



DEVELOPMENT OF TELOMOYO AREA TOURISM VILLAGE AS AN EFFORT TO REALIZE SUSTAINABLE DEVELOPMENT

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ABSTRACT

The aim of this research is to find out how to develop tourist villages as an effort to realize sustainable development in Telomoyo Area tourism. The research method used is a qualitative method with data collection methods through interviews. The key informant used in this research was the manager of the Telomoyo Area tourist village. The research results show that the development of tourist villages in the Telomoyo Area tourist village has shown significant potential as an effective strategy for realizing sustainable development goals. Through a combination of community participation, cultural preservation, environmental management, and socio-economic empowerment, the Telomoyo Area tourist village has achieved important progress in achieving sustainability goals while improving the welfare of its residents. Local residents are actively involved in the decision-making process, contributing knowledge, skills, and resources them for development projects. In addition, community participation has led to the formation of collaborative partnerships between various stakeholders, including government agencies, non-profit organizations, and private sector entities, which facilitate the implementation of sustainable tourism practices. The village has taken deliberate steps to displays its rich cultural heritage, including traditional arts, crafts, and rituals, to visitors. In terms of environmental management, the Telomoyo Area tourist village has implemented various initiatives to minimize its ecological footprint and encourage sustainable resource management. Socio-economic empowerment is also another important outcome from the development of tourist villages in Telomoyo Area. Tourism-related activities have provided an alternative source of income for local residents, reducing dependence on traditional livelihoods such as agriculture. In addition, tourism has created employment opportunities for young people and women, as well as empowering marginalized groups in villages

Keywords: Tourism village, Sustainable Development, Tourism Development.

INTRODUCTION

Tourism plays an important role in driving economic growth, fostering cultural exchange, and promoting sustainable development in various regions globally. Tourist villages, often located in rural or natural settings, represent a unique opportunity to harness the potential of sustainable tourism. The development of rural tourism has emerged as an important strategy for achieving sustainable development goals, especially in rural areas rich in natural and cultural resources. The Telomoyo Area region in Indonesia, which is characterized by beautiful natural landscapes, cultural heritage and biodiversity, presents an ideal context for exploring the development of tourist villages as a catalyst for sustainable development (Nugroho& Nurpratiwi, 2018).

Tourism villages are increasingly recognized for their potential in stimulating economic growth in rural areas. By attracting visitors and generating income through tourism-related activities, these villages create job opportunities and stimulate entrepreneurship in local communities. (Li and Wang, 2020). According to Jamwal and Pandey (2019), the development of rural tourism in India has led to a significant increase in household income and employment, especially in sectors such as hospitality, handicrafts and agrotourism. Tourism villages contribute to poverty alleviation and economic diversification in rural areas, thereby increasing the resilience of the local economy as a whole.

Village tourism has emerged as a promising approach to harness tourism for sustainable development. These villages offer authentic cultural experiences, eco-friendly accommodations and opportunities for community involvement. By promoting community-based tourism initiatives, tourist villages empower local residents to participate in and benefit from tourism activities while preserving their cultural heritage and natural resources. In the Telomoyo Area, several villages have started implementing this model, but comprehensive research is still needed to assess the impact and potential for further development (Suwarno & Rahayu, 2019).

Apart from the economic benefits, developing tourist villages has the potential to improve the welfare of local residents. By involving communities in tourism planning and decision-making processes, this initiative empowers residents to preserve their cultural heritage, strengthen social cohesion, and improve their quality of life. According to Gurung et al., (2021) the development of tourist villages fosters a sense of pride and identity among its residents, thereby leading to increased social inclusion and cultural preservation. In addition, Kim et al. (2022) also highlighted the role of tourist villages in encouraging intercultural exchange and mutual understanding between tourists and local residents, thereby enriching the travel experience for both parties.

One of the main principles of sustainable tourism is the conservation of natural resources and environmental protection. Tourism villages implement this principle by promoting responsible tourism practices, environmentally friendly infrastructure, and environmental education initiatives (Rahman et al., 2020). Guo et al. (2021) also underscore the role of community-based ecotourism in increasing environmental awareness and conservation efforts among tourists and local residents.

The Telomoyo Area, located in Central Java, Indonesia, offers a wealth of natural beauty, historical sites and cultural traditions. Surrounded by dense forests, terraced rice fields and volcanic peaks, this area offers a tranquil escape from city life. However, despite its attractiveness, the Telomoyo Area faces socio-economic challenges, including poverty, limited access to basic services, and environmental degradation. In response to these challenges, there is increasing interest in exploiting the potential of tourism to encourage sustainable development in the region (Sari& Darma, 2020).

Sustainable development is at the core of tourism village initiatives in the Telomoyo Area. By encouraging responsible tourism practices, such as community participation, environmental conservation, and equitable economic benefits, tourist villages can contribute to the long-term well-being of local communities while preserving natural and cultural assets for future generations. This approach is in line with global efforts to achieve sustainable development goals, as outlined in agendas such as the UN Sustainable Development Goals (Suwarni & Nurjannah, 2020).

LITERATURE REVIEW

Tourism Village

Village tourism has emerged as an important approach to sustainable tourism development, emphasizing community involvement, cultural preservation, and environmental conservation. These villages, usually located in rural or semi-rural areas, offer authentic experiences showcasing local ways of life, traditions and landscapes. This theory aims to provide a comprehensive understanding of tourist villages, exploring their significance, main components, theoretical basis, and practical implications for sustainable development and community empowerment (Jamal & Stronza, 2018).

Tourism villages play an important role in encouraging sustainable development by utilizing the cultural, natural and historical assets of rural communities. They offer an alternative to mass tourism, prioritizing quality over quantity and encouraging meaningful interactions between visitors and residents. By showcasing local traditions, crafts and cuisine, tourist villages preserve cultural heritage while providing economic opportunities for local residents. In addition, tourist villages encourage environmental conservation and sustainable resource management, minimize negative impacts on ecosystems, and encourage responsible tourism behavior (Mowforth & Munt, 2015).

There are several components that characterize a tourist village and contribute to its attractiveness as a tourist destination. These include cultural attractions such as heritage sites, museums, and traditional performances that offer insight into the history and identity of the community. Natural attractions such as scenic views, hiking trails and wildlife viewing opportunities showcase the region's biodiversity and natural beauty. Additionally, tourist villages often have community-based accommodation, restaurants, and craft shops that provide visitors with opportunities to support local businesses and craftspeople (Timothy & Nyaupane, 2017).

Tourism villages utilize theoretical frameworks such as community-based tourism (CBT) and sustainable tourism to guide their development and management. CBT emphasizes the active participation of local communities in tourism planning, decision making, and benefit sharing processes, fostering a sense of ownership and empowerment. The principles of sustainable tourism, including environmental conservation, socio-cultural authenticity, and economic viability, provide a framework for assessing the holistic impact of tourism villages on communities and ecosystems. Furthermore, the theory of place attachment and destination authenticity underscores the emotional and cultural connections that visitors form with tourist villages, thus highlighting the importance of preserving local identity and heritage (Tosun, 2018).

Tourism villages offer practical implications for encouraging sustainable development and community welfare. Economically, tourist villages create jobs, stimulate local entrepreneurship, and generate income for their residents, contributing to poverty alleviation and economic diversification. Socially, tourist villages encourage cultural exchange, intercultural understanding, and community cohesion, increasing social capital and preserving traditional knowledge and practices. Environmentally, tourist villages encourage conservation, environmentally friendly

practices, and responsible tourism behavior, as well as mitigating negative impacts on natural resources and ecosystems (Weaver, 2018).

Sustainable Development

Sustainable development is a holistic approach to meeting the needs of the present without compromising the ability of future generations to meet their needs. This includes economic prosperity, social justice and environmental management, aiming to achieve a balance between these three pillars. This theory aims to provide a comprehensive understanding of sustainable development, exploring key concepts, guiding principles, and practical implications for policy making and implementation (Sachs, 2015).

Sustainable development recognizes the interconnectedness of economic, social and environmental systems and seeks to address the complex challenges facing humanity. In essence, sustainable development is ensuring the welfare of humans and the earth, both now and in the future. This requires a shift from short-term thinking and unsustainable practices towards long-term solutions that promote resilience, equality and harmony with nature. Sustainable development recognizes the limitations of resources and the need to use them wisely and efficiently to support current and future generations (Filho et al., 2018).

Sustainable development has major implications for policy making, planning and implementation in various sectors and scales. Governments, businesses, civil society organizations and individuals all have a role to play in advancing the goals and objectives of sustainable development. Policymakers can integrate sustainability principles into national development plans, strategies and regulations, ensuring that economic growth is inclusive, social progress is equitable and environmental protection is prioritized. In addition, investments in education, health services, infrastructure and renewable energy can help build resilient and sustainable societies that are able to withstand shocks and adapt to changing conditions (Rockström et al., 2009).

Tourism Development

Tourism development is a multifaceted process involving planning, management, and promotion of destinations to attract visitors and generate economic, social, and cultural benefits. This covers a wide range of activities and stakeholders, including government, business, communities and tourists themselves. This theory aims to provide a comprehensive understanding of tourism development, exploring key concepts, guiding principles and practical implications for destination management and sustainability (Hall, 2015).

Tourism development refers to systematic efforts to create, improve, and manage tourism products and experiences to attract visitors and generate economic benefits for destination communities. This involves identifying tourism assets, such as natural attractions, cultural heritage sites, and recreational facilities, as well as developing infrastructure and services to support visitor activities. Tourism development encompasses various stages, including planning, investment, marketing, and operations, each of which plays an important role in shaping the visitor experience and the overall success of the destination (Jamal & Robinson, 2019).

Tourism development has practical implications for destination management, planning and promotion. Destination managers and policymakers can use tourism development principles to guide strategic planning and decision-making processes, ensuring that tourism development is aligned with the goals and priorities of destination communities. This may involve the development of tourism master plans, zoning regulations, and investment incentives to guide the development of sustainable tourism infrastructure and services. Additionally, destination

marketing organizations can use tourism development principles to design and implement marketing campaigns that highlight unique attractions and destination experiences, target specific market segments and promote responsible tourism practices (Ritchie & Crouch, 2003).

METHODS

Types and Nature of Research

This research is a qualitative research. Qualitative research methods can be interpreted as research methods that are based on the philosophy of positivism, used to examine natural objects, where the researcher is the key instrument, data collection techniques are carried out in a triangulated manner, data analysis is inductive/deductive, the results of qualitative research place more emphasis on understanding meaning and constructing phenomena rather than generalizing (Sugiyono, 2019). This research seeks to find out strategies for developing tourist villages as an effort to realize sustainable development in the Telomoyo Area.

Key Informants and Informants

Key informants are those who can provide information and suggestions regarding sources of evidence that support and create something related to the source in question (Moleong, 2017). Key informants, or what is meant by main informant, is someone who has expertise in the area to be researched. In this qualitative research, selecting the right informants is very important because informants are people who are used as providers of information that helps researchers in uncovering a phenomenon. So the informant needed in this research is the manager of the Telomoyo Area tourist village.

Data collection technique

Data collection techniques can be carried out using observation techniques, questionnaires, interviews, documentation or a combination of the four. Meanwhile, in this research, data collection techniques will be used, namely interview techniques. Researchers in collecting data used unstructured planned interviews. A planned, unstructured interview is an interview activity that prepares the format and material for the interview, but can still ask questions outside the format that has been prepared. Planned, unstructured interviews were chosen to help make it easier for researchers to record data and help them process data smoothly but remain flexible in asking questions.

Data Validity

The validity of the data needs to be tested to ensure that all data collected is accurate, so that at the end conclusions can be made accurately and relevant to the research being conducted. Data validity testing in qualitative research includes several things such as data credibility testing (internal validity), transferability testing (external validity), dependability testing (reliability), and confirmability testing (objectivity) (Sugiyono, 2019).

Data analysis technique

Data analysis is a process of searching and compiling systematically and carefully based on data obtained from observations, field notes, interviews and documentation, by arranging and arranging data into categories, breaking it down from broad to small, combining things that are still related, organize into patterns, choose which things are important and which will be studied, and make conclusions so that they are easily understood by oneself and others (Sugiyono, 2019).

According to Sugiyono (2019), activities in qualitative data analysis are carried out interactively and continue continuously until completion, so that the data is saturated. Activities in data analysis, namely:

a. Data Collection (Data Collection)

The main objective in each research is the activity of collecting data. In qualitative research itself, data collection uses observation techniques, in-depth interviews, and documentation or a combination of the three (triangulation).

b. Data Reduction (Data Reduction)

Data analysis requires data reduction which aims to simplify, classify and discard unnecessary data so that the data obtained is easy to understand and the information is more meaningful, for this reason it is necessary to record carefully and in detail.

c. Data Display

Data display is a way of presenting data so that it is easy to understand and relate to other things in qualitative research. Presentation of data can be described in the form of tables, brief descriptions, graphs, relationships between categories, charts, and the like, but usually in qualitative research, narrative text is most often used to present data. In this case, the researcher must present the data in text form. To provide clear information from the research results, it can be strengthened by including tables or figures.

d. Conclusion Drawing/Verification

The conclusions presented in qualitative research are new findings that have never existed before. Findings can be in the form of a description or picture of an object that was previously unclear or dark so that after research it finally becomes clear, it can be in the form of a causal or interactive relationship. Conclusions in qualitative research do not necessarily have to be answered from the problem formulation formulated from the start of data collection, but perhaps not at all, because as has been stated, problem identification and problem formulation in qualitative research are still temporary and can develop when conducting research. are in the field.

RESULTS AND DISCUSSION

Tourism Village Development as an Effort to Realize Sustainable Development in the Telomoyo Area Tourism Village

The tourist village of Telomoyo Area, located in Indonesia's beautiful rural landscape, has embarked on a journey towards sustainable development through tourism initiatives. This case study explores the results of tourism village development efforts in Telomoyo Area, with a focus on the implications for sustainable development. Through a qualitative research approach, this research examines the main findings, challenges and socio-economic impacts of developing tourist villages in Telomoyo Area.

One of the central themes that emerged from the research was the high level of community participation in tourism village development initiatives. Local residents are actively involved in the decision-making process, contributing their insights, skills and resources to development projects. This participatory approach not only ensures that initiatives are aligned with the needs and aspirations of village residents, but also fosters a sense of ownership and pride among residents.

The Telomoyo Area tourist village places great emphasis on cultural preservation and cultural heritage preservation as part of its tourism development strategy. The village takes deliberate steps to showcase its rich cultural heritage, including traditional arts, crafts and rituals, to visitors. By preserving and promoting these cultural assets, the village not only attracts tourists

interested in authentic cultural experiences but also strengthens its residents' sense of identity and belonging.

Despite the community's enthusiasm and commitment to sustainable development, this research identified challenges related to infrastructure development in the Telomoyo Area tourist village. Problems such as inadequate transportation facilities, sanitation systems, and tourism infrastructure hinder the village's ability to exploit its full tourism potential. Limited resources and technical expertise pose barriers to the implementation of certain initiatives, highlighting the need for external support and investment in infrastructure development.

The tourism village development initiative has had a positive socio-economic impact on the people of Telomoyo Area. Tourism-related activities provide an alternative source of income for local residents, thereby reducing dependence on traditional livelihoods such as agriculture. In addition, tourism creates employment opportunities for young people and women, and empowers marginalized groups in villages. Additionally, income generated from tourism activities is reinvested into community development projects, such as education, health services, and environmental conservation, which further improves the well-being of residents.

Although the Telomoyo Area tourist village has made significant progress towards sustainable development through tourism initiatives, there are still several challenges and limitations. Limited resources and technical expertise create obstacles to infrastructure development and capacity building in villages. Problems such as inadequate transportation facilities, sanitation systems, and tourism infrastructure hamper the village's ability to exploit its full tourism potential. Additionally, cultural preservation efforts may face challenges such as cultural commodification and the erosion of traditional practices due to tourism pressures. Addressing these challenges requires coordinated efforts from multiple stakeholders, including government agencies, nonprofit organizations, and the private sector.

Community participation has emerged as an important factor in driving sustainable development initiatives in villages. Local residents are actively involved in the decision-making process, contributing their insights, skills and resources to development projects. This high level of community involvement not only ensures that initiatives are aligned with the needs and aspirations of village residents, but also fosters a sense of community ownership and pride.

The importance of cultural preservation and preservation of cultural heritage in the development of tourist villages. The Telomoyo Area tourist village has deliberately taken steps to showcase its rich cultural heritage, including traditional arts, crafts and rituals, to visitors. By preserving and promoting these cultural assets, the village not only attracts tourists interested in authentic cultural experiences but also strengthens its residents' sense of identity and belonging.

Infrastructure development and capacity building in the Telomoyo Area tourist village. Despite community enthusiasm and commitment to sustainable development, limited resources and technical expertise pose obstacles to the implementation of certain initiatives. Problems such as inadequate transportation facilities, sanitation systems, and tourism infrastructure hinder the village's ability to exploit its full tourism potential.

Research also reveals the positive socio-economic impact of developing tourist villages on the Telomoyo Area community. Tourism-related activities provide an alternative source of income for local residents, thereby reducing dependence on traditional livelihoods such as agriculture. In addition, tourism creates employment opportunities for young people and women, and empowers marginalized groups in villages. Additionally, income generated from tourism activities is reinvested into community development projects, such as education, health services, and environmental conservation, which further improves the well-being of residents.

CONCLUSION

The development of tourist villages in the Telomoyo Area tourist village has shown significant potential as an effective strategy for realizing sustainable development goals. Through a combination of community participation, cultural preservation, environmental management, and socio-economic empowerment, the Telomoyo Area tourist village has achieved important progress in achieving sustainability goals while improving the welfare of its residents.

One of the important findings in the development of the Telomoyo Area tourist village is the important role of community participation in encouraging sustainable initiatives. Local residents are actively involved in the decision-making process, contributing their knowledge, skills and resources to development projects. This high level of community involvement ensures that initiatives are aligned with residents' needs and aspirations, thereby fostering a sense of ownership and civic pride. Additionally, community participation has led to the formation of collaborative partnerships between various stakeholders, including government agencies, non-profit organizations, and private sector entities, which facilitate the implementation of sustainable tourism practices.

Cultural preservation and heritage preservation are also fundamental aspects in developing tourist villages in Telomoyo Area. The village has taken deliberate steps to showcase its rich cultural heritage, including traditional arts, crafts and rituals, to visitors. By preserving and promoting these cultural assets, the village not only attracts tourists interested in authentic cultural experiences but also strengthens its residents' sense of identity and belonging. In addition, cultural tourism has provided economic opportunities for local craftsmen, artists and entrepreneurs, thereby contributing to the socio-economic development of the village.

In terms of environmental management, the Telomoyo Area tourist village has implemented various initiatives to minimize its ecological footprint and encourage sustainable resource management. These initiatives include waste management programs, reforestation efforts, and environmentally friendly tourism practices. By prioritizing environmental conservation and sustainability, this village has preserved its natural landscape, biodiversity and ecosystem, thereby ensuring long-term sustainability for future generations. In addition, environmental education and awareness-raising activities have been carried out to promote responsible tourism behavior among visitors and residents.

Socio-economic empowerment is also another important result of developing tourist villages in Telomoyo Area. Tourism-related activities have provided an alternative source of income for local residents, reducing dependence on traditional livelihoods such as agriculture. In addition, tourism has created employment opportunities for young people and women, as well as empowering marginalized groups in villages. Additionally, revenues generated from tourism activities have been reinvested into community development projects, such as education, health services, and infrastructure improvements, which further improve the well-being of residents and contribute to poverty alleviation efforts.

Despite these successes, the development of tourist villages in Telomoyo Area also faces challenges and limitations that need to be overcome to ensure long-term sustainability. These challenges include issues related to infrastructure development, capacity building, market access and governance. Inadequate transportation facilities, sanitation systems, and tourism infrastructure hinder the village's ability to exploit its full tourism potential. In addition, limited access to markets and funding hinders the expansion of tourism-related businesses and initiatives. In addition, governance and regulatory structures may need to be strengthened to ensure

transparency, accountability and fair distribution of benefits among all stakeholders involved in rural tourism development.

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