



Developing Nature Tourism to Support Sustainable Development in Widosari Tourist Village

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Abstract

The potential of natural tourism in Indonesia is enormous and must be managed wisely. Tourism must be able to grow alongside sustainable development, taking into account economic, social, and environmental aspects. Many efforts have been made to combine tourism with the concept of the ecotourism, where tourism can thrive without damaging the environment, creating a sustainable tourism model. The research uses qualitative methodology to describe local phenomena and uses a single holistic model. This research aims to understand how natural tourism can develop in ways that support sustainable development, integrating economic, social, and environmental aspects. The study highlights examples of Widosari Tourism Village, where natural resources and unique social structures are used as tourist attractions. The results of the study show that Widosary Tourist Village has succeeded in developing natural tourism that not only attracts tourists but also supports sustainable development by paying attention to economic, social, and environmental aspects.

Keywords

Village tourism, sustainable development, nature tourism

Abstrak

Potensi pariwisata alam di Indonesia sangatlah besar dan harus dikelola dengan bijak. Pariwisata harus dapat tumbuh seiring dengan pembangunan yang berkelanjutan, mempertimbangkan aspek ekonomi, sosial, dan lingkungan. banyak upaya telah dilakukan untuk menggabungkan pariwisata dengan konsep ekowisata, di mana pariwisata dapat berkembang tanpa merusak lingkungan sekitar, menciptakan model pariwisata yang berkelanjutan. Penelitian ini menggunakan metodologi kualitatif untuk menggambarkan fenomena lokal dan menggunakan model holistik tunggal. Penelitian ini bertujuan untuk memahami bagaimana pariwisata alam dapat berkembang dengan cara yang mendukung pembangunan berkelanjutan, mengintegrasikan aspek ekonomi, sosial, dan lingkungan. Studi ini menyoroti contoh dari Desa Wisata Widosari, di mana sumber daya alam dan struktur sosial yang unik digunakan sebagai daya tarik pariwisata. Hasil penelitian menunjukkan bahwa Desa Wisata Widosari berhasil mengembangkan pariwisata alam yang tidak hanya memikat wisatawan, tetapi juga mendukung pembangunan berkelanjutan dengan memperhatikan aspek-aspek ekonomi, sosial, dan lingkungan.

Kata Kunci

Desa wisata, pembangunan berkelanjutan, pariwisata alam

Introduction

Indonesia, an archipelagic nation endowed with abundant natural resources, stands as a captivating canvas of opportunity and diversity. The utilization of these resources not only serves as a vital source of income for its populace (Hindersah et al., 2017; Kiswantoro et al.,

2023) but also extends its allure to the tourism sector. This exploitation, as highlighted by (Manrai et al., 2019; Vinyals-Mirabent, 2019), plays a pivotal role in establishing tourist destinations as unique attractions. The distinctive charm emanates from the breathtaking natural landscapes, enchanting rivers, and charming beaches, forming an intricate tapestry that showcases the multifaceted beauty of Indonesia (Heslinga et al., 2018; Osti & Cicero, 2018; Fachrudin & Lubis, 2016; Widowati et al., 2017; Nitivattananon, 2019; Widyastuti et al., 2019). Additionally, local agricultural activities, the fishing sector, and the presence of exceptional local products further contribute to the country's distinctive identity (Lee et al., 2019; Sanches-Pereira et al., 2017; Jiménez & Hoyo, 2018; Rubio-Cisneros et al., 2019; Wang et al., 2019). As we delve into the rich tapestry of Indonesia's natural wealth, it becomes evident that the convergence of these elements not only sustains local economies but also crafts an enticing narrative for visitors seeking unparalleled experiences.

One concept of tourism that utilizes natural resources as an attraction is ecotourism (Cobbinah, 2015). According to (Han, 2019), ecotourism are more commonly found in villages than in urban areas. Natural tourism practices in the villages, mainly through ecotourism, have a positive impact on local communities such as job creation (Ignat et al., 2014) and income increases through tourism activities themselves (Kozić, 2019). Natural tourism plays a vital role in supporting sustainable development in tourist destinations (Sharpley, 2020). In this era of globalization, the development of natural tourism is not only about economic growth, but also about environmental sustainability, socio-cultural sustainability and the social well-being of local communities (Buckley, 2012).

According to (Awuah & Booth, 2014), one of the key principles of sustainability is to integrate economic, social, and environmental considerations. Widosari Tourism Village is one of the destinations of the tourist village that has great potential in the development of natural tourism based on the principles of sustainability in its management (Jogjaprov.go.id, 2022). The tourist village of Widosari is located in the hills of the northern part of Kal. Ngargosari, Kapanewon Samigaluh, Kab. Kulon Progo, Yogyakarta Special District.

In the context of previous studies, much research has been done to explore sustainability-based development of nature tourism in various tourist destinations. Some previous studies highlighted certain aspects of natural tourism, such as sustainability management, economic impact, environmental management, and local community participation. Nevertheless, there is still a gap in knowledge that needs to be filled in the context of the development of natural tourism based on sustainability principles in the Widosari Tourism Village.

A prior study by (Sørensen & Grindsted, 2021) investigated sustainability approaches and the advancement of nature tourism. This research delves into management strategies aimed at enhancing the sustainability of natural tourism within cultural and environmental contexts. However, it should be noted that the study does not explicitly center around the development of natural tourism in tourist villages, such as Widosari Tourist Village. The study primarily concentrated on comprehending the sustainability approaches adopted by entrepreneurs in nature tourism and other local actors, both within and outside the tourism sector. The emphasis was on examining how these approaches influence the potential development of nature tourism.



Another study worth noting is the study conducted by (Gupta et al., 2023) on the economic impact of nature-based tourism. This research identifies a link between the growth of the natural tourism industry and the well-being of local communities. Although it provides an understanding of the economic impact of natural tourism, this study does not specifically dig sustainability-based development strategies for nature tourism at the village level.

In the context of the novelty of this research, the added value is found in the holistic approach to be taken. This research will not only consider economic aspects, but will also integrate environmental and social aspects into the strategy of development of natural tourism in the Widosari Tourism Village. Economic, social and environmental integration refers to efforts to unite and coordinate these dimensions in development and policy, with the aim of achieving sustainable economic growth, reduced social inequality and minimal environmental impact. This approach emphasizes the close relationship between these three aspects, recognizing that balanced economic growth must take into account social and environmental aspects in order to create a sustainable and healthy society (Mutisya & Yarime, 2014). In addition, the research will provide practical and specific recommendations that can be adopted by local communities and stakeholders to develop sustainable nature tourism. By identifying existing knowledge gaps and formulating concrete solutions, this research is expected to be an important guide for policymakers, tourism practitioners, and academics in advancing sustainable nature tourism in the Widosari Tourism Village.

Method

This research uses a qualitative methodology with a focus on describing local phenomena. With only one unit of analysis, the approach applied is a single holistic model, in line with the framework proposed by (Yin, 2009). This model is applied with the aim of supporting hypotheses, describing unusual phenomena, and revealing data. Primary data was obtained using field observations and in-depth interviews with key sources from the Widosari Tourism Village Pokdarwis management, namely Heri Susanto (Chairman of the Widosari Village Pokdarwis). Meanwhile, secondary data was obtained through document extracts from various sources, including information from previous research, studies, and reports from government and non-government institutions such as the Ministry of Tourism, the Kulon Progo Regency Tourism Office, and the Widosari Village Tourism Regional Secretariat.

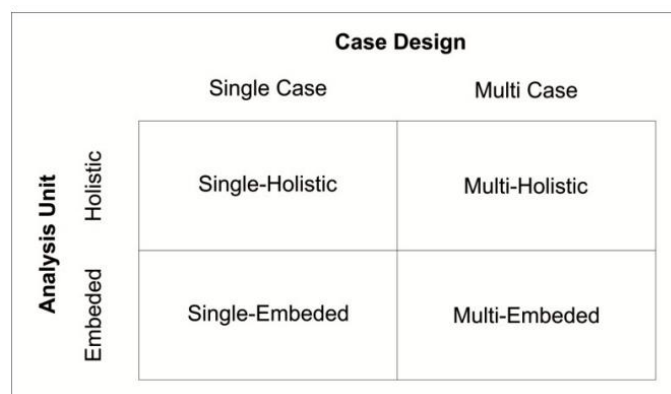


Figure 1. The Case Study Design
Source: Yin, 2009

Figure 1 shows the correlation of this single holistic model with various types of case study design, using in-depth interviews and observations as the primary method of data collection. The final results were evaluated using descriptive analysis, with emphasis on epistemic values such as descriptiveness, transparency of responses, and relevance. (Zahle, 2019). This analysis is not intended to support or deny a hypothesis, but rather to describe the cause of a phenomenon (Taguchi, 2018).

Result And Discussion

Result

Widosari Tourist Village, located in the northern Menoreh hills, Kulon Progo District, Yogyakarta, offers a unique tourist experience with a variety of natural, cultural, and educational attractions. This destination is selected in the 2022 ADWI Top 50 and can be easily accessed by a variety of vehicles. The village highlights its natural beauty, such as Widosari Peak, Kemadon Tea Garden, Eagle Eye Hill, Proman Peak and Rajendra Farm. Its main attraction is the exploitation of natural resources through agriculture and farming. Visitors can enjoy agricultural training, tea, sugar, and coffee processing, as well as goat farming training.

The village of Widosari is also the centre of cultural activities with dance training, karavitan, obstructing, and understanding of local crafts such as figs, masks, and corn chips. Traditional ceremonies and local culinary are an exciting part of his cultural touring experience. With a wide range of tour packages, such as Cultural Tour Packages, Performing Arts, Education, and Nature, Widosari Tour Village offers a comprehensive and unforgettable tour experience for visitors from a variety of backgrounds.

The utilization of natural resources in the Widosari tourist village is not only carried out for tourism purposes but also to maintain its sustainability. It is hoped that the use of natural resources for tourism will be able to provide education regarding nature conservation and will be able to reach the local community and also tourists who come to visit the Widosari tourist village. Sustainable development in the Widosari tourist village is carried out in several ways.

1. Agricultural and livestock activities are used as tourist attractions in the context of education regarding the importance of sustainability in agricultural and livestock activities. Sustainable development does not only talk about the economy but also social and environmental matters. The activities of planting rice and picking tea leaves teach how to respect nature, and if humans respect nature, of course nature will reciprocate by providing blessings in the form of plants as food. The same thing also applies in the livestock sector. The expected education is to maintain ecosystem balance by not taking excessive natural resources. So that the sustainability of nature will be maintained and the sustainability of tourism activities will also be maintained. This tourism activity is sustainable development in the Widosari tourist village.
2. Developing natural tourism attraction activities that utilize the unique natural resources that the Widosari tourist village has and that other areas do not have. Unique developments in the Widosari tourist village include offering camping on Eagle Eye Hill, enjoying the sunset on Eagle Eye Hill, seeing the country above the clouds on Ketepeng Hill, as well as tracking as one of the tour packages. Because it is located in the Menoreh hills and its natural landscapes, such as Widosari Hill and tea gardens, have been designated as Geo Heritage by



the Ministry of Energy and Mineral Resources, of course this is unique for the Widosari tourist village (Jogjaprov.go.id, 2022).

The social system to maintain sustainability in the Widosari tourist village is in the form of a rolling system for providing homestays and food. The 70 homestays are rotated to provide accommodation for tourists so that the homestay management community will get a fair and equitable income. The economy in the Widosari tourist village develops the concept of entrepreneurship as the spearhead. This concept was successfully implemented in the Widosari tourist village and was able to support sustainable development there.

Discussion

Sustainable development involves economic, social, and environmental dimensions (Aquino, 2018). Widosari Tourism Village, which implements tourism with the goal of sustainable development, involves a number of aspects.

1. Economic Aspects

The development of ecology-based tourism carried out in the Widosari tourist village goes hand in hand with the concept of sustainable development. According to (Divrik, 2022), sustainable development is a concept that encompasses the social, ecological, economic, spatial, and cultural dimensions. The concept implies the programming of life and development in the present and future with specific methods, aimed at meeting and developing the needs of future generations without compromising natural resources. The aim is to create a harmonious balance between man and nature. The economic aspect of sustainable development in Widosari village can be identified through the use of natural resources as attractions that are maintained so that tourism attractions such as agricultural training activities and processing of tea, sugar, coffee, and animal husbandry can be developed and maintained. The sustainability of these attractions will certainly guarantee people's income from the tourism sector because the attractions continue to exist and tourism continues (Mandić, 2019). Apart from that, the development of the information and communication sector, which is currently being carried out, will certainly develop the economic aspects of sustainable development. The information and communication sector is the tourism sector that contributes most to the regional economy, so the use of technology for promotion and research needs to be carried out for sustainable tourism development (Aji et al., 2018).

2. Social Aspects

The existing social system in the Widosari tourist village is used to manage the tourism system. Sustainable tourism in the Widosari tourist village can also be a reference for sustainable development in the social aspect. Development of a social system in the form of a service system for tourists in the form of a rolling system for providing homestays for tourists. The Widosari tourist village is able to link its social system with existing tourism. The link between social aspects and tourism can be made if the social system that lives in the community is also part of tourism itself (Moscardo et al., 2017; Zhou et al., 2017).

3. Environmental Aspects

Widosari tourist village develops environmentally-based tourism. Sustainable development that takes place in the Widosari tourist village will, of course, be directly related to environmental aspects. The community, in carrying out its tourism activities such as agricultural training and processing tea, palm sugar, and coffee, is always related to the environment. To maintain the environmental aspects of sustainable development, it is necessary to have the same understanding from the community and tourists regarding sustainable development. Education of the public and tourists must be carried out to maintain the environmental aspects of sustainable development (Chen & Qiu, 2017; Liu et al., 2017).

4. Integration of Sustainable Development in Widosari Tourism Village

Widosari Tourism Village has succeeded in holistically integrating the three main aspects of sustainable development: economic, social and environmental, in tourism development. The economic aspect is reflected in the use of natural resources as tourist attractions, with agricultural training activities, processing tea, sugar, coffee and animal husbandry, which can sustainably have a positive impact on the local community's economy. Sustainable economic development is reflected in the sustainability of tourism activities, such as agricultural training and agricultural product processing, which can provide sustainable income for local communities. In the social aspect, the development of a homestay service system builds close relationships between local communities and visitors, creating interactions that can continue in a sustainable manner. Meanwhile, in the environmental aspect, conservation and education efforts integrated in environmentally based tourism activities ensure that visitors and local communities have the same understanding of environmental sustainability. The integration of these three aspects creates complex natural tourism activities, making Widosari Tourism Village an example of sustainable tourism that combines economic development, social resilience and environmental preservation. This village is not only an attractive natural destination, but also an inspiring model in the development of sustainable tourism. Thus, the development model in the Widosari Tourism Village creates a positive impact that can be sustainable in the long term.

Conclusions

Widosari Tourism Village has successfully developed nature tourism that is in line with the principles of sustainable development based on the environment. This village has integrated aspects of sustainable development, demonstrating the coherence of development in Widosari. Integration between economic, social, and environmental factors enables the village to exploit its natural tourism potential while simultaneously pursuing sustainable development. The development of promotional strategies through technology in the Widosari Tourism Village aims to boost the local economy. The social system that exists in this village is also an attraction for tourists, supporting the growth of Widosari tourism. The environment and tourism activities are interrelated, emphasizing the importance of education while maintaining a balance between the two.

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