

Sustainable Tourism Development Based on Local Wisdom in Sutojayan Village, Malang Regency: A Participatory Approach in Masterplan Planning

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Abstract

This research and service aims to develop a sustainable tourism masterplan based on local wisdom in Sutojayan Village, Malang, using the Participatory Rural Appraisal (PRA) approach. Observation, in-depth interviews, focus group discussions (FGDs), and questionnaires were conducted to identify natural and cultural tourism potential, infrastructure readiness, and community interest in participating. The results showed that the village has strong tourism attraction, with natural beauty and local traditions as the main assets. Community participation in tourism development is high, especially through micro-enterprises that support the local economy. However, limited infrastructure and concerns about the impact of tourism on local culture are challenges that need to be addressed. The masterplan includes the development of natural tourism zones, culture, creative economy, supporting infrastructure, and tourist information centers. Collaboration with government and external stakeholders is essential to support infrastructure development and destination promotion. Key recommendations include infrastructure improvements, regulations for cultural protection, MSME assistance, and periodic evaluation of tourism impacts. This masterplan is expected to improve the economic welfare of the village while preserving the culture and environment, making Sutojayan Village a model of sustainable tourism destination based on local wisdom.

1. Introduction

Sustainable tourism is now an important priority in economic development efforts in rural areas that often rely on cultural and environmental heritage as the main attraction. This type of tourism, according to UNWTO (2019) promotes a balance between economic, social and environmental needs, so that its impact can be felt positively in the long run. Through this approach, Indonesian villages rich in local wisdom have great potential to attract tourists while maintaining their authenticity and culture. For example, Sutojayan Village in Malang is unique in terms of culture and tradition, with various traditional rituals and environmentally friendly farming practices that can be a tourist attraction. However, as noted by Telfer & Sharpley (2007) without careful planning, tourism development can result in social and ecological pressures that threaten the sustainability of the village's cultural assets.

Local wisdom in Sutojayan Village, for example, has become an integral part of community life, including through customary practices and organic farming passed down through generations. The existence of these practices not only reflects the identity of the community, but is also an important asset in the development of culture-based tourism that is attractive to tourists. (Bitušíková, 2021). Roblek (2021) argue that, by integrating local traditions and practices, tourist destinations can provide experiences that are authentic and different from mass tourism. This is also in line with the views of Sasongko & Azzizi (2024) which suggests that rural areas with strong local wisdom have unique potential in attracting a segment of tourists interested in experiential and cultural tourism. Even so, constraints in access to infrastructure as well as strategic planning remain key challenges for villages looking to develop their tourism potential (Hariyadi et al., 2024).

Participatory approaches in sustainable tourism planning are increasingly considered important to ensure management in line with the needs and values of local communities. According to V. Sharma & Bhat (2023), involving the community in every stage of planning not only creates a sense of belonging, but also fosters collective responsibility to keep tourist destinations clean, safe, and sustainable. Tabatabaei. (2024) also highlighted that a participation-based approach can minimize conflicts that often arise from differences in views between local communities and external parties involved in tourism development. In the context of Sutojayan

Village, the active participation of residents in tourism planning not only encourages transparency, but also strengthens a sense of ownership that has the potential to maintain the long-term sustainability of tourism management to be developed (Khater & Faik, 2024).

Collaboration between various stakeholders, such as local governments, communities, and tourism organizations, is also a key cornerstone in building a sustainable tourism masterplan. As stated by Romão (2021) the role of the government in providing regulatory and infrastructure support, accompanied by community participation that maintains cultural values, is an important element in realizing sustainable tourism. Furthermore, research and service Gautam & Bhalla (2024) found that community participation in tourism management helps integrate elements of local wisdom, such as traditional arts and customary rituals, into the main tourist attraction. This not only increases the attractiveness for tourists, but also strengthens social ties among local communities involved in tourism activities.

This research and service aims to develop a local wisdom-based sustainable tourism masterplan in Sutojayan Village using a participatory approach. The study will explore traditional practices that support environmental sustainability and strengthen the village's cultural identity as a distinctive tourist attraction. By involving the community in the planning process, this research and service is expected to contribute to the community-based sustainable tourism literature and become a reference for other villages that have similar potential. The results of this research and service are expected to be a guide for tourism management that not only focuses on increasing income, but also maintaining the balance of the ecosystem and preserving local culture. With this masterplan, Sutojayan Village can become a model of a sustainable tourism village that emphasizes local wisdom as the main asset in tourism development.

2. Method

This research and service uses the Participatory Rural Appraisal (PRA) approach, which emphasizes active community involvement in every stage of data collection and planning. This method was chosen to ensure that the process of developing a local wisdom-based sustainable tourism masterplan is in accordance with the needs and aspirations of the Sutojayan Village community. This research activity includes several main stages, namely data collection through observation, interviews, focus group discussions (FGDs), and surveys using questionnaires.

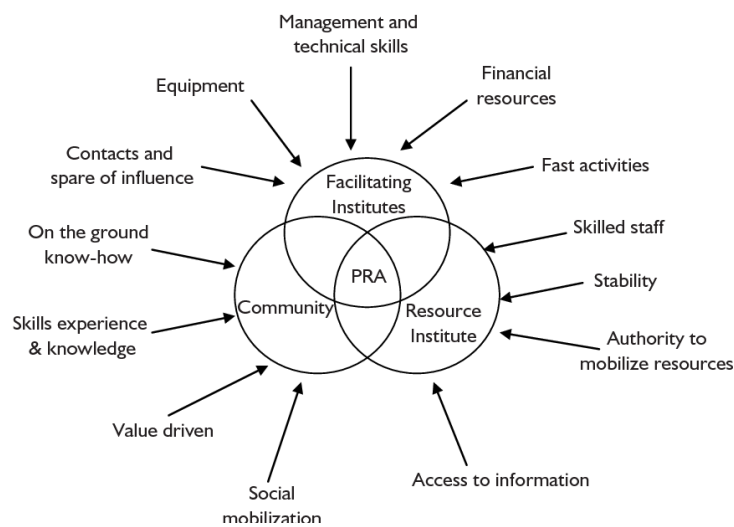


Figure 1. Participatory Rural Appraisal (PRA) (Source: Koralagama, 2007)

2.1. Observation

Observations were conducted to gain a direct understanding of the physical conditions and tourism potential in Sutojayan Village. Observations included aspects of the environment, infrastructure, and community economic activities that have the potential to become tourist attractions. This technique allowed the team to identify elements of local wisdom that could be integrated in village tourism planning.

2.2. Interview

In-depth interviews were conducted with community leaders, local business managers, and members of the village government to gather information related to cultural values, traditions, and their views on tourism development in the village. The interview instrument was designed in the form of a grid covering several aspects, such as understanding of village potential, cultural values, environmental protection, and community involvement in tourism development. These interview instruments enabled the collection of qualitative data

rich in cultural nuances and values important to the community. Data from these interviews were then analyzed using thematic coding presented in the following Table 1:

Table 1. Interview Instrument Grid

| Main Code | Code Description | Sub-Code | Description of Sub-Code | Example Statement |
|-----------|--|----------|---------------------------------|--|
| PW | Village Tourism Potential | PW-A | Natural Potential | "This village has beautiful natural scenery and is suitable for nature tourism." |
| | | PW-B | Cultural Potential | "The culture and traditions here are very attractive to tourists." |
| KL | Local Wisdom | KL-T | Traditions | "Traditions like gotong royong need to be preserved." |
| | | KL-B | Culture | "This village culture is part of our identity." |
| DP | Tourism's Impact on Culture | DP-K | Concerns | "I'm afraid our culture could be lost if tourists keep coming." |
| | | DP-R | Recommendations or Expectations | "There must be rules so that culture is maintained." |
| KI | Infrastructure Readiness | KI-J | Road Infrastructure | "The road to this village still needs improvement." |
| | | KI-F | Public Facilities | "Public facilities such as toilets are still lacking." |
| HE | Economic Hope from Tourism | HE-K | Desire for Additional Income | "Hopefully, with tourism, residents' income can increase." |
| | | HE-U | Microenterprise or MSME | "I hope to open a small business for tourists." |
| PM | Community Participation in Tourism Development | PM-I | Participation Initiative | "I want to be involved in tourism management in this village." |
| | | PM-K | Involvement in the Program | "We are ready to help if there is a tourism development program." |
| PL | Environmental Protection | PL-K | Nature Preservation | "Tourism must maintain cleanliness and preserve nature." |
| | | PL-A | Rules and Regulations | "Rules are needed that prohibit visitors from littering." |
| KP | Collaboration with External Stakeholders | KP-G | Collaboration with Government | "We need help from the government to improve facilities." |
| | | KP-I | Collaboration with Investors | "It may need investors to develop faster." |

This coding facilitates the analysis of interview data by grouping respondents' answers into main themes that are in line with the research focus, such as tourism potential, local wisdom, impact on culture, environmental protection, and community participation.

2.3. Focus Group Discussion (FGD)

The FGDs involved various stakeholders, including villagers, youth, business actors, and local government representatives. The purpose of the FGDs was to explore ideas for tourism development and identify potentials and challenges in local wisdom-based tourism development. In these discussions, each group can express their expectations and provide input for more comprehensive planning.

2.4. Survey with Questionnaires

Questionnaires were distributed to villagers to collect quantitative data on their attitudes, interests and preferences towards sustainable tourism development. The questionnaire instrument was organized in the form of a grid to ensure that the data collected was relevant and in-depth. The following Table 2 is a grid of questionnaire instruments used, complete with references that support each aspect asked :

Table 2. Questionnaire Grid

| No. | Aspect Asked | Statement/Indicator | Question Purpose | Answer Scale | Reference |
|-----|-------------------------|---|--|--------------|----------------------|
| 1 | Tourism Potential | Sutojayan Village has an attraction that is suitable to be used as a tourist destination. | Knowing respondents' views on tourism potential in the village | 1 - 4 | UNWTO (2019) |
| 2 | Local Wisdom in Tourism | Local wisdom, such as tradition and culture, is important to showcase in tourism. | Identifying respondents' level of concern for cultural values in tourism | 1 - 4 | Novita et al. (2024) |

| No. | Aspect Asked | Statement/Indicator | Question Purpose | Answer Scale | Reference |
|-----|-------------------------------------|--|---|--------------|-----------------------------|
| 3 | Infrastructure Development | The infrastructure in the village is sufficiently supportive for tourism activities. | Assess the readiness of existing infrastructure to support tourism activities | 1 - 4 | Telfer & Sharpley (2007) |
| 4 | Economic Benefits | Tourism development in villages can increase community income. | Measuring respondents' expectations of the economic benefits of tourism | 1 - 4 | A. P. Sharma & Kumar (2023) |
| 5 | Participation in Development | I am interested in being involved in tourism development activities in Sutojayan Village. | Measuring community interest in participating in tourism development | 1 - 4 | V. Sharma & Bhat (2023) |
| 6 | Environmental Protection | Tourism development must preserve the village environment. | Knowing respondents' views on the importance of environmental protection in tourism | 1 - 4 | Shah & Xu (2006) |
| 7 | Collaboration with External Parties | Tourism development needs to involve external parties, such as the government and investors. | Measuring respondents' perceptions of collaboration with external stakeholders | 1 - 4 | Panić et al. (2018) |
| 8 | Tourism Type Preference | What type of tourism is most suitable to be developed in Sutojayan Village? | Identify community preferences for tourism types (nature, culture, education, etc.) | 1 - 4 | Zielinski et al. (2020) |
| 9 | Impact on Local Culture | I am worried that tourism development will affect the local culture in the village. | Identify community concerns about the impact of tourism on local culture | 1 - 4 | Inocencio (2023) |
| 10 | Challenges of Tourism Development | What do you think are the main obstacles in developing tourism in the village? | Identify challenges perceived by the community in tourism development | 1 - 4 | Mayaka et al. (2020) |

The questionnaire instrument is designed to collect quantitative data on community attitudes, interests and preferences towards tourism development in Sutojayan Village. The data collected from this questionnaire will be analyzed to obtain an overview of community support for tourism development projects.

2.5. Data Analysis

Data obtained from observations, interviews, FGDs, and surveys were analyzed descriptively qualitatively and quantitatively. Qualitative analysis was conducted by identifying key themes that emerged from interviews and FGDs, while quantitative analysis was conducted to process data from questionnaires. The results of the analysis were used to develop a tourism masterplan based on local potential and community expectations. This participatory approach ensures that each stage in the development of the masterplan is oriented to local needs and encourages community involvement in maintaining the long-term sustainability of the project. With this method, it is expected that the resulting plan can be implemented effectively and accepted by all levels of the Sutojayan Village community.

3. Result and Discussion

3.1. Tourism Potential of Sutojayan Village

Field observations conducted in Sutojayan Village indicate that the village has enormous potential to be developed as an attractive tourist destination. The natural beauty that surrounds the village, including the majestic mountain scenery and the vast expanse of green plantations, provides a soothing natural feel and is perfect for tourists seeking tranquility or natural beauty. This natural landscape provides a deep impression for visitors who want a tourist experience that is at one with nature. In addition, Sutojayan Village also has a diversity of flora and fauna that is still preserved, which makes it an ideal place for ecotourism. Various nature-based tourism activities such as trekking, camping, and landscape photography can be offered as part of the village's appeal. The existence of these unique natural landscapes is in line with current tourism trends, where tourists are increasingly attracted to destinations that offer authenticity and direct experience with nature. (Bitušíková, 2021).. This potential is supported by various facilities that can be developed to support the needs of tourists, such as tourism information centers, as well as infrastructure arrangements that support tourist accessibility to superior locations in the village.

In addition to its natural beauty, Sutojayan Village is also rich in local wisdom that can be used as a cultural-based tourism attraction. Interviews conducted with several community leaders and villagers revealed the existence of a strong tradition of mutual cooperation, as well as a variety of distinctive and unique local art forms. These traditions not only reflect the character of the people of Sutojayan Village, but also show that they

have a vibrant and dynamic culture. For example, there are typical arts performed on certain occasions that can be an attraction for tourists. Tourists who are interested in culture-based tourism will feel attracted to a more in-depth experience of local life in the village. Data from the processed questionnaire shows that 80% of respondents believe that the integration between the natural and cultural potential of the village is very important to attract tourists, especially those who want a more authentic and culture-based experience. This is in line with research conducted by the United Nations World Tourism Organization (UNWTO) in 2019, which showed that the integration of local culture in tourism can increase tourists' interest in the destination. Therefore, the synergy between natural wealth and local wisdom in Sutojayan Village can be a strong foundation in the development of sustainable tourism.

Table 3. Interview Results

| Aspects | Code | Main Theme | Statement of Community Leaders / Respondents |
|-----------------------------|------|---------------------------------|---|
| Village Tourism Potential | PW | Natural Potential | "Our village has a very beautiful landscape and is suitable for nature tourism." |
| | | Cultural Potential | "Our traditions, such as traditional ceremonies, can be a tourist attraction." |
| Local Wisdom | KL | Traditions | "Gotong royong is an important part of our culture that must be maintained." |
| | | Culture | "Traditional arts and crafts can be part of village tourism." |
| Tourism's Impact on Culture | DP | Concerns | "We are worried that our culture will be displaced if tourism is not well-regulated." |
| | | Recommendations or Expectations | "There needs to be rules so that tourism does not change local traditions." |

3.2. Infrastructure Readiness

The observation results and data from the questionnaire show that the infrastructure in Sutojayan Village still needs a lot of improvement to support comfortable and safe tourism activities for visitors. Adequate infrastructure is very important in supporting tourism, especially in rural areas such as Sutojayan Village, which has strong natural and cultural potential. Based on questionnaire data, 76% of respondents felt that public facilities in the village were still unsupportive, including the narrow and poorly paved village roads, as well as the lack of adequate parking facilities to accommodate tourist vehicles, especially on weekends or during the holiday season. The existence of a safe and adequate parking lot is very important, not only for the convenience of tourists, but also to avoid disruption to the activities of local residents. In addition, hygiene facilities around the tourist area are also considered lacking, with a lack of trash bins and sanitation facilities, potentially disrupting tourist comfort and satisfaction while visiting.

On the other hand, interviews conducted with village officials and several community leaders revealed that road access to tourist areas is also a challenge. Roads to tourist sites in the village are often narrow and poorly maintained, making it difficult for tourists, especially those using four-wheeled vehicles. According to village officials, this condition is caused by the limited budget the village has for road repairs and the construction of other supporting facilities. This condition certainly limits the number of tourist visits and reduces the attractiveness of Sutojayan Village as a potential tourist destination. This infrastructure improvement is in line with the needs of tourists, who increasingly prioritize comfort and safety in their travels, as confirmed by research by Telfer & Sharpley (2007) which shows that good infrastructure is one of the key elements in rural tourism development. In addition to improving accessibility, good infrastructure can also increase tourists' positive perception of the destination, which in turn will contribute to local economic growth.

Not only that, the lack of infrastructure is also an obstacle in providing a quality tourism experience for visitors. Public facilities such as toilets, rest areas, and tourist information centers in Sutojayan Village are still very limited, so visitors often experience difficulties in finding information or obtaining basic facilities while in the village. A well-equipped tourist information center can help tourists better plan their visit, while clean and comfortable toilet facilities will increase their satisfaction while at the tourist sites. In the long run, these infrastructure improvements will not only increase the tourism appeal of Sutojayan Village, but will also help to preserve the environment and sustainability of tourism in the village. With support from the local government and cooperation with various parties, it is hoped that Sutojayan Village can improve its infrastructure and develop its tourism potential optimally, so that it can provide greater economic benefits for the local community.

3.3. Community Involvement and Participation

The results of interviews with various parties in Sutojayan Village as well as focus group discussions (FGDs) show that the community has high enthusiasm to be involved in the development of tourism in their village. This can be seen from the high level of interest shown by around 85% of questionnaire respondents, who expressed their willingness to participate in various forms of businesses that support local tourism. Many residents are eager to open micro-businesses such as food stalls serving local specialties, provide simple lodging

or homestays for tourists, and act as local tour guides who can introduce local culture and wisdom to visitors. This encouragement to get involved shows that the community not only sees the economic potential of tourism, but also feels proud of the unique culture and nature of their village. This spirit of participation is a very valuable social capital in the development of sustainable tourism, because with direct involvement from the community, tourism activities are expected to run smoothly and receive full support from various levels of society.

Furthermore, the active participation of the community in tourism development plays an important role in creating a sense of ownership and commitment to the success of the tourism project. V. Sharma & Bhat (2023) in their research emphasized that community involvement in tourism is not just about providing services for tourists, but also creating a deeper relationship between the community and the tourism environment they are developing. With direct involvement, the community will feel responsible for maintaining the sustainability of the tourism, both in environmental, social, and cultural aspects. This means that the community will be more concerned about preserving nature, maintaining public facilities used by tourists, and preserving local cultural values that are the main attraction of tourism in Sutojayan Village. Ultimately, community involvement not only improves the quality of the tourist experience, but also contributes positively to the local economy and strengthens the village's social structure.



Figure 2. Focus Group Discussion (FGD) with the Village Community

3.4. Tourism's Impact on Culture and Environment

Focus group discussions (FGDs) and interviews with community leaders in Sutojayan Village revealed concerns about the impact of tourism on the village's long-established local culture. As many as 67% of respondents were concerned that the uncontrolled flow of tourism could disrupt the preservation of village culture and traditions, especially if there was no clear regulation. It is feared that the village's cultural identity will be eroded by outside influences, especially if tourism develops without strict guidelines. Community leaders suggested that the village government and related parties immediately formulate special regulations to protect local culture from negative influences, such as changes in social values and excessive commercialization of culture. This view is reinforced by research Kia (2021) which concluded that regulations in tourism management can not only maintain cultural values, but also reduce negative impacts on the environment, so that the natural beauty and ecosystem of the village are maintained. In addition to cultural aspects, the community also emphasizes the importance of maintaining environmental cleanliness as part of a shared responsibility in supporting sustainable tourism. A clean and well-maintained environment will provide a positive experience for tourists and strengthen the image of Sutojayan Village as a destination that cares about the environment. Efforts to maintain cleanliness are not only the responsibility of the government or residents, but also require awareness from tourists. Collaboration between the community, government and tourists is essential to ensure that tourism development in Sutojayan Village remains in line with cultural and environmental preservation, providing long-term benefits for all parties.

3.5. Economic Opportunities for Communities

Based on the results of interviews and questionnaires, most residents see tourism potential as an economic opportunity. About 88% of respondents hope to increase income through tourism, especially by opening local businesses such as handicrafts, specialty foods, and rental of tourist facilities. Singh & Singh's (2019) research states that tourism can be an additional source of income for rural communities that will have a positive impact on local economic welfare.

Table 4. Questionnaire Result Data

| No. | Aspect Asked | Statement/Indicator | Percentage of Respondents who Agree (%) |
|-----|--------------------------|---|---|
| 1 | Tourism Potential | Sutojayan Village has the appeal of being a tourist destination. | 80% |
| 2 | Local Wisdom in Tourism | Local wisdom, such as tradition and culture, is important to showcase. | 85% |
| 3 | Infrastructure Readiness | Current village infrastructure is not sufficient to support tourism activities. | 76% |

| No. | Aspect Asked | Statement/Indicator | Percentage of Respondents who Agree (%) |
|-----|---------------------------------------|---|---|
| 4 | Economic Benefits of Tourism | Tourism can increase the income of the people of Sutojayan Village. | 88% |
| 5 | Community Participation | The community is interested in playing a role in the development of village tourism. | 85% |
| 6 | Environmental Protection | Tourism development must preserve the village environment. | 90% |
| 7 | Collaboration with External Parties | The government and investors need to be involved in the development of village tourism. | 72% |
| 8 | Tourism Type Preference | Preferred types of tourism: nature, culture and education. | Nature: 60% Culture: 25% Education: 15% |
| 9 | Impact on Local Culture | Tourism can have a negative impact on local culture. | 67% |
| 10 | Key Challenges in Tourism Development | Infrastructure and community support are key challenges. | Infrastructure: 45% Funds: 30% Community Support: 25% |

3.6. Development Results of Sutojayan Village Sustainable Tourism Masterplan

Based on the results of observations, interviews, FGDs, and questionnaires, a local wisdom-based sustainable tourism masterplan for Sutojayan Village was developed, covering several main aspects:

- a. **Nature Tourism and Education Zone:** Provides trekking trails, nature photo spots, and educational programs such as organic farming and conservation.
- b. **Local Culture and Tradition Tourism Zone:** Showcases the richness of local culture through traditional ceremonies, traditional arts and crafts exhibitions.
- c. **Creative Economy and MSME Zone:** Supports MSMEs with a dedicated area for local products and marketing training.
- d. **Supporting Infrastructure Zone:** Improve access roads, parking areas, and sanitation facilities for tourist convenience.
- e. **Collaboration Zone and Tourist Information Center:** Establish an information center as a starting point for tourists as well as a place of collaboration with the government and investors.



Figure 3. Sample Master Plan Results

3.7. Discussion

The masterplan for tourism development in Sutojayan Village is designed comprehensively, covering various aspects that focus on nature conservation, enhancing local culture, and improving the economic welfare of the community. The plan integrates various programs that are expected to maintain a balance between the utilization of tourism potential and the preservation of local values. One of the main elements in this masterplan is the nature tourism and education zone, which is designed to promote community involvement in organic farming activities and environmental conservation. Within this zone, communities will be encouraged to manage their land in an environmentally friendly and sustainable manner, which not only provides economic benefits but also contributes to nature conservation efforts. These programs will strengthen the relationship between

the community and nature, creating a shared awareness and responsibility for the environment that supports their lives. As such, the zone is expected to be a place for tourists to learn about the importance of sustainable agriculture and nature conservation, while providing an immersive and educational experience.

In addition to nature tourism, the masterplan also highlights the development of cultural and traditional tourism as an integral part of Sutojayan Village's appeal. This cultural tourism program aims to preserve and promote the local values that have become the village's identity. Tourists will have the opportunity to experience first-hand the village's unique traditions, such as local arts, customs, and cultural practices that have been passed down from generation to generation. Activities such as art performances, traditional rituals, or even handicraft workshops can provide an authentic experience for tourists, while strengthening the community's pride in their cultural heritage. This authentic experience is expected to attract tourists looking for culture-based tourism destinations, and at the same time encourage communities to continue to preserve and develop their culture. Thus, cultural tourism is not only a means to attract tourists, but also a tool to strengthen local cultural identity in the midst of globalization.

In addition, the masterplan includes a creative economy zone that provides opportunities for the community to engage directly in profitable economic activities. This zone is focused on the development of micro, small, and medium enterprises (MSMEs) that utilize local creativity and natural materials available in the village. With this creative economic zone, the community is expected to create high-value local products, such as handicrafts, culinary specialties, and other processed products that have added value. The existence of this zone opens up opportunities for the community to earn additional income and improve their standard of living, without having to rely entirely on employment in the agricultural sector. These locally-based creative enterprises will help diversify the village economy, while strengthening Sutojayan Village's tourism appeal as a destination that offers unique and quality products that are difficult to find elsewhere. With the active involvement of the community in the creative economy, it is expected to create a sustainable business ecosystem and support the overall development of tourism.

Achieving the objectives of this masterplan will require collaboration with various external parties, especially the local government and investors who play an important role in providing financial and infrastructure support. Support from external stakeholders is crucial, especially to build environmentally friendly supporting facilities and improve accessibility to Sutojayan Village. Infrastructure such as roads, parking facilities, and adequate sanitation facilities are needed so that the village can be easily accessed by tourists. In addition, the presence of environmentally friendly supporting facilities, such as waste management and renewable energy, will ensure that tourism development does not damage the environment and remains sustainable. According to Andriotis & Agiomirgianakis' (2020) research, the development of good infrastructure and supporting facilities that comply with the principles of sustainability is essential in creating a competitive and attractive tourist destination for tourists. With careful implementation of the master plan and support from various parties, Sutojayan Village has the potential to become a model of a sustainable tourism village based on local wisdom, which is not only economically profitable but also environmentally and culturally sustainable.

4. Conclusion

This research shows that Sutojayan Village has great potential to be developed as a local wisdom-based tourist destination by relying on its natural beauty and cultural richness. The village community is very enthusiastic to be involved in tourism development, as evidenced by their interest in active participation and economic contribution through micro-enterprises. However, limited infrastructure is a major challenge that needs to be overcome to support tourist accessibility and convenience. In addition, the community also expressed concerns about the impact of tourism on local culture, so appropriate regulations are needed to protect cultural and environmental values. The development of a sustainable tourism masterplan that includes natural tourism zones, culture, creative economy, and supporting infrastructure is expected to improve economic welfare and strengthen local identity, while preserving the environment and culture.

Author Contributions

All authors have equal contributions to the paper. All the authors have read and approved the final manuscript.

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