



## Tourism Village Management In Building The Local Economy Through Community Partnerships

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### ABSTRACT

*Tourism village management is an important strategy in exploiting local tourism potential to help develop the economy at the local village level. In this context, partnerships between village governments, local stakeholders and communities play a key role in optimizing the economic benefits of the tourism industry. This research aims to investigate the role of tourism village management in strengthening the local economy through community partnerships. Using a qualitative approach, data will be collected through interviews, observations and documentation studies in the Mangli Tourism Village. It is hoped that the research results will provide a deeper understanding of the factors that influence the effectiveness of tourism village management in improving the local economy, as well as evaluating the impact of community partnerships on economic development at the village level. This research is expected to provide an important contribution to the development of sustainable tourism management policies and practices, as well as provide insight for village governments, non-government organizations and other related parties in efforts to strengthen the local economy through sustainable and inclusive tourism village management.*

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## 1. INTRODUCTION

Villages in various parts of the world often have tourism potential that has not been exploited optimally. Village tourism has its own charm with its natural beauty, local wisdom and cultural authenticity. However, to optimize this potential, good management from the village government and active participation of the local community is needed. One effective approach in managing village tourism potential is through local economic development through community partnerships.

Partnerships between village governments, local stakeholders and communities have an important role in managing tourist villages. Through this partnership, various potentials can be identified, developed and utilized in a sustainable manner. The community can be involved in various aspects of development, from managing tourist attractions, developing local tourism products, to promotion and marketing.

Tourism has an important role in local economic development, especially in rural areas which have rich natural and cultural potential. Mangli Tourism Village in Magelang is an example of a location that offers attractive tourism potential based on Natural Resources (SDA) in the form of a plateau on the slopes of Mount Sumbing with a height of 1,570 meters above

sea level (meters above sea level) (BPS 2020) with its natural beauty and diversity. its culture. In recent years, tourism development efforts in this village have increased, with homestays becoming one of the business models that is increasingly popular among the local community.

Effective management of tourist villages will not only increase the economic income of local communities, but will also provide other positive impacts, such as increasing welfare, preserving local culture, and increasing environmental awareness. Therefore, it is important to carry out an in-depth study on the management of tourist villages in developing the local economy through community partnerships. Mangli tourist village is one of the tourist villages in Kaliangkrik District, Magelang Regency with the title of being assisted by the Ministry of Tourism and Creative Economy of the Republic of Indonesia at the 2021 Indonesian Tourism Village Award. Judging from its existence, the title of independent tourist village is also based on three other aspects. First, community-based management which has been fully implemented. This means that the local community has fully managed the tourist village without any interference from the government or other outside parties. Second, there are regular visits by tourists to tourist villages. Third, the readiness of tourist villages to welcome tourist arrivals. The second and third aspects above are closely related to whether or not there are tourism activities organized by the tourist village manager. The advantages of Mangli Tourism Village are Natural Resources (SDA), Agriculture, Culture and the uniqueness of the region.

Based on the background above, this research formulates 1) What is the level of involvement and active participation of the community in managing tourist villages to develop the local economy through community partnerships 2) What are the strategies for sustainable environmental and cultural management in developing tourist villages to support local economic development through community partnerships 3) How effective is tourism village management in improving the welfare of local communities in the distribution of economic benefits from the tourist village industry.

## **2. RESEARCH METHOD**

This research uses a qualitative descriptive research method. In this research, there are three important research stages carried out in this research, the first stage is exploring the symptoms that appear in the research object, the second is identifying the relationship between the symptoms and the aspects being studied, the third stage is analysis and management of tourist villages in the Mangli Tourism Village, Magelang Regency in building local economies through community partnerships

Data collection techniques include observation, in-depth interviews and documentation (triangulation) then the data collected is analyzed by arranging the data, reducing the data according to the needs, then coding or grouping themes, identifying the main themes and patterns that emerge from the data according to the research questions that have been reconstructed. Next, synthesis, power analysis is carried out inductively to enable new findings and then conclusions, suggestions and recommendations for research results.

### **3. RESULTS AND DISCUSSIONS**

Mangli Tourism Village has a tourism awareness group which is an institution as a forum for managing and developing Tourism Villages. Before becoming a tourist village, this area already had the advantage of its geographical location, being one of the highest villages in Magelang Regency, which of course has natural resources (SDA) in the form of excellent views, land culture and rice fields which cannot be found in the lowlands or coast.

On average, the community will be 1,305 farmers in 2023 out of 2,245 total residents with an area of 2.33 km<sup>2</sup> in Mangli Village which is located at the top of Mount Sumbing, located on the edge of the forest and/or around the forest with still having rice fields (BPS, Kalingkrik 2023 ). Currently, the people of the Mangli Tourism Village, apart from continuing to work as farmers, also have a side job serving tourists, both as managers of tourist destinations and tourism support groups in the Mangli Tourism Village, such as motorbike taxis, photographers, gueding.

The level of community awareness about the importance of managing tourist villages and the local economic potential that can be generated from tourism activities greatly influences the level of community involvement in Mangli Tourism Village, the level of education and counseling about the economic benefits of tourism can also increase community participation in an effort to open people's insight into the importance of participation in developing village from culture, activities, facilities, work and daily activities of the community

The active involvement of the village government in mobilizing and supporting community participation is very important. Village government initiatives in establishing and managing participatory programs that involve the community can encourage village community involvement. The active involvement of the community in managing tourist villages is often influenced by the existing partnership structure. If the partnership mechanism between the village government, local stakeholders and the community has been designed in an inclusive and transparent manner, then the community will be more inclined to get involved

Community involvement in managing tourist villages is also closely related to the economic benefits they obtain. The greater the economic benefits obtained by the community from tourism activities, the greater their motivation to be actively involved. The existence of organizations or community groups that are active in managing tourist villages can be a driving force for community participation. Organizations such as farmer groups, women's groups, or arts and culture groups often play an important role in mobilizing community participation. There are community groups working together with the aim of mutually improving the smooth running of activities in the Tourism Village

The importance of community consultation and participation in decision making regarding tourism village management should not be ignored. The community must be given the opportunity to express their opinions and input and be involved in the planning and decision-making process.

Implementation of environmentally friendly practices in managing tourist villages, such as waste management, energy savings and preserving natural habitats. Educating the community and tourism actors about the importance of preserving the natural environment as the main asset in attracting tourists and maintaining the attractiveness of tourist villages. Preservation and promotion of local cultural heritage, such as traditions, arts and culinary specialties, as the main attraction of tourist villages. Develop cultural education programs that involve local communities as managers and bearers of local wisdom.

Encourage active community participation in managing and preserving the environment and village cultural heritage. Building community capacity in terms of knowledge and skills related to environmental and cultural management. Building tourist awareness about sustainable practices that they can implement during visits to tourist villages, such as using local products and reducing waste. Integrating sustainable aspects in the promotion and marketing of tourist villages to potential tourists.

Develop environmentally friendly tourism infrastructure and facilities, such as environmentally friendly toilets and recycling facilities. Implement a policy of limiting the number of visitors to preserve the village environment and culture. Providing awards and incentives to communities who are actively involved in environmental and cultural management, such as a sustainability awards program for local business owners who implement environmentally friendly practices.

The management of tourist villages has succeeded in increasing the overall income of local communities. This can be measured through increasing household income, income from micro and small businesses, as well as community participation in the tourism sector. Number

of jobs created and local community participation in the tourism industry. This includes the creation of new jobs, opportunities for micro and small businesses, as well as participation in tourism activities. Community involvement in efforts to continue to be able to carry out the main job as vegetable farmers in rice fields and farmers' gardens, but can also work in the village tourism destination arena which can be managed if there are tourists who use the rice fields and buy harvested vegetables and other plants.

The economic benefits of the tourism village industry are distributed fairly among local communities. It is important to ensure that these benefits are not only enjoyed by a few people or certain groups, but are also distributed evenly throughout society. Tourism village management has empowered local communities in decision making and utilization of local resources. This includes community participation in the management of tourist villages, ownership and management of local businesses, as well as access to public resources and facilities.

Assessment of changes in the quality of life of local communities, such as increased access to education, health, infrastructure and other public services. Effective tourism village management should improve the welfare of the community as a whole. Tourism village management does not only focus on economic aspects, but also pays attention to cultural and environmental preservation. This includes efforts to preserve local cultural heritage, keep the environment clean, and protect natural ecosystems.

Tabel 1.1 Management solutions in building the local economy through community partnerships

<b>No</b>	<b>Solution offered</b>	<b>Explanation</b>
<b>1</b>	First solution	The level of awareness in the management of tourist village communities must of course increase human resources (HR) at the educational level and require community participation in the cultural sector, activities, facilities, work and daily activities.
<b>2</b>	Second solution	Community consultation and participation in decision making regarding management must be taken seriously and must not be ignored, conservation and tourism promotion
<b>3</b>	Third solution	Active community participation to increase knowledge and skills capacity related to environmental and cultural management and build tourist awareness about sustainability.

4	Fourth solution	Increasing the income of local communities by being willing to make changes by participating in training, participation and collaboration with community participation from the business, education, health and infrastructure sectors. So as to preserve local culture, clean the environment and protect the natural ecosystem.
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Sustainable tourism development is a paradigm that emphasizes the sustainability of tourism development in an area for an unlimited period of time without reducing or changing the physical and human environment (Randelli & Martellozzo, 2019). Sustainable tourism development has three important principles established by UNWTO (2013). The first is the optimal use of natural resources, which is an important element in tourism development, maintenance of ecological processes and preservation of natural heritage and biodiversity. Second, respecting the socio-cultural authenticity of local communities, preserving cultural heritage, building life values and contributing to intercultural tolerance. Third, ensuring long-term economic activities, providing socio-economic benefits to all stakeholders that are distributed fairly, including stable employment opportunities and income-generating opportunities, social services for local communities and contributing to poverty alleviation.

#### 4. CONCLUSION

This research, which prioritizes the big theme of management in this research, has an important role in developing the local economy in the Mangli Tourism Village, Magelang Regency. The management of tourist villages has succeeded in increasing the income of local communities through the creation of new jobs and opportunities for new tourism sector businesses, thereby having a positive impact on the economic welfare of the community.

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between several tourist villages to compare management and community partnership strategies. Future research will focus more on socio-cultural aspects.

Tourism village management is able to empower local communities in making decisions and utilizing local resources in the Mangli Tourism Village. Active participation of local communities by increasing access to education, health, infrastructure and other public services. Management of the Mangli Tourism Village is not only focused on economic aspects, but also cultural and environmental preservation. This effort to preserve local culture, especially environmental cleanliness, protects natural ecosystems so that it becomes an integral part of the management of the Mangli Tourism Village in Magelang Regency, Central Java.

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