

Local Community Empowerment for Sustainable Tourism Development: A Case Study of Edelweiss Park Wonokitri Village



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ABSTRACT

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Prior studies in sustainable tourism development have acknowledged gaps in our understanding of its various aspects—including environmental, social, and economic impacts—and the strategies for its effective implementation and long-term sustainability, particularly concerning the practical, step-by-step execution. This research aims to explore how empowering the local community can enhance tourist attractions, create memorable experiences, and increase visitor satisfaction, ultimately contributing to the sustainable development of the tourism village. Six informants were chosen based on their knowledge of the practice of sustainable tourism in Wonokitri village. The researchers considered six informants to be sufficient because they represent the key stakeholders involved in sustainable tourism practices that focus on local empowerment in Wonokitri village. The data was manually analyzed using a six-step data analysis process. This study's findings underscore that, beyond economic advantages, the local community garners social benefits through cultural preservation and environmental conservation, aligning with the goals of sustainable development. The collaborative efforts involving the government, private sector, and the engaged local community at Edelweiss Park exemplify how empowering the local community can foster tourism practices that yield comprehensive benefits for both the environment and the socio-economic well-being of the community.

1. INTRODUCTION

The development of tourism villages, as an integral part of destination tourism, has been prioritized by the Local Government. In fact, the Ministry of Tourism has established a dedicated website for tourism villages, offering them as an option for both international and domestic tourists. Out of approximately 75,000 villages in Indonesia, around 1,200 villages have been identified as having the potential to become tourism villages. The development of tourism villages is expected to accelerate sustainable tourism and foster economic growth in Indonesia, as stated by Kemenparekraf [1]. However, one of the challenges in the development of tourism village destinations is the limited research available on tourism village destination management. Research on tourism village destination management is crucial to enhance the management of these villages and provide better service quality.

Previous researchers in the field of sustainable tourism development [2-5] have recognized that our understanding of different aspects of sustainable tourism, including its environmental, social, and economic effects, as well as the strategies for effective implementation and long-term sustainability, still exhibits gaps, especially in terms of the practical step-by-step implementation. Addressing these unanswered questions and enhancing our understanding necessitates further research and investigation. This will enable us to develop more comprehensive and effective approaches for sustainable tourism development. By

addressing this research gap, the study intends to offer valuable insights and effective strategies for managing tourism villages, promoting economic growth, and fostering sustainable tourism practices in Indonesia.

This study seeks to explore how empowering local communities can bolster tourist attractions, forge memorable experiences, and elevate visitor satisfaction—all ultimately contributing to the sustainable development of the tourism village.

Previous research on tourism villages development and management has explored various approaches and factors contributing to their success. For example, Adnyani and Purnamawati [6] focused on the management of tourism villages based on Balinese local wisdom known as Tri Hita Karana. The study discussed how operating tourism villages in harmony with nature, people, and religious values can bring benefits to the community. In another study by Purnomo et al. [7], the role of village-owned enterprises (*Badan Usaha Milik Desa/Bumdes*) was highlighted as a catalyst for rural community empowerment in tourism villages. The research emphasized the use of information communication technology to optimize the potential of tourism villages. Furthermore, Nugraha et al. [8] emphasized the significance of involving the local community in developing strategies to manage tourism villages and ensure the well-being of the local population. Their study recognized the importance of community engagement and participation in achieving positive outcomes for both the tourism industry and the local community.

Collectively, these previous studies highlight the importance of incorporating local wisdom, utilizing technology, and fostering community involvement in the management and development of tourism villages, with the ultimate goal of benefiting the local community and ensuring sustainable tourism practices. Some previous studies on tourism village management share a common objective: to utilize tourism as a means of enhancing the well-being of the local community.

The research is set in Edelweiss Park located in Wonokitri village, which is situated in Tosari, Pasuruan District, East Java. Wonokitri village is easily accessible, with a one-hour car ride from Pasuruan District. It is located approximately 100 km from Surabaya city and can be reached within two and a half hours. Due to its proximity to Mount Bromo, Wonokitri village serve as the gate to enter Bromo Tengger Semeru National Park from Pasuruan District Side. Edelweiss Park that is located in Wonokitri village was initially built for Edelweiss flower conservation center. The Edelweiss flower is a well-known alpine plant that belongs to the *Leontopodium* genus. It is predominantly found in the high altitude in mountainous regions. The Edelweiss flower holds cultural and symbolic importance in the Tenggerese tribe as the local communities. It is used in the Tenggerese traditional ritual. The Edelweiss flower also has become the symbol of mount Bromo, leading to overharvesting and endangerment of wild populations.

2. LITERATURE REVIEW

2.1 Tourism village

Hardini et al. [9] described tourism villages as places where tourists engage in leisure activities to immerse themselves in the rural environment, involving a learning process to understand the local culture, values, and traditions. The aim is to use tourism as a means to improve the well-being of the rural communities and provide them with an additional source of income. Typically developed by the government or local community, tourism villages offer immersive experiences for visitors, facilitating learning about and engagement with local cultures. Puriati and Darma [10] defined tourism villages as locations that integrate attractions, accommodations, and supporting facilities within the local structure of life, combining with norms and traditions. They are a combination of tourism destination components and the local norms and traditions. In tourism villages, the community plays a central role in the planning, development, and implementation of tourism activities. They are actively involved in social activities and are empowered to utilize tourism as a tool to increase their income [10]. As the main actors in the tourism village, the local community is given the opportunity to organize and manage tourism activities, leading to empowerment and active participation.

2.2 Sustainable tourism development

The definition of sustainable tourism by the World Tourism Organization encompasses the needs of stakeholders from both the supply and demand sides, while also considering the economic, social, and environmental impacts [11]. Risfandini and Sunardi [12] mentioned that sustainable tourism can be defined as tourism that bring economic and social benefit for the local community while at the same time also promote

environment preservation. However, this definition is criticized for being theoretical and often challenging to implement practically within tourism development [4]. Despite the plethora of studies conducted on sustainable tourism, the research largely remains theoretical and presents significant challenges when applied to real-world scenarios [2]. One of the most frequently referenced articles on sustainable tourism development highlights that the tools suggested by the previous researchers for promoting sustainable tourism may not be effective in practice as they fail to address the underlying problems [5]. The existing body of empirical literature extensively explores the fundamental questions surrounding sustainable tourism development. However, despite the considerable research conducted, numerous relevant questions in this field remain unanswered or unresolved [3].

2.3 Community based tourism

Community-based tourism is an approach where local communities play an active role in shaping and managing tourism ventures [13]. It's often viewed as a means to promote sustainable tourism and can contribute to a country's economic advancement [14]. Empowering local communities to take an active part in tourism not only allows them to safeguard their cultural heritage and natural resources, but also to leverage these assets for economic development and prosperity. This method emphasizes the importance of community cooperation in fostering tourism that is both sustainable and economically advantageous, thus fostering a mutually beneficial relationship between tourism and local communities.

2.4 Frameworks used in sustainable tourism

Sustainable tourism is a growing field that requires the use of frameworks to guide planning and development. Several frameworks have been proposed in the literature to address the various aspects of sustainable tourism. One framework that has been developed is the Sustainable Tourism Attitude Scale (STAS) [15]. This framework focuses on evaluating residents' attitudes toward sustainable tourism and places the residents at the center of sustainable tourism planning and development. By understanding the attitudes of residents, policymakers and stakeholders can better design and implement sustainable tourism initiatives that align with the needs and desires of the local community.

Another proposed framework in the literature employs the concept of 'quality of life' as a measure of sustainability in tourism [16]. This framework recognizes the complexity of tourism within both local and global contexts and places emphasis on responsible tourism practices. It also highlights the importance of evaluating the role of tourism as one tool, among many, for sustainability. By adopting this framework, destinations can ensure that tourism development contributes to the overall well-being and quality of life of the local community.

The A'WOT method and the TOWS matrix are utilized to formulate a strategic approach for sustainable tourism development [17]. This approach involves applying these methods in alignment with the region-specific vision statement and key sustainable tourism objectives. Through the use of this framework, destinations can strategically plan and implement sustainable tourism projects that align with their particular goals and vision.

The 2030 Agenda for Sustainable Development calls for the establishment of globally recognized measurement indicators and policy frameworks for sustainable tourism [2]. This framework highlights the importance of standardized indicators and policies to guide sustainable tourism practices worldwide. By adopting this framework, destinations can ensure that their efforts in sustainable tourism align with global goals and contribute to the overall sustainability agenda.

Efficient governance, regulations, structures, and tools are essential for guiding the development of sustainable tourism [18]. This framework emphasizes the importance of having the right structures and mechanisms in place to support sustainable tourism initiatives. By implementing effective governance and policy frameworks, destinations can ensure that sustainable tourism is prioritized and becomes an integral part of their overall development plans.

When comparing and contrasting the various frameworks for sustainable tourism mentioned above it becomes evident that they share a common goal of promoting sustainability in tourism. They offer distinct approaches and priorities, with some frameworks, such as the Residents' Attitudes Framework (STAS) and the Quality-of-Life Framework, centering on local perspectives and the well-being of communities. In contrast, the Strategic Planning Framework (A'WOT and TOWS) takes a more operational approach, providing tools for effective planning and implementation. The Global Goals and Complexity Frameworks, on the other hand, emphasize the significance of addressing the intricate and interconnected nature of sustainable tourism on a global scale, emphasizing standardized indicators and policies. Finally, the Governance and Policy Framework underscores the role of effective governance and policy structures in prioritizing sustainable tourism and integrating it into comprehensive development plans. This research contributes to the existing body of knowledge on sustainable tourism models and frameworks by focusing on the detailed implementation of sustainable tourism, with a primary emphasis on empowering the local community.

3. METHODOLOGY

This research adopts a qualitative approach, utilizing interviews and field observations. The study was conducted at Edelweiss Park in Wonokitri village, where stakeholders of the garden and visitors were interviewed. The interviewees included the head of the farmer group operating the Edelweiss Park, local villagers, and visitors. A total of six informants were interviewed to gather insights into the practice of sustainable tourism in Edelweiss Garden. Purposive sampling was used in this research. Six informants were chosen based on their knowledge of the practice of sustainable tourism in Wonokitri village. The informants were informed that the interviews would be recorded and transcribed for research purposes. They expressed their concerns and agreed to be interviewed. The researchers considered six informants to be sufficient because they represent the key stakeholders involved in sustainable tourism practices that focus on local empowerment in Wonokitri village. These stakeholders include the tour operator, the farmers' group representative, employees of the Edelweiss Garden, villagers, and tourists.

The researchers are posing open-ended questions to the informants regarding the inception of sustainable tourism practices in Wonokitri village, the individuals or groups

involved in this movement, and the benefits it brings to the village. Additionally, the researchers are inquiring about the perspectives of tourists on this particular form of tourism. The interviews continued until sufficient information was obtained, and when similar answers were consistently given by the interviewees. All interviews were recorded and transcribed for analysis. Thematic analysis was manually conducted by the researchers, and to reduce bias, they took turns in the analysis process. The collected data was then subjected to thematic analysis following the six-step approach by Nowell et al. [19]. The six steps include: (1) Gaining an understanding of the collected data; (2) Creating initial codes; (3) Identifying themes; (4) Reviewing the themes; (5) Defining and reviewing the themes; and (6) Presenting the results in writing.

4. RESULT AND DISCUSSION

The research findings are presented in three subsections, simultaneously addressing the research question outlined at the beginning of the study.

4.1 Local community empowerment and sustainable tourism development

In recent years, efforts have been made to cultivate Edelweiss flowers to meet demand while protecting wild populations. Cultivation techniques have been developed to grow Edelweiss in controlled environments or gardens, ensuring a sustainable supply of the flower while preserving its natural beauty. The village of Wonokitri has embarked on a project to create a park dedicated to preserving the Edelweiss plantation. In 2019, the farmer group name Hulun Hyang received training from the Bromo Tengger Semeru National Park on cultivating Edelweiss flowers. The initial objective of cultivating Edelweiss flowers was to both preserve the species and meet the traditional ritual requirements of the Tenggerese people, who are the indigenous inhabitants of Bromo and residents of Wonokitri village.

The initial focus of Edelweiss Park was not on tourism but rather on our concern for culture and conservation. This is because it has become widely known that Edelweiss has become a problem on many mountains in Indonesia, including Mount Bromo. Therefore, Edelweiss park was initiated as an effort to address this issue and preserve the cultural and conservation aspects of Edelweiss. (Informant 4)

"In 2019, TNBTS (Taman Nasional Bromo Tengger Semeru/ Bromo Tengger Semeru National Park) provided guidance and support to the farming group, which eventually transformed them from a simple farming group into the managers of the Taman Edelweiss Tourism Destination." (Informant 1)

Indeed, the Edelweiss flower is protected by law, and it is prohibited to pick them indiscriminately. This circumstance has provided an opportunity for TNBTS to establish Taman Edelweiss as a conservation-based tourist destination for Edelweiss flowers. (Informant 1)

The first issue is the unregulated picking of Edelweiss flowers by the local community, which is then sold as an

economic commodity to tourists. The second issue is that when we talk about Edelweiss flowers, particularly in the context of the Tenggerese community, it is closely tied to cultural significance. (Informant 4)

The picking of Edelweiss is intricately tied to cultural aspects. Edelweiss flowers hold sacred significance for the Tenggerese community and are used as a ceremonial element in their traditional rituals and customs. They are revered and considered a symbol of cultural heritage, playing a vital role in traditional ceremonies. (Informant 4)

There is indeed a genuine concern regarding the unregulated picking of Edelweiss flowers within the boundaries of the national park, as it is not permitted by the law. If this issue is left unaddressed without any follow-up actions, it could have negative implications. It is important to enforce regulations and take appropriate measures to ensure that the Edelweiss flowers are protected, their natural habitat is preserved, and the cultural significance of these flowers is respected. (Informant 1)

Therefore, a viable solution is cultivation. In 2016, TNBTS initiated a learning program for Edelweiss cultivation from scratch. As members of the Tenggerese community who rely on Edelweiss flowers for our cultural activities, we were extremely enthusiastic about this opportunity. Cultivation provides a sustainable alternative to the indiscriminate picking of wild Edelweiss flowers, ensuring a stable supply for cultural purposes while preserving the natural population of Edelweiss in their native habitats. (Informant 4)

For the local Tenggerese community, the cultivation initiative resolves a longstanding dilemma. Previously, they faced the predicament of having to pluck Edelweiss flowers for both traditional rituals and sale to tourists, while also needing to comply with laws protecting naturally grown Edelweiss flowers, which prohibit unnecessary plucking. By cultivating Edelweiss flowers, the community can now address this dilemma effectively, ensuring a sustainable supply for traditional rituals while respecting the legal protection of naturally occurring Edelweiss flowers.

Edelweiss Park which was initially developed for conservation center was slowly converted to become a tourist attraction. From the Government assistance and Corporate Social Responsibility (CSR) from one of the Banks in Indonesia, Edelweis Garden now has a café where visitor can enjoy a panoramic view of the garden with Mount Bromo as a stunning backdrop. Visitors have the opportunity to admire the beautiful scenery while having meals and drinks at the on-site café. Additionally, the management has created attractive spots within the Edelweiss Garden for visitors to capture memorable photographs. To enhance the experience, the cafe also offers souvenirs crafted from Edelweiss flowers, involving the local community to create the souvenirs. This combination of natural beauty, culinary delights, and unique souvenirs aims to provide a comprehensive and enjoyable experience for visitors to Wonokitri village. Empowering local and encouraging local to participate in tourism village management will boost tourism village development.

“The most impressive thing about Edelweiss Park is that it truly embraces sustainable tourism. Therefore, when recruiting employees, they only consider local residents who

have a good understanding of the area and have strong family ties within the rural community. Their approach to sustainable tourism goes beyond economic considerations and actively involves the local community.” (Informant 2)

“In general, Edelweiss Park has had an impact on the Wonokitri community by contributing to the village's local revenue. We allocate 10 percent of the voucher value as a contribution to the Village Original Income (Pendapatan Asli Desa) for Wonokitri village. This has directly benefited the residents by easing their financial burden in terms of village contributions.” (Informant 1)

“It is clear that Taman Edelweis has provided significant economic support, even indirectly, to a group consisting of approximately 30 individuals. This impact also extends to street vendors and souvenir sellers, who benefit greatly from the presence of Taman Edelweis. While you may not be an official member of Edelweis, you have still benefited from Taman Edelweis.” (Informant 3)

“In fact, we use Taman Edelweis as a central cultivation site and a place where the community can freely access resources needed for traditional customs and practices. We provide these resources for free at Taman Edelweis to fulfill the community's needs in this regard.” (Informant 4)

4.1.1 Government involvement

Government involvement has been crucial in protecting the Edelweiss flower by law, paving the way for Edelweiss Park to become a responsible and sustainable tourism destination. The initiation of Edelweiss cultivation in 2016 by TNBTS, with support and guidance from the government, has empowered the local Tenggerese community members and provided them with the knowledge and skills to cultivate Edelweiss flowers successfully. This initiative not only met the demand for Edelweiss flowers in cultural activities but also contributed to conservation efforts and sustainable practices. The transformation of a farming group into managers of Taman Edelweis Tourism Destination, with guidance and support from TNBTS, marked a significant milestone, enabling the group to take responsibility for the overall management and development of the Edelweiss Park as a tourist attraction. The Ministry of Village, Disadvantaged Regions, and Transmigration's addition of new spots to the park in 2019 demonstrates a continuous effort to enhance the visitor experience and expand the offerings of Edelweiss Park, making it a memorable and enjoyable destination for tourists.

“Indeed, the Edelweiss flower is protected by law and should not be picked indiscriminately. This aspect has provided an opportunity for Taman Edelweis to establish itself as a conservation-based tourist destination for Edelweiss flowers. By promoting responsible and sustainable tourism practices, Taman Edelweis can contribute to the preservation and conservation of Edelweiss flowers in accordance with the law.” (Informant 2)

“Hence, the need for a solution arose, which led to the initiation of Edelweiss cultivation in 2016 by TNBTS. As Tenggerese community members with a strong cultural connection to Edelweiss flowers, we were extremely enthusiastic about this opportunity. We started from scratch, learning about Edelweiss cultivation and techniques. This

initiative has allowed us to meet the demand for Edelweiss flowers within our cultural activities while promoting sustainable practices and conservation efforts.” (Informant 4)

“From late 2016 to 2018, we, along with several others, were able to master the techniques of Edelweiss cultivation. As a result, in 2018, we were initiated to form a farming group dedicated to cultivating Edelweiss flowers. This initiative allowed us to consolidate our knowledge and skills, collaborate effectively, and work towards the shared goal of successful Edelweiss cultivation.” (Informant 4)

“In 2019, TNBTS provided guidance and support to the farming group, which eventually transformed them from a simple farming group into the managers of the Taman Edelweis Tourism Destination. This step marked a significant milestone, as the group expanded their role to not only focus on cultivation but also take responsibility for the overall management and development of the Edelweiss Park as a tourist attraction.” (Informant 1)

“Afterwards, last year, the Ministry of Village, Disadvantaged Regions, and Transmigration (Kemendes) made an addition to the park by introducing new spots. This development aimed to enhance the visitor experience and provide more attractions within Taman Edelweis. The introduction of new spots reflects a continuous effort to improve and expand the offerings of the park, ensuring that visitors have a memorable and enjoyable experience.” (Informant 1)

“In Edelweis Park, there are facilities available for visitors, including homestays and accommodations. If visitors wish to stay overnight, there are homestays available with excellent standards. Fifteen houses have received assistance from the Ministry of Public Works and Housing (Kementerian PUPR) to ensure they meet international standards and are environmentally friendly. The prices are budget-friendly while still maintaining international standards, providing visitors with a comfortable and enjoyable stay.” (Informant 1)

4.1.2 CSR from private sector

The success and sustainable development of Edelweiss Park as a conservation-based tourist destination for Edelweiss flowers are attributed to various factors, including significant government involvement, CSR initiatives from the private sector, and active community engagement. The support from private sectors, particularly the generous contributions from Bank Indonesia Malang as part of their Corporate Social Responsibility (CSR) program, played a crucial role in providing facilities and resources to enhance the tourist experience at Taman Edelweis and benefiting the Wonokitri village as a whole.

We have been provided with facilities and infrastructure to support tourism by one of the Banks in Malang. This support enables us to enhance the facilities and services offered to tourists visiting Taman Edelweis. With these additional resources, we can provide a better experience for visitors, ensuring their needs and expectations are met during their visit to Taman Edelweis. (Informant 4)

Following that, Bank Indonesia Malang recognized the potential of Taman Edelweis and the Wonokitri village. As

part of their Corporate Social Responsibility (CSR) program, they generously donated buildings and provided training sessions to support the development of the area. These contributions and training opportunities from Bank Indonesia Malang have been instrumental in further enhancing the capabilities and resources of Taman Edelweis and benefiting the Wonokitri village as a whole. (Informant 1)

4.1.3 Community engagement

Community engagement has been instrumental in the success of Taman Edelweis. The positive impact extends to the surrounding community, where residents have opened food stalls near the park, leading to increased income. Additionally, the availability of free Edelweiss flowers from the park for ceremonial purposes and free seedlings for community members interested in growing Edelweiss flowers further strengthens the bond between the park and the local community. Economically, the presence of Taman Edelweis has created business opportunities, such as food stalls and parking facilities, benefiting community members. Moreover, Village Original Income (*Pendapatan Asli Daerah/PAD*) contributions from the park's management have been distributed to the village, supporting its overall development.

"All members of our group and our employees are indirectly experiencing the impact themselves as residents of Wonokitri village. Some residents in the surrounding area have opened food stalls near the park, which has increased their income. The parking area, in collaboration with Edelweiss Park, has also had an impact." (Informant 1)

"The busiest days at Taman Edelweis are usually during the weekends, with an average income of IDR 500,000 from parking only. On regular weekdays, it can be significantly quieter, with the lowest recorded income being IDR 28,000 per day. As for the payment process, I deposit the earnings through the group." (Informant 3)

"The first benefit for the surrounding community is derived from the Edelweiss flowers themselves. As the managers of Taman Edelweis, we allow community members with ceremonial needs to freely obtain Edelweiss flowers from the park for their ritual purposes. Additionally, if individuals in the community wish to grow Edelweiss flowers, we provide free seedlings for that purpose." (Informant 4)

"From an economic perspective, the presence of Taman Edelweis has created opportunities for businesses such as food stalls and parking facilities. Additionally, for community members who are not directly involved in these activities, we have provided Village Original Income (PAD) contributions to the village. The management and distribution of these contributions to the general public will be determined by the village authorities." (Informant 4)

4.2 Lesson learned from Edelweiss Park for sustainable tourism development and management

Based on the Edelweiss Park case study, the step-by-step process for realizing sustainable tourism development in a village setting is as follows:

1. Bottom-Up Paradox Findings in Local Community: Start by identifying the challenges and issues that the community faces concerning tourism development.

2. Defining the Right Questions with Local Community: Engage the local community in identifying solutions to the identified problems, as their insights and involvement are crucial for effective problem-solving.
3. Follow-up Engagement with Larger Stakeholders: Foster collaboration with government, private sectors, and local communities to ensure a comprehensive and inclusive approach to tourism development.
4. Setting up Priorities: Place a strong emphasis on preserving the environment and adopting sustainable practices throughout the development process.
5. Validating Minimum Solutions with Visitors: Emphasize the creation of memorable and enjoyable experiences for tourists, enhancing their satisfaction and encouraging repeat visit.
6. Promote sustainable tourism development: Implement strategies that promote environmental, social, and economic sustainability, ensuring the long-term viability of the destination.

This model illustrates a sequential process to achieve a sustainable tourism destination. It emphasizes the importance of balancing environmental preservation, engaging the local community, and collaborating with all stakeholders to create a destination that meets the needs of tourists while fostering sustainable development practices. This study reinforces previous research by Palacios-Florencio et al. [20] which advocated prioritizing environmental preservation, cultural conservation, and long-term economic benefits in decision-making processes.

5. CONCLUSIONS

In line with the research objective, the example of Edelweiss Park in Wonokitri village demonstrates the positive outcomes of empowering the local community in sustainable tourism. The park not only enhances tourist attractions but also creates memorable experiences for visitors, leading to increased satisfaction. Beyond economic gains, the local community reaps social benefits through cultural preservation and environmental conservation, which align with the goals of sustainable development. The collaborative efforts involving the government, private sector, and the engaged local community at Edelweiss Park exemplify how empowering the local community can foster tourism practices that yield comprehensive benefits for both the environment and the socio-economic well-being of the community.

This study is limited in scope as it exclusively examines sustainable practices in a single village. Consequently, there is a need for additional research encompassing a broader geographical area. Further investigations in different settings should apply the sequential process employed in this research to assess the model's validity.

6. RECOMMENDATION

Some actionable recommendations to implement sustainable tourism based on this case study include:

1. Conduct Thorough Issue Analysis: Begin by conducting a comprehensive analysis of the challenges and concerns affecting the local community and the environment. This should involve rigorous research and data collection to understand the root causes of these issues.
2. Engage a Multidisciplinary Stakeholder Group: Involve a diverse group of stakeholders, including community members, environmental experts, and tourism professionals. Collaborative efforts bring different perspectives and expertise to the table, ensuring a holistic understanding of the problems.
3. Develop Viable Solutions: Once the issues are identified, work on formulating practical and sustainable solutions. These solutions should not only address the problems but also take into account the long-term well-being of the community and the environment.
4. Transform Solutions into Tourist Attractions: Showcase the positive changes and sustainable practices through the development of tourist attractions. This might involve creating eco-friendly accommodations, cultural preservation projects, or conservation initiatives that become integral parts of

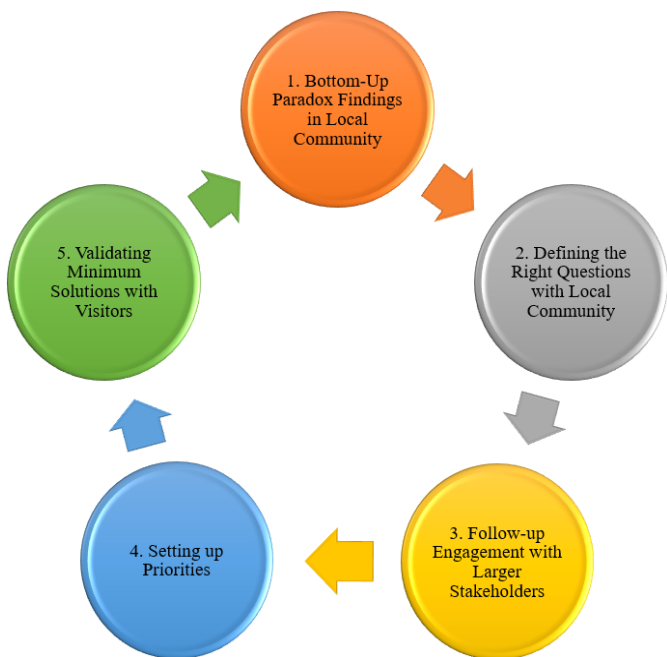


Figure 1. Sequential process to achieve sustainable tourism destination

The case study of Edelweiss Park demonstrates the successful implementation of these steps, showcasing how a village setting can achieve sustainable tourism development by incorporating environmental conservation, community engagement, and responsible tourism practices. This study aligns with the research conducted by Choi and Sirakaya [15] and Moscardo and Murphy [16], which emphasize the significance of prioritizing local residents in the planning and development of sustainable tourism policies. Furthermore, they stress that tourism should contribute to the overall well-being of the local communities.

By following this step-by-step approach mentioned in Figure 1, other destinations can learn from this model and work towards achieving their own sustainable tourism goals. This case study provides a response to the criticism surrounding the concept of sustainable tourism development and the suggested tools by previous researchers [3, 5].

the tourism experience.

5. Promote Sustainable Tourism Practices: Implement marketing strategies that promote the destination as a hub for sustainable tourism. Emphasize the unique attractions and initiatives that highlight the commitment to sustainability.
6. Measure and Communicate Impact: Continuously monitor and measure the impact of these sustainable practices on the community and the environment. Use this data to communicate the positive changes to both residents and visitors, reinforcing the destination's commitment to sustainability.
7. Educate Tourists: Develop educational materials and programs for tourists to raise awareness about the destination's sustainable initiatives. Encourage responsible and sustainable travel practices among visitors.
8. Evaluate and Adapt: Regularly assess the effectiveness of the implemented solutions and tourist attractions. Be open to adjustments and improvements based on feedback and changing circumstances.

By following these recommendations, destinations can effectively implement sustainable tourism practices that benefit the community, the environment, and attract responsible tourists. This approach transforms sustainable tourism from a theoretical concept into a practical and tangible reality that has positive impacts on all stakeholders involved.

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