

Mekarsari village towards sustainable tourism village: A literature review

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ABSTRACT

Background: A tourism village is a rural area designed or developed as a tourist destination by utilizing diverse local potentials. These potentials may include natural beauty, culture, traditions, handicrafts, cuisine, and local community activities that attract tourists. A tourism village serves as a place for recreation, education, and sustainable development of the local economy. **Findings:** [a] Empowering local communities: Active involvement of local communities is essential to maintaining the sustainability of tourism villages. Empowered communities can take a leading role in managing tourism activities, such as tour guides, homestay operators, or local artisans. Training programs and capacity-building initiatives are often vital to help communities adapt to tourists' needs while preserving their cultural identity. [b] Preservation of local culture: Sustainable tourism villages support the preservation of cultural heritage, such as traditions, arts, and local crafts. This creates a unique attraction for tourists while safeguarding local culture from extinction. Practices such as routine cultural performances, traditional festivals, and the promotion of local products are essential

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strategies. [c] Environmental conservation: Proper waste management, such as recycling systems or reducing plastic waste. Use of renewable energy, like solar panels or micro-hydro systems. Protection of local ecosystems, such as forests, rivers, or coral reefs. **Methods:** The method used is a literature review through a research approach conducted by collecting, analyzing, and evaluating relevant literature on a specific topic, based on scientific journals, books, conference proceedings, reports, and articles. **Conclusion:** [a] Empowering local communities: Sustainable tourism villages prioritize the involvement of local communities as the main actors in tourism management. This includes participation in planning, management, and benefiting from tourism activities. [b] Environmental conservation: In sustainable tourism villages, the use of natural resources is regulated to avoid damaging ecosystems. Waste management, the use of renewable energy, and the protection of biodiversity are essential components. [c] Economic sustainability: Tourism villages should create stable and equitable economic opportunities, including generating new jobs, supporting micro, small, and medium enterprises (MSMEs), and promoting village economic growth without overexploiting local resources. [d] Preservation of culture and traditions: Sustainable tourism villages protect and promote local culture and traditions, making them a key attraction while maintaining the identity of the local community. [e] Multi-stakeholder collaboration: Sustainable tourism villages require support from various stakeholders, including government, private sectors, academics, and the community, to ensure effective management and development.

KEYWORDS: ecotourism; environmental sustainability; local cultural conservation; natural resource preservation, renewable energy.

1. Introduction

Village tourism is a form of tourism activity that offers the overall atmosphere highlighting the authenticity of the village, such as the beautiful rural landscapes, local cuisine, handicrafts, and homestays. Additionally, village tourism can simply be described as an activity inviting tourists to visit villages, observe, and learn about the authenticity of the village in line with its unique characteristics and potential. A tourism village, in the context of rural tourism, becomes a tourism asset based on rural potential with all its uniqueness and attractions that can be empowered and developed into tourism products to attract visitors to the village. Rural tourism involves small groups of tourists staying in or near traditional settings, often in remote villages, and learning about rural life and the local environment. Sustainable tourism, which has seen rapid development, including an increase in accommodation capacity, local population, and environmental interactions, emphasizes that tourism development and new investments in the sector should not cause adverse effects and should integrate harmoniously with the environment.

Sustainable tourism has become a beneficial development strategy for various purposes, as the economic and social benefits it generates extend not only to rural areas but also to tourism destinations as a whole. Regarding the positive impacts derived from the development of sustainable tourism, several villages have begun to take initiatives to manage tourism growth more effectively. Moreover, some regions are starting to prioritize sustainable tourism issues because well-managed businesses can protect vital resources or assets for tourism, not only for the present but also for the future. One example is Mekar Sari Village in Suela District. The local community plays a crucial role in developing tourism villages, as the resources, unique traditions, and cultural heritage of the community serve as the main drivers of village tourism activities.

Additionally, the local community living alongside tourist attractions functions as part of an interconnected ecological system. The success of developing a tourism village greatly depends on the extent to which the local community accepts and supports the program. The local community plays the role of host as well as the main actor in all stages of tourism village development, from planning and monitoring to implementation. Considering the natural potential it possesses, a tourism village should be seen as an opportunity to drive the village economy and provide sustainable livelihoods. Tourism villages hold a strategic role in increasing village income. Village tourism is regarded as an important means for economic development and local community empowerment, serving as an effective source of income and creating job opportunities.

In addition, rural areas are considered crucial components in developing the tourism industry, as they can enrich tourism attractions with natural beauty, local culture, and the hospitality of their communities. Rural tourism plays an important role in driving socio-economic development in rural regions. Besides creating job opportunities, rural tourism can help reduce the rate of rural-to-urban migration. With the presence of tourism villages, rural communities have the opportunity to work within their local environment, thereby preserving their unique traditions and culture while sustainably utilizing natural resources. Rural tourism not only serves as an economic activity but also as a means of preserving the environment and local culture.

Through tourism villages, local wisdom values can be preserved and promoted as part of the tourism attraction itself. Local wisdom refers to the positive norms or values that live and develop within a community, serving as guidelines for managing natural resources wisely and sustainably. These values are reflected in the traditions, customs, and way of life of rural communities, which are closely integrated with their natural environment. This research employs a qualitative descriptive method with a literature study approach, encompassing reviews on tourism villages, local wisdom, and sustainability aspects in tourism. The findings of this study indicate that developing tourism villages that prioritize local wisdom not only preserves traditions and culture but also raises community awareness of the importance of maintaining ecosystem balance. Tourism villages based on local wisdom contribute not only to economic welfare but also to strengthening social bonds and creating an ecosystem that supports sustainable tourism. Sustainable and locally-driven tourism development enables rural communities to participate in economic transformation without losing their identity and traditional values. This approach enhances unique tourism appeal while supporting long-term environmental management goals.

2. Methods

This research is a qualitative and descriptive type of study, utilizing qualitative data that is described descriptively. The data sources for this research are obtained from references such as journals, books, and other written sources. The data collection technique employed in this research is the literature review or library study technique, conducted by the researcher to gather, explore, and collect valid, complete, and relevant information related to the research topic. The data analysis technique involves a literature study analysis, carried out by reading library sources to obtain the necessary data, following the steps outlined by (Nazir, 2014) and (Arikunto, 2013), which include the following: [a] reading all available information in the research to determine whether the information aligns with the research problem's background (Nazir, 2014), [b] collecting sources and study materials relevant to the research problem (Arikunto, 2013), [c] Quoting information from the readings, which can be in the form of direct quotations, paraphrasing (using one's own words) (Nazir, 2014), and recording the study results on prepared cards (Arikunto, 2013), [d] noting important points by first determining their relevance, while also studying the index at the back of the book to locate the relevant pages for recording on the prepared cards (Nazir, 2014), [e] summarizing the findings (Arikunto, 2013), [f] interpreting the results obtained (Nazir, 2014).

3. Results and Discussion

A tourism village is a rural area that offers an overall atmosphere reflecting the authenticity of rural life, encompassing socio-economic and socio-cultural aspects, traditions, daily life, and more, which can be developed as a tourist attraction (Hadiwijoyo in Fitri and Ma'arif, 2017). In relation to villages as areas for tourism development, the development of tourism villages can be seen as a process of transforming a village into a tourist destination, encompassing natural resources, the community, culture, and all

potentials within the village, which are interconnected. Participatory tourism village development is essential, considering the numerous elements within a village that are interrelated. An alternative form of tourism based on environmental conservation and local community empowerment is the tourism village, where the tourism development process is carried out by exploring the village's potential resources and empowering the local community. Based on this, the Indonesian government has been intensifying the development of tourism villages over the past decade to respond to the demand for alternative tourism activities. Rural communities must be open to external parties or tourists and capable of developing themselves based on their potential, so that tourism development can be fully driven by strong community institutional capacity. The development of tourism villages can be utilized by the community as a means to improve their economy and quality of life. Efforts to develop tourism villages are also motivated by the government's desire to empower and improve the economy of rural communities, as many villages are still classified as underdeveloped villages (Hardian, 2019). Knowledge about cultural conservation strategies is crucial as it relates to partnerships, environmental preservation, sustainable education and learning development, improving quality of life, and showcasing the best values of the community. Conservation strategies will encourage the development of community-based cultural tourism by creating sustainable development infrastructure to address the pace of globalization, the growth of the creative industry, enhancing the quality and opportunities for access to spaces, events, activities, and overcoming barriers to community participation in culture. These strategies provide a coherent and integrated approach to managing cultural heritage, ensuring that communities and tourists can still appreciate it in the future, and offering insights for authorities to take actions to protect it (Ferguson and Scadden, 2004:22; Haley, 2001:1).

Meanwhile, this strategy will also encourage community involvement, enabling them to appreciate their own cultural heritage and face challenges with confidence, while simultaneously promoting, developing, sharing, and becoming subjects of other cultures. Therefore, development becomes a planned initiative for growth and change. Development also represents a conscious effort of growth and planned change implemented by nations, states, and governments toward modernization in the context of nation-building, with the national development goal of Indonesia being to achieve a just, prosperous, and affluent society. According to the American Institute of Public Works, infrastructure is the infrastructure developed or expanded by public bodies to provide government functions, water, electricity, waste treatment, transportation, etc. Physical facilities are required as services to advance social and economic goals. Therefore, infrastructure becomes a physical system necessary to meet basic human needs in social and economic fields. The government's role as a driver of development is highly strategic, as it not only supports the country's economic growth but also strengthens societal welfare. Economic growth becomes an indicator of the outcomes of development to date and is also useful in determining the direction of future development. The development process typically brings change and has both positive and negative impacts on society. When human needs are met through development, we see the positive effects of such progress.

In addition, negative impacts are also evident in the declining quality of the environment due to unsustainable development. Development is aimed at improving the welfare of society. Indonesia, as a developing country with a large population and rapid economic growth, faces significant challenges in building high-quality and sustainable infrastructure. Good infrastructure is a vital foundation for economic growth, social progress, and social welfare. However, unsustainable infrastructure development can have negative environmental and social impacts. High-quality infrastructure is essential for innovation-driven development. Poor infrastructure not only leads to additional operational and maintenance costs but also unexplored environmental and social impacts. Sustainability must be implemented in all infrastructure projects to avoid negative impacts and additional costs. In principle, the concept of sustainable development

encompasses the development of the current generation, the welfare of the current generation, economic welfare, social welfare, health, education, and ecological welfare. Understanding the necessary elements for sustainable development and the tools required to achieve it is crucial for creating development plans based on the concept of sustainable development.

Sustainable economic capital refers to a concept that integrates sustainability principles into economic activities. Its main goal is to achieve a balance between economic growth, environmental protection, and long-term social well-being. In this context, capital is not only viewed from a financial perspective but also includes other aspects such as social, environmental, and cultural elements necessary to support long-term well-being. The economy cannot be separated from society; the economy is an integral part of society, yet the fact that the economy is only one part of society has often been overlooked. Economics and economic thinking should not drive society, but rather support society in achieving its goals. The ideal and sustainable economy is one that provides the greatest public welfare with minimal use of resources and environmental damage. In economic terms, for sustainability to be truly achieved, the overall demand for natural resources (also known as ecological footprint) must be smaller than the supply of renewable natural resources (also known as biocapacity). Tourism can have significant impacts on various social, economic, and environmental aspects, both positive and negative. These impacts often depend on the type of tourism developed, the intensity of tourist visits, and the extent to which the tourism industry is managed with sustainability in mind. The Mekar Sari village area, in addition to being known for its advanced agriculture, is also famous for its pilgrimage and cultural tourism.

The impact of tourism on the economy is usually positive but can also be negative. In general, the impacts of tourism include foreign exchange earnings, community income, job opportunities, prices and tariffs, profit-sharing and benefits, ownership and control, development, and national income. On the other hand, tourism has negative impacts on society, such as the risk of over-reliance on the tourism industry, rising inflation and land prices, increased frequency of imports, seasonal production, low rate of return on investment, and other external costs that arise. The socio-cultural aspects of tourism are interesting to consider. From this perspective, tourism has the potential to change people's lives either for the better (escalation) or for the worse (degradation). The socio-cultural impact of tourism refers to the effects on communities, hosts, and tourists that alter their quality of life in both positive and negative ways. The emergence of these socio-cultural influences is caused by the tourism industry. The tourism industry involves three key elements: the relationship between tourists, hosts, and communities. The impact of tourism on socio-cultural aspects is influenced by several factors, such as the ratio of tourists to types of tourist attractions, the functioning of tourism organizations, the growth rate of tourism, and the level of economic development. To prevent this from becoming a problem, it is important to understand the impacts of tourism on society and culture as early as possible.

3.1 Definition of Sustainable Tourism Village.

Sustainable tourism villages refer to the concept of developing villages that utilize local natural, cultural, and community potentials for tourism activities, with the goal of maintaining a balance between economic, social, cultural, and environmental aspects. According to Mihailovic et al. (2021), sustainable tourism villages not only focus on economic benefits but also on environmental conservation and community empowerment. In this context, sustainability becomes a key element in ensuring that the tourism potential of the village can be enjoyed by future generations without damaging the ecosystem or harming local communities. Febrianto et al. (2022) define a tourism village as a village with the potential and capacity to develop, usually managed by the Village-Owned Enterprises (BUMDes). Villages with this potential often collaborate with other parties,

such as forestry agencies and the Clean Water and Sanitation Resource Management Agency (BPSABS).

A high-quality and sustainable tourism village is expected to provide economic benefits for rural areas, accelerate economic growth in the village, and preserve the traditions, culture, and natural beauty of rural areas. Additionally, according to Junaid & Salim (2019), a sustainable tourism village is a form of tourism that emphasizes a balance between economic benefits, environmental preservation, and positive social impacts. The main goal of this concept is to maintain the tourism appeal of the village sustainably while still preserving and respecting local wisdom, traditions, and cultural heritage. According to Grilli et al. (2021), a sustainable tourism village is one that is developed based on sustainability principles, where the local community plays an active role in the management and decision-making of tourism. This model emphasizes the importance of maintaining local cultural identity, involving the community in economic activities, and reducing the negative impacts of tourism on the environment.

The success of sustainable tourism villages is measured by the balance between economic growth and the protection of natural resources and cultural heritage. According to Sharma et al. (2023), a sustainable tourism village is an approach that focuses on community involvement, conservation of natural resources, and the preservation of culture in tourism development. The management of sustainable tourism villages ensures that local communities receive fair economic benefits, strengthens cultural identity, and maintains environmental balance. Based on these various viewpoints, it can be concluded that a sustainable tourism village is a concept of village tourism development that aims to maintain a balance between economic, social, cultural, and environmental aspects. Sustainable tourism villages are not only oriented towards economic improvement but also prioritize environmental preservation and the empowerment of local communities. Sustainability in tourism villages is the key to ensuring that the tourism potential of the village can be utilized without damaging ecosystems or compromising the welfare of the local community, allowing it to be enjoyed by future generations.

3.2 Principles of Sustainable Development in Rural Tourism

The principles of sustainable development applied in rural tourism encompass three main pillars: economic, social, and environmental. According to Telfer & Sharpley (2008), sustainable tourism development must be able to create economic benefits for local communities without damaging the natural resources that serve as tourist attractions. Additionally, social and cultural aspects are also crucial, where tourism should support the preservation of cultural identity and the empowerment of local communities. The environmental principle emphasizes the need for wise management of natural resources to ensure the continuity of village tourism ecosystems.

The main principles in the development of sustainable tourism villages include local community participation, conservation of natural resources, and economic empowerment of the community. The principle of Community-Based Tourism (CBT), which involves the community in tourism management, is a key pillar to ensure that tourism provides positive and equitable impacts for the community. A study in Mekar Sari Village, for example, demonstrates the success of developing a tourism village through the CBT model, which involves the community in all aspects of management, from planning to operations (Komariah et al., 2018; Musaddad et al., 2019).

3.3 Criteria for Sustainable Tourism Village

To achieve a sustainable tourism village, there are several criteria that must be met, covering economic, social, cultural, and environmental aspects.

3.3.1 Economic Aspect

A sustainable tourism village must create equitable economic opportunities for the local community. This includes increasing the income of the community through sustainable tourism ventures and managing local businesses based on the village's potential (Tewari, 2018). Tourism should generate employment and increase the income of the local community. In addition, the business model needs to allocate funds for community development through CSR (Corporate Social Responsibility) programs (Kiswanto & Susanto, 2020).

3.3.2 Social Aspect

A sustainable tourism village should support the social well-being of the community by improving the quality of life, education, and healthcare services for village residents. Additionally, tourism should strengthen the involvement and participation of local communities in decision-making processes related to the management of the tourism village (Saxena et al., 2016). The community must actively participate in every stage of the tourism village development, which will foster community pride and improve quality of life. Fair role distribution among community members, including gender empowerment, is also an essential aspect of this initiative (Kanom et al., 2020).

3.3.3 Cultural Aspect

It is essential to preserve and sustain cultural heritage and local traditions through tourism. This ensures that tourist villages not only serve as attractions for visitors but also act as a means of preserving culture passed down from generation to generation (Bramwell & Lane, 2011). The preservation of local culture, including arts, traditions, and cultural heritage, should be an integral part of tourism activities. An example of this implementation can be seen on Maratua Island, which maintains local cultural values while developing tourism facilities (Junaid et al., 2020).

3.3.4 Environmental Aspect

A sustainable tourism village must prioritize nature conservation and the wise management of natural resources. Waste management, the use of renewable energy, and the protection of biodiversity are essential steps in preserving the surrounding environment (Saarinen, 2006). A sustainable tourism village should emphasize environmental preservation, protect biodiversity, and minimize the environmental impact of tourism activities. These efforts include the use of renewable energy and effective waste management (Mayarni & Meiwanda, 2018).

Overall, the development of sustainable tourism villages requires a holistic approach, where every aspect of the economy, society, culture, and environment is considered simultaneously to create long-term benefits for the village community and tourists. By implementing the above concepts, tourism villages in Indonesia, such as Paccekke Village and Sumberarum Village, strive to maximize tourism potential while maintaining long-term sustainability. These efforts include local policies supporting eco-friendly tourism infrastructure, as well as strengthening the community economy through direct participation in the management and development of tourism (Khartishvili et al., 2019).

3.4 Impact of Tourism on Village Economy

Village tourism has long been recognized as one of the driving instruments of the local economy. However, measuring the impact of tourism on the socio-cultural life of the local community is not an easy task, particularly from a methodological perspective (Putu,

2009). Tourism's impact is often assumed to trigger social and cultural changes due to interactions with tourists. There are three common assumptions related to these changes: [a] Changes occur due to external influences, generally from more dominant socio-cultural systems impacting weaker local cultures; [b] These changes are generally perceived as having a negative impact on the original or indigenous culture; and [c] The changes tend to lead to cultural homogenization, where local ethnic identities are gradually eroded by modern lifestyles based on industrialization, Western technology, national and multinational bureaucracies, consumerist economies, and fast-paced lifestyles (Hamzah et al., 2018).

In previous tourism studies, the economic impacts on local communities encompass several aspects, including: [a] Impact on community income; [b] Impact on employment opportunities; [c] Impact on the distribution of economic benefits or profits; [d] Ownership by local communities; [e] Local community control over economic development in their area; and [f] Impact on government revenue (Hermawan & Ghani, 2018).

3.5 Creation of Job Opportunities for the Local Community

A study by Ashley and Roe (2002) shows that sustainable tourism can create both direct and indirect employment opportunities for rural communities. Direct employment includes sectors such as hospitality, transportation, and tour guiding, while indirect employment can encompass small businesses that support tourism activities, such as local handicrafts and culinary ventures. In addition, tourism can strengthen the skills and abilities of the community, as jobs in the tourism sector often require specialized training, such as foreign language proficiency and service management.

However, Mitchell and Ashley (2010) emphasize that the creation of quality jobs must be a primary concern. Jobs in the tourism sector are often seasonal, low-wage, and do not provide adequate health or job security benefits. To achieve positive long-term impacts, tourism villages must provide ongoing training and create decent working conditions for local workers.

3.6 Local Economic Income and Distribution

Tourism not only increases the overall income of a village but also has the potential to distribute income more evenly if managed well. Sharpley and Telfer (2008) highlight the importance of community involvement in the management of tourist villages so that economic benefits can be enjoyed by many parties. When local communities have control over the businesses in the village, they can earn a fairer income compared to when tourism businesses are controlled by external investors.

However, research by Dangi and Jamal (2016) shows that without a good distribution strategy, the benefits of tourism can become concentrated in the hands of certain parties, such as landowners or large investors, leading to economic inequality. Therefore, a business model that supports long-term sustainability must involve the local community in planning and decision-making to ensure economic equity.

3.7 Business Models that Support Long-Term Sustainability of Tourist Villages

The ideal business model for a tourist village is the community-based tourism (CBT) model. According to Goodwin and Santilli (2009), CBT aims to position the local community as both the owner and manager of the tourist destination. This model emphasizes the active participation of the community in planning and managing tourism, so that the community can maximize economic benefits without having to sacrifice existing natural resources.

In addition, CBT also encourages the community to preserve local cultural values, which in turn will enhance the village's appeal as an authentic tourist destination. Dangi and Jamal (2016) mention that the success of CBT highly depends on the level of skills and education of the community, as well as support from local government. The government needs to facilitate training and mentoring for the community so they can manage tourism businesses professionally and sustainably.

3.8 Environmental Sustainability

Environmental sustainability in the management of sustainable tourism villages focuses on the wise management of natural resources and the implementation of strategies to reduce the negative impacts of tourism.

3.9 Natural Resource Management

Efficient water management is crucial in tourist villages, especially in areas with limited water resources. For example, several tourist villages in Bali have implemented wastewater treatment technologies to ensure that the water used in tourism activities can be processed and reused wisely (Suryani, 2021). In addition, the use of renewable energy such as solar panels and solar water heating systems in tourist villages has also been widely applied to reduce dependence on fossil fuels (Wibawa, 2020).

3.10 Reduction of Pollution and Waste Impact

Waste has become one of the biggest challenges faced by tourist villages. Therefore, waste management involving the local community is crucial to maintaining cleanliness and environmental sustainability. Several tourist villages, such as Taro Tourism Village in Bali, have implemented an integrated waste management system that includes recycling and reducing single-use plastics. In addition, the implementation of policies to limit the use of motor vehicles in tourist village areas also helps reduce air pollution (Pratama & Wira, 2022).

3.11 Conservation of Biodiversity and Ecosystems

Sustainable tourist villages must prioritize the preservation of biodiversity and natural ecosystems. Tourist villages that focus on ecotourism, such as Penglipuran Tourism Village in Bali, emphasize the conservation of natural habitats and endemic species. Additionally, activities such as tree planting, forest restoration, and wildlife monitoring are carried out to sustainably preserve the natural environment (Setiawan et al., 2021).

3.12 Environmental Education for Tourists

Environmental education is also part of sustainability efforts in tourist villages. Tourist villages in Indonesia are starting to implement educational programs for tourists about the importance of preserving nature and culture. This includes responsible tourism activities, such as hiking that does not harm local flora and fauna, as well as promoting environmentally friendly local products (Haryanto, 2021).

3.13 Case Study of Sustainable Tourist Villages

3.13.1 Menang Village, Kediri

Menang Village in Kediri Regency applies sustainability principles through the active participation of the local community in managing tourism potential, particularly religious tourism at the Petilasan Sri Aji Jaya Baya site. Through interviews and observations, the study shows how the community plays a crucial role in the development of local tourism, from preserving historical sites to organizing religious ceremonies, which attract many religious tourists. The main challenge faced is maintaining consistent community participation to achieve social and cultural sustainability goals (Salsabila, 2021).

3.13.2 Nglanggeran Village, Yogyakarta

Nglanggeran Tourism Village in Yogyakarta is known as a successful example of implementing sustainable innovation. The village uses an innovative approach that involves various community actors, develops an ongoing work concept, and pays attention to the comprehensive needs of tourists. Sustainable innovation in Nglanggeran demonstrates the importance of innovation competence in creating resilient tourist villages amid challenges related to human resources and risk management (Rahmat & Cahyadi, 2019).

3.13.3 Tourist Villages in Gresik

Tourist villages in Gresik Regency involve more than 80% of local stakeholders in various development activities, ranging from community cooperation to village tourism promotion. The collaborative model applied in the management of these tourist villages demonstrates successful economic and cultural sustainability with tangible social impacts. However, financial constraints remain a barrier to optimal development of the tourist villages (Pokdarwis Gresik, 2023).

4. Conclusions

[a] Empowering local communities: Sustainable tourism villages prioritize the involvement of local communities as the main actors in tourism management. This includes participation in planning, management, and benefiting from tourism activities. [b] Environmental conservation: In sustainable tourism villages, the use of natural resources is regulated to avoid damaging ecosystems. Waste management, the use of renewable energy, and the protection of biodiversity are essential components. [c] Economic sustainability: Tourism villages should create stable and equitable economic opportunities, including generating new jobs, supporting micro, small, and medium enterprises (MSMEs), and promoting village economic growth without overexploiting local resources. [d] Preservation of culture and traditions: Sustainable tourism villages protect and promote local culture and traditions, making them a key attraction while maintaining the identity of the local community. [e] Multi-stakeholder collaboration: Sustainable tourism villages require support from various stakeholders, including government, private sectors, academics, and the community, to ensure effective management and development.

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