



Volume 8 Issue 1, June 2025, pages: 163-180

## OPTIMIZING SUSTAINABLE TOURISM MANAGEMENT IN SARIBU GONJONG VILLAGE, WEST SUMATRA

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Received: 31/03/2025

Revised: 20/05/2025

Accepted: 20/06/2025

### Abstract

Sustainable tourism can serve as a means to establish a positive relationship between tourism activities and the local environment. It encompasses three key dimensions: physical environment, socio-cultural sustainability, and economic sustainability. Optimizing the sustainable management of tourism at tourist destinations is essential. One such destination in West Sumatra is the Saribu Gonjong Tourism Village (SARUGO), located in Sorong Sungai Dadok Village, Kanagarian Koto Tinggi, Gunung Omeh Subdistrict, Lima Puluh Kota Regency. This tourism village is known for its authentic Minangkabau way of life, situated amidst lush green nature and featuring traditional houses that reflect the grandeur of Minangkabau architecture. In addition, Saribu Gonjong offers cultural attractions such as traditional Minangkabau dance performances. The tourism potential of Saribu Gonjong Village needs to be optimized through sustainable management practices. However, current tourism management efforts are still suboptimal and require a stronger emphasis on sustainability principles. This study employs a descriptive method with a qualitative approach, utilizing both primary and secondary data. Data collection techniques include in-depth interviews, participatory observation, and documentation. The collected data are analyzed through three stages: data reduction, data presentation, and conclusion drawing. To ensure data validity, data and source triangulation methods are applied. The research findings show that the increase in visits to Sarugo Tourism Village is achieved through collaborative promotion and annual cultural events. Challenges in accessibility and craft marketing are addressed through community self-initiatives, although government support remains necessary. From an environmental perspective, the village promotes awareness of cleanliness, cultural values, and mutual cooperation. Economically, positive contributions have begun to emerge, although they are limited by the fluctuating number of visitors. The potential of local businesses and agrotourism still requires strengthened promotion and service improvement. Socially, community training and cultural preservation efforts are in place, but remain limited and need to be expanded.

**Keywords:** Tourism, Sustainable, Village

### 1. INTRODUCTION

West Sumatra Province possesses a rich and diverse tourism potential, ranging from natural attractions, man-made tourism, and agrotourism, to historical and cultural heritage. This wide variety of tourist attractions represents a key strength that can be

optimized to increase contributions to national foreign exchange earnings (Berutu & Dhanka, 2024). The government continues to make efforts to develop and promote tourist destinations that are rich in cultural and historical values. Effective tourism marketing strategies play a crucial role in attracting visitors to these destinations (Alfandy & Krisnadi, 2023).

In recent years, domestic tourist visits to West Sumatra have shown a dynamic trend. In 2019, the number of visits reached 19,412,170. However, in subsequent years, this figure experienced a significant decline, with only 11,657,662 visits recorded in 2023 (Ministry of Tourism and Creative Economy, 2024). This decline necessitates the formulation of appropriate development strategies to restore and enhance the attractiveness of regional tourism.

Developing tourism destinations requires collaboration among all stakeholders, including central and local governments, the tourism industry, educational institutions, local communities, and relevant organizations. In accordance with Law No. 10 of 2009 concerning Tourism, the principle of participatory involvement serves as a fundamental basis for realizing tourism that is high-quality, equitable, sustainable, and inclusive.

Currently, global tourism trends emphasize the importance of implementing sustainable tourism principles to preserve environmental and cultural integrity while promoting long-term economic benefits (World Tourism Organization, 2004). The three main pillars of sustainable tourism include environmental sustainability, socio-cultural sustainability, and economic sustainability.

One of the destinations with significant potential is the Saribu Gonjong Tourism Village (SARUGO), located in Sorong Sungai Dadok Village, Gunung Omeh Subdistrict, Lima Puluh Kota Regency. This village is rich in Minangkabau culture, natural beauty, traditional houses, and the warm hospitality of its people. SARUGO also offers a variety of attractions such as traditional performances, local cuisine, and both natural and artificial tourist sites. According to scientia.id, Saribu Gonjong Tourism Village in Limapuluh Kota Regency, West Sumatra, received the international 5th ASEAN Homestay Award in Johor Bahru, Malaysia. This award serves as a recognition of the village's contribution and dedication in providing comfort to visiting tourists. Despite its great potential, SARUGO is still classified as a developing tourism village and has not yet entered the top three tourism villages in West Sumatra. Data yang didapatkan dari scientia.id (2025).

Some visitors have pointed out the need for improvements in accessibility, tourist facilities, and infrastructure, while still prioritizing the preservation of local culture. Therefore, optimal and sustainable management is essential. This study aims to explore the optimization of sustainable tourism management in Saribu Gonjong Tourism Village, West Sumatra.

## **2. LITERATURE REVIEW**

### **2.1 Tourism Management**

Tourism management encompasses a series of activities that include planning, organizing, mobilizing, and controlling tourism resources to achieve goals focused on visitor satisfaction, environmental preservation, and improving the welfare of local communities (Cooper et al., 2012). Meanwhile, the UNWTO defines tourism management as the process of regulating the growth and development of the tourism sector in alignment with sustainable development principles, which include three main pillars: environmental, socio-cultural, and economic sustainability. Each local community

possesses distinct cultures, traditions, and social values that are integral to daily life, commonly referred to as local wisdom. According to Law Number 32 of 2009 Article 1 Paragraph 30, local wisdom is defined as the noble values prevailing in society that serve as guidelines for preserving and managing the environment sustainably.

## **2.2 Sustainable tourism**

Sustainable tourism is a global initiative aimed at promoting the application of sustainability principles in tourism destination management. Its primary goal is to preserve the authenticity and appeal of a destination so it can be enjoyed by future generations. This concept emphasizes minimizing the negative impacts of tourism, particularly on the environment. According to the World Tourism Organization (UNWTO), sustainable tourism is a form of tourism that considers environmental, social, and economic impacts, while also taking long-term sustainability into account. The core focus of sustainable tourism is to protect both the natural and social environments that support tourism activities, ensuring their preservation. In this context, tourism objects and attractions are also part of the government's strategy to safeguard valuable cultural heritage, serving as tourism assets to be promoted to both domestic and international visitors (Ardiansyah & Iskandar, 2022). According to the Ministry of Tourism and Creative Economy (2021), sustainable tourism is the development of tourism concepts aimed at preserving and maintaining destinations for the long term. This includes early efforts to safeguard environmental, social, cultural, and economic aspects so that in the future, both locals and tourists can continue to enjoy these destinations.

Sustainable tourism is a concept that takes into account economic, social, and environmental impacts to ensure the future preservation of destinations. According to the Ministry of Tourism and Creative Economy (2021), there are four main pillars in developing sustainable tourism: sustainable management (tourism businesses), long-term sustainable economy (socio-economics), sustainable culture that must be continuously developed and protected, and environmental sustainability. These four pillars are expected to ensure that a tourist destination is not only a place for recreation but also adheres to regulations, particularly regarding environmental conservation. Based on the expert opinions above, it can be concluded that the supporting pillars of sustainable tourism involve business, economic, cultural, and environmental aspects that must be managed properly to realize sustainable tourism that benefits both local communities and visiting tourists.

## **2.3 Tourism Village**

A tourism village is a tourist area that remains natural and relatively untouched by modern technology, highlighting its beauty, serenity, and the well-preserved social and cultural aspects of the local community, which are marketed as unique selling points to tourists. According to the Ministry of Tourism and Creative Economy (2021), a tourism village represents a collaboration of accommodation, attractions, facilities, and infrastructure that supports tourism, integrated within the local community's way of life, combined with its prevailing cultural practices and traditions. Tolkach & King (2015) emphasize the importance of careful management in developing successful tourism villages, which must be able to manage tourist demand while preserving local culture and identity. According to Widyaningsih (2020), the concept of a tourism village is also seen as a means to improve the welfare of surrounding communities. In addition to reducing

urbanization from rural to urban areas, tourism villages can offer new employment opportunities for locals.

It can be concluded that optimizing the management of tourism villages can be a solution to improve local community welfare and create new job opportunities. By integrating cultural elements with appropriate management strategies, tourism villages have the potential to become new attractions while also helping to reduce urbanization issues in Indonesia.

### 3. RESEARCH METHODS

This study employed a descriptive method with a qualitative approach. This approach is based on a philosophical framework aimed at understanding a phenomenon in its natural context (non-experimental), in which the researcher serves as the main instrument for data collection. The data obtained were then analyzed qualitatively (Sugiyono, 2018). The data sources used in this study include primary and secondary data:

- a. Primary data refers to information gathered directly from first-hand sources, including interviews with the management of Saribu Gonjong tourism village, local community members who act as stakeholders in the village, and direct observation.
- b. Secondary data refers to information obtained indirectly from literature, documents, research findings, and websites.

Data collection techniques used in this study include interviews, observation, and documentation.

#### 3.1 Data Analysis Technique

Data analysis is the process of systematically organizing and simplifying data to facilitate the researcher's ability to draw conclusions. According to Miles, Huberman, and Saldana (2014), the data analysis consists of three concurrent steps:

- a. Data Reduction

This is the process of selecting, focusing, simplifying, abstracting, and transforming raw data obtained from field notes.

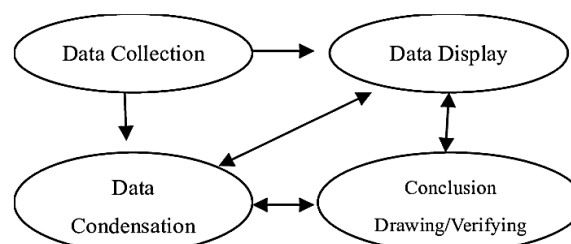
- b. Data Display

The process of organizing and presenting data in a structured manner that allows for drawing conclusions and taking action. This can take the form of tables, graphs, narratives, etc.

- c. Conclusion Drawing and Verification

This involves interpreting the meaning of the data and drawing conclusions, which are verified continuously throughout the research process.

#### 3.2 Interactive Model of Data Analysis



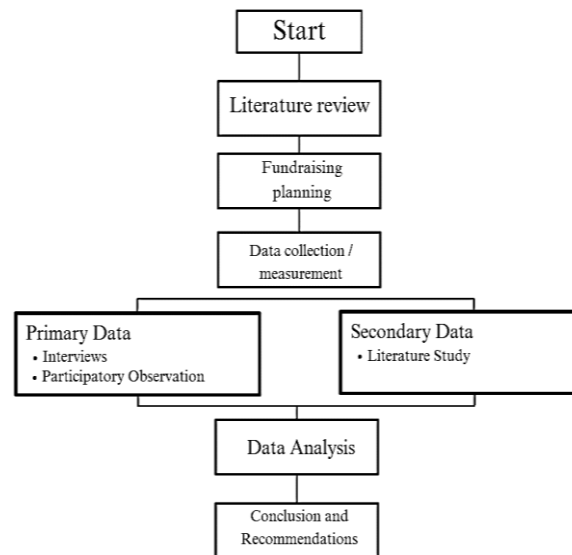
**Figure 1.** Interactive Data Analysis Model Diagram  
Source: Researchers (2025)

### 3.3 Data Validity Test/Data Triangulation

The data validity test used in this research is the credibility test. The credibility test or the trustworthiness of the data carried out by the researcher is done through data triangulation—a technique used to collect and utilize data from various different sources (Wijaya, 2018). The triangulation applied in this research involves data and sources.

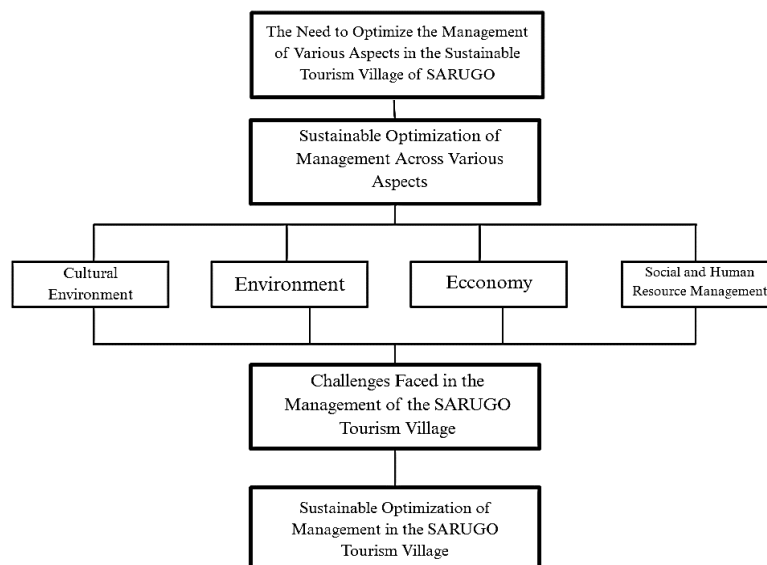
The researcher collected data through interviews with various parties, including representatives of the tourism village management and local communities, as well as through participatory observation and documentation. The researcher then cross-checked the information with the results of observations and relevant document data.

### 3.4 Research Flow Diagram



**Figure 2.** Research Flowchart  
Source: Researchers (2025)

### Framework of Thinking



**Figure 3.** Research Conceptual Framework  
Source: Researchers (2025)

This section presents the analysis and original findings of the research. It is highly recommended that the discussion engages with relevant theories, regulations, and references by comparing them with the research results, in order to generate new insights or discoveries.

#### **4. FINDINGS AND DISCUSSION**

This study aims to examine the extent of sustainable management optimization in the Saribu Gonjong Tourism Village, West Sumatra.

##### **4.1 Profile of Saribu Gonjong Tourism Village**

Saribu Gonjong Tourism Village is located in Lima Puluh Kota Regency, West Sumatra. Locally, the village is referred to as *Kampung*. The name *Saribu Gonjong* (A Thousand Gonjong) refers to the numerous traditional buildings featuring *Gonjong*-shaped roofs, a hallmark of Minangkabau architecture. The village's attractions include traditional house architecture, culinary experiences, natural beauty, cultural events, and various forms of local wisdom.

This tourism village is categorized as a developing tourism village (Jadesta, Ministry of Tourism and Creative Economy, 2025). It offers unique experiences for visitors, such as watching traditional dance performances, participating in local craft workshops, and learning to cook Minangkabau cuisine. Local residents also offer homestays in traditional *Rumah Gadang*, allowing tourists to experience the warmth of family life, providing an enriching and memorable stay.



**Figure 4.** Entrance Gate of SARUGO Tourism Village  
Source: Researchers (2025)

##### **4.2 Optimization of SARUGO Tourism Village Management**

###### **4.2.1 Optimization of Aspects to Increase Visits through Cultural Events**

Cultural events are a form of expression of the rich cultural heritage of a community or region, held through performances, rituals, or other artistic activities as efforts to preserve and promote local cultural identity. According to Jennie (2015), a cultural event is a cultural activity that is presented in a regular and continuous pattern and is reconfigured precisely to create a new event. Cultural events are one of the tourism attractions that are quite popular and provide interesting experiences for visitors (Berutu

& Dhanka, 2024). According to Law Number 5 of 2017 concerning the Advancement of Culture, which is the first legal foundation in Indonesia regarding national culture, culture is defined as everything related to the creation, feeling, intention, and the works of society.

A local community member, referred to as R, provided information about efforts to increase tourist visits to the tourism village. One strategy implemented is promotion activities carried out by the Tourism Awareness Group (POKDARWIS) management and the active involvement of local youth. This promotional strategy is realized through collaboration with various stakeholders, including the use of social media as a means of information and publicity. One notable form of promotion is the organization of cultural events, such as Limpapeh Rumah Nan Gadang, which features various traditional art performances and competitions. Through these activities, it is hoped that the tourism village will continue to develop as an attractive destination, enrich the diversity of existing cultural events, and strengthen the participation and pride of the local community in their cultural heritage.

A similar statement was conveyed by the management of the SARUGO Tourism Village through POKDARWIS. One form of cultural promotion carried out to increase the attractiveness and recognition of the SARUGO Tourism Village is through collaboration with government agencies, especially the Education and Culture Office (DPK) Region 3 of West Sumatra. This collaboration is realized in the form of an annual cultural event that has been held three consecutive times. In the future, if management improves, it is hoped that the tourism village will be able to organize this event independently to achieve effectiveness and self-reliance in managing cultural events. In addition, the tourism village management routinely holds other annual activities, such as the anniversary celebration of Sarugo Village, which takes place every August as a form of celebration of the village's founding. This event features various cultural performances and activities aimed at strengthening local identity and attracting tourists. In terms of digital promotion, active promotion is also conducted through social media, especially the Instagram platform. The management consistently posts weekly updates showcasing various tourism village activities and other interesting information related to the destination.

According to another source from the management team, the promotion of the tourism village is also supported by cooperation with travel agents to broaden outreach and attract visitors from various regions. Based on the researcher's observations, the management of SARUGO Tourism Village has made various strategic efforts to increase the number of tourist visits. One such effort is organizing annual events that serve as unique attractions for visitors. Information about these activities is also communicated visually, such as through pictures or information boards placed at the village entrance gate. Furthermore, the management actively utilizes social media, especially Instagram, to provide up-to-date information regarding the activities and developments of the tourism village. This includes sharing profiles of the management team, event schedules, and available tourist attractions. In addition, services provided to tourists are responsive and prompt, creating a positive visiting experience and enhancing the tourism village's image in the public eye. At the entrance gate of the tourism village, there is an information center detailing the activities conducted and the cultural values held by the village. This aims to support the development of the tourism village and facilitate tourists in obtaining information easily.





**Figure 5.** Entrance Gate of SARUGO Tourism Village  
Source: Researchers (2025)

The research results show that promotional strategies are a crucial element in efforts to increase tourist visits to SARUGO Tourism Village. Promotion is carried out collaboratively by the management of the Tourism Awareness Group (POKDARWIS) along with local youth, through cross-sector cooperation with various stakeholders, including the Education and Culture Office Region 3 of West Sumatra. A prominent form of promotion is the organization of annual cultural events, such as Limpapeh Rumah Nan Gadang and the anniversary celebration of Sarugo Village, which feature traditional art performances and various competitions representing the richness of local culture.

In addition, the use of social media, especially Instagram, serves as an effective digital promotion tool, with regular posts showcasing activities, tourism information, and village attractions. Information is also provided visually at the village entrance area in the form of information boards to facilitate tourists in gaining an overview of village activities and cultural values. To broaden the reach of tourists, the management also establishes partnerships with travel agents. Overall, these strategies not only aim to increase the attractiveness and recognition of the tourism village but also strengthen the local cultural identity and encourage active community participation in community-based tourism management.

#### **4.2.2 Challenges Faced in the Management of the Tourism Village**

Saribu Gonjong Tourism Village (Sarugo), located in Limapuluh Kota Regency, West Sumatra, is one of the leading tourist destinations with great potential for developing tourism based on local culture and wisdom. However, the management of this tourism village still faces various challenges that require further attention from multiple parties. Among the obstacles are weak communication with various event stakeholders, suboptimal management of facilities and access in the event area, as well as inadequate crowd control and event flow management. These issues affect visitor satisfaction and hinder the improvement of the destination's image (Kallista & Ritonga, 2023). According to explanations from the tourism village management and the Tourism Awareness Group (POKDARWIS), one of the main challenges faced in managing Sarugo Tourism Village is limited transportation access to the location. The condition of road infrastructure is not yet optimal, especially during the rainy season or when visitor numbers increase, making it difficult for tourists to reach the village comfortably and safely.



To address this problem, the local community actively carries out mutual cooperation and self-help efforts to maintain the infrastructure and create a clean and comfortable village environment for visitors. Despite these limitations, Sarugo Tourism Village has demonstrated commendable achievements at both national and international levels. A notable accomplishment is receiving the ASEAN Tourism Award in the category of The 5th ASEAN Homestay Award, presented at the Persada Johor Convention Centre, Johor Bahru, Malaysia. This award serves as recognition of the community's dedication and contribution to creating authentic, friendly, and memorable tourism experiences. The main attractions of Sarugo Tourism Village lie in its unique traditional architecture, preservation of local cultural values, and the hospitality of its people. Visitors not only enjoy the scenery and local traditions but are also invited to participate directly in the daily life of the villagers, such as cooking together and staying in local homes. These activities also serve as alternative solutions to the limitations of culinary and accommodation facilities available in the village, thereby strengthening the concept of inclusive and sustainable community-based tourism.

Based on interviews and additional information obtained from the local community, there are still several challenges overshadowing the development of Sarugo Tourism Village, particularly in the management of handicraft products, which are one of the village's cultural identities. Until now, there has been no dedicated facility such as a gallery or souvenir center that specifically accommodates and markets the community's works in a broader and more structured manner. This condition hinders the local economic potential that could be developed through the creative economy sector. The village management, including the Tourism Awareness Group (POKDARWIS) and the Head of Jorong (sub-village), expressed hopes that the nagari government and regional government could provide more optimal support, especially in providing facilities and infrastructure to support the marketing of local products. The establishment of a handicraft gallery or souvenir center is expected to be a strategic solution, not only to increase the tourism village's attractiveness but also to encourage community economic growth through local product empowerment.

Although some assistance from the government is currently available, this support is considered limited and has not yet fully met the comprehensive development needs of the village. Therefore, synergy among the community, management, and government is crucial in creating sustainable, culture- and community-based tourism development. Based on direct observations conducted by the researcher in the field, one of the main challenges that requires serious attention in developing Sarugo Tourism Village is accessibility. The road infrastructure leading to the tourism village is still inadequate, marked by damaged roads in several locations and a lack of clear and informative traffic signs. This condition results in longer travel times because vehicles must drive slowly and carefully to avoid the risk of accidents or vehicle damage. In addition, another challenge affecting ease of access is the geographical location of the tourism village, which is relatively far from the city center. This causes tourists to undertake a fairly long journey both to and from the location. The long travel distance and suboptimal road access indirectly reduce visit interest, especially among tourists who have limited time or prioritize travel comfort as a key consideration.



**Figure 6.** Road Conditions in SARUGO Tourism Village  
Source: Researchers (2025)

Based on interview results and field observations, the management of Sarugo Tourism Village still faces several significant challenges, especially in terms of accessibility and local economic development. Transportation access to the village remains a major obstacle, with damaged roads and limited traffic signs making it difficult for tourists to reach the location, particularly during the rainy season or when visitor numbers increase. The village's geographical location, which is quite far from the city center, also lengthens travel time and affects visitor interest. To overcome these limitations, the community actively engages in self-help and mutual cooperation to maintain infrastructure and keep the environment clean. Additionally, another challenge lies in the suboptimal management of local handicraft products, which are part of the village's cultural identity. Until now, there has been no gallery or souvenir center to accommodate and market these products widely.

The village management and POKDARWIS hope for greater support from the nagari and regional governments in providing marketing facilities and physical infrastructure to support the development of the community's creative economy. Despite these challenges, Sarugo Tourism Village has achieved proud accomplishments, such as receiving the ASEAN Tourism Award in the Homestay category, which serves as proof of the village's contribution to offering culturally based tourism experiences that emphasize authenticity and direct tourist involvement in local community life. The unique traditional architecture, cultural preservation, and active community participation are key strengths in building an inclusive, sustainable tourism village focused on community empowerment.

### **4.3 Sustainable Management**

#### **4.3.1 Environmental Aspect**

However, to ensure that tourism development in this village is sustainable, an analysis of various aspects contributing to sustainability is necessary, including economic, social, and environmental factors (Ardiansyah et al., 2024). Sustainable

tourism is regulated under Law Number 10 of 2009 concerning Tourism. Article 4 of this law states that the goals of tourism include the preservation of nature, the environment, and resources, as well as the advancement of culture and strengthening of national identity. Based on interviews with the local community, it was found that there is an increasing collective awareness in managing natural resources and preserving the environment, which goes hand in hand with efforts to maintain local culture. The community not only shows appreciation for cultural heritage, such as traditional arts, customs, and inherited values, but also actively participates in cultural preservation activities. This participation is reflected in their enthusiasm for attending cultural events, supporting local art communities, and efforts to maintain the existence of the local language.

In addition to cultural aspects, awareness of the importance of environmental cleanliness is also increasing. The community has begun to understand that a clean environment is part of a good quality of life, so habits of littering are starting to be abandoned. The growing sense of ownership of the surrounding environment encourages residents to take greater responsibility for maintaining cleanliness and the village's sustainability. This behavioral change indicates a positive transformation in the community's mindset toward a more orderly, healthy, and culturally rich life. Another perspective obtained from the Tourism Awareness Group (Pokdarwis) shows that the presence of the tourism village brings various positive impacts to the local community. One of the most significant impacts is the increased collective awareness of the importance of environmental preservation, which is reflected in changes in community behavior, such as stopping littering habits. Furthermore, the emergence of a sense of ownership of the tourism village encourages active participation of residents in managing and developing the village's potential sustainably. Values of togetherness and mutual cooperation have also strengthened, becoming an important foundation for maintaining social cohesion within the community.

The existence of the tourism village has also sparked a revival of interest in customs that had previously declined, thereby making a tangible contribution to preserving local culture. Stakeholders, including the community and Pokdarwis, are actively involved in the process of mentoring the younger generation to ensure the continuity of village and cultural preservation. Such mentoring includes training in traditional dance arts and the development of local handicraft skills as part of efforts to empower and pass on cultural values to future generations. Based on field observations conducted by the researcher in the tourism village area, it was found that the level of community awareness regarding environmental cleanliness is quite high. This awareness is reflected in the provision of adequate waste disposal facilities, both at the entrance area and at several strategic points within the village. A clean and well-organized environment reflects the high level of community participation in maintaining the cleanliness and aesthetics of the tourism area.

In addition to environmental aspects, the application of local cultural values remains strongly embedded in the daily lives of the community and is actively integrated into the management of the tourism destination. This demonstrates a shared commitment to preserving cultural heritage as well as realizing a sustainable, environmentally friendly tourism village with a strong cultural identity.



**Figure 7.** Environment of SARUGO Tourism Village with a Multipurpose Wall  
Source: Researchers (2025)



**Figure 8.** Notice for Maintaining Environmental Cleanliness  
Source: Researchers (2025)

This study reveals that the presence of the tourism village has fostered a collective awareness among the community in managing natural resources, maintaining environmental cleanliness, and preserving local culture. The community not only demonstrates care for cleanliness by providing waste disposal facilities at various strategic points throughout the village but also actively participates in preserving traditional arts, customs, and the local language. The Tourism Awareness Group (Pokdarwis) further strengthens the spirit of mutual cooperation and community participation by nurturing the younger generation through training in traditional dance and crafts. The tourism village serves not only as a recreational space but also as a center for cultural and environmental education, shaping the community's mindset toward a more orderly, healthy, and culturally rich lifestyle. Overall, the findings indicate a positive transformation towards sustainable tourism village management based on local wisdom.

#### **4.3.2 Economic Aspect**

According to Sulysyadi et al. (2021), sustainable tourism development is an integrated and organized effort to improve the quality of life by managing the provision, development, utilization, and maintenance of natural and cultural resources in a sustainable manner. Based on information from the local community, the presence of



Saribu Gonjong Tourism Village has opened new economic opportunities for residents, especially through the provision of homestay services for tourists. However, the economic contribution from this sector has not yet reached its full potential, given the fluctuating number of visitors that tends to increase only during certain periods. This condition results in the underutilization and lack of sustainability of the homestay facilities.

According to the tourism village managers and the Tourism Awareness Group (Pokdarwis), besides homestay development, the community also has potential in developing micro-enterprises, particularly traditional handicrafts. Featured products such as niru weaving can be marketed to tourists, although marketing is still limited and mostly done through an ordering system. One of the main obstacles faced is the absence of a permanent gallery in the tourism village that can be used as a storage and exhibition space for these handicraft products. Moreover, daily community activities also become tourist attractions, especially through the development of agritourism. Visitors are invited to participate directly in farming activities in the village, gaining authentic and educational experiences. Initially, agritourism focused on orange cultivation, which is a symbol of Sarugo village. However, due to problems with the orange plants that have yet to be resolved, the focus shifted to cultivating young plants considered easier to develop.

To support tourism visits, Pokdarwis has designed various tour packages, but their implementation has not yet been optimal. This is caused by inconsistency in activity execution and an unstable number of tourist visits. Therefore, further efforts are needed to strengthen promotion, improve service quality, and tailor tourism programs to the preferences and needs of visitors, so that the economic benefits obtained by the community can increase evenly and sustainably. Based on the author's observations, Sarugo Tourism Village provides positive contributions to the local economy. Residents actively participate in various tourism activities, one of which is providing homestay services for visiting tourists. Visitors receive warm hospitality and service from arrival to departure. Additionally, the community plays a direct role in organizing tourism activities, including providing traditional food, participating in cultural events, and developing agritourism in the village. Although still in the early stages, the community has also begun to develop handicraft products as part of efforts to empower the creative economy in the tourism village area.



**Figure 9.** Local Houses Used as Homestays  
Source: Researchers (2025)



**Figure 10.** Local Community Handicrafts with Multifunctional Uses  
Source: Researchers (2025)

The research findings indicate that the presence of Saribu Gonjong Tourism Village has had a positive impact on the local community's economy, primarily through the provision of homestays and active participation of residents in various tourism activities. However, the economic contribution from this sector has not yet reached its full potential due to fluctuating and seasonally limited tourist arrivals. In addition to homestays, the community also has potential in developing micro-enterprises such as traditional handicrafts, although marketing is still limited and not supported by a permanent gallery. Agrotourism serves as an additional attraction, inviting tourists to directly experience farming activities. Initially, the focus was on orange cultivation but later shifted to young plants due to technical challenges. Pokdarwis has designed tourism packages as part of service development efforts, but implementation has been suboptimal due to inconsistencies in activities and unstable tourist numbers. Therefore, stronger strategies in promotion, service quality improvement, and program adjustments aligned with tourist needs are necessary to encourage more equitable and sustainable economic growth in the tourism village area.

#### **4.3.3 Social and Human Resources in Management**

According to the Ministry of Tourism and Creative Economy (Kemenparekraf, 2021), there are four key pillars developed to promote sustainable tourism: sustainable management (tourism business), long-term sustainable economy (socio-economic), sustainable culture that must always be developed and preserved, and environmental sustainability. Based on information from the management, Saribu Gonjong Tourism Village consistently receives support from various stakeholders through training programs aimed at strengthening the community's capacity in managing village tourism. These training sessions cover important areas such as entrepreneurship development, improving the quality of tourism services, and efforts to preserve local cultural heritage. One of the consistent empowerment efforts in Saribu Gonjong Tourism Village is the engagement of the younger generation through arts and traditional cultural preservation activities. This is realized through regular training sessions held every Saturday night at the local art studio, with participants ranging from elementary to high school students. This initiative aims to instill local cultural values from an early age while encouraging active involvement of youth in safeguarding the region's cultural heritage.

In line with these training programs, the village tourism management hopes that future training will be more focused on core tourism aspects, particularly those related to recreation and local attractions that serve as the village's main draws. Thus, the training

provided is expected to improve service quality, enrich visitor experiences, and strengthen Saribu Gonjong Tourism Village's position as a leading tourist destination. Based on the author's observations, efforts to train and develop human resources (HR) in Saribu Gonjong Tourism Village have shown progress, reflected in the growing community awareness in welcoming and guiding tourists. Visitors are warmly received and given sufficient information about the various tourism activities offered by the village. However, the capacity-building process still faces challenges, especially in terms of equitable community involvement. Currently, tourist services are concentrated among certain community groups, while others remain less active. Therefore, more systematic and comprehensive training is needed to broaden collective community participation in supporting improved tourism service quality and ensuring the destination's sustainability.



**Figure 11.** Friendly Local Community Welcoming Tourists  
Source: Researchers (2025)

The management of Saribu Gonjong Tourism Village demonstrates active initiatives to enhance community capacity through various forms of training facilitated by several parties. These trainings include the development of local businesses, improvement of tourism service quality, and efforts to preserve culture. One of the consistently implemented forms of empowerment is the involvement of youth through arts activities and training held at the cultural studio every Saturday night. This activity involves participants from elementary to secondary education levels, aiming to instill a love for cultural heritage from an early age. Although progress has been seen in the community's readiness to welcome and provide information to tourists, the implementation of training is still limited to certain groups. To encourage broader and more equitable participation, there is a need to strengthen training programs more comprehensively, especially focusing on the development of attractions and recreational tourism activities. This step is important to improve service quality, enrich tourist experiences, and reinforce Saribu Gonjong Tourism Village's position as a leading cultural-based tourism destination.



## 5. CONCLUSION

The research findings indicate that collaborative promotion is key to increasing tourist visits to Sarugo Tourism Village. Promotion is carried out through annual cultural events, the use of social media such as Instagram, informational boards at the village entrance, and partnerships with travel agencies. These strategies not only enhance the village's appeal and visibility but also strengthen local cultural identity, encourage the preservation of traditional values, and reinforce active community participation in the sustainable management of community-based tourism. This study also highlights the need for collaboration among stakeholders, such as through the pentahelix concept a cross-sector collaboration model that illustrates the dynamic and complex relationships between government, businesses, academia, communities, and social entrepreneurs (Calzada, 2016; Hansson et al., 2014). Sarugo Tourism Village still faces challenges in accessibility and local economic development, such as poor road conditions and underdeveloped marketing of local handicrafts. The community addresses these limitations through self-help and mutual cooperation, but government support is still needed to provide marketing facilities. Despite these challenges, the village has earned recognition through the ASEAN Tourism Award for its unique culture, traditional architecture, and active community participation in building an inclusive and sustainable tourism village.

In terms of environmental sustainability, the presence of the tourism village has encouraged greater collective awareness among the community in maintaining the environment, preserving cultural heritage, and nurturing younger generations. The role of the Tourism Awareness Group (Pokdarwis) reinforces community cooperation through arts and crafts training. The village serves as a center for cultural and environmental education, reflecting a positive transformation toward sustainable, locally based tourism management. From the economic aspect, the research indicates that Saribu Gonjong Tourism Village has had a positive impact on the local economy, primarily through homestay accommodations and active community involvement in tourism activities. However, economic contributions remain suboptimal due to fluctuating and seasonal tourist visits. In addition to homestays, there is potential for developing micro-enterprises such as traditional crafts, although their marketing remains limited without a permanent gallery. Agrotourism adds value by offering hands-on farming experiences initially focused on citrus cultivation but later shifted to young plants due to technical challenges. Pokdarwis has developed tourism packages to improve services, but implementation remains inconsistent due to unstable visitor numbers. Therefore, stronger promotion strategies, improved service quality, and program adjustments aligned with tourist needs are required to support more equitable and sustainable economic growth in the tourism village, "Similar statements were also conveyed by Hulu (2018) in his research, where the local community, especially the managers of the tourist well as good interactions with visitors in sustaining the Blue Lagoon tourism village". In the social and human resource aspect, Saribu Gonjong Tourism Village management demonstrates active efforts in community capacity building through training in local businesses, tourism services, and cultural preservation. Youth empowerment is carried out regularly through cultural workshops. Although there has been progress, training remains limited and needs to be expanded to support the development of attractions and service quality, reinforcing the village's position as a leading cultural tourism destination, this is also supported by the study of Kusumawardhani et al. (2024), which states that tourism should generate positive impacts for the well-being of local communities at a destination, with the aim of alleviating poverty.

Based on the research findings, it is recommended that the management of Saribu Gonjong Tourism Village strengthen promotional strategies through digital media and collaboration with travel agencies, as well as improve infrastructure quality and accessibility. The establishment of a permanent gallery is also necessary to support the marketing of local handicrafts, along with expanding community training programs to enhance services and tourism attractions, including more structured agrotourism development. For future researchers, it is suggested to explore tourist satisfaction levels, the long-term impact of tourism villages, the effectiveness of digital promotion, and conduct comparative studies with other tourism villages. Additionally, it is important to examine the role of youth in driving innovation and the development of community-based tourism.

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