

# Application of The Tourist Village Concept In The Effort To Develop Rural Areas In Aceh Tenggara District

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## *Abstract.*

*Developing rural areas based on local potential is a crucial strategy for promoting equitable development and improving community welfare. The concept of tourism villages offers an alternative approach that integrates cultural values, natural resources, and active community participation in managing local tourism potential. This study aims to analyze the application of the tourism village concept in rural area development efforts. Using a qualitative descriptive approach, this study combines SWOT analysis and the Analytical Hierarchy Process (AHP) method to formulate an effective tourism village management strategy. The results show that the success of tourism village implementation is strongly influenced by synergy between stakeholders, the involvement of local communities as key actors, and the preservation of regional natural and cultural potential. The concept of Community-Based Tourism (CBT) is the main foundation for building sustainable tourism that encourages socio-economic transformation while maintaining the integrity of the local environment and culture. The implementation of tourism villages has proven to have great potential as a driver of inclusive and sustainable rural development.*

**Keywords:** *Tourism Villages; Rural Development; Community-Based Tourism And Community Empowerment.*

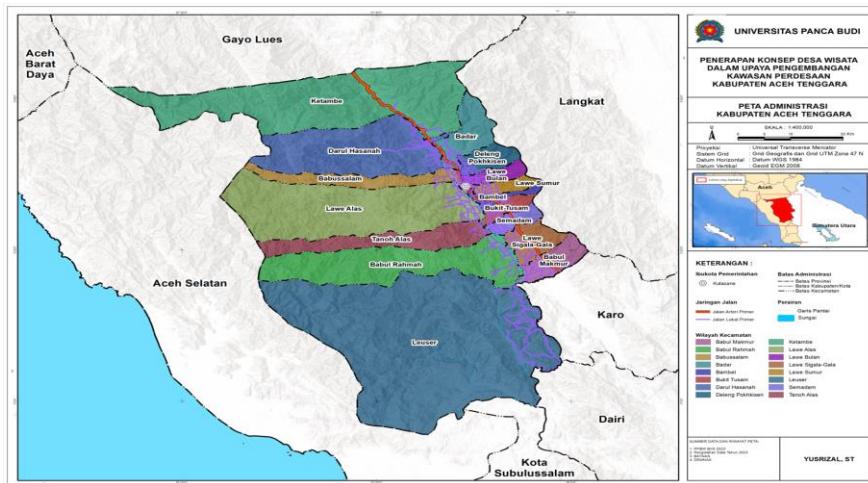
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## I. INTRODUCTION

Village-based tourism has become a strategic approach to developing outlying areas and improving the well-being of local communities. The concept of tourist villages serves not only as recreational destinations but also as an instrument for community economic empowerment through participatory and sustainable management of local potential. In this context, active community involvement in the planning and management of tourist villages is key to the success of sustainable development.

The development of tourism villages is an increasingly reliable strategy for regional development based on local wisdom, particularly in rural areas rich in natural and cultural potential. Tourism villages serve not only as recreational destinations but also as instruments for community economic empowerment through participatory and sustainable management of local potential (Nuraini, 2017). In the context of inclusive village development, a participatory approach is key to ensuring that communities are not merely objects of development but also key actors in the planning and management of their regions (Nuraini, 2019).

Villages with rich natural landscapes such as mountains, rivers, and agricultural lands are highly attractive when managed with a contextual tourism planning approach. However, the success of a tourism village is not solely determined by its natural beauty, but rather by the active involvement of the community in designing programs, determining development directions, and collectively managing the destination (Nuraini, Azizah, & Muhammadi, 2024). Therefore, tourism village planning must accommodate local needs, utilize existing ecological potential, and strengthen local socio-cultural values.

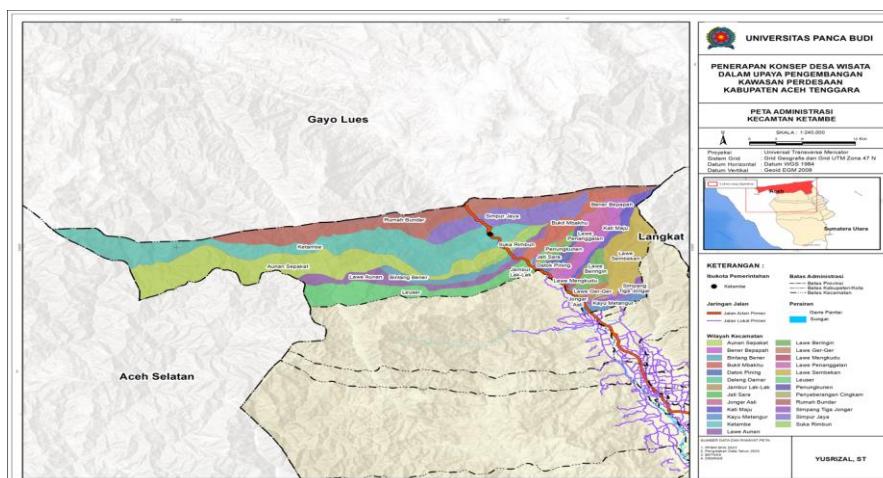


**Fig 1.** Administrative Map of Southeast Aceh Regency

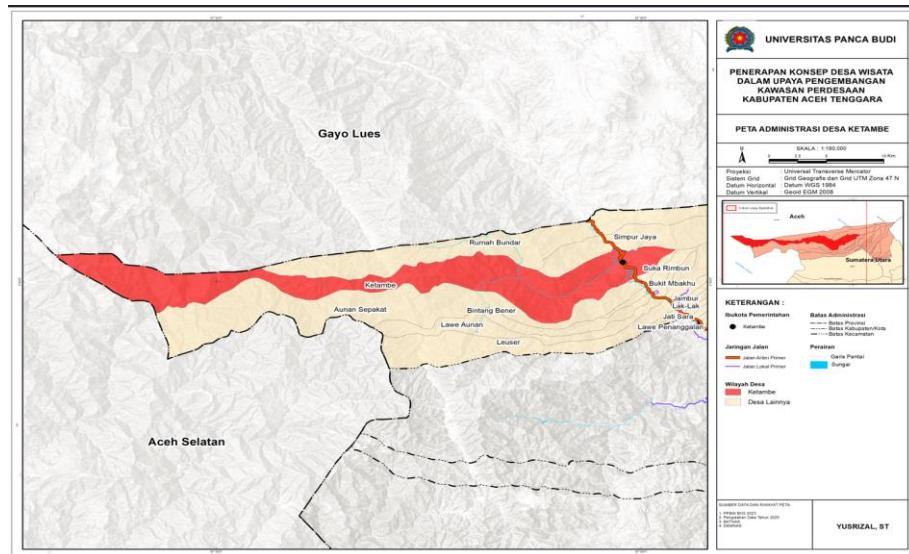
Previous studies have shown that tourism villages designed with local resource-based spatial planning principles and community participation are more likely to be economically and ecologically sustainable in the long term (Nuraini, 2024a). This is supported by the existence of collaboration between internal actors (communities, traditional leaders, local business actors) and external actors (government, academics, NGOs), which complement each other in creating adaptive destination governance.

Furthermore, a bottom-up approach to tourism village planning can enhance residents' sense of ownership of the tourism area, which in turn strengthens the protection system for local nature and cultural heritage (Nuraini, 2024b). In this context, participation extends beyond formal deliberations to include involvement in potential mapping, planning, and evaluation of tourism activities. Recent research also confirms that the integration of natural attractions and social participation provides a solid foundation for designing a sustainable tourism village planning model (Nuraini, Milanie, Novalinda, & Andiyan, 2024). Therefore, this study aims to formulate a tourism village planning concept that is truly based on the ecological and social strengths of the local community, while considering local dynamics and opportunities for sustainable regional development.

Southeast Aceh Regency, located in the Leuser Mountains, holds significant potential for development as a nature-based tourism village. Three villages—Ketambe, Lawe Beringin Gayo, and Barung Datuk Saudane—exemplify areas with unique ecological attractions, including tropical rainforests, rivers suitable for whitewater rafting, and rich biodiversity. However, this potential has not been fully managed systematically, and planning for tourism village development in the region remains sectoral and does not fully integrate local potential.



**Fig 2.** Administrative Map of Ketambe District



**Fig 3.** Administrative Map of Ketambe Village

Ketambe Village, for example, is known as the official gateway to Gunung Leuser National Park and boasts extraordinary biodiversity, including a population of Sumatran orangutans. The local community has demonstrated a high level of environmental awareness, reflected in their attitude toward wildlife entering their gardens. However, while tourism growth in Ketambe has shown positive impacts, sustainability challenges remain, particularly in terms of environmental preservation and local wisdom. Meanwhile, Lawe Beringin Gayo and Barung Datuk Saudane villages also possess natural and cultural potential that could be developed as tourist attractions. However, the development of tourism villages in these two villages still faces various challenges, including limited infrastructure, lack of promotion, and minimal community participation in tourism planning and management.

Therefore, a tourism village planning concept is needed that integrates natural potential and community participation holistically and contextually. This concept is expected to become a model for sustainable tourism village development based on local strengths.

### Problem Formulation

Developing tourism villages based on local potential and community participation has become an increasingly relevant approach in the context of rural area planning. However, in practice, various obstacles still frequently arise, such as low community involvement in the planning process, suboptimal sustainable utilization of natural resources, and weak synergy between local and external actors in tourism area management. Furthermore, the limited availability of planning models that systematically integrate ecological values with a socio-participatory approach presents a significant obstacle to the development of sustainable tourism villages.

Based on the background above, the problem formulation in this research is:

1. What is the form and level of community participation in the tourism village planning process in Ketambe, Lawe Beringin Gayo, and Barung Datuk Saudane Villages?
2. How can the characteristics of natural potential in each village be integrated in the development of tourist villages?
3. How to formulate a tourism village planning concept that combines ecological potential and community participation in an integrated and contextual manner in Southeast Aceh Regency?

### Research purposes

This research aims to:

1. Analyzing the patterns and forms of community participation in tourism village planning in three case study villages.

2. Identifying ecological potential and natural resources relevant for tourism development in Ketambe Village, Lawe Beringin Gayo, and Barung Datuk Saudane.
3. Formulate a tourism village planning concept based on community participation and natural potential in an integrated manner and in accordance with the local character of Southeast Aceh.

## II. RESEARCH METHOD

### 1. Research Approach and Type

This research uses a qualitative-descriptive approach with an exploratory case study strategy. This approach is used to explore in-depth how tourism village planning can be designed by integrating community participation and natural potential contextually in rural areas. Case studies allow for a comprehensive understanding of local dynamics within complex social and ecological environments (Yin, 2018).

This study also adopted mixed-methods in the analysis stage by combining qualitative SWOT analysis and quantitative Analytical Hierarchy Process (AHP) methods to support the process of formulating a comprehensive planning concept (Saaty, 2008; Rahmat et al., 2020).

### 2. Location and Subject of Research

The research was conducted in three tourist villages in Southeast Aceh Regency: a) Ketambe Village – known as the gateway to the Gunung Leuser National Park ecotourism; b) Lawe Beringin Gayo Village – a village with potential for natural rivers and hills; and c) Barung Datuk Saudane Village – a village with potential for cultural and natural agricultural tourism. The location selection was based on criteria for natural potential wealth, level of community participation, and active involvement in village tourism development initiatives. The location criteria were also based on Decree of the Regent of Southeast Aceh Number 052/252/2021 concerning the priority scale of tourist villages in Southeast Aceh Regency.

### 3. Data Collection Techniques

Data collection was conducted through the following methods: a) Semi-structured in-depth interviews with key informants (community leaders, tourism managers, village officials, and MSMEs); b) Participatory observation of tourism activities, village deliberation forums, and natural resource management practices; c) Documentation of village regulations, development plans, Pokdarwis activity reports, and local statistical data; and d) Focus Group Discussions (FGD) for validation and weighting of AHP criteria with stakeholders.

### 4. Data Analysis Techniques

#### Thematic Analysis

Qualitative data were analyzed thematically by following the process of coding, categorization, and drawing patterns of meaning to build a framework for understanding the forms of community participation and utilization of natural potential (Braun & Clarke, 2006; Moleong, 2000, in Nuraini, 2015).

#### SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats)

A SWOT analysis was used to identify the strategic position of each village in developing rural tourism. Data was obtained from field observations, interviews, and documents, then categorized into four SWOT dimensions. These results served as the basis for developing planning recommendations that adapt to local conditions (Ghazinoory, Abdi, & Azadegan-Mehr, 2011).

#### Analytical Hierarchy Process (AHP) Method

The AHP method is used to prioritize village tourism planning criteria based on the results of the FGD. AHP enables an objective decision-making process by comparing criteria such as: Natural potential, Level of community participation, Accessibility, Institutional support, and Local cultural values.

The AHP steps include: a) Preparation of a hierarchical structure; b) Pairwise comparison assessment; c) Calculation of priority weights; and d) Consistency test (CI & CR) (Saaty, 2008). Calculations are carried out using the help of supporting software such as Expert Choice or Super Decisions (Rahmat et al., 2020).

## 5. Data Validity Test

Data validity is guaranteed through: a) Triangulation of sources and techniques; b) Member checking with key informants; c) Audit trail of documentation and field activity logs, and d) Peer debriefing with other academics/researchers to avoid interpretation bias (Moleong 2000 in Nuraini, 2019; Nuraini, 2024a; Nuraini, 2024b; Nuraini, Milanie, Novalinda & Andiyan, 2024).

## III. THEORETICAL STUDY/LITERATURE REVIEW

The development of tourism villages in the context of rural development not only focuses on destination aspects but also requires the integration of strategic management, community empowerment, and the sustainable utilization of local potential. Several theories that form the basis of this research include tourism villages, strategic management, community-based tourism (CBT), and the concept of agroecotourism. The explanations are as follows:

### Tourist Village

Referring to the Regulation of the Minister of Tourism and Creative Economy Number 26 of 2010, a tourist village is defined as a form of integration between attractions, accommodations, and supporting facilities arranged in a harmonious community life with local customs and traditions. Currently, tourist villages are experiencing rapid development because they are considered a strategic solution to address poverty in rural areas. According to Ardika (2018), there are five main criteria in rural tourism development, namely:

- a. The presence of prominent tourist attractions, whether in the form of natural beauty, cultural richness, man-made attractions, or educational potential.
- b. There is adequate accessibility, including the quality of physical infrastructure and the location's proximity to the city center.
- c. The potential of the community to establish partnerships with various parties, such as the government, private sector, and academics.
- d. Community motivation and enthusiasm in managing and developing tourism activities.
- e. Availability of adequate basic public facilities such as clean water, electricity, and communication networks.

In addition to these five criteria, active community participation is crucial to the success and sustainability of tourism villages. Communities should not be mere spectators but should play a direct role in implementing tourism activities. Ardika (2018) introduced the concept of Community-Based Tourism (CBT) as a primary approach. To identify and increase community participation and motivation in tourism activities in tourism villages, Hamzah (2009) proposed a nine-stage approach that can be used systematically.

### Community-Based Tourism (CBT)

Community-based tourism (CBT) is a tourism system developed and managed directly by the community with the primary goal of improving the well-being of residents. This system aims to provide sustainable livelihoods, preserve valuable socio-cultural values, and preserve the natural environment (ASEAN Community-Based Tourism Standard, 2016).

Community-based tourism (CBT) represents tourism activities that are entirely owned, operated, and managed by local communities. Therefore, to ensure the sustainability of community-based tourism development, it is important to maintain a number of basic principles (Ardika, 2018).

- a. Encourage active involvement and community empowerment to achieve transparent management.
- b. Emphasizes improving social standards of living and maintaining the dignity of each individual.

- c. Upholding and preserving local traditions and culture of the local community.
- d. Maintaining the sustainability of the natural environment as an integral part of sustainable tourism.
- e. Strengthening the quality of relationships between host communities and tourists, to create a more meaningful visiting experience.
- f. Implement a fair and open profit-sharing system for all parties.
- g. Encourage the creation of economic independence at the local level.
- h. Avoiding the flow of urbanization, especially among the younger generation of villages.
- i. Building strategic partnerships with various related parties (penta helix stakeholders).
- j. Get recognition and support from local authorities or government.
- k. Expanding and strengthening economic relations between local communities and partners at the local and regional levels. According to Hamzah & Khalifah (2009), 9 stages can be carried out in forming and developing community-based tourism.



**Fig 4:** Strategic Stages in Community-Based Tourism Planning and Development

Source: Hamzah (2009)

#### 1. Identifying Community Needs and Readiness

The first step is to evaluate the extent to which the community needs and is ready to develop tourism, including assessing the urgency, potential benefits, and level of community understanding of tourism itself.

#### 2. Community Education and Preparation

Providing training and supplies relevant to local potential, both through technical training and study visits to other tourist villages as a form of knowledge transfer.

#### 3. Finding Local Champions

Identifying influential community figures who can lead and inspire residents in the process of developing tourist villages.

#### 4. Formation of Community Organizations

Establishing a village tourism institution or organization that is open to all levels of society, with the active involvement of youth and women, and can adapt to the dynamics of the tourism sector.

#### 5. Building Strategic Partnerships (Pentahelix Approach)

Establish cross-sector collaboration between the community, government, academics, business actors, media, and non-governmental organizations to support the sustainability of the program.

#### 6. Integrated Approach

Combining tourism aspects with environmental conservation activities, education, and the local economy to create sustainable social and ecological impacts.

#### 7. Designing Quality Tourism Products

Developing authentic, unique, and high-value tourism products to provide an interesting and unforgettable experience for visitors.

#### 8. Market Identification and Promotion Strategy

Determine the target market segment and develop an effective promotional strategy, including the use of digital media, collaboration with travel agents, and participation in official promotions.

#### 9. Implementation and Monitoring

Implementing programs in real terms and conducting periodic evaluations with the community to ensure continuity, improvement, and enhancement of the quality of tourism activities.

### **Strategic Management**

According to Fred R. David (2004), strategic management is the art and science of formulating, implementing, and evaluating cross-functional decisions that enable an organization to achieve its long-term goals. This process includes internal and external environmental analysis, strategy formulation, implementation, evaluation, and control. In the context of village tourism development, strategic management is a crucial approach for designing policies based on data, regional potential, and community participation.

### **Agroecotourism**

Agroecotourism is an integration of agrotourism and ecotourism that emphasizes sustainable agricultural activities as a tourist attraction, while also paying attention to environmental conservation and empowering rural communities. Oka A. Yoeti (2008) states that agroecotourism has educational, recreational, and conservative values. In a rural context, agroecotourism not only introduces agricultural activities to tourists but also serves as an alternative strategy to increase rural incomes and preserve the agrarian environment.

## **IV. RESULTS AND DISCUSSION**

### **Forms and Levels of Community Participation in Tourism Village Planning**

Community participation is a crucial element in the planning and development of sustainable tourism villages. This study found that the form and level of community participation in Ketambe, Lawe Beringin Gayo, and Barung Datuk Saudane villages varied, influenced by local capacity, the existence of community institutions, and access to development information.

In Ketambe Village, community participation is active and substantive. The community is directly involved in village deliberations to formulate the direction of tourism village development, particularly those based on environmental conservation and ecotourism potential. This involvement is supported by the existence of the Tourism Awareness Group (Pokdarwis), which actively acts as a driving force for tourism activities. In addition, the community participates in training on homestay management, guiding, and environmental conservation, and voluntarily provides facilities and labor for tourism programs. Based on the participation framework, this form of participation falls within the active participatory level (citizen power), where the community plays a role as both decision-makers and implementers of activities.

Unlike Ketambe, community participation in Lawe Beringin Gayo Village is more functional and consultative. The community is invited to various consultation and outreach forums organized by the village government and external development partners, particularly in the context of developing agricultural-based tourism and coffee plantations. Furthermore, community contributions are reflected in cooperation activities in developing tourist access and maintaining plantation areas. Some residents also provide land and local agricultural products to support educational tourism activities. Community participation in this village can be categorized as consultative, where involvement is stronger in the technical implementation phase, but still limited in the formulation of strategic policies.

Meanwhile, community participation in Barung Datuk Saudane Village tends to be passive and symbolic. Cooperation activities are regularly conducted to clean areas around springs and rice fields that have the potential to be developed into tourist attractions. However, in terms of planning, the community has not made significant contributions, either in terms of ideas or organization. Residents' attendance at outreach activities is formal, and there is no institutional structure like the Tourism Awareness Group (Pokdarwis) that could encourage more organized participation. Therefore, the level of participation in this village remains passive, where the community is merely a recipient of information and implementer of activities without involvement in decision-making.

In general, research results show that the level of community participation is directly proportional to the capacity of local institutions and the intensity of communication between the village government and the community. The stronger the community organizations, such as Pokdarwis, the higher the level of community participation in tourism village planning.

### **Integration of Natural Potential Characteristics in the Development of Tourism Villages**

Each of the villages studied—Ketambe, Lawe Beringin Gayo, and Barung Datuk Saudane—has unique and distinctive natural characteristics. These characteristics can be integrated into village tourism development using a thematic approach based on local resource wealth, oriented toward ecological sustainability and community empowerment.

Ketambe Village, located within the buffer zone of Gunung Leuser National Park (TNGL), boasts a rich tropical rainforest ecosystem and high biodiversity, including rare wildlife such as orangutans and Sumatran elephants. This potential is ideal for conservation-based ecotourism development. This natural potential is integrated through forest trekking, wildlife observation, conservation education tours, and community-based homestays that provide tourists with firsthand experiences of living alongside nature. Meanwhile, Lawe Beringin Gayo Village is characterized by its hilly landscape and extensive Gayo coffee plantations, traditionally and organically managed by the local community. This potential is integrated into the development of coffee agrotourism, which includes educational tours covering everything from coffee cultivation to processing. Furthermore, educational tours about environmentally friendly farming are an integral part of the tour packages. Local agricultural products, such as coffee and garden produce, are incorporated into tourist attractions through the development of a village gallery and information center.

Barung Datuk Saudane's main characteristics include natural springs, traditional rice fields, and a beautiful rural landscape. This potential is integrated into agricultural and water-based tourism, including rice field walks, traditional farming activities, and the use of natural water sources as educational and recreational attractions. Furthermore, local culture-based tourism is being developed through activities such as planting rice together or cooking local specialties.

Integrating these natural potential characteristics not only enhances tourism appeal but also strengthens local identity and improves community well-being. This integrative approach emphasizes the importance of matching ecological potential with developed tourism activities, thus creating a contextual, sustainable, and active community participation-based tourism village management model.

### **The Concept of Tourism Village Planning Based on Ecological Potential and Community Participation in Southeast Aceh Regency**

Effective tourism village planning focuses not only on physical development and increasing tourist visits, but also on considering the ecological potential of an area and integrating the active participation of local communities throughout the planning and management process. In Southeast Aceh Regency, the most relevant approach is to formulate an integrated planning concept that combines ecological and social aspects contextually, tailored to the characteristics of each village.

This concept places ecological potential as the primary basis for planning. Unique natural resources such as tropical rainforests (Ketambe Village), agroecological landscapes (Lawe Beringin

Gayo), and water sources and rice fields (Barung Datuk Saudane) are crucial for developing sustainable tourism attractions. This potential is not only interpreted as an economic asset, but also as an ecological entity that must be preserved through conservation-based tourism activities and education.

Furthermore, tourism village planning must actively involve the community, not only as technical implementers but also as decision-makers. This concept aligns with the principles of community-based tourism (CBT), where the community plays a key role in identifying potential, planning, managing, and evaluating tourism activities. Community participation can be facilitated through strengthening local institutions such as Tourism Awareness Groups (Pokdarwis), Village-Owned Enterprises (BUMDes), and village deliberation forums. This ensures that the resulting planning reflects the needs and expectations of residents while enhancing their sense of ownership in tourism management.

Contextually, planning must also be tailored to the sociocultural characteristics and local capacities of each village. Not all villages have the same potential and readiness to welcome tourists. Therefore, the planning concept formulated must be flexible and locally-specific, adapting tourism themes to the village's unique potential and taking into account environmental carrying capacity.

The main elements in this integrated planning concept include: (1) comprehensive identification of ecological potential; (2) mapping of local actors and stakeholders; (3) preparation of a participatory management plan; (4) strengthening community capacity through training and mentoring; and (5) ongoing monitoring to ensure that tourism practices do not damage the environment and continue to provide economic benefits to residents.

By integrating ecological potential and community participation, the tourism village planning concept in Southeast Aceh Regency has the potential to become a model for inclusive, adaptive, and sustainable local development. This model can also serve as a reference in formulating tourism village development policies in other regions with similar characteristics.

This research identifies various elements that support village tourism planning that focuses on community participation and the utilization of natural resources. The analysis shows that successful village tourism planning can be achieved through active involvement from the local community and sustainable utilization of natural resources.

1. **Community Participation in Tourism Village Planning.** Based on interviews with community leaders and focus group discussions (FGDs), the majority of residents feel they have a significant role in tourism village development. They believe that planning that directly involves them is more acceptable and well-implemented. Some elements that reflect active community participation in tourism village planning include:
  - a. Joint decision making through village deliberation.
  - b. Community training and empowerment to improve skills in the tourism sector, such as tour guides and homestay management.
  - c. Counseling on the importance of preserving local nature and culture as a tourist attraction.
2. **Natural Potential as a Tourist Attraction:** This research also found that natural potential is a key factor in village tourism planning. The natural potential of the village, such as natural beauty, unique flora and fauna, and local cultural sites, is a major draw for tourists. Some of the identified natural potentials include:
  - a. The existence of tropical forests that are still preserved with a unique ecosystem.
  - b. Natural resources in the form of waterfalls, rivers, and hills have the potential to be developed into natural tourism destinations.
  - c. Biodiversity can be used as an attraction for educational and conservation tourism.
3. **Collaboration Between Government, Community, and Private Sector:** Close collaboration between the government, community, and private sector has proven crucial in creating sustainable tourism villages. Support from local governments in the form of supportive policies, as well as

private sector involvement in investment and promotion of tourism villages, strengthens the competitiveness of tourism villages under development.

## V. DISCUSSION

### SWOT and AHP Analysis in Tourism Village Planning

on the SWOT analysis, the development of tourism villages in Southeast Aceh Regency has key strengths, including unique natural resources, environmental authenticity, and a well-preserved cultural heritage. Local human resources, which are beginning to be organized into institutions such as the Tourism Awareness Group (Pokdarwis), also provide important social capital. Weaknesses include limited tourism infrastructure, low community managerial capacity, and limited promotion and collaboration with external parties.

Opportunities for developing tourism villages include the growing trend of nature-based and special interest tourism (such as ecotourism and agrotourism), government policy support for tourism village programs, and the potential for strengthening local economies through tourism. However, several threats have also been identified, such as the risk of environmental damage due to unsustainable management, dependence on external assistance, and potential land conflicts or inter-stakeholder interests.

Furthermore, data processing using the Analytical Hierarchy Process (AHP) method shows that ecological factors are given the highest weighting in determining tourism village development priorities, followed by community participation, infrastructure availability, and regulatory support. This indicates that the most appropriate development strategy is one that focuses on environmental preservation with the active involvement of the community as the primary actor.

### Integrated Planning Concept: Ecology and Contextual Participation

The results of this analysis formed the basis for formulating a tourism village planning concept that combines ecological potential and community participation in an integrated and contextual manner in Southeast Aceh Regency. This concept integrates two main dimensions: natural resource wealth as a tourist attraction and empowering local communities as the primary managers of tourism activities. From an ecological perspective, village tourism planning must prioritize environmental conservation. In Ketambe Village, for example, the presence of tropical forests and rare wildlife such as orangutans and Sumatran elephants is utilized as assets for the development of conservation-based ecotourism. Tourism activities are directed at supporting ecosystem preservation through educational and non-destructive activities. Similarly, in Lawe Beringin Gayo Village, organic coffee plantations and beautiful hills are utilized for agroecological tourism that engages tourists in the local coffee production process. Meanwhile, in Barung Datuk Saudane, the potential of springs and rice paddy landscapes forms the foundation for the development of simple yet authentic agricultural and water-based tourism.

From a social perspective, the planning concept emphasizes active community participation, from the planning stage to management. The community-based tourism (CBT) model is implemented to ensure that local communities have control and ownership over the processes and outcomes of tourism development. Tourism Awareness Groups (Pokdarwis), Village-Owned Enterprises (BUMDes), and youth and women's groups are encouraged to become key actors, not only receiving benefits but also acting as program planners and managers.

Contextually, each village is directed to develop a specific tourism model tailored to its local characteristics. Planning is not uniform, but rather flexibly adapted to the village's ecological, socio-cultural, and institutional capacity. This prevents overexploitation of resources and promotes long-term sustainability.

The main elements of this concept include:

1. Identification of ecological potential that can be developed sustainably.

2. Mapping the role and contribution of communities in the tourism value chain.
3. Capacity building through training and technical assistance.
4. Preparation of community-based governance plans; and
5. Periodic participatory evaluation to ensure adaptation to change.

Thus, the tourism village planning concept in Southeast Aceh Regency not only creates economically attractive tourism products but also maintains environmental sustainability and strengthens the independence of village communities. This approach aligns with the principles of sustainable development and can serve as a model for replication in other regions with similar characteristics.

### **The Importance of Community Participation**

Community participation in tourism village planning not only increases a sense of ownership of the project but also ensures its long-term sustainability. As this study found, when communities are empowered to participate in decision-making, they are more likely to maintain and preserve the developed tourism destination. This participation can also enrich the tourist experience, as they can directly interact with residents who are knowledgeable about the village's traditions, culture, and history.

### **Sustainable Utilization of Natural Potential**

Natural resources, if not managed wisely, can backfire on the sustainability of tourist villages. Therefore, management based on sustainability principles is crucial. One aspect that needs to be considered is maintaining a balance between development and environmental conservation. Tourist villages that rely on natural resources need to implement ecotourism principles, allowing tourists to enjoy nature without damaging the existing ecosystem. Good management involves careful planning regarding the natural carrying capacity and strict supervision of tourism activities in sensitive locations.

### **Synergy Between Stakeholders**

Successful tourism village planning requires harmonious collaboration between various parties. Local governments play a crucial role in creating policies that support the sustainability of tourism villages, such as incentives for community training and facilities that support promotion. Furthermore, the private sector can contribute through investment in tourism facility development and promotion. However, most importantly, community involvement is essential at every stage, from planning and management to maintenance of the tourism destination. With this collaboration, tourism villages can develop in an inclusive, equitable, and sustainable manner.

### **The Role of Technology in the Development of Tourism Villages**

Advances in information technology are also playing an increasingly important role in the development of tourist villages. Utilizing digital technology in promotion and marketing, such as through social media and websites, can increase the visibility of tourist villages and attract more tourists. Furthermore, technology can be used to monitor the condition of natural resources and tourist facilities, allowing for more efficient maintenance.

### **Challenges in Developing Tourism Villages**

Some of the challenges faced in developing tourist villages include a lack of adequate infrastructure, limited funding, and community unpreparedness for increased tourist visits. Therefore, more intensive efforts are needed to improve community capacity and natural resource management to address these challenges.

Taking these factors into account, the concept of tourism village planning based on community participation and natural potential can provide significant economic and social benefits without sacrificing the preservation of local nature and culture. This approach, if implemented consistently and sustainably, could serve as a model for tourism village development in other regions of Indonesia.

## VI. CONCLUSION

Based on the research results and discussion, it can be concluded that successful tourism village planning must involve two main aspects: active community participation and sustainable utilization of natural resources. Community participation is a crucial factor influencing the success of tourism village development. Empowered communities through training and outreach will feel a sense of responsibility for the sustainability of the tourism destinations they develop. Furthermore, the natural resources of a village can be a major attraction, but their management must adhere to sustainability principles to avoid damaging the existing ecosystem.

Synergy between the government, communities, and the private sector is crucial for realizing inclusive and sustainable tourism villages. The government needs to support policies that facilitate tourism village development, while the private sector can contribute through investment and promotion. However, the role of the community as the primary manager must remain paramount to ensure that tourism villages remain aligned with local characteristics and needs.

In developing tourist villages, information technology also plays a crucial role, particularly in promoting and monitoring natural conditions and tourism facilities. Challenges faced, such as lack of infrastructure and limited funding, can be addressed through an approach that consistently involves all stakeholders.

Overall, tourism village planning that focuses on community participation and the utilization of natural potential can not only improve the village economy but also strengthen the preservation of local culture and nature, thereby providing sustainable benefits for the community and the environment.

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