

Typological analysis of community participation for sustainable tourism in Sasak Ende Tourism Village

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ABSTRACT

Purpose — *The purpose of this study is to analyze community participation in Sasak Ende Tourism Village in managing and designing sustainable tourism development strategies based on the results of typological analysis of community participation.*

Method — *This study employs qualitative methods utilizing primary and secondary data sources. Data were gathered through observation, interviews, and documentation. We interviewed informants from the Central Lombok Tourism Office, the Managing Secretary of Sasak Ende Tourism Village, and Pujut Regency. Furthermore, triangulation analysis techniques were utilized in this study to assess the validity of the data.*

Result — *Based on the analysis, three levels of community participation were identified in Sasak Ende Tourism Village: material incentive participation, interactive participation, and independent mobilization. Community participation activities in Sasak Ende Tourism Village adhere to socio-cultural, economic, and environmentally sustainable tourism principles. The strategy employed focuses on developing human resources (HR) and preserving Sasak traditional houses. The analysis results in a sustainable tourism development strategy for Sasak Ende Tourism Village based on the typology of participation and the principles of sustainable tourism.*

Practical implications — *This study suggests that fostering various levels of community participation and aligning tourism development strategies with socio-cultural, economic, and environmental sustainability principles can lead to the preservation of cultural heritage and sustainable growth in destinations like Sasak Ende Tourism Village.*

Keywords: *community participation, sustainable tourism, tourism village*

INTRODUCTION

Central Lombok Regency boasts a wealth of tourist attractions and numerous cultural traditions that are meticulously preserved, presenting a prime opportunity for developing tourist destinations. Moreover, this serves as the foundation for tourism zoning planning, facilitation management, and the categorization of various types of tourist destination development. As outlined in the Central Lombok Regional Tourism Development Master Plan 2016, the area is segmented into three zones. The local government of Central Lombok Regency places significant emphasis on sustainable tourism development, particularly in tourism villages. Sustainable tourism development prioritizes the prudent utilization of natural and human resources, enhancing tourism's allure and appeal to visitors. The development of Tourism Villages must intricately consider their characteristics and local wisdom deeply rooted in cultural heritage (Karim, 2020).

The Tourism Village is undergoing rapid development, offering a promising outlook for the tourism sector (Wulandari, 2014). The current trend in tourism development increasingly emphasizes rural areas (Pattaray, 2022). Based on a decree issued by the Central Lombok Regency Government, 56 out of 175 communities in the Central Lombok Regency have been designated as tourism villages. These tourism villages have been officially registered through the Lombok Regency Tourism Office. Among the 56 villages granted the decree, Sasak Ende Tourism



Village is one of them. With its designation as a tourist destination, Sasak Ende Tourism Village offers opportunities for the community to augment their income through various activities. Men engage in local guiding and farming, while women are involved in weaving for sale. To attract tourists effectively, it is essential to consider the 4A: attractions, accessibility, amenities, and ancillaries (Jumriani et al., 2022). Tourism villages offer diverse local wisdom that can be harnessed and developed into tourism products (Arismayanti et al., 2019). It is essential to involve community participation in the management of tourist destinations (Jumriani et al., 2022); a tourism village is a model that integrates tourist attractions, accommodations, and supporting infrastructure within the context of community life, closely connected to local customs and traditions (Yuliati & Suwandono, 2016).

Despite the presence of the Tourism Awareness Group (POKDARWIS) and the Sasak Ende Tourism Village Manager, there remains a significant challenge due to suboptimal community participation in management and governance. The POKDARWIS program aims to enhance local awareness regarding tourism activities and management (Arismayanti et al., 2019). However, several management aspects such as ticketing, guest book management for visit records, financial management, and cultural preservation are still not fully implemented. The issue of inadequate community participation has negative implications for the development of Sasak Ende Tourism Village. This challenge arises from the community's limited involvement in management and organization, emphasizing the need for collaboration with local governments and other stakeholders. The importance of this research lies in addressing community participation in Sasak Ende Tourism Village to formulate essential development strategies. Sasak Ende Tourism Village must adhere to the principles of sustainable tourism and promote robust community engagement. This approach aims not only to attract tourists and improve the community's economy but also to preserve tourist destinations and uphold the customs, culture, and original characteristics of the Sasak Tribe in Lombok. Developing a tourism village is an ongoing process that involves enhancing and conserving three types of resources: human capital, natural capital, and cultural capital (Noor & Zulfiani, 2021).

Realizing a sustainable tourism village involves providing long-term benefits while maintaining ecological balance, as outlined in the Sustainable Tourism Charter of 1995. This approach ensures that tourism development is ecologically and economically feasible, as well as ethically and socially fair to the community. Sustainable tourism not only facilitates tourist movement but also contributes to the revitalization of the tourism industry (Wulandari, 2022). According to the Strategic Plan for Sustainable Tourism and Green Jobs for Indonesia, four key frameworks guide strategic initiatives in sustainable tourism development. These frameworks include the Mindset Change Strategy, the Adaptation Strategy along with the Adoption of Sustainable Tourism Indicators, the Cultivation of New Mindsets promoting Environmentally Friendly Decent Work and Sustainable Tourism, and the Introduction and Enforcement of Management Mechanisms.

The foundational principle of sustainable tourism revolves around the imperative to ensure its adherence to social acceptance, economic viability, and ecological sustainability, all while safeguarding and preserving local environments (Suwena & Widyatmaja, 2017). Sustainable tourism development stands as a pivotal driver for nurturing the enduring growth and prosperity of the tourism sector (Widiati & Permatasari, 2022). Understanding and augmenting comprehension of sustainable tourism development is imperative (Wibowo & Belia, 2023).

The typological categorization of community participation, as delineated by Pretty et al. (1995), encompasses several dimensions:

1. Manipulative participation (Tosun, 2006): This mode of participation witnesses' societal representatives within tourism institutions, albeit lacking substantial authority to influence decision-making processes. Furthermore, tourism planning often falls short in incorporating sustainable tourism development principles.
2. Passive participation (Hartono et al., 2017): In this scenario, the community is typically apprised of decisions post facto, rather than being actively engaged in the decision-

making process. Community involvement occurs mainly through outreach efforts initiated by management or stakeholders.

3. Participation through consultation (Ariasri & Susianti, 2022): Here, community engagement entails responding to queries posed by external entities, primarily focusing on soliciting input or addressing emergent issues. However, these responses or inputs may not necessarily translate into actionable outcomes.
4. Participation in material incentives (Adiyoso, 2010): Community members contribute resources with the expectation of receiving monetary compensation.
5. Functional participation (Nugraha & Suryasih, 2018): The initiation of community involvement entails the establishment of an organization by external entities to delineate shared objectives and engage in decision-making processes alongside the community.
6. Interactive participation (Ariasri & Susianti, 2022): This modality involves active engagement from community members in the development of local programs and institutions. Communities assume a pivotal role in planning activities and establishing institutions tailored to their needs and preferences.
7. Self-mobilization (Ariasri & Susianti, 2022): This form of participation entails voluntary contributions from community members, such as time and finances. In the context of tourism activities, individuals engage autonomously, devoid of external coercion or influence.

Several previous studies in Sasak Ende Tourism Village have been carried out. Surahman et al. (2020) found the negative impacts of tourism development on Sasak Ende Tourism Village include changes in marriage practices, shifts in cultural values, and a growing potential for conflicts within the community. The analysis of Sasak Ende Tourism Village's management as a tourism asset emphasizes community empowerment, with direct community participation in tourism activities (Hidayat et al., 2022). Building upon this research, our study addresses variations in research topics, implementation timelines, and objectives, specifically concentrating on community participation in sustainable tourism development.

Based on the background and issues outlined above, this study aims to examine community participation in the management of Sasak Ende Tourism Village and develop sustainable tourism development strategies.

METHOD

This research utilizes descriptive qualitative research methodology, which aligns with the type of data and data sources involved. Triangulation is employed as a method for validation, involving thorough checks and rechecks of the data. This research was conducted in Sasak Ende Tourism Village, Central Lombok, West Nusa Tenggara, Indonesia.

We collected through methods such as observation, interviews, and documentation. Informants are chosen based on their credibility in providing accurate information, including officials from the Central Lombok Tourism Office, the Secretary of Sasak Ende Tourism Village Management, and representatives from the Pujut Regency. Qualitative research often involves small sample sizes, and in some cases, only one informant may be involved (Heryana et al., 2018).

RESULT AND DISCUSSION

Typology of community participation

The participation of the people of Sasak Ende Tourism Village in the tourism sector translates to active involvement in destination development, primarily through material incentive participation. By contributing resources, the community serves as local tour guides, imparting

cultural and traditional knowledge to tourists. Additionally, they actively develop local products, such as handicrafts and culinary specialties, thereby fostering sustainable economic opportunities within the community. Environmental conservation efforts, waste management initiatives, and promoting sustainable lifestyles are also key focal points for the community, aiming to support environmentally friendly tourism practices. Overall, the people of Sasak Ende Tourism Village play a vital role in shaping sustainable tourism destinations and delivering positive benefits to all local communities.

The management structure of Sasak Ende Tourism Village is well-organized, with distinct departments assigned specific responsibilities. The security department oversees the safety and comfort of visitors and the village area. Cooperatives manage joint ventures and develop local products to enhance the community's economy. Art studios contribute to preserving and promoting local art and culture through performances and art activities. Tourism awareness groups (POKDARWIS) manage tourist destinations, while local guides offer information about the place's culture, history, and uniqueness. Additionally, the guestbook section is tasked with continually recording and managing visitor data and feedback to improve service quality.

Based on the community's participation in Sasak Ende Tourism Village, it falls within the interactive participation typology. The community actively engages in the process of planning activities and the establishment of institutions and management groups within Sasak Ende Tourism Village. Community participation extends beyond merely providing input; it involves them directly in decision-making processes related to tourism development in the village. Furthermore, through self-mobilization, the people of Sasak Ende Tourism Village demonstrate their abilities and initiatives in implementing programs and developing tourism facilities. The community is active in a participatory manner and capable of providing its resources, including labor and capital. At this stage, the community conducts tourism activities independently, without being influenced or pressured by other parties, reflecting their autonomy and independence in managing and developing their tourism destinations.

As the drivers of development implementation, the community must prioritize their conscious will to engage in development activities. Based on the typology of community participation in Sasak Ende Tourism Village, the community falls within the distribution typology (Pretty et al., 1995). At the interactive participation and self-mobilization level of the Participation typology, the community actively engages in planning activities and establishing institutions and management groups within Sasak Ende Tourism Village. The sustainable tourism development strategy in Sasak Ende Tourism Village prioritizes the development of human resources (HR) and the preservation of traditional Sasak Tribe houses. HR development activities are typically aligned with initiatives organized by the government or other stakeholders. However, fostering a sustainable mindset, implementing sustainable management mechanisms, and designing holistic strategies to ensure sustainable development is imperative.

Table 1. Typology of Sasak Ende Tourism Village participation

Typology of community participation	The form of community participation
Participation in material incentives	<ol style="list-style-type: none"> 1. Local tour guide of Sasak Ende Tourism Village 2. Typical culinary of the Sasak tribe 3. Cultural arts activities <ul style="list-style-type: none"> - Genggong music - Weaving craft - Belek drum - Peresean dance
Interactive participation	<ol style="list-style-type: none"> 1. Management structure of Sasak Ende Tourism Village 2. Travel Awareness Groups 3. Sasak Ende Tourism Village cooperative 4. Weaving group 5. Art studio

Self-mobilization	<ol style="list-style-type: none">1. Providing resources activities are still well maintained because the people of Sasak Ende Tourism Village are still in the same cluster with each other2. Management activities and services of Sasak Ende Tourism Village. The community has initiatives to improve traditional homes with capital collection from guest books and cultural arts activities
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Source: Observation data (2023)

Development of Sasak Ende Tourism Village

Establishing a robust management structure facilitates the development of Sasak Ende Tourism Village. Several vital sections are identified within this structure to effectively coordinate and promote the village's tourism activities. Firstly, the Tourism Awareness Groups serve as a platform to raise awareness and educate residents about the tourism potential in their area. Through training and active participation, these groups become instrumental in planning and managing tourism activities, serving as a driving force for sustainable tourism development. Additionally, establishing art studios contributes to preserving and advancing traditional arts within the village. These studios provide a dedicated space for local artists to showcase their talents and contribute to the community's cultural richness. Furthermore, cooperatives are formed as a strategic approach to foster economic cooperation and empower the local community economically. These cooperatives focus on developing local products and aim to enhance economic opportunities and sustainability within the community. By implementing these initiatives, Sasak Ende Tourism Village not only enhances its tourism potential but also positively impacts the local community's economic development and cultural sustainability.

In practice, collaboration among all stakeholders is indispensable for achieving sustainable tourism. Governments are tasked with regulating and leading efforts to promote sustainable tourism. Meanwhile, academics contribute knowledge and understanding to inform policy design and best practices. Communities and residents must actively participate in decision-making and implementation processes. Additionally, the media plays a crucial role in disseminating information and raising public awareness about sustainable tourism practices. Holistic and sustainable tourism can be effectively promoted and realized by fostering stakeholder collaboration.

Development measures aimed at cultural education programs, annual festivals, and promoting local crafts are essential for preserving cultural heritage in Sasak Ende Tourism Village. Involving local communities in cultural preservation efforts can support cultural festivals and craft workshops, thereby maintaining cultural identity and deriving economic benefits from tourism. To encourage community-based tourism development in Sasak Ende Tourism Village, strategies such as establishing homestays, promoting local crafts, and training qualified tour guides from residents are necessary to ensure the quality of services provided and to provide economic benefits to the community. Prioritizing community-based tourism, the government can implement policies that support the development of small and medium enterprises in the tourism sector. This approach will create immediate economic opportunities for local communities and help reduce economic inequality. Given the potential of Sasak Ende Tourism Village, strict regulations related to preserving cultural and environmental customs are imperative. Eco-friendly tourism practices, along with raising awareness about environmental protection through social media and government initiatives, are crucial for enforcing regulations and ensuring close monitoring of the environmental impact of tourism activities.

Table 2. Implementation of sustainable tourism in Sasak Ende Tourism Village

No.	Aspect of sustainable Tourism	Implementation
1.	Socio-Cultural	<ol style="list-style-type: none"> 1. Involve communities in tourism-related decision-making to ensure the sustainability of cultural education programs, annual festivals, and promotion of local crafts 2. Create cultural festivals and craft workshops that engage the community to maintain the local cultural identity
2.	Economic	<ol style="list-style-type: none"> 1. Encourage the development of community-based tourism and residents through homestays, promotion of local crafts, and training of tour guides 2. Create policies that support the development of small and medium enterprises to reduce economic inequality
3.	Environmental	<ol style="list-style-type: none"> 1. Establish regulations related to the preservation of cultural and environmental customs to protect the traditional houses of the Sasak Tribe and the environment of Sasak Ende Tourism Village 2. Practice and promote environmentally friendly practices in tourism activities, including waste management and natural resource conservation

Source: Observation data (2023)

The table above outlines the implementation of sustainable tourism development in Sasak Ende Tourism Village, focusing on three main aspects: socio-cultural, economic, and environmental. In the socio-cultural dimension, they emphasize the significance of community participation in tourism decision-making processes to ensure the sustainability of cultural education programs, annual festivals, and the promotion of local crafts. Regarding the economic aspect, the implementation aims to foster community-based tourism initiatives by establishing homestays, promoting local crafts, and providing training for tour guides. Additionally, policies are suggested to support the growth of small and medium-sized enterprises within the tourism sector. In terms of the environment, it involves implementing regulations to preserve cultural and environmental heritage. Furthermore, it advocates for eco-friendly practices in tourism activities, such as waste management and natural resource conservation. Examples include safeguarding traditional Sasak tribe houses and undertaking overall environmental conservation efforts within Sasak Ende Tourism Village.

This implementation demonstrates a commitment to integrating social, economic, and environmental considerations into tourism development for long-term sustainability. Implementing sustainable tourism development necessitates collaborative efforts from governmental bodies and stakeholders.

Community participation of Sasak Ende Tourism Village

Community participation in the management of Sasak Ende Tourism Village is paramount to ensuring its sustainability. The participation of the local community not only strengthens their capacity but also raises awareness about the preservation of Sasak Tribe customs and culture.

Success in developing tourism villages is a collective responsibility shared by Sasak Ende Tourism Village residents. This village holds potential for cultural, natural, and special interest tourism, making it a notable category among Tourism Villages in Central Lombok Regency. As Amir Suhudul from the Central Lombok Regency Tourism Office highlighted, high levels of community participation indicate public awareness.

"The existence of Ende village demonstrates the high level of participation of the local community in fostering tourism development. Ende village presence is a manifestation of the community's desire to showcase their potential." (Interview with Amir Suhudul)

The community's aspiration for growth and development in Tourism Villages exemplifies active participation in management and advancement. Villagers perceive tourism as an economic opportunity and a means to showcase their unique cultural and natural heritage. They recognize sustainability as crucial for preserving natural beauty and local traditions. Therefore, they embrace an independent self-help approach to ensure that tourism development does not compromise the environment and culture they cherish. They also introduce these aspects to the broader world through cultural tourism attractions. Despite the community's capacity to conduct management and service activities, the government and other institutions still need to provide training and support for further development. As Yoga Irham, Secretary of Management of Sasak Ende Tourism Village, notes that the village still relies on external assistance due to its current level of independence.

"As for the word 'independent,' achieving the highest level in tourism is far from reality. The issue lies in our insufficient human resources, particularly in terms of language proficiency, knowledge, and experience. This shortage impedes our progress, as we are reliant on our own efforts." (Interview with Yoga Irham)

Sasak Ende Tourism Village still requires encouragement and assistance for its development. Further efforts are needed to enhance the quality of tourism. Human resources (HR) must attain the desired level of independence. The village's level of independence in tourism management remains relatively distant. The primary obstacles stem from limited HR capabilities, including deficiencies in language proficiency, knowledge, and experience. This situation is particularly evident in sustainable tourism management, where these critical aspects are lacking. Despite the community's efforts to rely on self-help initiatives, the main challenge lies in enhancing the quality of human resources, which is crucial for achieving the desired level of independence in the tourism sector.

Sustainable tourism development strategy

Sustainable tourism represents a form of tourism development that prioritizes attention to environmental, social, and cultural impacts. It aims to preserve natural and cultural tourism attractions while enhancing economic benefits. Achieving sustainable tourism necessitates competent human resources capable of managing and competing in their respective fields. Amir Suhudul, an informant from the Central Lombok Regency Tourism Office, also echoed this sentiment.

"Increasing sustainable tourism is, of course, our strategy to provide opportunities for enhancing resource capacity, which is one of the strategies for strengthening the community." (Interview with Amir Suhudul)

By enhancing the capabilities of local communities through skills training, they can more effectively participate in tourism activities. This entails understanding the principles of sustainable tourism, mastering customer service skills, promoting destinations, and preserving the environment. Capacity-building initiatives may also support the development of industry-specific skills, such as tour guiding, crafting, or culinary expertise, as Yoga Irhami, the Managing Secretary of Sasak Ende Tourism Village, emphasized.

"Yes, there is indeed something from the government about HR training, but it is not immediately comprehensible." (Interview with Yoga Irham)

The government has initiated a Human Resources (HR) training program to enhance the capacity of the local community. However, it is acknowledged that a comprehensive understanding cannot be achieved through a single training session alone. Instead, a sustainable approach is necessary, involving ongoing training, coaching, and support activities. This ensures that beneficiaries can internalize and apply the knowledge and skills acquired over time. The concept of sustainable tourism, which emphasizes the balance between economic, social, and environmental aspects, necessitates active participation and deep understanding from the local community. Therefore, continuous capacity-building efforts are crucial to enable the community to contribute effectively to sustainable tourism practices.

Sasak Ende Tourism Village's potential and tourist attractions have sparked public awareness towards tourism activities. The natural and socio-cultural potential present in the village serves as a significant supporting factor for the development of sustainable tourism destinations. To realize this development, cooperation between the government and stakeholders is crucial. Additionally, enhancing the quality of human resources, particularly in the tourism sector, is imperative to ensure effective management, service provision, and destination improvement.

Investment in preserving traditional houses and cultural arts, alongside material support and government assistance, is essential for sustainable development in Sasak Ende Tourism Village. The village, driven by community self-help initiatives, requires meticulous destination planning and investment in tourist attractions. Furthermore, destination management should incorporate a spiritual, sociological approach that resonates with the local community's values, ensuring sustainability in tourism. Sasak Ende Tourism Village can thrive as a sustainable tourism destination through concerted efforts and realistic strategies.

The behavior exhibited by the Sasak Ende Tourism Village residents underscores their dedication to preserving cultural arts, recognizing the economic advantages of tourism, and striving to safeguard traditional housing. Through their voluntary engagement, the Sasak Ende Tourism Village community assumes a pivotal role in upholding sustainability and cultural diversity, thereby fostering positive outcomes for local economic growth.

Sustainable tourism is an approach to tourism development that considers the balance of social-cultural, economic, and environmental aspects. Socially and culturally, sustainable tourism aims to strengthen local identity, respect the culture and traditions of local communities, and promote participation and empowerment of local residents. Economically, sustainable tourism aims to create fair and sustainable economic benefits for local communities, including increasing income, job creation, and improving welfare. Environmentally, sustainable tourism aims to protect, preserve, and enhance the natural environment and minimize the negative impacts of tourism on local ecosystems and biodiversity. By considering these three aspects, sustainable tourism can provide long-term benefits for local communities, tourism industry, and the environment.

Table 3. Activities in Sasak Ende Tourism Village based on three aspects of sustainable tourism

Socio-cultural	Economic	Environmental
1. Peresean dance 2. Genggong music 3. Belek drum	1. Agriculture 2. Art 3. Craft weaving 4. Tour guide	1. Preservation of Sasak traditional house 2. Maintaining the clean environment of Sasak Ende Tourism Village

Source: Observation data (2023)

The table above illustrates activities in Sasak Ende Tourism Village based on three aspects of sustainable tourism. Under the socio-cultural aspect, there are two primary activities: the Peresean dance and Genggong music. Both activities hold significant cultural value and are integral to Sasak Ende community life. In the economic sector, the community participates in agriculture, art, craft weaving, and tour guiding. These engagements contribute to the economic vitality of the village. Regarding the Environmental aspect, the community contributes to preserving Sasak traditional houses and maintaining a clean environment in Sasak Ende Tourism Village. These activities demonstrate the community's commitment to preserving culture and the environment, ensuring the tourist destination remains attractive and sustainable.

CONCLUSION

The study aims to analyze the involvement of the Sasak Ende Tourism Village community in formulating and implementing sustainable tourism development strategies, drawing upon the findings of a typological analysis of community participation. The research delineates three levels of community participation typology: participation for material incentives, interactive participation, and self-mobilization. Through the lens of these typologies, it is evident that the Sasak Ende Tourism Village community upholds the principles of sustainable tourism, encompassing socio-cultural, economic, and environmental dimensions. The community's engagement in tourism activities reflects a comprehensive understanding of these principles. Particularly noteworthy is the community's demonstration of socio-cultural principles, showcasing the indigenous wisdom of the Sasak tribe. This cultural richness serves as a draw for tourists visiting Sasak Ende Tourism Village, thereby yielding economic benefits for the community through material incentives received.

Tourism activities within Sasak Ende Tourism Village are facilitated by the management committee of Sasak Ende Tourism Village in collaboration with the Tourism Awareness Group (POKDARWIS), comprising local community members. The management structure allocates specific responsibilities to each entity, ensuring effective coordination and operation. This management framework enhances the efficiency of Sasak Ende Tourism Village activities. However, despite the presence of a management system, certain aspects of implementation remain suboptimal. For instance, issues such as the lack of ticketing procedures, inadequate data collection on tourist visitation, and insufficient financial management highlight areas for improvement and serve as valuable insights for future development endeavors.

The residents of Sasak Ende Tourism Village demonstrate a commitment to preserving the environment surrounding their traditional dwellings and managing and conserving local natural resources. Tourism activities within Sasak Ende Tourism Village prioritize economic considerations and address socio-cultural and environmental impacts. Community participation reflects self-mobilization, wherein decisions and actions are taken autonomously. However, despite reaching a stage of self-mobilization, the community still requires support in management and governance to address existing shortcomings and achieve self-sufficiency in tourism development. The sustainable tourism development strategy in Sasak Ende Tourism Village emphasizes enhancing Human Resources (HR) capabilities and conserving Sasak Tribe traditional houses. This necessitates concrete planning and management steps. Collaboration between communities and governmental bodies is essential to bolster cultural promotion, foster local craftsmanship, organize annual festivals, and ensure environmental preservation. The role of governments and stakeholders is pivotal in the sustainable tourism development strategy for Sasak Ende Tourism Village.

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