



Community empowerment and environmental stewardship in sustainable tourism: The role of ecotourism

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ABSTRACT

Background: Ecotourism is a form of sustainable tourism development. Nglanggeran Tourism Village is one of the sustainable self-sustaining tourism villages that applies ecotourism principles in managing its tourism. **Findings:** The Nglanggeran Tourism Village was pioneered since 2007 by local youths and community leaders which started with anxiety towards people who were not responsible for exploiting natural resources, so that a desire arose to maintain, manage and develop the existing potential so that these limited resources would continue to exist and can be enjoyed by generations. **Methods:** This research is a descriptive qualitative research with data collection techniques in the form of interviews, observation, and documentation conducted in Nglanggeran Tourism Village, Patuk District, Gunungkidul. **Conclusion:** The results of the study show that the strategies listed in Gunungkidul District Regulation No. 3 of 2014 concerning the Gunungkidul Regency Regional Tourism Master Plan for 2014- 2025 with steps to increase the competitiveness of tourism products, increase tourism business partnerships, and fulfill environmental and socio-cultural responsibilities that have been carried out properly. Natural potential, the existence of a harmonious community, preservation of ancestral traditions, strategic location and proximity to markets, as well as the return of the natural and village tourism trend are driving factors, while the emergence of parties that do not match the vision of development, the mindset of people who cannot seizing opportunities, the minimal role of BUMDes, the difficulty of controlling tourists who do not understand the concept of ecotourism, and weak tourism development planning schemes are the inhibiting factors for sustainable tourism development in Nglanggeran Tourism Village to date. **Novelty/Originality of this article:** A sustainable tourism development strategy based on ecotourism principles fosters environmental conservation, local community empowerment, and responsible tourism practices to ensure long-term ecological and socio-economic benefits.

KEYWORDS: ecotourism; sustainable tourism development.

1. Introduction

Since several years ago, the tourism sector has become a leading sector in driving the world economy that is able to make a major contribution to the welfare of a country (Adinugraha et al., 2018). In Indonesia, the tourism sector is growing very rapidly (Danim, 2002). According to the Central Statistics Agency/*Badan Pusat Statistik* Indonesia in 2020, Indonesia's tourism competitiveness index showed proud developments, where Indonesia's ranking rose from 50 in 2015 to 42 in 2017. In the same year, the growth of the tourism sector accelerated by 22%, ranking second after Vietnam (29%) (Bayu, 2020).

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In the same year, the average growth of the tourism sector in the world was 6.4% and 7% in ASEAN (UNWTO, 2021). Based on data from the World Travel & Tourism Council (WTTC) in 2018, Indonesian tourism became the fastest growing by ranking 9th in the world, number three in Asia, and number one in the Southeast Asia region. Quoted from the Strategic Plan of the Ministry of Tourism and Creative Economy/Tourism and Creative Economy Agency for 2020-2024, the results of the Travel and Tourism Competitiveness Index (TTCI) assessment from the World Economic Forum (WEF) in 2019 also showed that Indonesia was ranked 40th out of 140 countries assessed, with a TTCI value of 4.3. The 2019 TTCI assessment of Indonesia is better than the assessment results in the 2017 period, where Indonesia was ranked 42nd out of 136 countries, with a TTCI value of 4.2.

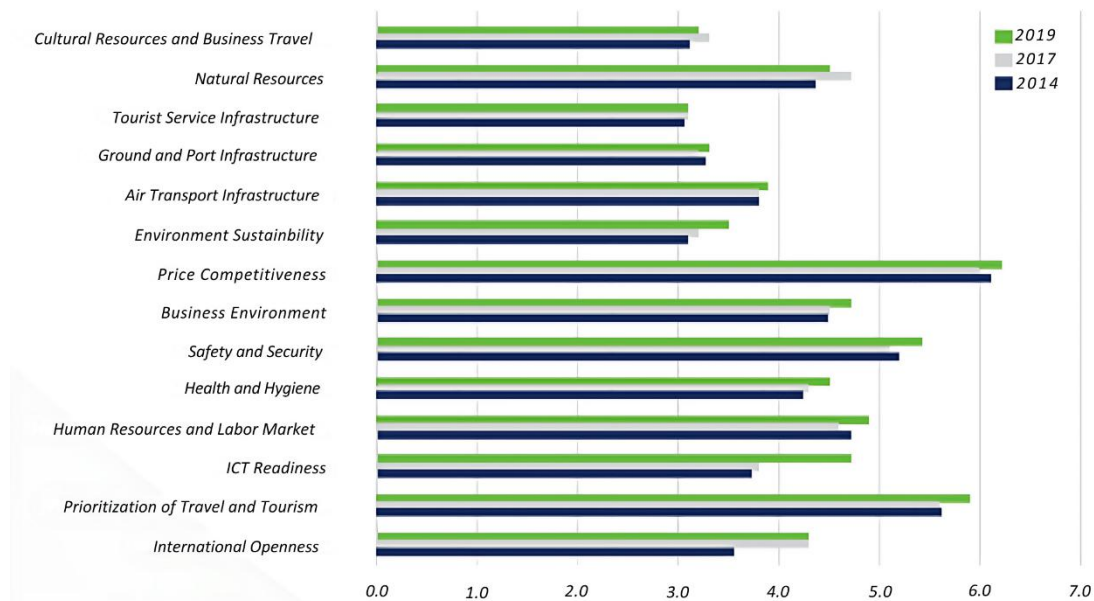


Fig. 1. Trend of TTCI sub-index in Indonesia

Based on Figure 1., in the 2019 TTCI assessment, Indonesia experienced a decrease in value in two sub-indexes, namely the natural resources sub-index, and the cultural resources and business travel sub-index. Reported from the Performance Report of the Ministry of Tourism and Creative Economy in 2019, in the 2015-2019 National Medium-Term Development Plan (RPJMN), Book II of the Development Agenda for the Sector, tourism development targets have been set, namely: Contribution to National GDP (%), Foreign Tourists (million people), Domestic Tourist (million visits), Foreign Exchange (trillions of rupiah) (Djafar & Muh, 2019). The following are some data related to tourism development targets from 2010-2019.

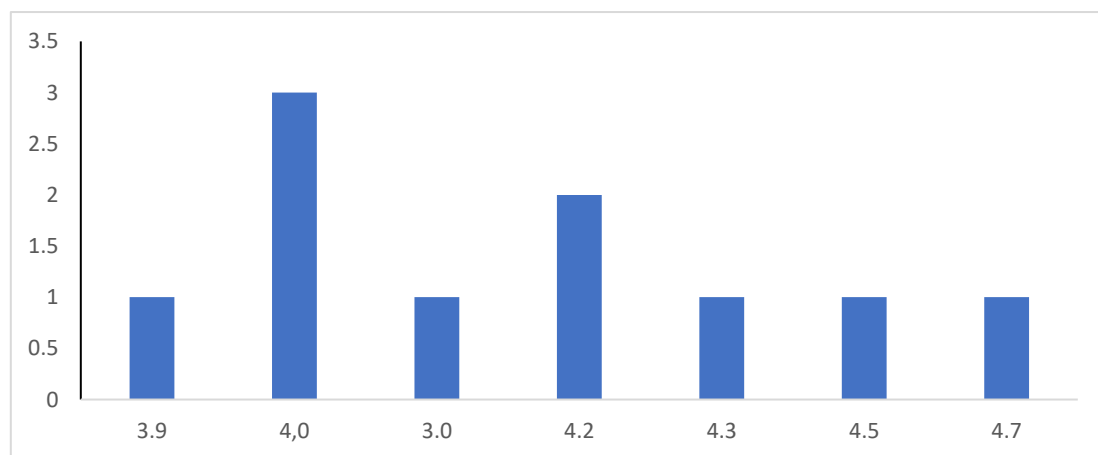


Fig. 2. Tourism contribution to GDP, 2010-2019

Figure 2 shows that the contribution of tourism to GDP from 2010-2019 shows an up and down graph, starting from 2010 at 3.05%, 2011 at 4%, 2012 dropping back to 3.96%, 2013 at 4.02%, 2014 at 4.04%, 2015 at 4.25%, 2016 dropping back to 4.13%, 2017 at 4.11%, 2018 at 4.5% and the highest peak in 2019 at 4.80%. Table 1 shows data on the number of visits by foreign tourists coming to Indonesia which has increased every year. On the side of domestic tourist visits in Indonesia since 2015-2019 also showed a significant increase every year (Engkus, 2018). There was a drastic increase from 2018 to 2019 with a peak of 722.1 million visits.

Table 1. Number of tourist visits to Indonesia 2015-2019

2015	2016	2017	2018	2019
269.3	277	290	330	755.8

In terms of foreign exchange earnings, the tourism sector has contributed a large number since 2015-2019 and has increased rapidly every year. In general, the four targets outlined in the 2015-2019 National Medium-Term Development Plan (RPJMN) have had a positive impact on the development of the tourism sector. So it can be said that the tourism sector as a leading sector is recorded as being ranked as the largest contributor of foreign exchange after the palm oil industry (Dorobantu & Nistoreanu, 2012). The consistency of the achievement of foreign exchange that has been set is supported by the achievement of domestic tourists (wisnus) who continue to exceed the set target (Epler, 1999).

The development of the Indonesian tourism sector is supported by PP No. 50 of 2011 concerning the National Tourism Development Master Plan. The tourism sector with the most potential and its development is prioritized is the potential for natural tourism (35%) and cultural tourism (60%). The principles of sustainability refer to the environmental, economic, and socio-cultural aspects of tourism development, and an appropriate balance must be built between these three dimensions to ensure its long-term sustainability (faisal, 1990).

The goal of sustainable tourism is to reduce poverty, respect socio-cultural authenticity, and the responsible use of environmental resources, and not only encourage but also facilitate and empower local communities so that they are able to participate in the production process and receive various direct benefits from tourism activities (Fotiou et al., 2002). Good development and attention to sustainability will result in comfort for tourists so that they are satisfied with their visit and will make repeat visits (Handayaningrat, 1998). Ecotourism has advantages (in its best practices) in environmental and socio-cultural preservation, especially in improving the natural and cultural resource base of the destination and promoting growth (Henderson (2009) in Hendra & Laugu, 2020). Until now, the principle of ecotourism has been developed in several villages in Indonesia that have the attraction to maximize the role of community empowerment. Hidayat (2019) explains:

"The village is a legal community unit that has an original structure based on special original rights. This is based on diversity, participation, autonomy, democratization, and community empowerment. Therefore, the community in the village should be involved and participate in development. Because this can be a benchmark for success in village development, especially those who will make the village a tourist destination".

Then, Insani et al. (2019) added that:

"The legal rules that apply in the village when developing tourism are without ignoring the traditions and customs of the local community. Because, through the preserved culture, the community is able to arouse a sense of love for the environment so that authenticity is guaranteed. It is not certain that in other villages you will find the uniqueness that the village has. This is the basis of ecotourism, including preserving natural wealth" – I.

Yogyakarta is one of the cities in Indonesia that is famous as a tourist destination for foreign tourists or domestic tourists because of its potential and natural beauty ranging from beaches, mountains, temples, museums, historical relics, to tourist villages (International Labour Organization, 2012). Most of this potential is owned by Gunungkidul Regency, this is because the area of Gunungkidul Regency reaches 1,485.36 km² (46.63 percent) of the total area of the Special Region of Yogyakarta (Kartasmita, 1997). Meanwhile, the Nglanggeran Village area has an area of 762.0990 ha with land use mostly used for agricultural land, plantations, fields and yards. Nglanggeran Village consists of 5 hamlets/hamlets, namely Karangsari Hamlet, Doga Hamlet, Nglanggeran Kulon Hamlet, Nglanggeran Wetan Hamlet and Gunung Butak Hamlet. The village government center is located in Doga hamlet.

Quoted from data from the Nglanggeran tourism village hall, tourist visits and tourism sector income have increased from 2007 to 2014. Tourist visits were limited due to the actions and behavior of tourists who damaged the tourist area (Lane, 1994). The tourism village manager immediately took firm steps by limiting the number of tourist visits, the manager and the community agreed to regulate, manage, and choose a tourist segment that respects the environment more (Revida, 2020). Therefore, researchers are interested in conducting research and studying more deeply regarding "Sustainable Tourism Development Strategy through Ecotourism Principles (Study on Nglanggeran Tourism Village, Patuk District, Gunungkidul Regency, Yogyakarta)" in accordance with Gunungkidul Regency Regional Regulation No. 3 of 2014 concerning the Gunungkidul Regency Regional Tourism Master Plan 2014-2025, the ultimate goal of which is a sustainability mission. The strategy described in this study is expected to be one of the references in order to increase the capacity of Nglanggeran Village and a reference for other tourist villages and the government, especially in formulating a policy related to sustainable development (Rogers et al., 2008). The researcher also hopes that Nglanggeran Tourism Village can become an area that not only provides economic income but also becomes a village that continues to maintain socio-cultural values in the community and conservation values in the area.

2. Methods

2.1 Types of research

This research method is qualitative. According to Rosana (2018), qualitative research methods are data collection in a natural setting with the intention of interpreting the phenomena that occur where the researcher is the key instrument, data source sampling is carried out purposively and snowbaal, data collection techniques with triangulation (combined), data analysis is inductive/qualitative, and qualitative research results emphasize meaning more than generalization. With the reasons above, the appropriate approach for this study is descriptive qualitative. According to Siagian (2007), research using descriptive methods is research that focuses on problems or phenomena that exist at the time the research is conducted, then describes the facts and explains the conditions of the research object in accordance with reality as it is and tries to analyze to provide the truth based on the data obtained. With a qualitative descriptive approach, the analysis of the data obtained (in the form of words, pictures or behavior), and is not expressed in the form of numbers or statistical figures, but by providing an explanation or description of the situation or condition being studied in the form of a narrative description (Sugiyono, 2008).

2.2 Research focus

In the view of qualitative research, the symptoms are holistic (comprehensive and cannot be separated), so that qualitative researchers will not determine their research only based on research variables, but the entire social situation studied includes aspects of place, actor, activity that interact synergistically (Sugiyono, 2013). Meanwhile, the main objectives of the research focus according to Susan & William (1988) are two, namely the focus is to

build boundaries for the study, and the focus determines the area of inquiry. Second, the focus determines the inclusion-exclusion criteria for new information that emerges. Determining the focus in a qualitative research proposal is more based on the level of novelty of the information to be obtained from the social situation (field). Usually, information updates are in the form of efforts/attempts to understand more broadly and deeply about the social situation, and produce new hypotheses or knowledge from the social situation being studied.

2.3 Research locations and sites

The research location is the place where the research is conducted. At the research location, researchers dig up information related to the objects and objectives of the research that have been previously determined. This research was conducted in Nglanggeran Tourism Village, Patuk District, Gunungkidul Regency, Yogyakarta. While the research site is a place where researchers capture the actual conditions of the objects being studied to obtain the necessary data and information.

The research sites are the Gunungkidul Regency Tourism Office, the Nglanggeran Village Tourism Awareness Group (Pokdarwis), and the Nglanggeran Village community, Patuk District, Gunungkidul Regency, Yogyakarta. This place was chosen because Nglanggeran Tourism Village is an advanced/independent tourist village with various potentials that have succeeded in managing ecotourism-based villages which are a great opportunity for creating sustainable tourism. Nglanggeran Tourism Village has also received various achievements and awards since 2009. The latest achievement came in 2017 as the best tourist village according to ASEAN and in 2021, it was again named one of the best tourist villages awarded by the World Tourism Organization under the United Nations (UNWTO) along with 44 other tourist villages from 32 countries in the world.

2.4 Data types and sources

The data source in the study is the subject from which the data is obtained. The types of data used in this study are, Primary data: According to Umi Narimawati (2008:98) primary data is "data that comes from the original or first source. This data is not available in compiled form or in the form of files. This data must be sought through sources or in technical terms respondents, namely people who we make the object of research or people who we use as a means of obtaining information or data". Primary data in this study were obtained from the results of interviews, observations and documentation to research respondents including the Gunungkidul Regency Tourism Office, Tourism Awareness Group, Tourism Village Managers, Nglanggeran Tourism Village Apparatus, BUMDes Tunas Mandiri Management, Nglanggeran Tourism Village Community, and Visitors to tourist destinations in Nglanggeran Tourism Village.

Secondary data: According to Sugiyono (2008) secondary data is "a source of data that does not directly provide data to data collectors". For example, from other people or documents. Secondary data is data that supports the needs of primary data. Secondary data in this study comes from books, seminar proceedings, domestic or foreign journal articles, previous research, official documents, government regulations and information from the official website related to Nglanggeran Tourism Village which can be accessed through the following links: Official website of Nglanggeran Tourism Village, Youtube Channel, Official website of Jadesta Kemenparekraf, Official Instagram of Nglanggeran Tourism Village.

2.5 Data collection technique

Data collection techniques are the most strategic step in research, because the main purpose of research is to obtain data. Without knowing data collection techniques, researchers will not obtain data that meets the established data standards (Sugiyono, 2013).

In this study, the author uses data collection techniques in the form of interviews, observations, and documentation.

2.5.1 Interview

According to Sari (2018), an interview is a meeting of two people to exchange information and ideas through questions and answers, so that meaning can be constructed in a particular topic. So with interviews, researchers will find out more in-depth things about participants in interpreting situations and phenomena that occur, where this cannot be found through observation (Steenbergen, 2013). In this study, the type of interview used is an unstructured interview. Researchers come to the research location with an outline of questions that have been prepared previously, but during the interview process, researchers re-develop the outline into various questions and statements that are asked to informants. These questions also continue to develop into other questions based on the results of the research informant's answers. Interviews were conducted with several informants, including:

Table 2. List of interview sources

No	Informant	Age	Position
1.	BM	50 years	Head of the Nglanggeran Tourism Awareness Group
2.	BSH	33 years	Secretary of Tourism Awareness Group and Secretary of BUMDes Nglanggeran
3.	BW & BS	53 years & 50 years	Head of Sub. General Coordinator and Sub & Institutional Coordinator of the Tourism Service of Gunungkidul Regency
4.	IS	51 years	Owner of one of the homestays in Nglanggeran tourist village
5.	IW & IS	50 years & 48 years	Traders at the Nglanggeran tourist destination
6.	MB	45 years	Traveler
7.	MT	25 years	Traveler

2.5.2 Observation

Quoted from Sugiyono (2013), Syah (2017) stated that observation is the basis of all science. Scientists can only work based on data, namely facts about the real world obtained through observation. Tratama (2021) classifies observation into, Participatory observation: In this observation, researchers are involved in the daily activities of people who are being observed or used as sources of research data. While making observations, researchers participate in what the data source does, and share their joys and sorrows. With this participant observation, the data obtained will be more complete, sharp, and to the point of knowing the level of meaning of each visible behavior. Direct or covert observation: In this case, researchers in collecting data state frankly to data sources that they are conducting research. So those being studied know from the beginning to the end about the researcher's activities. But at one time the researcher is also not direct or covert in the observation, this is to avoid if the data being sought is data that is still confidential. It is possible that if it is done frankly, the researcher will not be allowed to conduct observations. Unstructured observation: Unstructured observation is an observation that is not systematically prepared about what will be observed. This is done because the researcher does not know for sure what will be observed. In conducting observations, the researcher does not use standard instruments, but only observation guidelines.

2.5.3 Documentation

According to Sugiyono (2016) states "Documents are records of past events. Documents can be in the form of writing, pictures, or monumental works from someone". The documents used are supporting data for the results of observations and interviews related to the form of verbal and non-verbal messages and also the obstacles encountered

by researchers. Documentation in this study was taken during interviews, documentation during observations in the field, documentation in the form of photos of destinations and tourist facilities offered, photos of access to tourist villages and so on which are used to support research data. This data collection technique was chosen because the researcher not only wanted to know about the facts in the field but also wanted to dig deeper into the strategies, steps, and solutions used by the Nglanggeran Tourism Village management, village communities, and related regional apparatus in terms of developing their tourism village to achieve various proud achievements. Where these various strategies can be used by Nglanggeran Tourism Village to encourage the achievement of sustainable tourism development.

2.6 Research instruments

Research instruments are tools used by researchers to dig up information and data where the research is conducted. In qualitative research, the instrument or research tool is the researcher himself. Therefore, the researcher as an instrument must also be "validated" to what extent qualitative researchers are ready to conduct research that then goes into the field (Sugiyono, 2013). The instruments in this study include, The researcher himself: Qualitative researchers as human instruments, function to determine the focus of the research, select informants as data sources, collect data, assess data quality, analyze data, interpret data and draw conclusions from their findings. Stationery, cameras and voice recorders: Some of the following tools are used when conducting interviews, observations and documentation activities. Where, when conducting interviews, stationery alone is not enough because often in the field there will always be unexpected things that happen, so as an anticipatory step, a camera and voice recorder are needed. The camera is also used as a documentation tool for the potential of Nglanggeran Tourism Village and to document interactions that occur in the field both during interviews and when conducting participatory observations.

2.7 Data analysis

Data analysis is the process of systematically searching and compiling data obtained from interviews, field notes, and documentation, by organizing data into categories, describing them into units, synthesizing, compiling them into patterns, choosing what is important and what will be studied, and making conclusions so that they are easily understood by oneself and others (Sugiyono, 2013). After conducting interviews, observations and documentation in the field, the researcher will begin to analyze the data from the results of the information collection. However, when the results are not satisfactory because the data to be obtained is not in accordance with the focus of the research, the researcher will dig up additional data and information and analyze it again until credible data is obtained. Model analisis data yang digunakan peneliti dalam penelitian ini adalah model interaktif Sugiyono (2013). Komponen dalam analisis data Sugiyono (2013) sebagai berikut:

2.7.1 Data condensation

Data condensation refers to the process of selecting, focusing, simplifying, abstracting, and transforming data that approaches the entirety of written field notes, interview transcripts, documents, and empirical materials. The conclusion is that this data condensation process is obtained after the researcher conducts interviews and obtains written data in the field, which later the interview transcripts are sorted to obtain the research focus needed by the researcher. This classification is of course adjusted again to the focus of the research, namely based on the Regional Regulation of Gunungkidul Regency No. 3 of 2014 concerning the Master Plan for Tourism Development in Gunungkidul Regency for 2014-2025, article 8. Research data that is not included in the research focus is

temporarily separated from important data. After being classified, it turns out that the researcher feels the need for some additional data. So the researcher contacted Mr. Mursidi as the Head of Pokdarwis Nglanggeran and Mr. Wakijan as the administrator at the Gunungkidul Regency Tourism Office. The data that had been received was then classified and adjusted again with the existing research focus, so that the researcher obtained complete data.

2.7.2 Data display

Data presentation is an organization, unification, and information that is concluded. Data presentation here also helps in understanding the research context because it carries out a deeper analysis. Important data that has gone through the condensation process is then combined in the data presentation section. When entering this stage, the researcher presents data that has been classified and adjusted to the focus of the research. The presentation of data in this study is described in 3 strategies, each of which has 4 steps to achieve the strategy. The researcher also presents the driving and inhibiting factors in building sustainable tourism in the Nglanggeran tourist village based on the condensed data.

At this stage, the researcher also tried to link the theories that had been explained according to the data and facts obtained in the field. The researcher tries to convey which parts have been running according to the points explained in the regional regulations of Gunungkidul district and which ones still need to be improved in the future. The researcher also conveys conclusions related to the results of his analysis at each point based on the results of the interview and the relationship between the theories presented.

2.7.3 Conclusions drawing

The conclusion drawing here is done by the researcher from the beginning of the researcher collecting data such as looking for understanding that does not have a pattern, noting the regularity of the explanation, and the flow of cause and effect, the final stage of which is the conclusion of all the data obtained by the researcher. The data that has been presented and analyzed is then drawn by the researcher into 2 points of conclusion where this conclusion is adjusted to the focus of the research, namely referring to the Regional Regulation of Gunungkidul Regency No. 3 of 2014 concerning the Master Plan for Regional Tourism Development for 2014-2025 article 8. In the end, the reader will be able to understand how the strategies and driving and inhibiting factors in building sustainable tourism in the Nglanggeran tourist village through the principles of ecotourism. This conclusion is also expected to be used as a reference for the government and managers of tourist villages in considering and re-improving strategies that are already good and still not optimal. With this, it is hoped that the Nglanggeran tourist village will not be stuck in the existing development but will continue to strive to improve into a village that is beneficial to the community and the surrounding environment in accordance with the principles of ecotourism it holds.

3. Result and Discussion

3.1 Strategy in developing sustainable tourism through ecotourism principles

Village tourism development strategy is the direction of determining the target of tourist villages to achieve long-term goals effectively and efficiently that can meet the needs of the community through the process of utilizing existing resources which include management functions, namely planning, implementation, supervision, and evaluation (Kemeparekraf, 2021). Since 2007, the Nglanggeran Tourism Village Manager has wanted to develop a tourism village through the Ecotourism concept because it started from the problem of continuous and irresponsible stone taking and tree felling by the community or

other parties outside the village, which causes various problems in the village (International Ecotourism Society, 2015). Many young people also migrate to the city because they feel that there are no more opportunities that can be expected from the village. Secretary of the Nglanggeran Village Tourism Awareness Group, Mr. Sugeng Handoko said that:

"Starting from these problems, we want to create a tourist village that will continue to be enjoyed by our future generations. We feel that in developing a tourism, especially a tourist village, we do not always have to follow temporary trends. We want to create a tourist village that is in accordance with the characteristics that we have held fast to since long ago and is developed and improved in quality through various activities in the economic, socio-cultural, and environmental fields." – SH

Tourism products basically consist of three components, namely, tourist attractions, amenities/facilities, and accessibility. The following are some of the attractions owned by Nglanggeran Tourism Village, including natural attractions consisting of the Ancient Volcano, and those currently being developed are the Kedungkandang seasonal waterfall and the Kampung Pitu area.



(a)



(b)

Fig. 3. Tourism product: a) Kedungkandang Seasonal Waterfall; b) Kampung Pitu

3.2 Optimization of tourism products that have uniqueness and special selling value

Tourism products developed in Nglanggeran Village quite numerous and certainly have their own uniqueness both in terms of physical form, function, or history of its formation. Some of these tourism products include:

3.2.1 Ancient volcano

Nglanggeran Ancient Volcano is an active volcano tens of millions of years ago, and is now declared inactive. The peak of Nglanggeran Ancient Volcano is at an altitude of 700

meters above sea level, becoming one of the sunrise moment spots that are often hunted by morning sun lovers (Kemenparekraf, 2021). The mountain terrain composed of andesite rocks is quite challenging. Before arriving at the peak, tourists must first pass a fairly extreme route (UU, 2009). In addition to climbing large rocks, visitors will also be invited to explore a narrow incline flanked by two cliffs. But don't worry, because at several points there are steps and rope paths to hold on to.

Tourists who just want to enjoy the panorama can rest at the observation post. At the first post which is 300 meters above sea level, you can already see the beauty of the city of Jogja. The Ancient Volcano is suitable for climbing activities and has been equipped with several flying fox rides and rock climbing arenas (UNWTO, 2008). The Ancient Volcano area is part of the Gunung Sewu Geopark, a geopark recognized by the world. The Geopark is listed as a member of UNESCO Global Geopark (UGG). Until now, there are only two Geoparks recognized by the world.

3.2.2 Kedungkandang seasonal waterfall

This waterfall is located south of the Ancient Volcano with a stretch of rice terraces owned by farmers from Nglanggeran Village. The uniqueness of this waterfall is that it is located in the middle of rice terraces and is shaped like volcanic rock terraces. The flow of water with beautiful views is only found during the rainy season. The water discharge will decrease and be less attractive during the dry season (Victoria & Simanungkalit, 2017). Access to this waterfall is via trekking down from the parking lot and slightly uphill when following the way home (Wahyuni, 2018). It is better to come during the rainy season and use this good moment to enjoy the beauty of the Kedung Kandang waterfall (Wanto, 2017). Currently, the Management is in the stage of developing three glamour camping (Glamping). This glamping is supported by Bank Indonesia until next year (Weaver, 2001). The Management hopes that with this development, there will be better absorption of benefits for the Gunungbutak community (Weaver, 2002).



Fig. 4. Glamping unit in the Kedung Kandang Seasonal Waterfall area

3.2.3 Embung

The reservoir (water reservoir) of Nglanggeran Fruit Garden in Nglanggeran Tourism Village has an area of 0.34 Ha. Initially, the reservoir was only used for irrigation of durian and longan gardens. The type of durian planted was Montong durian and the longan was Kane. The beginning of the creation of this garden and reservoir began with Sri Sultan who tasted durian from the residents' gardens, because the taste was extraordinary, and had the potential to be developed, so Sri Sultan gave and advised residents to plant durian seeds from him and cultivate the garden more seriously. Because it is a fairly large plantation, during the dry season the garden is not sufficiently hydrated, as a result many trees die. So a reservoir was built as a rainwater catchment located about 1.5 KM southeast of the entrance to the Ancient Volcano Ecotourism Area (Widjaja, 2012). In addition to being useful

as a source of irrigation for the surrounding gardens, it turns out that many are interested in the beauty and scenery around the Embung, so that in the end the Embung was inaugurated as a tourist attraction on February 19, 2013 by Sri Sultan Hamengkubuwono X.

Embung Nglanggeran is the first Embung in DI.Yogyakarta. This mini reservoir located at an altitude of 495 meters above sea level is a favorite for dusk hunters with the beauty of the sunset it offers. In addition, it is a reference and place of learning for villages or areas that want to build Embung. The parking location in the Embung Nglanggeran area is also very spacious, suitable for gathering events or community meetings, both motorbikes, cars or bicycle lovers (Wiweka et al., 2021).



Fig. 5. Plantation area around Nglanggeran Reservoir

3.3. Increasing tourism events into regional, national and international events

Tourism events are a very important element for the tourism industry. Because with the events held, there will automatically be more visits from tourists, both those who have visited the destination and new tourists. Tourism events are used as a promotional media for the development of tourism activities in each region including Nglanggeran Tourism Village. Since the past, tourism village managers have made efforts by organizing various formal tourism events or just entertainment, including the Indonesian Ecotourism Network Meeting in collaboration with Indecon (Indonesian Ecotourism Network), Nglanggeran Mountain Bike with the theme Geocycling at Geosite Gunung Api Purba Geopark Gunung Sewu, Nglanggeran Culture Festival with cultural procession activities, karawitan art performances, campur sari solo organ, tayub/ledek, and wayang kulit performances, Nglanggeran Mountain Bike, Gunung Sewu World Class Geopark Night Specta with the theme "Receiving dreams to go global" with Symphony Orchestra activities.

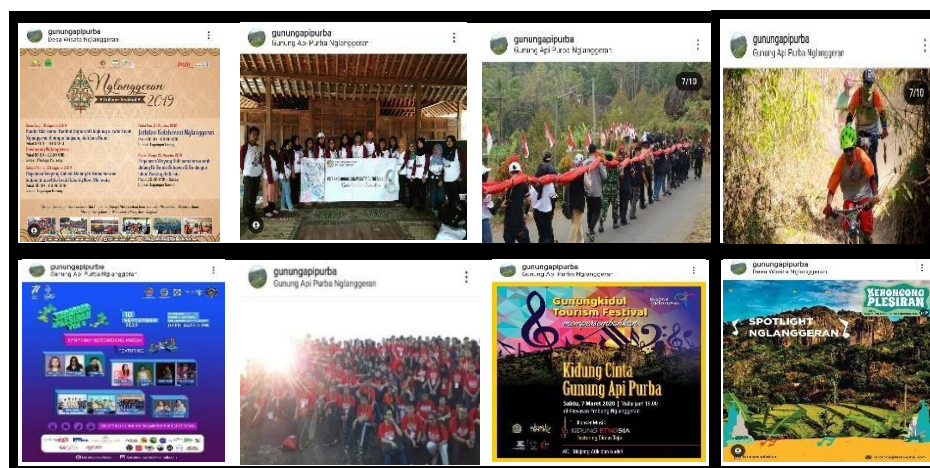


Fig. 7. Nglanggeran events

Gebyar Sambut in collaboration with the DIY Tourism Office and the Gunungkidul Regency Tourism Office, Raising of the Giant Flag & 1000 Red and White of the Nglanggeran Ancient Volcano Geosite, Nglanggeran Culture Festival with cultural procession activities, Purba Production's campur sari art, Turonggo Sakti Mandiri feat Kudho Wiromo's tayub and jathilan arts, and a shadow puppet performance, Nglanggeran Culture Festival with activities in the form of kendurikembul bujono, tayub customs, jathihilan, cakruk puppet performance, and shadow puppet performance, Nglanggeran Keroncong Plesiran, Geopark Night Specta 4.0 Gunung Sewu Award. Nglanggeran Mountain Bike, Gunungkidul Tourism Festival with the theme "Kidung Cinta Gunung Api Purba", Gunungkidul Weekend Festival, and the latest Symphony Keroncong Moeda in collaboration with @keroncongplesiran and inviting modern and traditional Indonesian singers.

3.4 Maintaining locality and authenticity, arranging and determining that each tourist attraction has its own uniqueness

Achieving sustainable tourism is a long, ongoing process and requires constant monitoring of impacts, the village government in this case is the Tourism Village Manager needs to introduce preventive and/or corrective measures when necessary. Sustainable tourism must also maintain a high level of Tourist satisfaction and ensure a meaningful experience for Tourists, increase their awareness of sustainability issues and promote sustainable tourism practices among them (Wood, 2002). These activities include routine Tuesday Kliwon gatherings, the rasulan culture (cleaning) of the area, the kenduri culture, preserving art attractions, and preserving the jimpitan tradition (security guarding). These activities are still and will continue to be carried out by the entire community. These routine gathering activities also serve as joint monitoring and evaluation activities for activities that have been and will be carried out in the future. These guarding and preservation activities are in line with one of the eight principles of ecotourism development put forward by World Commission on Environment and Development (1987) which states that community participation is needed in the planning and management of ecotourism. The community must be invited to plan the development of ecotourism as well as in its supervision. Ecotourism development must also be based on deliberation and agreement from the local community and be sensitive and respectful of the socio-cultural values and religious traditions embraced by the community around the area (Epler, 1999).

The four efforts explained above are in line with the statement from World Economic Forum (2017) which states that good management of tourism potential will have positive implications for the decision to visit. The decision to travel is basically the same as a purchasing decision, the decision to visit in choosing and evaluating two or more existing alternatives can be seen from how tourists make tourist attractions and brands as strong considerations, other things that can influence decisions are seen from strategic locations and do not require much time, the high/low rates determined will certainly have an impact and reciprocity on tourists and the existence of complete facilities and comfort in the services provided must be able to create satisfaction so that it will result in how often tourists visit at different times (Young-Sook, 2013). Also supported by a statement from which states that there is a positive and significant relationship between tourism products and visiting decisions. This means that the higher the tourism product, the higher the decision to visit a tourist in visiting a tourist attraction. In conclusion, the four efforts that have been carried out by Nglanggeran Tourism Village in order to increase the competitiveness of tourism products have been carried out very well, through the utilization of tourism product potential, market considerations, increasing the scope of tourism events, maintaining and preserving cultural heritage, monitoring and evaluation activities, and various awareness efforts that are beneficial from, by, and for the community.

3.5.2 Increasing tourism business partnerships

The next strategy that must be taken by a region that is developing its tourism towards sustainability is to increase tourism business partnerships. The main tourism business partnership in this case is the Tourism Village Manager. Tourism business partnerships must be able to provide benefits to the community, especially the local community, and make the community the driving force of economic development in their area to ensure that areas that are still natural can develop balanced development between the needs of environmental conservation and the interests of all parties.

The development of tourism business partnerships must also lead to efforts to be aware of tourism, in accordance with the principles that are implemented, namely ecotourism with elements of conservation, education, and community empowerment. All tourism actors involved in it must be able to be aware of the potential, aware of carrying out development, aware of the positive and negative impacts of activities that have been, are being, and will be carried out, and aware of continuing to maintain the tourism area so that it does not stop at one generation but will continue to be sustainable and can be enjoyed by future generations. Sapta Pesona is a tourism awareness concept that is firmly held by Nglanggeran Tourism Village to this day, where tourism must be safe, orderly, clean, cool, beautiful, friendly, and memorable for all tourism actors. The development of sustainable tourism through the principles of ecotourism in Nglanggeran Tourism Village is certainly influenced by driving and inhibiting factors. The following are the driving and inhibiting factors encountered during the development of the tourism village to date.

3.6. Driving factors for sustainable tourism development through ecotourism principles in Nglanggeran Tourism Village, Patuk District, Gunungkidul Regency, Special Region of Yogyakarta

3.6.1 Natural potential

Explained that there are 3 main characteristics in building ecotourism, one of which is nature. Nature in question is a nature-based tourist attraction, and usually focuses on relatively undisturbed ecosystems or has endemic species that are still native to inhabit the ecosystem. The natural potential of Nglanggeran Tourism Village is very beautiful, vast, and fertile. This potential is the strength of the village to be developed towards sustainable tourism. This natural potential is a tourism asset, therefore its utilization and management must be considered for the long term and not damage existing resources and minimize negative impacts that will come both from within the village and from tourists.

The natural potential bestowed by God and developed by Pokdarwis together with the community includes the beauty of the Ancient Volcano, Embung Nglanggeran, Kedungkandang Seasonal Waterfall, Kampung Pitu area, and several other areas spread across several hamlets that are currently still in the development plan. The superiority of natural potential given by God is an important factor for the implementation of future tourism activities. The attractive natural potential that is managed with quality and sustainability in Nglanggeran Tourism Village attracts many tourists to come and enjoy the tourism experience that they cannot get anywhere else. The number of tourists will help the effectiveness of the tourism activity process, so that many parties will benefit from the tourism system that is run. The end result, all parties will achieve their respective goals.

3.6.2 A harmonious society whose customs and culture are still highly respected

The nature of the community is also an important factor in tourism development. A community that is harmonious and works together in every activity in daily life supports the success of the implementation of tourism activities that are carried out. When the community helps each other, tourism activities will run effectively and efficiently. Quality tourism activities will have a good influence and provide the best experience for tourists.

Cultural carrying capacity also has a great opportunity to attract the number of tourists to come to visit. Of course, if supported by good cultural resilience management, it will minimize the negative impacts that will arise which are feared to damage the socio-cultural order of the local community. The number of tourist visits to Nglanggeran Tourism Village is also influenced by the ongoing, maintained, and sustainable customs and culture of ancestral heritage to this day which are applied in everyday life such as the rasulan culture, kenduri, various village arts, routine meetings, to security systems that use jimpitan. So that many tourists are interested in coming and learning and gaining experience from these activities which have been summarized by Pokdarwis through various Live-In packages.

3.6.3 Location close to market

Nglanggeran Village is located 25 km from the province of the Special Region of Yogyakarta, and about 20 km from Gunungkidul Regency. This location is quite strategic from various directions, so it is easily accessible by everyone and by any vehicle. Nglanggeran Village through its website, gunungapipurba.com, also provides easy access to travel to the tourist village by listing a more detailed description of the Nglanggeran Village area. This description is important because sometimes there are people who get lost when heading to Nglanggeran Tourism Village if they are only assisted by a digital direction indicator (google maps).

3.6.4 The return of nature and village tourism trends and the massive digital ecosystem as a tourism promotion platform

The return of the nature-based and village tourism trend is a one of the supporting factors in the development of tourism carried out by Nglanggeran Tourism Village. Nglanggeran Village with its ecotourism principles has attracted many tourists who come, they want to experience living side by side with the village community. This experience is interesting because many tourists come from the city who have been tired of working for a whole week, so when the holiday season comes, they need activities that can make them calmer and can feel refreshed after visiting, tourists are also happy because during the visit their eyes are spoiled with beautiful views and a cool atmosphere. The advancement of technology will also have a major influence on the development of tourism in Nglanggeran Tourism Village, the existence of social media platforms such as WhatsApp, Website, Facebook, Instagram, YouTube, TikTok, and other platforms greatly help the village to promote activities and introduce the village to a wide audience even to international coverage.

3.7 Inhibiting factors for sustainable tourism development through ecotourism principles in Nglanggeran Tourism Village

The development and increasing recognition of Nglanggeran Tourism Village by the public has resulted in more and more parties wanting to be involved in the tourism activities being carried out, unfortunately this enthusiasm is not followed by the same vision as what is being implemented by the village. Development has occurred and some of them have been rejected to be continued because they are not in accordance with the concept of village development, the development carried out has eliminated more ecotourism elements and is not in accordance with the market. Pokdarwis prioritizes the conservation element, if the development carried out damages the comfort of tourists and damages the concept that has been determined, it is better to stop it. Development that is not in accordance with the market will reduce visits from tourists quite a lot, so that tourism activities will not run optimally. Another challenge is the management of BumDes. Most of the BUMDes members are Pokdarwis members. On the one hand, something positive happens because there is rarely any communication friction between BUMDes administrators and other institutions.

The weakness is that the busyness of BUMDes administrators is absorbed in other activities, so they do not focus on developing BUMDes alone.

This also results in BUMDes income that does not appear to be optimal, due to the lack of promotion to the wider community and the lack of variety in the business systems offered. Automatically, the community will be more interested in other business entities. In fact, BUMDes is part of the village, which should be utilized properly, so that the circulation of money in the village also runs optimally. Another inhibiting factor is related to the development scheme which is still weak in terms of planning, therefore the village will soon form a Rippardes (Village Tourism Development Master Plan) or known as Ripparkal (Village Tourism Development Master Plan) which is also a directive from the Government. It is hoped that the existence of Ripparkal will help the village in determining a reference for determining strategic steps starting from planning, management, and control of tourism development in the village. Grateful that the challenges that have been explained above almost all have efforts to overcome these problems. Pokdarwis together with the community strive to continue to fix the problems that arise and maintain and improve opportunities and opportunities well. It is hoped that there will be good cooperation between the community, Pokdarwis and Tourists as stated by on the principle of sustainable tourism development where harmony between the needs of Tourists, places/environments, and local communities will be achieved if all parties respect each other's tasks and roles. When the three components have run well, tourism development will also reach sustainable goals.

4. Conclusion

The development of tourism in Nglanggeran Tourism Village through the ecotourism principles implemented is in accordance with the concept of sustainable tourism. This is said because in its development, Nglanggeran Tourism Village has mostly implemented the steps and strategies explained in Gunungkidul Regency Regional Regulation No. 3 of 2014 concerning the Gunungkidul Regency Regional Tourism Master Plan for 2014-2025. The 3 strategies that have been implemented are as follows: Increasing the competitiveness of tourism products run by Nglanggeran tourism village is able to increase tourist visits and income from the tourism sector, this of course comes from the uniqueness, benefits, and quality of the tourism products offered. The existing potential is developed for current and future sustainability. However, several components of attraction such as amenities and accessibility in several tourist destinations are still lacking and need to be optimized.

The improvement of tourism business partnerships is also going well, this is because it is run directly by institutions that have the same goal for sustainability in this case, namely the Nglanggeran Tourism Awareness Group. Pokdarwis provides a lot of assistance and provides understanding and awareness to the local community and visiting tourists. Pokdarwis as a facilitator has also succeeded in creating a healthy business climate for entrepreneurs in Nglanggeran Tourism Village. Village managers really produce from and for the village. Village managers make extensive use of the resources they have to then be processed into products that produce and can compete in the market. Community welfare is guaranteed.

However, the role of BUMDes is still not optimal, which should be able to stimulate and assist tourism entrepreneurs' business activities, because overlapping job descriptions result in minimal impact felt by the community. Fulfillment of environmental and socio-cultural responsibilities carried out and developed by the Tourism Village Manager is going quite well with the ecotourism principle in the form of conservation, one of which is carried out through a program to clean the area and plant trees together with tourists. However, in terms of programs originating from the government, there is still a lack of assistance in the form of promoting environmental and socio-cultural activities. Support and assistance to be able to collaborate with a various parties including the private sector are also still minimal.

Supporting and inhibiting factors for the development of sustainable tourism in Nglanggeran Tourism Village through the principle of ecotourism are as follows: Supporting

factors in the development of sustainable tourism through the principle of ecotourism in Nglanggeran Village include the diverse and beautiful natural potential that can be used as a tourist attraction. The strategic location also supports the village to be more easily visited by tourists. The existence of harmonious society, who like to work together, supports the village to develop further because of the minimal conflict that has occurred from ancient times to the present, the community helps each other in everyday life and respects each other. The community also still maintains and preserves the cultural heritage of its ancestors which it applies in everyday life. This is the potential support to attract tourists by bringing out the uniqueness that has been owned and attached to the community since long ago. The return of the trend of nature and village tourism is also a supporting factor because the concept offered by Nglanggeran Tourism Village itself is ecotourism which is organized based on elements of conservation, education, and empowerment of village communities.

Tourists will get a direct experience of village life through various village tourism activities offered. All of these are opportunities and chances for the village to continue to develop its village in a sustainable direction by upholding the principles of ecotourism. Factors inhibiting the development of sustainable tourism in Nglanggeran Tourism Village include the emergence of parties who want to participate in the development of village tourism but have a different vision from the manager, even the development that is carried out tends to change the regional order which has a negative impact on the comfort of tourists. The mindset of village communities who live far from tourist destinations is still less open, and always feel that their income is unequal but it is difficult to seize opportunities. In addition, the expectations of tourists who do not understand the concept of ecotourism often cause miscommunication in the education process. The lack of function and role of BUMDes and the immaturity of the development plan scheme are also still obstacles, but until today Nglanggeran Tourism Village has been in process of making Ripparkal assisted by Indecon and Wita Simatupang.

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