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Call for Papers

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Journal of Environmental Management and Tourism

Journal of Environmental Management and Tourism is an open access, peer-reviewed interdisciplinary research journal, aimed to publish articles and original research papers that contribute to the development of both experimental and theoretical nature in the field of Environmental Management and Tourism Sciences. The Journal publishes original research and seeks to cover a wide range of topics regarding environmental management and engineering, environmental management and health, environmental chemistry, environmental protection technologies (water, air, soil), pollution reduction at source and waste minimization, energy and environment, modelling, simulation and optimization for environmental protection; environmental biotechnology, environmental education and sustainable development, environmental strategies and policies.

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Community Empowerment in Tourism Village Areas: Efforts to Maintain the Sustainability of Tourism Activities

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Abstract: The research aims to provide input for the sustainability of tourism activities in the village through community empowerment programs. The research was performed at the Belangian village, South Kalimantan Indonesia with samples consisted of 127 people. The analysis in this research is a PCA factor analysis. The result shows that the first factor influencing community empowerment is physical capital and social capital, with correlation values of 0.892 and 0.749, respectively. The second factor is human capital and empowerment capabilities, with correlation values of 0.699 and 0.748. Communities are enthusiastic about implementing various empowerment programs, so tourism activities in this area can be sustainable.

Keywords: tourist village; community empowerment; sustainable tourism; Belangian.

JEL Classification: Q01; Z32; R11.

Introduction

Tourism has become essential in developed and developing countries (Amiruddin *et al.* 2022). In Indonesia, for instance, the tourism industry is the primary source of foreign exchange. (Antara and Sumarniasih 2017). However, following the COVID-19 pandemic, the tourism industry in Indonesia experienced a decline. Now, the

government is attempting to revitalize Indonesia's tourism sector (Atmojo and Fridayani 2021). Efforts to revive the tourism industry are supported by the National Economic Recovery Program (Sundari 2022). Tourism and the creative economy are facilitated through a range of initiatives, specifically centered around promoting a sense of pride in traveling inside Indonesia, fostering pride in locally produced goods, and implementing the Indonesia Care/I Do Care program within the hotel and tourism industry (Parlindungan and Manurung, 2023; Rosyadi *et al.* 2022). In line with these efforts, the government is also implementing tourism development by developing villages to increase economic growth (Hajar, 2019; Utami *et al.* 2019). Empowering village communities is important in this case.

1. Literature Review

Community empowerment is an economic development concept that summarizes social values (Hikmawati, 2022; Sarjiyanto *et al.* 2022). Two essential meanings are power and weak groups (Yahya *et al.* 2018). An activity that emphasizes community participation and involvement in every stage of empowerment (Gutierrez, 2023; Habib, 2021). Community empowerment also involves awareness, capacity building, and empowerment (Achmad *et al.* 2023; Rubin *et al.* 2016). Several activities in community empowerment include: first, capital assistance; second, business infrastructure development assistance; third, mentoring assistance; and fourth, institutional assistance (Rafandi and Susanty, 2023). One form of community empowerment is involving and strengthening the community's ability to manage tourism programs through local community work groups known as tourism awareness groups (Muhaimin and Abbas, 2022; Normelani *et al.* 2022). The community empowerment process can be carried out through the development of tourist villages (Arida *et al.* 2019; Parantika *et al.* 2020; Sutawa, 2012).

Tourist villages offer various rural potentials developed as tourism products (Arismayanti *et al.* 2019; Juliana *et al.* 2021). There are 4A elements that must be considered, namely attraction, accessibility, amenity, and ancillary, in order to attract tourists to visit the village (Adnyana *et al.* 2022; Aling and Semadi, 2023; Narawati *et al.* 2021). The goals of tourist villages include increasing community empowerment rural development (Hermawan and Suryono, 2023; Lubis *et al.* 2020; Sulaiman *et al.* 2019). Increasing public awareness of tourism activities (Ghobadi and Verdian, 2016; Hidayatullah *et al.* 2018). Increasing community welfare in tourism activities (Basalamah and Mawardi, 2022; Ghobadi and Verdian, 2016; Hidayatullah *et al.* 2018). The tourist village functions as a place for the is channel inspiration related to tourism activities (Kontogeorgopoulos *et al.* 2015; Richards, 2020). A place for natural and cultural preservation (Irfan and Suryani, 2017; Nugroho *et al.* 2018). and a place where the community participates in tourism activities (Gao and Wu, 2017; Hakim *et al.* 2018).

The success of developing a tourist village cannot be separated from the role of tourism awareness groups (pokdarwis) and the community as the spearheads of tourism activities in rural areas (Moch *et al.* 2021; Setyaningrum *et al.* 2022). The Pokdarwis program aims to make local communities aware of tourism activities (Arisanty *et al.* 2019). This group functions as a motivator, activator, and communicator in the tourism sector, which seeks to develop society by realizing sapta charms through various tourism object development programs (Despica and Zuriyani, 2022; Eky *et al.* 2022; Gani *et al.* 2023; Wahyuni *et al.* 2023). Pokdarwis consists of the person in charge, chairman, secretary, treasurer, and members, all of whom are residents of the tourist village (Sasongko *et al.* 2019; Wardani *et al.* 2023).

Belangian Village has been designated as a tourist village since 2019. This village has become an important icon for the Meratus Mountains Region in South Kalimantan Province, Indonesia. This village has been designated as a tourist village because of the natural and cultural beauty of this area. The beauty of the mountain peaks and mountain valleys makes this area a place visited by tourists who are interested in climbing. Apart from that, the presence of dance, traditional food, and crafts makes this village a very attractive cultural tourism destination (Normelani *et al.* 2023). Tourism management in this area is managed by the community, which is made up of members of the tourism awareness group. Despite this, it turns out that this tourist village has not been able to develop well. The number of tourist visits is still limited. The community groups involved have not been able to manage the tourist area well. Through community empowerment in tourism activities, it is hoped that tourism activities can run well and can increase the community's ability to manage this tourist area. The aim of this research is to analyze the factors that play a role in community empowerment and the role of the community in the sustainability of tourism activities in Belangian Village.

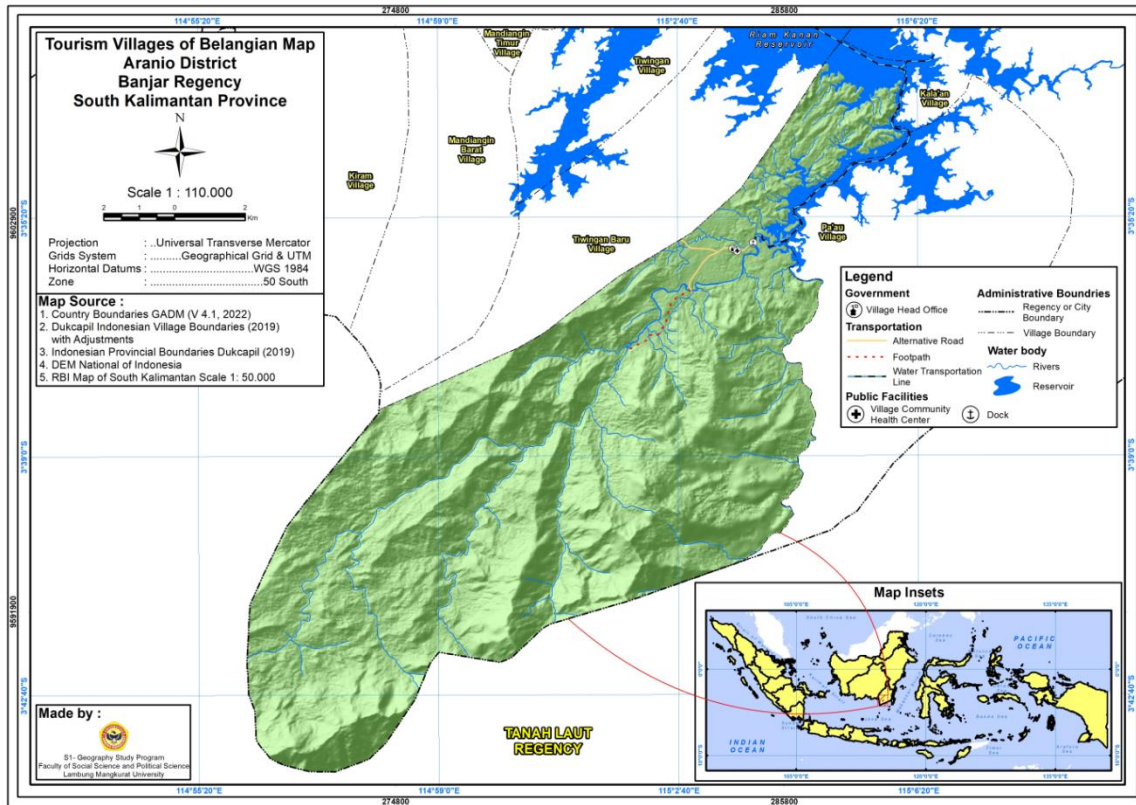
2. Methods

The research was carried out in Belangian Village, Banjar Regency, Indonesia. The research location is shown in Figure 1. The respondents for this research were 127 people in the Belangian tourist village. The variables

identified are physical capital, human resource capital, social capital, and the ability of empowerment actors. The number of questions is 27 with an answer scale of 1-4 (strongly disagree or strongly agree) (Table 1).

Furthermore, a series of interviews were conducted with key stakeholders including the village chief, the chairman of the tourism promotion organization, and local officials involved in various tourist-related endeavors inside the village.

Figure 1. Location of Belangian Village



The principal component analysis (PCA) is used to identify the most influential factors in empowering the community to maintain the sustainability of tourism activities in the area. With PCA, large data with many variables and observations are reduced before analysis (Kherif and Latypova, 2020). This analysis was carried out using SPSS 22.

3. Result and Discussion

3.1 Physical Capital in the Belangian Village Tourism Area

The infrastructure in this tourist village includes a village office, meeting place, pier, accommodation, which is managed by the community in the form of residential houses for rent, and two-wheeled vehicle rentals to get to the peaks and valleys of the hills. The accommodation provided by the community includes meals, tour guides, and delivery from the residents' homes to the hilltops and valleys using motorbikes (Figure 2). All infrastructure facilities are provided and managed by the community in the tourist village.

In the Belangian tourist village, there is a village pier with a route from the Riam Kanan pier to the village pier. The travel time from the Riam Kanan pier to the village pier is around 2 hours along the Riam Kanan reservoir. There is no road access available to get to this tourist village. Access to this village is only via water. To get to this tourist village, tourists can use a boat or motorized boat with a boat rental fee of around 400 thousand rupiah per boat. The boat must be rented at the Riam Kanan pier because there is no regular transportation to the tourist village. The limited availability of access to these tourist areas means that tourists who come are not usually optimal because access is difficult to get to tourist village locations. In this tourist village, there is also a meeting place in the form of a hall for community events, such as village meetings, youth organization meetings, and tourism awareness group meetings. The function of the hall is also to serve as a place for training in tourism

village community empowerment programs. Toilets are found in people's homes and in village halls. There are no special toilets provided for visitors who come to the location.

Table 1. Variabels, indicators and list of questions

Variables	Indicators	Questions	
Physical assets	Transportation facilities and infrastructure	The availability of transportation facilities and infrastructure is crucial for accessing tourism destinations.	
	Availability of parking/dock	The availability of sufficient parking and dock facilities is essential at tourist destinations.	
	Availability of toilets and clean water		The availability of restroom facilities is essential at tourist destinations.
			The supply of clean water is crucial in tourism destinations.
	Health facilities and infrastructure		Health infrastructure at tourist locations
			Health facilities include the availability of medicines and health workers
	Availability of restaurants	Availability of restaurants at tourist locations	
Availability of accommodation	Availability of accommodation at tourist locations		
Human capital	Availability of human resources	Availability of human resources in managing tourist locations	
		Human resources from tourism awareness groups (Pokdarwis), the general public and local government	
		Skills in guiding tours and managing tourist locations for tourism sustainability	
	Ability to build interactions	Ability to interact and coordinate between stakeholders in managing tourism for tourism sustainability	
Social capital	Public trust	Mutual trust between community groups in managing tourism for sustainable tourism	
	Norms in society	Rules and norms that apply to managing tourist areas for sustainable tourism	
	Involvement in social organizations	Community involvement in tourism awareness groups as a driver for tourism sustainability	
		The importance of institutions both formed by the community and local government for sustainable tourism	
The ability of empowerment actors	Knowledge	Community knowledge of the characteristics of tourist locations in managing sustainable tourism	
	Attitude	Community concern for the progress of tourist areas for sustainable tourism	
	Skill	Skills in managing tourist areas for sustainable tourism	

Health infrastructure is available at village health centers, with health workers not staying in the village only on certain days. The community carries out regular outreach on nutritional and health needs every month, supported by a community-based drinking water and sanitation program (pamsimas). These health facilities can be used by tourists when they become sick during tourism activities. At the tourist village location, there are still no restaurants available. Travelers' food and drink needs as well as accommodation. When tourists have booked accommodation, they will get eating and drinking facilities. These facilities are managed by the tourist village community. At tourist locations, there are kiosks selling various packaged foods and drinks that can be used by tourists. At tourist locations, adequate clean water is also available for drinking purposes. Access to drinking water can be accessed by the community through pansimas activities, so it is very supportive of tourism activities.

Figure 2. Gate of Belangian tourism village and residents' houses used as accommodation.



According to (Liu and Wu, 2019), the completeness of physical capital in tourism development is very important to improve services for visiting tourists. In line with the opinion of (Singgalen *et al.* 2019) that tourism development will create added value in all aspects of tourism, starting from infrastructure and tourist attraction objects, The development of tourist infrastructure aims to create tourist satisfaction in enjoying their vacation time. Not only that, but other programs such as increasing the competitiveness of tourism products are very necessary to encourage strengthening the structure of the tourism industry (Dwyer, 2022). Infrastructure innovation is the most important way for an organization to create value for visitors and achieve a competitive advantage. The product innovation process will have a direct impact on the success of an organization, as shown by increasing revenue and profits (Su *et al.* 2019).

3.2 Human Resource Capital in the Belangian Village Area

The population in this village is 352 people, with 167 male residents and 185 female residents. The number of families is 110. The education of the people in Belangian village is dominated by 50 people who have completed elementary school or equivalent, 45 people have completed junior high school, 50 people have graduated from high school, 20 people have a D3 degree, and 8 people have a bachelor's degree. On average, the population in this village has elementary-high school education; although there are some who have higher education, there are still many who have low education. Pokdarwis members come from village communities, dominated by the young age group. Pokdarwis consists of a chairman, secretary, person in charge of security, cleanliness and beauty, tourist attractions, community relations, and business development. Pokdarwis have participated in training activities including sapta charm training, tourism awareness, music and dance, and sasirangan handicrafts. The community is very enthusiastic about participating in empowerment activities, but empowerment activities are still limited due to the village location and limited access.

The young age group has high enthusiasm for engaging in tourism activities. Children aged 7–10 really master the dances created by the Banjar tribe to welcome guests. The children even performed their dances outside the tourist area. Village youth play an active role as tourism guides, providing music and pencak silat. Apart from the young age group, other community groups also have an equally important role in tourism activities. The people realize that their village is a tourist village, so they serve tourists very well.

Coordination between community groups is very good; they already know what they will do when guests arrive. They already know their respective duties when tourists come. The village head, pokdarwis, and community have been very good and responsive. There is no need for repeated coordination because this village is often visited by tourists.

The skills of the people at this tourist location are not only in managing the tourist area, but they also have the ability to make tourism products that can be sold directly. They make and sell sasirangan cloth using natural dyes from ironwood powder, plant roots, and leaves, so the selling price of batik is around 400–500 thousand pesos per piece of cloth. This price is far above the price of Sasirangan batik sold elsewhere, which uses artificial dyes, because the quality of the Sasirangan batik cloth produced is of high quality.

This high tourism awareness is apparently not accompanied by sustainable programs. For example, when there is sasirangan training and dyeing sasirangan cloth, it is only limited to that program and for a limited time. This program was then not continued with other programs, for example, good packaging and good marketing. Sasirangan batik cloth, which has high quality, is not accompanied by a good packaging and marketing process,

which can cause limitations in marketing their products and is only sold in tourist areas. The community wants continuity in training activities, not just occasional programs. However, the people's wishes still cannot be realized due to budget constraints and limited accessibility to the tourist village.

Tourism as an industry is very dependent on human existence. The realization of tourism is an interaction between humans who travel who act as consumers, namely the parties who travel/tourists, and humans as producers, namely the parties who offer tourism products and services. So, one of the human aspects acts as a driving force for the continuity of the tourism industry in a country (Haldorai *et al.* 2022).

The existence of human resources plays an important role in tourism development. In tourism, human resources include tourists or workers (employment). This is in line with the opinion of (Hermawati *et al.* 2020) that human resources are an important aspect of tourism because tourism requires intervention from human resources so that it can develop and increase tourist visits.

The role of HR as workers can be in the form of HR in government institutions, HR who act as entrepreneurs (entrepreneurs) who play a role in determining the satisfaction and quality of workers, experts and professionals who play a role in observing, controlling, and improving the quality of tourism, and what is no less important is the community around tourist areas, which are not included in the above categories but also determine the comfort and satisfaction of tourists who visit the area.

Tourism as an industry is very dependent on human existence. The realization of tourism is an interaction between humans who travel who act as consumers, namely the parties who travel/tourists, and humans as producers, namely the parties who offer tourism products and services. So, one of the human aspects acts as a driving force for the continuity of the tourism industry in a country (Haldorai *et al.* 2022).

So that the role of human resources can help optimize tourism development, good management and regulation must be carried out regarding the factors that influence the quality of the role of human resources in tourism. Training can improve HR's ability to understand practitioner knowledge, which aims to improve skills, abilities, and attitudes toward achieving the goals required in the organization.

3.3 Social Capital in the Belangian Village Tourism Area

In this tourist area, no crime has ever occurred, and the relationship between the younger generation and the older generation is very harmonious. There are never any disputes between village administrators and the community. The village head has a very good role, both as a village leader and as a coordinator of tourism activities. When the village head gives instructions, the community will immediately carry them out according to the village head's instructions. The existence of trust in the community causes the community to look after this tourist area well. There are many taboos that apply in the village, and polite behavior must be implemented by the community and tourists who come to visit. These conditions cause this tourist area to develop well and provide a sense of security and comfort to tourists.

The community is very actively involved in the Pokdarwis Kahungraya organization, so that when there is a visit, the village community is ready to serve the visitors who come. The community is actively involved in village meetings when there are village activities; for example, there is mutual cooperation, welcoming guests, attractions, and food offerings in the village. Pokdarwis was formed by the Banjar district tourism office, and the person in charge is the village head. This is in line with studies conducted by (Zhang *et al.* 2021), which state that the formation of social capital does not stand alone but is a process related to the support of traditions, community norms, and the spirit of togetherness, which run in the same direction as the dynamics of the socio-economic supporting components. other. Social capital promises individuals in a community the ability to mobilize support for tourism development, solve collaborative challenges, and attract tourists (Musavengane and Kloppers, 2020). Strengthening social capital will provide and increase community motivation and skills, as well as the ability to capture and develop tourism development opportunities (Zhang *et al.* 2021). Furthermore, (García-Villaverde *et al.* 2021) explain social capital, which consists of trust between communities, networks, and norms, which they believe can improve coordination in society.

Optimized social capital can increase community participation. Increasing village community participation can facilitate the planning, implementation, and evaluation of various village development programs, including tourism development programs in villages, for the development of local tourist villages. The tourism village development that has been carried out needs to be evaluated so that it continues to develop sustainably. This evaluation is carried out by measuring the performance of the tourist village, namely the level of success over a certain time period. The results of good performance in tourist villages that have been developed will have an impact on improving the welfare of the community. This will increase people's motivation to continue to increase their social capital.

Community empowerment capabilities in tourism activities in the Belangian Village area. The community really understands the characteristics, physical potential, and social culture of this tourist village. They know the tourist area very well, so their ability to become tour guides is very good. The community is also very enthusiastic about tourism activities; when tourists visit, they will be well served. The existence of coordination from the village head means that tourism activities are well coordinated. These community groups already know their respective duties. The weakness of tourism activities in this village is the lack of creativity in tourism activities. People also tend to wait for tourism-area empowerment programs from the local government.

There is a lot of potential that has not been managed optimally by the community due to the limited capabilities, funds, and creativity possessed by the community, so the community does not take the initiative to create its own empowerment program or bring in experts to train tourism actors. For example, they know that their traditional food has a very good taste, but they are not creative in making the food have a high selling value. Apart from that, Sasirangan cloth and craft products have not been optimized in packaging and marketing. This causes limitations in the income earned by the community.

The involvement of the community in tourism development and management is an important factor because they better understand the conditions of their region. (Dai *et al.* 2021) explains tourism-based community empowerment for tourism, which provides opportunities for local communities to control and be involved in tourism management and development. According to (García-Villaverde *et al.* 2021), community empowerment consists of three stages: the stage of awareness and formation of behavior towards conscious and caring behavior so that one feels the need to increase one's own capacity; the stage of transformation of abilities in the form of knowledge insight and skill proficiency; and the stage of increasing intellectual abilities and skills so that they are formed. initiative and innovative ability to lead to independence.

The form of community empowerment at the implementation stage is realized in the form of community involvement in providing various supporting facilities that can meet the needs of tourists while at the tourist destination in the form of tourist attractions, stalls that provide food, drinks, and souvenirs, homestays, and the use of workers from the local community. Active participation of local communities in tourism planning and management is important in building sustainable tourism, and in this case, the empowerment of local communities is at the top of the level of participation that ensures better implementation in realizing sustainable tourism in the destination area (Joo *et al.* 2019).

3.4 Community Empowerment in the Belangian Tourism Village for the Sustainability of Tourism Activities

Calculation of the factors that most influence community empowerment using the Principal Component Analysis (PCA) method. Factors that influence community empowerment are physical capital, human resource capital, social capital, and empowerment capabilities. All variables have a correlation value > 0.5, so all assets can be included in the calculation (Table 2).

Table 2. Communalities

	Initial	Extraction
PC	1.000	0.796
HC	1.000	0.688
SC	1.000	0.567
EA	1.000	0.765

Extraction Method: Principal Component Analysis

Table 3. Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.760	44.010	44.010	1.760	44.010	44.010
2	1.056	26.407	70.417	1.056	26.407	70.417
3	.811	20.275	90.692			
4	.372	9.308	100.000			

Extraction Method: Principal Component Analysis.

Table 4 describes the variables that influence community empowerment in tourist village areas to maintain the sustainability of tourist areas. Factors that influence the first group are physical capital and social capital, with correlation values of 0.892 and 0.749. The second factor that influences community empowerment is human

capital and empowerment capabilities, with correlation values of 0.699 and 0.748. Physical assets have a huge influence on the process of community empowerment. The existence of facilities and infrastructure influences the sustainability of this tourism activity and the sustainability of empowerment programs that have been implemented by the regional government. The difficulty of access to this tourist village can cause community empowerment for sustainable tourism to be low, even though the community's desire to participate in tourism activities is very high.

Table 4. Component Matrixa

	Component	
	1	2
PC	.892	.036
HC	.447	.699
SC	.749	-.078
EA	.452	.748

Extraction Method: Principal Component Analysis.

2 components extracted.

The realization of sustainable tourism through empowering local communities is one development implementation that can use the Cittaslow concept. This is supported by the Cittaslow concept, which focuses on community empowerment and community participation in improving the quality of life and preserving the environment. The application of Cittaslow philosophy, namely creating community involvement in tourism planning, is very important to be carried out in order to build understanding between the government and the community in managing local resources. This approach not only requires managing local resources effectively but is also expected to create value and empower communities to carry out tourism activities well.

Community-based tourism leads local businesses to plan, develop, and manage the tourism potential in their area. This community effort will then increase community interest in tourism and the management of potential natural resources around them. By managing resources in local communities, this will lead to the formation of sustainable communities. In this way, local communities can participate effectively and play a role in the decision-making process. The community can also interact with other parties, such as the government, the private sector, NGOs, and immigrants. The community is the most important factor in the tourism development process in a region because it acts as a promotional agent that aims to build interaction and participation in decision-making and resource management.

Conclusion

Based on the research findings, it can be concluded that the variables that influence community empowerment in tourist village areas in maintaining the sustainability of tourist areas are two factors, namely: The first factor is physical capital and social capital, with correlation values of 0.892 and 0.749. The second factor that influences community empowerment is human capital and empowerment capabilities, with correlation values of 0.699 and 0.748. The process of community empowerment and involvement can be a driving force in implementing sustainable tourism in Belangian Village because it can increase community enthusiasm for introducing cultural knowledge and experiences to visitors. Apart from that, effective collaboration between the government, local communities, and other stakeholders can increase opportunities to realize sustainable tourism in Belangian Village.

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Credit Authorship Contribution Statement

All authors have contributed equally.

Declaration of Competing Interest

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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