

Management and Development of Ngargoretno Tourism Village in Sustainability Aspects

Robi Hari Marhesa^{1*}, Luchman Hakim², Edriana Pangestuti³

¹Master Program Environmental and Development Resource, Postgraduate, University of Brawijaya, Malang, Indonesia

²Department of Biology, Faculty of Mathematics and Natural Sciences, University of Brawijaya, Malang, Indonesia

³Department of Public Administration, Faculty of Administrative Sciences, University of Brawijaya, Malang, Indonesia

Abstract

This study aims to determine the management and development efforts that the management and related stakeholders have carried out in sustainability aspects, both environmental, economic, and social aspects. The method used in this research is descriptive qualitative analysis. Data collection techniques through interviews, observation, and literature study. The determination of sources is done by purposive sampling. The development efforts that have been carried out in environmental aspects are: 1) prioritizing the vision of environmental conservation in tourism development; 2) carrying out reforestation activities; 3) making tourism village regulations and prohibiting bird hunting; 4) implementing environmental clean program; and 5) regulate the number of visitors. Efforts in the economic aspect are: 1) provide an understanding of the economic potential in tourism activities; 2) offer tourism attractions based on community economic activities; 3) develop local products; 4) conduct tourism promotion; 5) establish BUMDES (Village Owned Enterprises) (Village Owned Enterprises) as the management and marketing agency; and 6) open cooperation with the private sector. Based on the social aspects include: 1) socialization of the tourism sector; 2) increasing the capacity of human resources; 3) forming a tourism awareness group; 4) involving residents in tourism activities, and 5) developing cultural tourism.

Keywords: tourism village, sustainability, development

INTRODUCTION

Development in the tourism sector is a national development priority because the tourism sector is one of the strategic sectors in economic growth. More and more local governments are making developments and efforts to preserve the tourism potential in their respective regions [1]. Tourism development should not only be oriented towards the advancement of the economic sector but also pay attention to aspects of environmental sustainability so that tourism resources can be enjoyed by current and future generations [2]. The concept of sustainable tourism development that pays attention to the availability of resources for present and future generations is called sustainable tourism development.

The concept of sustainable tourism is contained in Law Number 10 of 2009 concerning Tourism in article 2, which states that "Tourism is organized based on the principles of benefit, kinship, fair and equitable, balance,

independence, sustainability, participatory, sustainable, democratic, equality, and unity." The target of sustainable tourism development is to maintain the integrity of environmental resources by taking into account the environmental carrying capacity of the area and having a positive impact on the quality of socio-economic life of the local community [3]. The purpose of applying the concept of sustainability is to have a positive impact or benefit on the environment, local community economy, and have a positive impact on the socio-cultural environment in the region [4]. The concept of sustainability can be applied in the development of rural tourism. One form of implementing sustainable and community-based tourism development is village tourism [5]. The development of rural tourism can realize improvements in economic life, environmental preservation, and preservation of village culture, so in its development it is necessary to pay attention to sustainability aspects, namely environmental, economic, and social aspects [6].

The tourism sector is one of the leading sectors in Magelang Regency. In the Master Plan for Regional Tourism Development (RIPPARDA) of Magelang Regency 2014-2034, it is stated that one of the tourism development plans in the Magelang Regency area is to develop tourist villages while still paying attention to

Correspondence address:

Robi Hari Marhesa

Email : robiharimarhesa@gmail.com

Address : Program Environmental and Development

Resource, Postgraduate, University of Brawijaya,

environmental sustainability, local wisdom, and community-based according to their respective characteristics village [7]. The tourist village in the Menoreh area has become one of the focuses of local government attention because of its location close to Borobudur, known as the Borobudur Buffer Area [8]. Of the various villages on the Menoreh Slope, there are tourist villages with a lot of potential to continue developing. The village is Ngargoretno Village.

Ngargoretno Village has the potential to continue to be developed into an independent and sustainable tourism village. In tour packages, Ngargoretno Village has several tourist attractions, including natural, artificial, educational, and cultural tourism. With its tourist attraction and location not too far from the Borobudur Temple area, the village of Ngargoretno has become one of the destinations for regional, national, and international domestic tourists.

The existence of tourism activities in Ngargoretno has provided work and business opportunities for villagers to impact the economy positively. But on the other hand, tourism activities can harm the environment and the village's culture and local wisdom. To support tourism development and the sustainability of the Ngargoretno Tourism Village, in the management and development efforts carried out it is necessary to pay attention to environmental, economic, and social aspects [9].

Based on the description above, the focus of this research is to find out how the development efforts that have been carried out by tourism managers and actors about the sustainability aspect so that it can be seen whether the efforts that have been made in development and management have taken into account the sustainability aspects, namely environmental, economic, and social aspects.

MATERIAL AND METHOD

The method used in this research is descriptive qualitative analysis. Data collection is done by collecting primary data and secondary data. Primary data obtained through observation

and interviews. The type of observation carried out in this study is non-participant observation. Observations are carried out to prove or directly observe the data obtained, both the results from interviews and other supporting data. Interviews were conducted with key informants who understand the research focus.

Determination of sources is done by purposive sampling. Semi-structured interviews were conducted with the Head of Ngargoretno Village, Head of Village-Owned Enterprises (BUMDES), Head of Tourism Awareness Group (*Pokdarwis*), tourism actors, Head of Tourism Destinations Division of the Magelang Regency Tourism Office, and Secretary of the Regional Development Planning Agency and Research Development of Magelang Regency.

The tools used are notebooks, voice recorders, and cameras. Secondary data was obtained by searching for documents, such as reports, regulations, policies, photos, or other information from related institutions or agencies. Secondary data can also be obtained from internet media that are relevant to the research. Data analysis of the Miles and Huberman model consists of data collection, data reduction, data presentation, and drawing conclusions or verification [10].

RESULT AND DISCUSSION

The History of the Establishment of the Ngargoretno Tourism Village

Ngargoretno Village is located in the Salaman District, Magelang Regency, Central Java Province. Ngargoretno Village is divided into 6 (six) hamlets, namely Tegalombo Hamlet, Karang Sari Hamlet, Selorejo Hamlet, Summersari Hamlet, Wonokerto Hamlet, and Wonosuko Hamlet, which is divided into 24 RT and 9 RW. Ngargoretno Village has an area of 618 hectares (6.18 km²). The Ngargoretno Village area is located at an altitude of 300-1200 masl. The average rainfall in Ngargoretno Village in 2020 is 258 mm. The topography of the Ngargoretno Village area is a hilly slope area with a slope of 15°-60°.

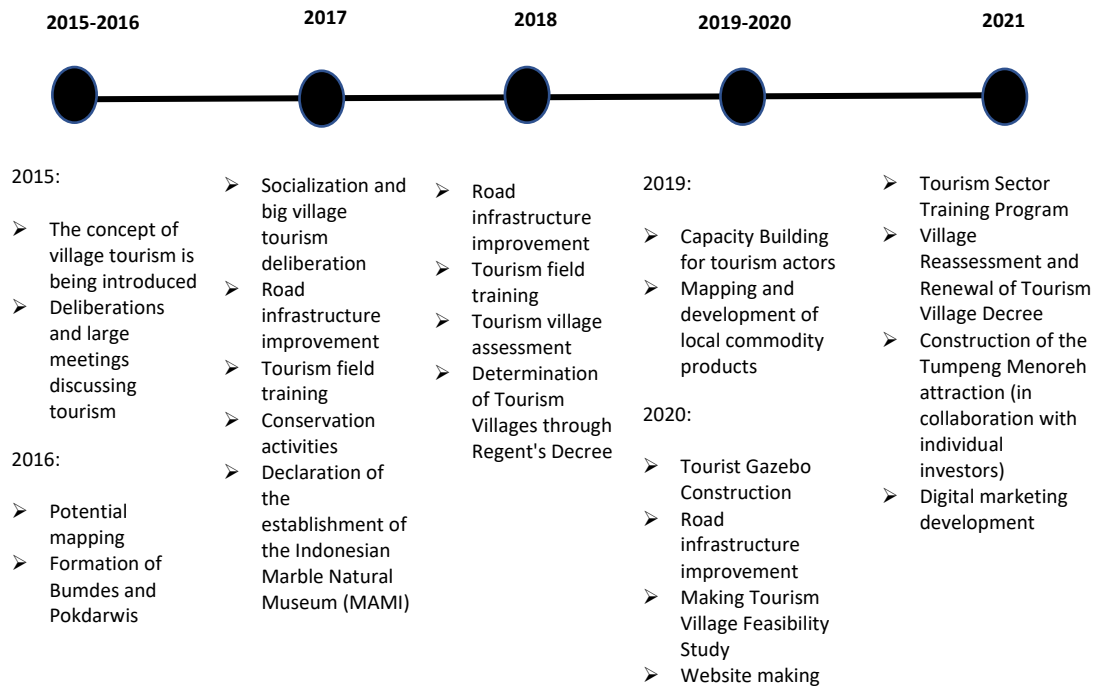


Figure 1. Timeline of the History of the Ngargoretno Tourism Village
Source: Primary Data Analysis Results (2021)

The history of the Ngargoretno Tourism Village can be presented on the timeline figure 1. The Ngargoretno Tourism Village was initiated in 2015. Several community leaders, tourism actors, the village government, and together with residents initiated village tours in Ngargoretno with the spirit of preserving the environment and the spirit of community empowerment. The role of community leaders in the history of the formation of the Ngargoretno tourist village is shown in the table 1. At that time, tourism actors, village governments, community leaders, and representatives of residents in each hamlet held a large deliberation to discuss the concept of village tourism. In the deliberation it was agreed that the residents accepted the concept of village tourism in which there was an effort to protect the sustainability of the village environment as well as to be economically beneficial for the residents of Ngargoretno.

The village government communicates the results of the deliberations with the Magelang Regency Tourism Office with the intention that the agency provides attention and guidance. At the direction of the service, the village government stipulates Ngargoretno Village Regulation Number 6 of 2016 concerning Tourism Village Development as the legal basis or

reference for tourism development rules in Ngargoretno. In the same year, the Village-Owned Enterprise (BUMDES) Argo Inten was formed which plays a role in tourism management and marketing. After a survey and assessment was carried out by the Tourism Office of Magelang Regency, Ngargoretno Village was designated as a Tourism Village through the Decree of the Magelang Regent Number 180.182/177/KEP/19/2018 concerning the Designation of Ngargoretno Village, Salaman District as a Tourism Village which was later renewed through the Decree of the Magelang Regent Number 180.182/227/KEP/19/2021 concerning the Designation of Ngargoretno Village, Salaman District, as a Tourism Village.

Table 1. Participants in the meeting for the formation tourist village

Who Participated	Local Name	Role in the Tourism Village of Ngargoretno
Village government	Pak. Lurah / Pak. Kades	Initiating the concept of village tourism (initiator); coordinate with relevant agencies
	Pak Kadus (Head of Hamlet)	Coordinate with the Head of RT and Head of RW regarding the

		implementation of the village tourism discussion meeting; encourage community involvement
Village Council	Head of the Village Consultative Body (BPD)	Accommodating community aspirations regarding village tourism; Together with the village government, they issued a village regulation on tourist villages, the establishment of BUMDES, and the formation of Pokdarwis.
Village Community Institution	Head of Neighborhood Association/RT Head of Community/RW	Express public opinion; socialize the concept of tourism to residents in the area; encourage the community to be involved in Pokdarwis.
Community Leaders	Religious Leader (Pak Kyai); Community leaders (Elders)	Provide input on the concept of tourism so that it is in accordance with religious values, local wisdom, and culture; Supervise tourism actors so as not to deviate from cultural values, local wisdom, and religion
Youth Organizations and Communities	Youth organization (Karang Taruna); Volunteer Community	Supporting the concept of tourism in the field by strengthening conservation actions

Sources: Results of primary data analysis (2021)

Management and Development Efforts Related to Environmental Aspects

Based on the results of research and observations in the field, it can be identified the efforts that have been made by the management and tourism actors together with stakeholders related to environmental aspects are as follows:

1. Prioritizing the vision of conservation in tourism development

In 2015 the residents of Ngargoretno initiated a tourism concept called village tourism with the spirit of environmental conservation and community empowerment. This is based on a

statement from a tourism driving figure who stated that: *.....we initiated a tourism concept called village tourism with the spirit of environmental conservation and community empowerment. Conservation to preserve the village through tourism activities.....*” .Tourism activities are motivated by efforts to preserve the village's nature by conserving the bare land in the Menoreh Slope hills and preserving the marble hills. The vision of conservation in the development of tourism activities is in line with the concept of sustainable tourism development. Sustainable tourism development is closely related to environmental conservation efforts [11]. The purpose of sustainable tourism development planning is to ensure that in the development of tourism activities environmental aspects are not sacrificed for the sake of the orientation of economic interests so that the impact of environmental damage due to tourism activities can be minimized [12].

2. Encouraging residents to do reforestation in the Menoreh Slope Area

Programs of reforestation activities are routinely carried out in the Ngargoretno area, especially the Menoreh Slope Area which is also close to tourist destinations. Based on information from the Village Head of Ngargoretno, a routine reforestation program is carried out every year. Some plant seeds are financed with the village budget as well as assistance from the Department of Agriculture and Plantations and the Department of the Environment.

Table 2. Reforestation Program

No.	Year	Program
1	2015	Planting Teak and Sengon Seeds on The Menoreh Slope
2	2016	Planting Sugar Palm (aren) and Ginger Seeds around Menoreh and Marble Hills with the Department of the Environment
3	2017	Planting Clove and Coffee Seeds with the State Electricity Company and the Department of Agriculture
4	2018	Planting clove, coffee, tea seeds around Menoreh and Marble Hills
5	2019	Planting coffee and sugar palm seeds on the Menoreh Slope
6	2020	Planting cloves, coffee, tengsek, and fruit trees (longan, mango, jackfruit)
7	2021	Planting cloves, coffee, and fruit trees

Sources: Ngargoretno Village Government (2021)

The reforestation activities carried out by the tourism manager and the community positively impact the Menoreh Slope's environmental conditions, namely preventing runoff which causes erosion and landslides. This condition follows the statement which states that tourism activities can contribute directly to efforts to improve environmental conditions that have been damaged [13]. Planting seeds of certain commodity plants also has economic value as raw materials for local culinary products. The tourism development carried out by the tourism manager and stakeholders is related to empowering the community to carry out reforestation activities on the Menoreh Slope, and the planting is also of economic value by implementing community-based ecotourism (CBET). CBET is a sustainable tourism management model focusing on environmental and cultural sustainability by empowering the community to improve the local economy [14].

3. Making Regulations on Tourism Villages and Prohibition of Hunting Birds

In order to support the development of tourist villages, the village government issued two important regulations. First, the Village Regulation (*Perdes*) Ngargoretno Number 6 of 2016 concerning the Establishment of Tourism Villages. In Article 2 of the Village Regulation it is stated that the establishment of a tourist village is carried out based on the principles of: a) benefit and sustainability; b) creative and participatory; c) efficient and effective); d) fair and environmentally friendly. Issuance of Village Regulations that have been carried out in accordance with Law Number 6 of 2014 concerning Villages. Article 18 of Law No. 6 of 2014 states that: "*The village has the right and authority to carry out development in the village*". Based on the Law, the village has the authority to carry out village development and development, including the development of tourist villages as well as opening up opportunities for the community to get involved [15]. Second, Ngargoretno Village Regulation Number 02 of 2015 concerning the Prohibition of Hunting for Birds in the Ngargoretno Village Area.

The efforts of the village government with the management and tourism actors in order to pay attention to the preservation of bird animals in Ngargoretno are the right steps because tourism activities can have an impact on the sustainability of biodiversity in the tourism development zone [16].

4. Implementing Environmental Clean-up Program

The village government together with tourism actors and managers assisted with residents carry out the Environmental Clean Program, namely carrying out clean Friday activities and Clean Sunday activities with the aim of cleaning the village environment and tourist destination areas.



Source: BUMDES and Ngargoretno Village Government (2021)

Figure 2. Implementation of Environmental clean up program

Tourism activities have the potential to increase local people's appreciation of the environment. The behavior of local people in tourism activities has a direct consequence on environmental quality conditions [17]. The program that has been set by the manager is a program that will have a positive impact on the growth of tourism activities and provide a positive value so that it attracts tourists to visit [18].

5. Set the number of tourist visits

Most tourism concepts offered in Ngargoretno are special interest tours or thematic tours, so efforts can be made to regulate the number of visitors through a tour package or reservation system. These tour packages have restrictions regarding the time of visit, visitor capacity, and schedule of tourist visits. The policy of regulating the number of tourist visits by tourism managers to pay attention to carrying capacity is sustainable management of tourist destinations. The performance of tourism planning and management can be assessed from the success of the manager in regulating the number of tourist visits [19]. The regulation of the number of tourist visits is a form of tourism management efforts in paying attention to carrying capacity to provide comfort for tourists and reduce pressure on the environment [20].

Table 3. Summary of Management and Development Related to Environmental Aspects

No	Program	Efforts
1	Conservation in tourism development	conserving the bare land in the Menoreh Slope hills and preserving the marble hills
2	Reforestation	encourage public awareness of reforestation activities or planting tree seedlings in the Menoreh Slopes Area and Marble Hills
3	Making Regulation	make regulations on tourist villages and prohibit the hunting of birds
4	Environmental Clean Up	carry out clean Friday activities and clean Sunday activities
5	Set the number of tourist visits	Through a tour package system or reservation system.

Sources: Results of primary data analysis (2021)

The future challenge in the management and development of the Ngargoretno Tourism Village related to environmental aspects is maintaining the quality of the village environment. Tourism activities can reduce the quality of the environment caused by the pollution of tourism activities. For example, the emergence of waste generation in tourist destinations. Routine environmental clean-up activities have minimized the problem of the emergence of waste generation.

However, based on information and observations in the field, some things have not been implemented by the management together with relevant stakeholders, namely: 1) the absence of village regulations on environmental management; 2) there was no special study regarding the carrying capacity of the tourism village environment; 3) improvement in the management of waste. Thus, from the five efforts made by the tourism manager with related stakeholders, they have paid attention to environmental aspects. However, there is a need for improvement in management and development related to environmental aspects.

Management and Development Efforts Related to the Economic Aspect

Based on the results of the study, it is known that the management and tourism development efforts carried out related to the economic aspect are:

1. Provide an understanding of the potential of economic value in tourism activities to residents

Tourism actors, tourism managers, and village governments jointly conduct socialization about the potential and economic benefits of tourism activities in the village. The hope of tourism managers and village governments is to develop at least one hamlet, there is one potential that can be developed into a tourist attraction and supporting tourism products. The results of the potential mapping of each hamlet are shown in table 4.

Table 4. Results of Mapping the Potential of Each Hamlet in Ngargoretno Village

Hamlet	Potency
Karangsari	Nature tourism (Marble Hill); Educational Tourism (coffee processing and batik); Cultural Tourism (<i>memetri wiji</i> ; cultural studio)
Selorejo	Nature tourism (marble hill; Songgo Peak); educational tours (etawa goats; batik); cultural tourism (gamelan musicians)
Sumbersari	Educational tourism (palm and coffee processing); cultural tourism (<i>memetriwiji</i>)
Wonokerto	Nature tourism (Kukusan Peak) cultural tourism (top game craft)
Wonosuko	Educational tours (cultivating/planting seeds)
Tegalombo	Educational tourism (farming; raising honey bees/" <i>Segoromadu</i> ")

Source: BUMDES (2021)

The development of tourism potential that is carried out has economic value because the development activities carried out have an impact on the creation of new job and business opportunities for the community around the development location [21]. However, the nature of the job creation on offer may be temporary or seasonal [22]. Tourism development is an additional income for villagers whose daily activities are mostly farmers.

2. Offering tourist attractions based on rural community economic activities.

The efforts that have been developed in tourism activities in Ngargoretno are oriented towards the community's economic interests. One of the indicators is the development of tourism based on the daily economic activities of residents. Residents' economic activities such as

raising Etawa goats, raising honey bees, farming coffee, processing sugar palm, making batik is packaged into educational tour packages.



Source: BUMDES and Ngargoretno Village Government (2020)

Figure 3. The attraction was developed from the economic activities of the residents of Ngargoretno Village

Efforts to develop tourist attractions based on community economic activities meet the criteria for tourist villages required by the Ministry of Economic and Creative Tourism. Farming, gardening, and animal husbandry activities, which are the daily activities of residents, can become tourist attractions [23].

3. Develop culinary products made from local ingredients from the Tourism Village of Ngargoretno.

The tourism managers and actors together with the village government and related agencies have developed culinary products based on Ngargoretno local commodities. This culinary development starts from the farmer group level. Commodities that have been developed into culinary products include coffee, tea, sugar palm, honey, Etawa goat's milk, and "empon-empon".



Source: Primary Data (2021)

Figure 4. Commodities developed into local culinary products

This effort is in line with the existing concept of the International Conference of Environment Ministers on Biodiversity and Tourism (1997) which states that tourism development pays attention to ecological sustainability and strengthens the local economy with local agricultural products, using local materials, and

traditional skills. Local culinary products that have been developed support economic sustainability. Local culinary products that have been developed support economic sustainability. Efforts to integrate tourist attractions and local culinary products provide an experience for tourists regarding the identity of the area visited so as to provide positive value in tourism sustainability [24].

4. Promoting Ngargoretno Village tourism

In the course of the tourism activities carried out, Ngargoretno Village is increasingly known to the public. The introduction of the Ngargoretno tourist village cannot be separated from the BUMDES (Village Owned Enterprises) as the manager and marketing of tourism in collaboration with relevant agencies or institutions in an effort to introduce or promote the village

Table 5. Promotional Efforts with Related Stakeholders

No.	Stakeholders	Form of cooperation
1	Magelang Regency Tourism Office	Involve the tourism actors in the Tourism Festival; Making booklets and travel videos for Ngargoretno
2	Borobudur Authority Agency	Participate in tourism promotion exhibitions and festivals
2	Gadjah Mada University (Tourism Vocational Studies Program)	Create a village website; tourism village social media development
3	STMIK Bina Patria Magelang	Develop the digital marketing
4	Travel Agency	Provide brochures/leaflets to travel bureaus about Ngargoretno tour packages
5	Educational/School Foundation	Build a network by offering tour packages
6	Media Crew (journalists)	News about the tourist village of Ngargoretno
7	Magelang Regency Tourism Association	Create an integrated tour package

Source: Primary Data Analysis (2021)

From the **table 5**, it can be concluded that the tourism manager carries out marketing through offline media and online media (internet). In today's digital era, tourism managers need to develop marketing through internet media for a wider scope of promotional areas by providing interesting information about the tourist attractions on offer. Marketing of village tourism through internet media is very

effective in promoting tourism activities [25]. Tourism promotion plays an important role in the sustainability of tourism activities so that the tourism manager must pay attention to the substance of the promotions conveyed so that the promotions carried out provide a positive image of destinations that can attract tourist visits [26].

5. Establishing BUMDES (Village Owned Enterprises) as a tourism management and marketing agency

BUMDES are established based on village regulations and has AD/ART where both of these give authority and legality to BUMDES in managing tourism business units and regulating establishment and technical implementation of BUMDES [27]. Ngargoretno Village-Owned Enterprises (BUMDES) were formed based on Ngargoretno Village Regulation Number 05 of 2016 concerning Ngargoretno Village-Owned Enterprises, Salaman District, Magelang Regency. BUMDES (Village Owned Enterprises) in Ngargoretno Village is called BUMDES Argo Inten. The establishment of Village-Owned Enterprises was intended as an effort to accommodate all activities in the economic sector and/or public services managed by the village and/or inter-village cooperation. Tourism activities are one of the activities managed by the Village-Owned Enterprises. BUMDES (Village Owned Enterprises) plays a role in tourism management and marketing. This is in accordance with the contents of Article 5 of Village Regulation of Ngargoretno (*Perdes*) Number 05 of 2016, which states that the Formation of Village-Owned Enterprises aims to: 1) improve the village economy; 2) optimizing village assets so that they are beneficial for the welfare of the residents; 3) improve community efforts in managing the village's economic potential; 4) develop a business cooperation plan between villages and/or third parties; 5) creating market opportunities and networks; 6) create job opportunities; and 7) increase community income and village original income.

6. Opening cooperation (partnering) with the private sector

The tourism manager opens cooperation in tourism development in Ngargoretno. Based on the statement from the Village Head of Ngargoretno: “.....the management is not anti-investor”. It's just that the investors chosen are in line with the tourism concept in Ngargoretno, namely investors who care about the

environment, do not buy and sell land, empower local communities, and participate in promoting local products. Partnerships with investors are carried out in order to get around the lack of tourism development funding provided by the government. With the partnership, it is hoped that it can contribute and accelerate tourism development [28]. In terms of cooperation with the private sector, the local government plays a role in providing information and facilitation to private parties or individuals about tourism development business opportunities [29]. To date, the tourism manager of Ngargoretno Village has just collaborated with one individual party in tourism development in the Kukusan Peak Area, namely the development of the "Tumpeng Menoreh" destination. This is because the management together with the village government are very selective in choosing incoming investors.

Table 6. Summary of Management and Development Related to Economic Aspects

No	Program	Efforts
1	Provide an understanding of the potential of economic value in tourism activities	socialize the potential and economic benefits of tourism activities in the village.
2	Offering tourist attractions based on rural community economic activities.	Residents' economic activities such as raising Etawa goats, raising honey bees, farming coffee, processing sugar palm, making batik is packaged into educational tour packages.
3	Develop culinary products	Develop culinary products made from local commodities (coffee, tea, sugar palm, honey, Etawa goat's milk, and “empon-empon”)
4	Promoting Ngargoretno Village tourism	collaboration with relevant agencies or institutions in an effort to introduce or promote the village;
5	establish a tourism management and marketing agency	Establishing BUMDES (Village Owned Enterprises)
6	Cooperation with the private sector	opening opportunities for collaboration with private parties or individuals with certain criteria

Sources: Results of primary data analysis (2021)

The challenge for managers in future management and development related to economic aspects is that, not all local Ngargoretno communities are involved in the tourism sector, so it is necessary to empower the entire community and manage financial or income better so that it can be felt evenly throughout the village community. The village government together with the manager must also be able to facilitate innovation and product development in Ngargoretno Village. Another challenge in the economic aspect is related to the availability of funds for the management and development of tourist villages. In this case, the village is not anti-investor or opens up opportunities for cooperation with other parties. However, the village government and the manager are very selective in selecting investors by setting the criteria for investors in Ngargoretno.

Management and Development Efforts Related to Social Aspect

Based on the results of research and observations in the field, it can be explained that tourism development efforts in Ngargoretno Village related to social aspects are as follows:

1. Provide an understanding of tourism activities through the socialization of the tourism sector

The livelihoods of the residents of Ngargoretno Village are mostly farmers, which not as pure tourism actors so they does not understand tourism activities well. In an effort to provide an understanding of village tourism to residents, actors and tourism managers, the village government together with the Magelang Regency Tourism Office conducted socialization about village tourism. Tourism socialization was given to local farmers to be able to contribute to the development of potential commodities. In addition, the tourism manager together with the village government regularly holds meetings with religious leaders, traditional leaders, and village elders transmit the concept of tourism and the concept of tourism in Ngargoretno Village. The socialization provided to the community helps understanding the concept of tourism [30]. The socialization activity aims to equalize the vision and mission to realize a community-based tourism village and local culture [31].

2. Increase human resource capacity

The capacity building of the residents of the Ngargoretno Tourism Village was carried out by providing training in the tourism sector. The

program to increase the capacity of human resources was carried out in collaboration with tourism managers with universities (academics) as well as facilitation from the Tourism Office of Magelang Regency and the Ministry of Tourism and Creative Economy.

Table 7. Types of training for capacity building

Years	Training Types	Organizer
2016	introduction of tourist villages; tourism village management; tourism destination management	Magelang Regency Tourism Office
2017	tour guides; destination management; preparation of tourism operational guidelines	Magelang Regency Tourism Office; Ministry of Tourism and Creative Economy
2018	homestay management, tourism village management; capacity building of tourism actors	Magelang Regency Tourism Office; Ministry of Tourism and Creative Economy; Ngargoretno Government village
2019	culinary product development; tourism marketing; tourism destination management	Department of Agriculture; BUMDES; Village government; Magelang Regency Tourism Office
2020	website making; digital marketing; making technical guidelines for tourism; CHSE; tourism adaptation in the pandemic era; culinary product processing	BUMDES; village government; Gadjah Mada University; STMIK Bina Patria; Magelang Regency Tourism Office; Ministry of Tourism and Creative Economy; Department of Agriculture.
2021	coffee processing development; baristas; CHSE; destination management	BUMDES; village government; Magelang Regency Tourism Office

Sources: Results of secondary data analysis (2021)

The lack of competent human resources involved in tourism development activities is indeed an obstacle in efforts to develop and manage tourism in Ngargoretno Village. Increasing the capacity of human resources is the most important part in developing a tourist village. Increasing the capacity of human resources is an important part of tourism development planning in rural areas. Through increasing the human resource capacity of villagers, it will increase their understanding of

tourism so that they are more motivated to be involved in tourism activities in the village and can manage their resources for the sustainability of tourism activities [32].

3. Forming a tourism awareness group (Pokdarwis)

A tourism awareness group was formed to be able to become a driving force for the community in order to build awareness to understand tourism better so that every citizen can provide the best service to tourists when interacting directly with visiting tourists. The management of the tourism awareness groups in each hamlet are the tourism actors in each of these hamlets. In addition, a Tourism Awareness Group was also formed with the management being representatives of tourism actors in each hamlet. The Tourism Awareness Group (Pokdarwis) plays a role in increasing public awareness and understanding of "Sapta Pesona". By understanding "Sapta Pesona", the community can provide good service to tourists. Pokdarwis plays a strategic role in tourism development efforts. The existence of Pokdarwis increases understanding of tourism in the community, improves tourism management capabilities, motivates people to provide the best service to tourists, and increases public awareness to maintain environmental quality [33].

4. Involving villagers in tourism activities

The Ngargoretno Tourism Village involved the community in tourism activities, where the actors and tourism managers together with the village government encourage community involvement in potential mapping activities, planning, and being involved in tourism activities. This was shown by the residents in each hamlet being given the freedom to explore their respective potentials and being invited to discuss plans for developing tourism activities.



Source: BUMDES and Ngargoretno Village Government (2021)

Figure 5. Communities are involved in tourism development efforts

The village government needs to continue to encourage its citizens to contribute to tourism activities because there were still residents who does not understand the concept of tourism so they are not interested in contributing to tourism activities. Efforts to involve the community in tourism activities in accordance with the values of sustainable tourism development. The participation of local communities can avoid conflicts between the community and tourism managers which in turn threatens the sustainability of tourism activities [34].

5. Developing cultural tourism in Ngargoretno Village

Based on information obtained from tourism managers and tourism actors in Ngargoretno, the activities that have been carried out in the context of developing cultural tourism are: 1) mapping the potential of cultural arts in each hamlet; 2) take an inventory of art groups in Ngargoretno; 3) carry out the art training; 4) introducing the arts and culture and local wisdom of the village through village merti activities every year; and 5) introduce cultural arts through art performances held by related agencies/institutions.



Source: BUMDES and Ngargoretno Village Government (2021)

Figure 6. Bangilun dance performance, gamelan, and Merti Dusun are part of the Ngargoretno cultural art show

The development of cultural tourism is a form of anticipation by the management of the cultural values that are brought by tourists. The socio-cultural aspect is an aspect that needs to be considered in the management and development of tourism because it is related to the cultural values and traditions of the local community [35]. The existence of tourism activities allows the adoption of behavior from tourists which is then imitated by the local community so that it can lead to the degradation of the cultural values of the community if the values obtained are contrary to the cultural values of the local community. However, if the behavior adopted from tourists is constructive behavior and improves the quality of life, then it

can be a good thing for the community around tourist destinations [36].

Table 8. Summary of Management and Development Related to Social Aspects

No	Program	Efforts
1	socialization of the tourism sector	provide socialization to the community to contribute to tourism development.
2	Increase human resource capacity	collaborating with relevant agencies and institutions, including universities in organizing training in the field of tourism
3	Forming a tourism awareness group	forming pokdarwis at each tourist destination or hamlet and village level pokdarwis which are decided by a Village Head Decree
4	Involving villagers in tourism	involving the community starting from the planning, implementation, development, and evaluation stages of tourism activities.
5	Developing cultural tourism	developing Ngargoretno cultural arts into tourist attractions

Sources: Results of primary data analysis (2021)

Of the five efforts that can be identified, it showed that the tourism managers and actors together with the village government and related stakeholders are trying to develop community-based tourism and local potential. This is in line with the principle of sustainable tourism village development where the development of tourist villages was carried out by empowering the community, local potential, and paying attention to traditional values and local wisdom so as to improve the welfare of rural communities[11]. The obstacles faced in the development of cultural tourism are the lack of residents involved in the development of cultural arts tourism and the lack of interest of the younger generation in the village to study the cultural arts in Ngargoretno.

CONCLUSION

Based on the results of research that has been carried out on development and management efforts carried out in relation to aspects of sustainability (environmental, economic, and social) in the Tourism Village of Ngargoretno, Salaman District, Magelang Regency, the authors conclude as follows:

1. Management and development efforts that have been carried out related to environmental aspects are: 1) prioritizing the vision of environmental conservation in tourism development; 2) carrying out the reforestation activities; 3) making regulations on tourist villages and prohibition of hunting birds; 4) implement the environmental clean program; and 5) set the number of visitors.
2. Management and development efforts that have been carried out related to the economic aspect are: 1) Providing residents with an understanding of the potential of economic value in tourism activities; 2) offering tourist attractions based on rural community economic activities; 3) developing culinary products made from local ingredients; 4) conduct tourism promotion; 5) establish BUMDES (Village Owned Enterprises) (Village Owned Enterprises) as tourism management and marketing agency; and 6) open cooperation (partners) with the private sector.
3. Management and development efforts that have been carried out related to social aspects are:
 - a) Providing an understanding of tourism activities through the socialization of the tourism sector.
 - b) Increase the capacity of human resources.
 - c) Form a tourism awareness group.
 - d) Involving residents in tourism activities.
 - e) Develop cultural tourism.

Thus, the efforts made by the actors and tourism managers, together with relevant stakeholders, have considered the principles of sustainability, namely in environmental, economic, and social aspects.

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