated and can be seen through three intertwined concepts: sustainable growth, rural development, and tourism development. Sustainable development is a general concept that can be represented both in the concept of rural development and in tourism. Rural tourism is the focus of mutually beneficial development between rural development and tourist development. The results of sustainable tourism can be seen when the basic principles of sustainability are found in the context of tourism development. The defense of

sustainable development is the result of a joint agreement among world academics that emphasizes that the needs of present generations can be met without neglecting the needs of future generations. In other words, the use of nature or the assets of a nation or region can be used for the needs of mankind in the present time by ensuring that nature or the assets will continue to be available for future generations.

Ngargoyoso district is one of the districts located in Karanganyar district, just below the foot of Mount Lawu. The district of Ngargoyoso has a natural charm that supports the creation of tourist destinations and eventually tourist-based villages. The tourist village created a prospect for the village to support its economy so that it becomes a prosperous village. Sustainable tourism requires the support of all components so that synergies can occur toward that goal. Sustainable development requires strategies for implementation, including the ability to seize family livelihoods from community activities. According to Sukma (2014), sustainable tourism development is related to an effort to ensure that the natural, social, and cultural resources used for the development of tourism in this generation can be used for future generations. This study examines the involvement of the public in the process of tourism-based village development. The aim of this study is to analyze sustainable tourism development that supports sustainable household livelihoods in Ngargoyoso district.

2. Material and method

The research methods used in this research are descriptive qualitative methods with data collection techniques through FGD, live interviews, documentation, and field observations. Research informants were obtained through purposive and snowball samplings consisting of village leaders, youth figures, tourism-conscious groups, as well as other community groups. Data validity is determined using source triangulation and triangulation methods. Data is analyzed using interactive model data analysis.

3. Result and discussion

a. General Overview

Ngargoyoso district is one of the districts located in Karanganyar district, just below the foot of Mount Lawu. Ngargoyoso Districts are on the west side bordered with Karangpandan District, on the south side bound with Tawangmangu District, on the east side with Magetan District (Lawu Mountain), and on the north side with Jenawi District. Ngargoyoso has nine villages, namely Berjo, Dukuh, Girimulyo, Jatirejo, Kemuning, Ngargoyoso, Nglegok, Puntukrejo, and Segorogunung. All three villages are tourist villages based on nature. According to Muriawan (2006), explaining in the journals of tourism management, village tourism is the development of a region (desa) by utilizing the elements that exist in the village society that serve as the attributes of the tourism product, becoming a network of tourist activities that is integrated and has a theme. The concept of this tourist village will be used to understand what is meant by tourist villages as well as anything that must be in the village.

The village of Jatirejo has the potential for agrowisata jambu, durian, and reservoirs. There are various tourist packages, such as eduwisata ranging from cultivation to processing of crops, outing class, outbond, resto/pendopo, and the provision of meeting rooms, offered by Agrowisata Putra Jambu to tourists, so that tourists can choose the package according to their wishes. Besides Agrowisata Putra Jambu, there is also Agrowisata Durian Village Manduk, a seasonal agrowisata where tourists will come when the durian season arrives. The main object of Agrowisata Durian Village Manduk are durian fruits sold by the local community along the road when the season arrived. There are different types of durian grown in the Manduk Village Area, where durian with a type of king musang is a kind of leaf-rising durian and has a relatively high selling price. Another potential that exists in Jatirejo Village is the construction of a reservoir located at the western end of the village.

Kemuning village has the main potential of tea gardens and Kali Pucung River tubing. The tea garden belongs to PT Rumpun Sari. The benefits of this tea garden enable Kemuning Village to create a variety of tea garden-based agrowisata, such as Jimber Atsiri Indonesia, Bintang Park, Sky Hills Kemuning, and Sumilir Valley. Another advantage is that it is a typical tea-producing house named Gambyong Tea. In addition to having the potential of a natural tea

garden, Kemuning Village also has the potential for river nature, which was later developed by the surrounding community into a river tubing named River Tubing Kali Pucung..

Berjo Village has the main potential of Jumog Falls and Madirda Valley. Both of these tours are natural tours that were then managed by the people of Berjo Village and eventually became an icon of Berjeo Village. The development of this tourism continues without disturbing the ecosystem or the authenticity of the tourism. The future development strategy is to make an effort through tourism development and the creation of new tourist attractions to attract tourists..

b. *Stakeholder*

Sustainable tourism development is heavily dependent on existing stakeholders. According to Sjaifudin (2003), stakeholders are individuals or groups of organizations, whether male or female, who have interests, are involved in, or are influenced (positive or negative) by a development program activity. The perception of stakeholders has a strong influence on the implementation of development. According to Suriadi et al. (2015), if the perception of the stakeholders is negative, then it can be easier for the party to translate it into negative actions. On the contrary, when the perceptions of the parties are positive, it can strengthen and streamline the efforts for the implementation of the activity and the achievement of the desired goal. According to Haribawa et al. (2017), if each party goes sporadically and has its own perceptions and interests that are not aligned, then it can be assured that the use of land resources cannot run optimally and sustainably.

As an industry, tourism is connected with many sectors and stakeholders from a variety of backgrounds of interest. According to Pitana and Gayatri (2005), tourism development involves three interrelated stakeholders: government, private, and public. Each stakeholder has different roles and functions that need to be understood in order for the development of tourism in a region to be realized and carried out well. Brahmantyo et al. (2017) mentioned that studying the perceptions, thinking, and attitudes of stakeholders in the construction of a tourist destination became important to do, as it could describe how much support is given to the success of tourism development.

Stakeholders are the key to development. According to Berliandaldo et al. (2021), the role of stakeholders is essential to the development of the tourism sector. One of the stakeholders that plays a major role in the sector is the government, but the government has constraints in its process, so it requires another stakeholder who has the ability and capacity to support tourism development. The government acts as a facilitator in the development of tourism by providing and facilitating tourist attractions. According to Simanjourang et al. (2020), governments have the power to make binding regulations. The motivation that motivates people to travel will raise the same demands for the means and supplies of tourism, such as telecommunications networks, accommodation, and so on. In this case, the availability of means and facilities for tourism is one of the determining factors in the successful management of the industry. The enterprise of objects and tourist attractions includes the activities of building and managing the objects and touristic attractions, as well as the necessary facilities. Thus, there is a need for the development and management of Prasarana facilities in the areas of tourist destinations to support the management of tourism. The government deliberately rejected investors from outside because the goal of the tourist village was the well-being of the people, so when there were investors who entered instead, it would hinder the progress of the community in the village.

The private sector provides various facilities for accommodation, information, tourism products, and tourist destinations with the aim of attracting tourists and providing satisfaction and a valuable experience. The private sector also implements legal aspects relating to quality standards of management and services, the participation of local residents, and the rules of national parks. According to Mahyuni (2020), tourist area managers have a crucial role to play in ensuring that the tourism area can provide optimal positive benefits to local communities without causing significant negative impacts. The private sector consists of a wide range of sectors, ranging from travel agencies to homestays, restaurants, souvenir providers, and event organizers.

Society is the most important factor because it serves as a driver of development programs. According to Junaid et al. (2020), the community makes tourism activity a necessity; on the contrary, tourism cannot go without tourism activities by the community at a destination. The thinking, local institutions, and wisdom of the community can be adopted in the development planning process. The community also plays an active role through the improvement of education and skills in a range of tourism and economic activities. In this case, the community is directly involved as a tour operator, employee, tour guide, and transportation and accommodation service.

c. Collaboration

governments, private entities, and communities must have synergies toward the goal of sustainable tourism. According to Walton in Sulasmi (2009), the simplest definition of synergy is the result of cooperative effort, or 'co-operative effort', because the core of the process to produce a quality of synergy is cooperation. It is in line with Dabphet's (2006) view that, in order to realize sustainable tourism development, it remains important to build a special perception of the concept amongst stakeholders. The objectives included in any attempt to develop sustainable tourism need strong synergies with its objectives. Sustainable tourism requires government and private partnerships to anticipate environmental damage before it is too late. According to Adnyana (2020), tourism development that does not care about the environment will be a boomerang for the tourism industry. This synergy can be seen in the patterns of cooperation and communication built by governments, private entities, and society. According to Yasintha (2020), the study of inter-stakeholder collaboration, which we ultimately call a collaborative government, implies that governments work with various stakeholders, institutions, and even citizens to create better policies for all. Governments cannot run on their own with the internal capacity they have, so implementing a policy requires public opinion to be able to decide on the action or policy to be designed. This collaboration can increase the participation of actors, who can then increase the original income of the region, thus making the village a prosperous proof of the rise of the economy of the community from year to year.

d. Impact

Through sustainable tourism, all resources can be managed to meet needs and preserve cultural integrity, biodiversity, ecological dimensions, and system life. According to Zamfir and Corbos (2015), sustainable tourism can be defined as a form of tourism that takes into account current and future impacts (economic, social, and environmental impacts), as well as meeting the needs of tourists, industry, and local communities. The surroundings of the tourist village, of course, bring a lot of change, both positively and negatively. Based on the results of the interviews, the positive effects of the tourist village include the rise of the economy, increasing public awareness, and reducing unemployment. According to Durbarry (2004), the economic impact plays a dominant role in policy-making compared to the socio-cultural and environmental fields, with the negative impact being increasing garbage accumulations, infrastructure damage, and congestion. But behind the negative impact that is felt, it can still be overcome so that it does not cause a significant loss.

4. Conclusion

Based on the results of the interviews, the conclusion can be drawn that the village of Jatirejo has potential reservoirs, namely Agrowisata jambu, Agrowisata durian, and a reservoir. Kemuning village has the main potential of tea gardens and Kali Pucung River tubing. The village of Berjo has the main potential of the Jumog Falls and the Gulf of Madirda. There are tourist villages in Ngargoyoso district, especially in Jatirejo Village, Kemuning Village, and Berjo Village, supported by the presence of stakeholders' governments, private parties, and the public. These three stakeholders continue to synergize and perform their respective roles in sustainable tourism. The positive effects of tourist villages include rising economic standards, increasing public awareness, and reduced unemployment, while the negative effects are increasing garbage accumulation, infrastructure damage, and congestion.

5. Reference

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