

Application of The Sustainable Tourism Concept in Aan Tourism Village Klungkung Regency Bali

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Abstract

The development of Aan Village into a tourist village has begun in 2021 where all communities are involved. The advantages possessed by this village are tourist attractions such as Aan Secret Waterfall, Sukanta Wahyu, Bukit Kembar and Petapan Park. The objectives of this study are 1) Know the development of tourism based on the 4A concept that has been done, and 2) Know the application of the concept of sustainable tourism in Aan Tourism Village. The research method used is a qualitative descriptive approach with data collection techniques such as observation, interviews and literature studies. The results of this study found that at this time the development of tourism based on the 4A concept, especially in terms of tourist attraction, is being intensified including natural, cultural and artificial attractions. In addition, improving road access and tourism facilities is being pursued by tourism village managers and village governments. The application of sustainable tourism principles can be applied well considering that this tourism village is still included in the pilot category. Not only from the environmental side but also from the economic and cultural side of the local community. The community is involved in the planning, management, and supervision stages which can provide a sense of ownership and maintain their tourist attractions. It is hoped that with the involvement of all tourism stakeholders, sustainable tourism development can be applied in Aan Tourism Village.

Keywords: Tourism Development, Sustainable Tourism, Tourism Village, Aan Village

INTRODUCTION

Tourism is a prima donna industry for the people of Bali where almost all activities rely on tourism activities. In this post-pandemic period, several tourism activities began to emerge in the village. One of the development of tourism is a tourist village which is an alternative tourism development that can have a direct impact on providing economic

benefits to local communities. Quoted from kemenparekraf.go.id (27/04/21), the Minister of Tourism and Creative Economy, Mr. Sandiaga Salahudin Uno, stated that tourism villages are becoming a world tourism trend today because they provide a more unique and contemporary holiday experience. A tourist village is a tourist destination or also called a tourism destination, which integrates tourist attractions, public facilities, tourism facilities, accessibility, which is presented in a structure of community life that integrates with applicable procedures and traditions (Law No. 10 of 2009). Tourism villages are usually developed in rural areas in which they still have special characteristics. The characteristics possessed in tourist villages are pristine natural resources, the uniqueness of the village, traditions and culture of the local community. These various characteristics become the identity of a tourist village that has special interest tourism activities. In addition, tourism villages can indirectly encourage local people to maintain and preserve the nature and culture that the village already has. Almost all districts in Bali Province develop tourism villages, one of which is there are several interesting villages in Klungkung Regency.

Klungkung Regency is the smallest regency on the island of Bali. The magnitude is two-thirds of the Klungkung area in the form of islands, namely, Nusa Penida, Nusa Lembongan, and Nusa Ceningan where these locations are the current tourist trends. The development of tourism village-based tourism began to be intensively developed in this district seeing from the potential of each village has its own uniqueness. Based on data obtained in 2021, it is stated that this district already has 19 tourist villages. The 19 villages that have been designated as tourist villages include; Tihingan, Tumuhun, Bakas, Kamasan, Upright, Gelgel, Besan, Pesinggahan, Paksewali, Jungutbatu, Lembongan, Ped, Batu Kandik, Tanglad, Pejukutan, Batu Nunggul, Kelumpu, Suana and Aan (Diskominfo Klungkung Regency, 2021). Among all of them there is an interesting tourist village to see its potential more deeply, namely Aan Tourism Village.

Aan Tourism Village is a relatively new village that has been named a tourist village in 2021. This village is designated as the 19th tourism village based on Klungkung Regent Regulation Number 8 of 2021 concerning Amendments to Regent Regulation Number 2 of 2017 concerning the Determination of Tourism Villages. Aan Tourism Village is located in Banjarangkan District, Klungkung Regency, Bali Province which has a variety of potentials so that it can be designated as a tourist village. This advantage can add economic value to citizens, if management is done correctly and appropriately looking at the existing potential. This tourist village has a variety of natural, cultural and artificial potentials that can be put to good use. A number of these potentials can be seen from the natural resources owned by village including abundant water sources, hills with amazing views, rice fields, local community culture and various other potentials. In addition to natural potential, there are also a number of tourist destinations and supporting facilities such as; Sukanta Wahyu Museum, Celek Celek Waterfall, Gebyug Waterfall, Aan Secret Waterfall, pelukatan/pesiraman, Batu Kembar Monument, tracking path in the middle of rice fields, welcome temple, MSME market, overnight tour programs at residents' homes, and other tourism potentials (Diskominfo Klungkung Regency, 2021).

In addition to tourist attraction factors and other tourism supporting facilities that are attractive to be developed, there are also tourism supporting businesses such as MSMEs that utilize Kele bee cultivation (Trigona). Even to welcome tourist visits, the management of Aan Tourism Village has prepared several integrated tourist attractions, ranging from Aan Secret waterfall, Fun tubing, Petapan park, Trekking Activities and

Tours to Twin Hills. The next stage prepared by the manager is that tourists can enjoy the atmosphere of rural communities in Aan Village, and enjoy a number of facilities such as swing games, beautiful natural scenery and harvesting Kele honey. Kele honey cultivation (trigona bee) has been an icon in Aan Tourism Village. This village is still new and needs serious attention from the manager looking at the various kinds of tourism potential it has. Requires appropriate development to strengthen its potential. One of the development frameworks that can be used with the concept of sustainable tourism which focuses on the protection of existing natural resources, cultural conservation and economic benefits that can be obtained by the community in a sustainable manner.

The problem that occurs is that this village is still new to become a tourist village, namely in 2021 where tourism development is still not optimal and its natural potential is still beautiful. According to jadesta.kemenparekraf.go.id stated that Aan Village is included in the category of pioneer tourism villages. In addition, based on information on google scholar, there are three studies that have currently been conducted in Aan Tourism Village. One study in the form of a journal article discussing the development strategy of Aan Tourism Village (Purnama Dewi et al, 2022). Two other articles on community service and empowerment activities in Aan Village (Putrayasa et al., 2020; Abdi et al, 2022). The lack of literacy about this Tourism Village makes this location interesting to be used as a research location considering that this tourist village is still relatively new in the development stage.

Based on this background, it is necessary to conduct research to implement the concept of sustainable tourism in Aan Tourism Village. The urgency of this study is to find out the extent to which the application of the concept of sustainable tourism can be applied to the 4A tourism component in the tourism village. This application is needed to preserve the potential of this village so that it remains sustainable and can be sustainable for future generations. In this case, the application of sustainable tourism in question includes economic, socio-cultural and environmental aspects.

FORMULATION OF THE PROBLEM

Based on the problems that have been described, the formulation of this research problem can be described as follows:

1. What are the tourism developments based on the 4A concept that have been carried out in Aan Tourism Village, Klungkung Regency, Bali?
2. How is the implementation of the concept of sustainable tourism in Aan Tourism Village, Klungkung Regency, Bali?

LITERATUR REVIEW

TOURISM

Tourism is a phenomenon where a person travels for vacation without earning a living to several tourist destinations. Tourism activities themselves are diverse, some offer natural beauty, culture and customs as well as special interest tourist activities to attract tourists to visit. Some tourism concepts developed as tourism concepts such as the concept of tourism 4A according to Cooper et al. (1993) consisting of tourist attractions, accessibility, amenity, and ancillary. There is also a broader concept, namely According to Mill & Morrison (2009) which refers to AFITH, namely tourist attractions, facilities, infrastructure, transportation, and *hospitality*. Some of these concepts are

indeed things that need to be considered in the development of a tourist attraction because it is a unity that cannot be separated.

Tourism activities in an area often involve several other industrial sectors in supporting their activities. From that, it has a broad impact on the community economically, socially, culturally, and environmentally (Sedarmayanti et al, 2018, p. 43). If activities in an area are well planned, these activities can be positive in the future while the opposite can happen. The negative impact of tourism development activities on an area occurs if it is not carefully planned and prepared. The following are the negative impacts of tourism in terms of economic, socio-cultural and environmental as presented in Table 1.

Table 1. Negative Impact of Tourism Activities

| Tourism Sector | Negative Impact of Tourism |
|-----------------------|--|
| Economics | a. Too much dependence on tourism b. Rising inflation rates and skyrocketing land prices c. The seasonal, unpredictable nature of tourism leads to a return on investment capital as well as uncertain timing d. Other additional costs to the local economy |
| Socio-Cultural | a. Impact on the interconnectedness and engagement between local communities and the wider community, including the degree of autonomy or dependency b. Impact on interpersonal relationships between community members c. Impact on the foundations of social organizations/institutions d. Impact on migration to and from tourism areas e. Impact on the rhythm of people's social life f. Impact on labor division patterns g. Impact on stratification and social mobility h. Impact on the distribution of influence and power i. Impact on increasing social deviances j. Impact on arts and customs |
| Environment | a. Impact of using means of transportation b. Impact of the construction of tourism facilities c. The impact of tourism operations (resource use, destruction of local habitats, pollution and waste pollution) |

Source: Summary in Sedarmayanti et al. (2018, p. 44-47) & Cohen dalam Yusrizal & Asmoro (2020)

At first tourists were seen as guests, which in the sense of local people was interpreted as a form of ramhtamahan without economic motives behind it. Along with the increase in tourists, the relationship changes to the intention that tourists are moneymakers for the lives of local people. In theory, Doxey (1976) developed a theoretical framework called Irritation Index (IRINDEX) which includes the stages of local people's attitudes towards tourists starting from the nature of euphoria, apathy, irritation annoyance, and antagonism (Sedarmayanti et al. (2018, p. 48). From people who show an attitude of accepting with open arms tourists who visit to reject tourists, this needs to be considered by tourism managers about how the future development of tourism in their area. Tourism that has a positive impact can provide an impetus for

improving people's welfare, both economic and socio-cultural. Then the negative effects that occur must be minimized so that there are no problems that arise so that people refuse the arrival of tourists to their area.

TOURISM VILLAGE

The development of tourism villages not only develops the potential of the village but also develops its community to be able to serve tourists who visit. Some villages have the main potential for tourist attractions, namely in terms of nature and culture which are packaged into a tour package. In addition, there are also special interest attractions that are packaged to tourism in the form of tourist activities so that tourists are interested in enjoying these attractions. Someone who needs to have knowledge about the potential of his village is the community itself. According to Wisnawa et al. (2019, p. 33) stated that tourism villages were formed to be able to empower rural communities to play a role in increasing tourism potential in their areas and foster awareness of opportunities and readiness to take advantage of developed tourism activities. By involving the community, of course, the community will be the tour guide in a village. This is because the village community itself is much more aware of the conditions, road access and potential of the village they have. During this pandemic, the Ministry of Tourism and Creative Economy is intensively developing tourism villages to improve micro economics through village MSMEs. With the existence of a tourist village, it can be a forum for local people to sell original products to tourists who visit (kemenparekraf.go.id). In line with this, the role of the community is very important in the development of tourism villages from the process of planning, management to supervision. In addition, the availability of natural resources is also an important thing that needs to be owned by the village in terms of its potential.

In developing the potential of the village to be packaged as a tourism village, it cannot be separated from three main characteristics, namely: (1) the scope of development in an area limited by the administrative area, (2) involving elements of village government and the community as owners and managers, and (3) based on the utilization of potential, natural landscapes, and local culture. Another inherent characteristic is the development of tourism villages is to have a positive impact on the income of rural communities. Thus, apart from being a tourism industry, this development also supports changes for rural communities, especially in terms of increasing community income (Miswanto & Safaat, 2018). Another potential that can be utilized as tourism potential is the existence of natural potential. The natural potential can be in the form of a village natural landscape that has visual beauty, where the scenery of this natural landscape is an attraction for tourists from urban areas. The use of natural potential as a tourist attraction can be the main attraction in an area that is still beautiful for its natural landscape scenery. In addition, cultural potential can also be of interest to tourists, namely the existing history, buildings, local community life, and regional art. Artificial potential is also often developed in accordance with the resources owned by the village concerned.

SUSTAINABLE TOURISM

Tourism development previously directed more to the number of tourist visits than packaging a product into quality. Mass *tourism* does have a large impact on regional income but does not consider the carrying capacity of a tourist attraction. To maintain the sustainability of tourism, there is a need for alternative tourism that prioritizes

quality over quantity. It involves the community more in the development of tourism as an object rather than a subject. Sustainable tourism is similar to the development of community-based tourism which is more about community development to be able to sustainably manage villages. The main actors in moving a tourist area require the role of stakeholders including the business / industry world, the community (community leaders, NGOs, academics), the government. The government acts more as a facilitator, while the business world / tourism industry is involved as actors in these activities (Sedarmayanti et al, 2018).

The debate about the successes and failures of tourism development is still ongoing today. The real concept of tourism is aimed at uniting and balancing several conflicts objectively by setting provisions in tourism, protecting natural and cultural resources, and generating economic benefits, in local communities. The concept of tourism consisting of environmental preservation (natural and cultural), increased community participation, and increasing local economic growth, has been introduced and developed successfully in many developing countries. This development is always consistent with two basic principles, namely providing direct economic benefits to local communities and contributing to nature conservation. Consistency in destination sustainability requires cooperation among stakeholders so that responsible practices can run and strategic key indicators can be monitored which are used as a basis for decision making, by local governments and also by all interested parties (Sulistiyadi et al., 2019, p. 2). The basic goal of sustainable tourism development is to achieve a balance between the tourism environment, the local needs of the community and the needs of tourists. In other words, the objectives of achievement, sustainable development are:

- a. Development goals, focusing on economic growth through a grassroots approach to development that focuses on satisfying people's basic needs.
- b. Environmental/sustainable goals, conserving and protecting the environment, especially conserving non-renewable resources.

Sustainable tourism development is achieved by balancing the three main elements in sustainable tourism development, namely environmental, economic, and social. The general principles in sustainable tourism are (Sedarmayanti et al, 2018; Sulistiyadi et al., 2019):

- a. Balancing environmental use with the economic benefits of tourism.
- b. Balancing the use of environmental resources with changes in social and local community values caused by the use of environmental resources, and
- c. Balancing economic growth and the impact of economic growth on social values and local communities.

A. Economy Aspect

The development of tourist destinations seeks to utilize and sell the potential of nature and culture that is still original (nature), and is a tourism industry that tends to grow rapidly along with the increasing tendency of public interest to enjoy the nature of their environment (back to nature), progress and ease of access to reach the location of tourism objects, and increase income and welfare levels of the community, especially the local community. According to Sulistiyadi et al. (2019, p. 10), stated that from several research results, it shows that tourism activities in several locations and regions can have

a positive impact from the economic aspect to the surrounding community. It even shows a tendency to increase the income level of local people.

The potential of natural resources as assets in the form of flora, fauna, ecosystems, natural phenomena and cultural life of the surrounding community that is very unique, distinctive, original (nature), diverse and potential, has an attraction as a tourist attraction. However, the ecosystem of the natural environment that is the attraction, is also potential and sensitive to be easily damaged if in the implementation of its management does not refer to the rules and principles of sustainable tourism that must be applied.

B. Environment Aspect

Natural tourism areas always have the potential of natural resources in the form of flora, fauna, ecosystems, natural phenomena and cultures of the surrounding community that are very unique, distinctive, original, diverse, and have the potential to have attractiveness as tourism objects and destinations. According to Sulistyadi et al. (2019, p. 10), stated that the tourism potential above is an opportunity for the tourism industry that creates the development of utilization of potential environmental and cultural natural attractions in the destination, in addition to being a challenge in the integration of sustainable use and conservation, so as to control the possibility of damage and decrease in the potential attraction of tourism objects damage and deterioration in the quality of potential environmental and cultural natural attractions is a potential threat to continuity and sustainability. Therefore, tourism management in an area is required to be able to identify and understand the potential attractiveness of tourism objects, the ability of the natural carrying capacity of the environment, and disturbances that may affect the most important ecological processes. Of course, this is a challenge for the Regional Government and stakeholders in its region by not rashly deciding matters related to the development of tourist destinations that are instantaneous.

The success of sustainable tourism destination development is basically largely determined by the ability to interpret the natural environment as a potential tourist attraction. The ability to interpret the natural environment will not only have the opportunity to attract and have a high selling value, but also cannot be the main input for education that must be able to provide knowledge and change tourist behavior in responding to nature and environmental conservation. Infrastructure and visitor facilities such as information centers, accommodation places, signs, visitor information boards in a tourism destination tend to have to pay attention to the use of environmentally friendly materials and clear and complete.

C. Social-Culture Aspect

The impact of tourism on the social and cultural situation of local communities should not be ignored. The impact can be positive or negative. The sustainable tourism approach is designed to encourage the positive impact of tourism development on local social and cultural values, and recognize and manage any negative impacts. According to Sulistyadi et al. (2019, p. 12), tourism development may increase cultural degradation and invite crime, especially related to drugs and prostitution. Problems may also arise, if local people have to fight for their own resources and are alienated from the comfort enjoyed by tourists and also by tourist behavior not in accordance with local values. A sustainable approach in tourism development offers a better environment for the community and creates mutually beneficial relationships by placing local culture as part

or even at the core of tourism products. By adding a sustainability approach in tourism development, empowering local communities through education, communication, strengthening tolerance and respect, cultural exchange, cooperation and peace can be achieved. At the same time, it is also possible to gain stronger pride in local culture and also revitalize traditions.

As communities are strengthened by tolerance and respect for their guests, there is no less importance to education for tourists aimed at respecting the host's local culture and all its attributes. Sustainable tourism is also committed to improving people's lives by maximizing tourism's contribution to the prosperity of destinations and their local communities. Affecting the local community's concern for their environment will strengthen cultural activities which will further have a positive impact both on local residents and tourists. The implementation of sustainable tourism is not a simple thing to do, it requires sustainable empowerment of local communities through positive education, communication, and persuasion so that there is a strengthening of tolerance and respect, socio-cultural exchanges, cooperation and peace can be achieved. At the same time, stronger pride in the local culture and also the revitalization of traditions are expected to be top priorities as well.

METHOD

This research was located in Aan Village, Klungkung Regency, Bali. The research approach used is a qualitative approach. Research is collected through several means such as observation, interviews and literature studies. The informants interviewed included Aan village government and the head of the tourism awareness group. Then the data will be analyzed using 3 stages according to Miles & Huberman in Sugiyono (2018) stated that qualitative data processing methods or techniques can be done through three stages, namely data reduction, data display, and conclusion drawing / verification. The data was analyzed using the development of 4A tourism components and sustainable tourism in terms of economic, socio-cultural and environmental aspects.

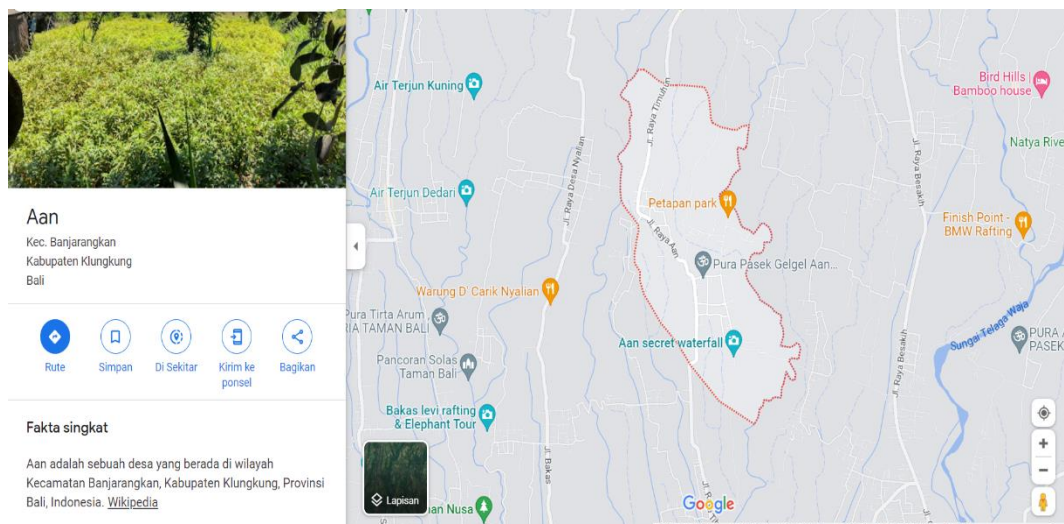


Figure 1. Location of Aan Village

FINDING AND DISCUSSION

Development of Natural Tourism Attractions in Aan Village

In general, Aan Village is located in Banjarakan District, Klungkung Regency, Bali Province. This village has a region area of approximately 398 Ha. Administratively, Aan Village is divided into four hamlets including Peken, Pasek, Swelagiri, and Sengkiding. In addition, this village also consists of twelve banjars, and 2 traditional villages, namely Aan Traditional Village and Sengkiding Traditional Village. The administrative boundaries of Aan Village are the north bordering Timuhun Village, the east bordering Tukad Jinah, the south bordering Getakan Village, and the west bordering Tihingan Village.

There are several tourist attractions that have been developed including Petapan Park, Twin Hills, Aan Secret Waterfall, Sukanta Wahyu, and Celek-celek Waterfall. Twin Hills named in Indonesia "Bukit Kembar" is a rocky hill that has a temple in the twin hills as the forerunner of Aan Village where this location presents a very beautiful natural scenery. Then Aan Secret Waterfall which is one of the well-known natural attractions. The location of this waterfall as the name suggests is in a hidden place that presents a beautiful view in terms of the archaeological form of the rocks and the place is still beautiful. Sukanta Wahyu is a museum owned by a local community named Mr. Sukanta Wahyu whose painting work began in 1963. In addition, in this location there is also a statue that has the theme of "Lingga" which means public where there is some history that needs to be preserved. The last is Petapan Park where this location provides views of waterfalls along with several rides for tourists to rest.

Among all the tourist attractions presented to tourists are dominated by a natural potential that needs to be preserved so that the beauty can be enjoyed sustainably. Given that some locations are still beautiful and there has been no construction of tourism facilities made, it would be nice in the construction of tourism facilities and their supporters also pay attention to the concept of sustainability in them. In addition, community involvement from the beginning of planning, management to supervision is an important thing that needs to be done so that the community has a sense of maintaining its tourist attraction (Darma Putra, 2015). Therefore, it needs to be looked at more deeply from the aspects of the 4A component of tourism including tourist attractions, accessibility, amenities and ancillary which will be discussed in the next point.

1. Component 4A Tourism

In the supporting components of tourism activities apart from tourist attractions, there are several things that need to be considered in the development of tourist villages. This analysis is more about the points that need to be developed by the village in order to develop sustainably. Given that the tourist market share is more looking for beautiful and cool natural scenery, cultural uniqueness, and activities in rural environments should also need to be applied to supporting facilities of packaged natural tourist attractions. In the previous discussion, it has been explained that Aan Tourism Village has natural tourist attractions such as Petapan Park, Twin Hills, Aan Secret Waterfall, and Celek-celek Waterfall which also need to be developed supporting facilities to support tourist activities in the area.

A. Tourist Attraction

1) Natural Based Tourism

In terms of its natural tourist attraction, Aan Tourism Village has a waterfall that has become an iconic tourist attraction in this place, namely Aan Secret Waterfall. In addition, there are also other waterfall natural attractions, such as Petapan, Celek-celek and Gebyuk. This waterfall is formed naturally that has existed since time immemorial which was later discovered by local residents and arranged so that tourists can visit. Each of these waterfalls presents a beautiful view that is suitable for use as a selfie spot for tourists who visit. In addition, of all the waterfalls mentioned Aan Secret Waterfall is the most difficult to reach, that's why this waterfall is given the name "hidden". Tourists who visit must bring a change of clothes if they do not want the clothes used to visit this waterfall wet due to splashes of water. For the entrance to this waterfall passes the stall of the Mr. Nyoman. For the fees charged to tourists, voluntary payment of entrance tickets is still applied.

In addition to natural attractions in the form of waterfalls, there are also twin hills that have extraordinary sunrise and sunset views. On this rocky hill there is a temple in it which became the forerunner of Aan Village. No less interesting, there is also a beautiful view of the river flow in the tourist attraction of Petapan Park.



Sources: <https://www.idntimes.com/travel/destination/ari-budiadnyana>, 2022

Figure 2. Natural Scenery at Aan Secret and Petapan Waterfall

2) Culture Based Tourism

There are cultural attractions in Aan Village, namely the Sukanta Wahyu Museum. According to the information obtained, the artist and owner of this museum is Mr. Sukanta Wahyu. Work from this painting began in 1963. The statue provided has a theme, namely "Lingga" which means pubic.

3) Wisata Buatan

There is an artificial tourist attraction in Aan Tourism Village, namely Petapan Park. This attraction was opened on August 8, 2020, which was inaugurated during the

Covid-19 pandemic. This tourist attraction provides views of waterfalls and there are water tourism activities in the form of rides as tourist activities and resting places.



Sources: <https://www.idntimes.com/travel/destination/ari-budiadnyana>, 2022

Figure 3. Petapan Park Tourist Attractions and Sunrise View in Twin Hills

B. ACCESSIBILITY

Road access to Aan Tourism Village, judging from its location is located in Banjarangkan District, Klungkung Regency, Bali. If you look back, the access that can be reached from I Gusti Ngurah Rai Airport to this tourist village is 45 km or can be reached within 1 hour 7 menit. Then seen from the distance of the nearest and farthest ports, namely Padang Bai Port and Benoa Port which is 40 km, can be reached within 1 hour 4 minutes. Furthermore, it is taken from the center of Denpasar City to this tourist village, which is 33 km or can be reached within 59 minutes. In addition, there is also a homestay in Aan Tourism Village with a distance of approximately 500 meters that is easily accessible by tourists. Judging from all the mileage and time needed, actually this tourist village is located not too far with several tourist entrances and the city center. So that tourists both domestic and foreign can easily reach this tourist village as one of the tourist destinations of choice for vacation. In addition, the village road that leads to tourist attractions has been several stages of improvement, where in the future road access to tourist sites in this tourist village can be in good condition.

C. AMENITIES

There are several tourism facilities and their supports that can be used by tourists during a visit to Aan Tourism Village, which include homestays, restaurants, toilets and parking lots in several places. In Aan Tourism Village, there is a homestay that can be used by tourists to stay. The homestay is owned by the local community, namely the head of the tourism awareness group, Mr. I Nyoman Kariasa. In the homestay there are several unique cultural sights owned by Mr. Nyoman. In addition, tourists can relax in the location provided by the homestay owner to enjoy the view of the existing garden. In addition, there are several food stalls available in this village. This can make tourists spend days to enjoy tourist activities in this area. There is a restaurant located near Aan Secret

Waterfall, so tourists who are tired after trekking along this waterfall can rest for a while at that place.

D. ANCILLARY

Aan Village is managed by a tourism awareness group (Pokdarwis) managed by the local community. For now, development in this village for payment of entrance tickets at each tourist attraction is still voluntary. In addition, this group is also active in mentoring tourists who visit and other academic visits such as campus activity visits and real work lecture activities (KKN). For the Head of Tourism Awareness Group Aan Tourism Village named I Nyoman Kariasa is one of the local communities who is active in preserving cultural activities and education about tourism in his village. Even in his house, Mr. Nyoman has a large collection of art objects such as masks and dance clothes in it. This made him covered by foreign newspapers as a result of his activity in preserving culture in his area.

2. Application of Sustainable Tourism Concept in Aan Tourism Village

In the application of the concept of sustainable tourism, several aspects need to be considered such as economic, socio-cultural, and environmental aspects (Sedarmayanti et al. (2018). In discussing the application of the concept of sustainable tourism, this study uses references from previous research developed and adjusted to the research topic in Aan Village (Wijaya et al, 2021; Nawangsih & Ariono, 2018). These three aspects are important aspects in maintaining the sustainability of terut ama tourism in Aan Tourism Village. The following is a description of sustainable tourism indicators from these three aspects.

A. ECONOMT ASPECT

Based on Table 2. The service providers referred to in Aan Tourism Village are the local community. Viewed from the economic dimension, there are sustainable tourism indicators put forward by Damanik & Weber. Some indicators of the economic dimension are as follows.

Table 2.
Economic Dimensions in Sustainable Tourism

| Dimension | Provider |
|------------------|---|
| Economics | 1. Increase and equalization of income of all tourism actors 2. Creation of job opportunities, especially for local people 3. Increased opportunities to seek job diversification |

Source: Damanik & Weber dalam Sedarmayanti et al. (2018, p. 144)

The description of the indicator explains the benefits obtained by the community from tourism activities in Aan Tourism Village. The information in this study was obtained through interviews with tourism stakeholders in this village. According to an interview with the Government of Aan Village, Mr. Wayan Wira Adnyana regarding the perceived economic impact, he stated that:

"Aan Village has a goal and belief in moving together to build the village through the development of its potential, considering that Aan Village has advantages in terms of natural potential, so the village officials together with the community develop tourism objects slowly, so that in terms of profit or profit at least already exists between the actors and managers of tourism objects. In addition, there is

also community empowerment to help develop knowledge about tourism, where also once people who did not have jobs, could become one of the tourism actors such as guides, cooks and others. Plans are also drafting regulations for the creation of entrance tickets to Aan Tourism Village".

In his statement, Mr. Wayan stated that there has been a positive economic impact from tourism activities in Aan Village. According to Wiryantini et al. (2022) stated that the existence of a well-managed tourism village will provide more benefits for local communities, especially in moving the wheels of the economy and opening jobs in the tourism sector. Whether it's employment in the form of tour guides or the provision of food and beverages. According to Kusuma (2022), most Asia Pacific tourists choose culinary tourism. This means that there is the right market opportunity and needs to be utilized by tourism managers to be developed. In line with this, based on the results of the interview with the Head of Tourism Awareness Group Aan Tourism Village, Mr. I Nyoman Kariasa stated that:

"The contribution to the economy is still not felt because tourism is still in the development stage, and there are several plans to provide entrance tickets to tourist villages. However, the provision of employment also occurred during the process of developing and opening tourist attractions that require energy obtained from the surrounding community. In addition, with the recognition of Aan Secret Waterfall tourism, there are several guests who come to provide some assistance to the village community".

The information provided by the two tourism stakeholders from the economic dimension is still uneven. This is because the development of tourism in this village is still in the development stage. In line with this opinion, based on information from jadesta.kemendparekraf.go.id which states that Aan Village is included in the category of pioneer tourism villages. In addition, this tourist village is still relatively new because it was only inaugurated in 2021. Of the three indicators, there is one indicator that has begun to be applied, namely the indicator of job creation, especially for local communities. Although still at a slow but steady pace, both the tourism village manager and the village government have committed to employing local village communities in its management. Because the village is still in the development stage, it is expected to be able to maintain this commitment so that the development and distribution of local workers in this village are in accordance with what was planned at the beginning of the development.

B. SOCIAL-CULTURE ASPECT

Judging from the socio-cultural dimension, there are indicators of sustainable tourism put forward by Damanik & Weber. Some of the indicator of this socio-cultural aspect are as follows.

Table 3.
Socio-Cultural Dimensions in Sustainable Tourism

| Dimension | Provider |
|-----------|---|
| Social | 1. Involve as many stakeholders as possible in planning, implementation and monitoring. |

| | |
|---------|--|
| | <ol style="list-style-type: none"> 2. Increasing the ability of local communities in managing tourism services, empowering local institutions in making tourism development decisions 3. Strengthening the position of local communities towards the outside community 4. Guaranteed rights in the utilization and management of tourism resources 5. The implementation of fair rules of the game in the business of tourism services |
| Culture | <ol style="list-style-type: none"> 1. Intensification of cross-cultural communication 2. Prominence of local cultural characteristics or products in the provision of attractions, accessibility, and amenities 3. Protection of cultural heritage, local customs and wisdom |

Source: Damanik & Weber dalam Sedarmayanti et al. (2018, p. 144)

In Table 3. Regarding the socio-cultural dimension in sustainable tourism, it has been explained about the indicators that may occur in Aan Tourism Village. Before discussing more deeply about the application of the socio-cultural dimension that has been carried out, the following will be described about the results of interviews with village governments and tourism village managers. Based on an interview with the Government of Aan Village, Mr. Wayan Wira Adnyana regarding the perceived socio-cultural impact, he stated that:

"From a positive point of view, the existence of this Tourism Village can develop and maintain the cleanliness of the environment so that public awareness has begun to participate in maintaining the beauty of the community. Village officials also conduct counseling on sorting between organic waste and inorganic waste. In the past, before becoming a Tourism Village, there was still a lack of public awareness about cleanliness, evidenced by the still a lot of waste, especially plastic waste scattered on the streets. And when it became a tourist village, public awareness about cleanliness began to grow. With the development of tourism villages where the old culture that may have been forgotten began to be displayed and introduced to guests visiting the Village, this is very good to maintain the culture owned by the Village".

In addition, from the results of an interview with the Head of Tourism Awareness Group Aan Tourism Village, Mr. I Nyoman Kariasa stated that:

"The contribution in shifting people's livelihoods still has no impact because the business of this tourist attraction is still in the development stage and does not require excess energy. But from a social point of view, the contribution given is more to start public awareness of cleanliness, there is a desire to learn more about culture and art in order to introduce it to tourists who come".

Based on the results of the two interviews, it is seen from the social dimension indicators, namely the involvement of as many stakeholders as possible in planning, implementation and monitoring. The community is also one of the tourism stakeholders who need to be involved in the development of tourism in their area. In the context of the information provided, the involvement carried out by the community in Aan Village is like a social change in terms of waste processing which previously did not arise

awareness from the community, now the community is aware of maintaining the cleanliness of their environment. On the one hand, it provides a clean and healthy environment, while on the other hand with cleanliness tourists who visit will give a positive assessment of Aan Tourism Village. In addition to the community, tourism village managers began to involve several academics from campuses, private institutions, and the government in holding activities both in the form of socialization and service to increase public awareness about tourism in their area. In addition, other indicators that appear to emerge are in terms of improving the ability of local communities in managing tourism services, empowering local institutions in making tourism development decisions. This began to be shown by the start of management in several tourist attractions in Aan Village and one of them that has been well developed is in Petapan Park.

Viewed from the cultural side that occurs in Aan Village, namely the prominence of local cultural characteristics or products in the provision of attractions, accessibility, and amenities. Based on information from Mr. Wayan as the Government of Aan Village stated that there began a process of prominence of existing local cultural products. In line with this, based on the opinion of Mr. I Nyoman Kariasa stated that there is a desire of tourists who visit to learn more about the culture and art in Aan Tourism Village. With these activities, it is hoped that the community can maintain their culture and avoid the negative impacts that occur. The potential negative impacts of tourism that occur can be in the form of reduced sacredness, degradation of social values, waste due to tourism activities (Widiantara et al., 2022). In its packaging as cultural tourism through local culture, it is hoped that it will be carefully thought by tourism stakeholders in Aan Village to avoid these negative impacts. In addition, there are also several tourism facilities such as homestays owned by local communities. With the emergence of some original products from Aan Village, it is hoped that it can be a differentiator from other tourist villages and can attract more tourists to visit tourism products that are different from others.

C. ENVIRONMENT ASPECT

Some of the factors from the environmental aspect will be described in Table 4. They are as follows.

Table 4.
Environmental Dimensions in Sustainable Tourism

| Dimension | Provider |
|-------------|--|
| Environment | <ol style="list-style-type: none"> <li data-bbox="453 1621 1345 1693">1. Determination and consistency in the carrying capacity of the environment <li data-bbox="453 1693 1345 1765">2. Waste management and reduction of the use of energy-efficient raw materials <li data-bbox="453 1765 1345 1836">3. Priority development of environment-based products and services <li data-bbox="453 1836 1345 1877">4. Increased environmental awareness of conservation needs |

Source: Damanik & Weber dalam Sedarmayanti et al. (2018, p. 144)

Table 4. discussing the environmental dimension in sustainable tourism according to Damanik & Weber in Sedarmayanti et al. (2018) which explains there are four

indicators of the environmental dimension. Based on the results of an interview with Government of Aan Village, namely Mr. Wayan Wira Adnyana regarding the perceived environmental impact, namely:

"The existence of tourism activities in Aan Village has a great impact on the life and conditions of the surrounding environment. For example, when it was not yet a tourist village, people still littered and still mixed organic and inorganic waste. Then when it became a tourist village, the community has started changes by participating in protecting the environment, separating between organic and inorganic waste. In addition, with the development of tourist villages, road accesses began to be improved to facilitate the transportation of guests who will visit tourist objects".

In the information provided by Mr. Wayan as the village government, namely with the existence of a tourist village, the community began to improve themselves, one of which was in waste processing and improving road access and facilities at tourist attractions. In previous research, it was also explained that there is still a lack of tourism facilities and their supports in Aan Village that need to be considered by tourism village managers (Putrayasa et al, 2020; Abdi et al, 2022). The results of an interview with the Head of Tourism Awareness Group Aan Tourism Village, Mr. I Nyoman Kariasa stated that:

"The addition of facilities was obtained by the village by submitting a proposal for assistance to the district office to support several tourist attractions and build facilities that can facilitate access to tourism, such as stairs and bridges".

Of the four indicators on the environmental dimension and also information provided by tourism stakeholders in Aan Village, there are two indicators that have been applied by the village community, namely on the priority of developing environment-based products and services and increasing environmental awareness of conservation needs. On the one hand, the community began to improve themselves and began to improve and arrange several things that could be done, including road access to tourist attractions and the arrangement of tourism facilities. Then from environmental awareness to conservation needs, people have begun to be aware of the processing of organic and inorganic waste so that some tourist attractions in the future will be more organized and cleaner than waste. According to Sesotyaningtyas & Manaf (2014) stated that the challenges that occur in tourism village management are slum areas, drainage system problems that do not meet standards and problems regarding waste. The result of this is an impact on the cleanliness of tourist attractions visited by tourists. Tourists who see it feel satisfied with their experience outside of the intention of tourists who tend to travel in search of natural beauty and cultural uniqueness in an area they visit.

In addition to these three aspects, which are interrelated with each other between the development of tourism in Aan Village and sustainable tourism. This refers to the purpose of sustainable tourism itself, which is to reduce negative impacts on the environment and local communities while making the industry more profitable in the long run (Sulistyo et al, 2022).

Developments in the field of technology are inevitable. Villagers are expected to be able to implement existing technology. This is not only in the village system alone but

also in terms of displaying information about tourism in the area and promoting it. Based on the results of an interview with the Government of Aan Village, namely Mr. Wayan Wira Adnyana regarding the use of technology in the village, namely:

"Currently, Aan Village has begun to implement the use of technology used as promotional media for technological developments Aan Village uses social media such as websites, Instagram, Facebook, and TikTok. Only Aan Village has not specifically implemented technology because it is affected by budget constraints. In the future, this digitalization will be redeveloped so that the tourism products owned by Aan Village can be well known. One more of the applications of technology applied to tourist objects such as during the payment process, where payments can use digital wallets such as QRIS. For supporting facilities such as WiFi has begun to be available at tourist attractions".

In line with this opinion, the results of an interview with the Head of Tourism Awareness Group Aan Tourism Village, Mr. I Nyoman Kariasa, namely:

"My hope is that all existing potentials can be maintained and increasingly known for their respective uniqueness, hope that the community will continue to maintain and introduce tourism with natural values that are still natural and natural and do not follow the trend of the times that can damage the existing natural concepts and the community can realize the natural potential owned by Aan village and with the development of tourism is expected to help the community's economy".

From the two opinions of tourism stakeholders in Aan Village, namely the village government and tourism village managers, there has been the application of technology used to follow current trends. The use of social media and websites in promoting Aan Tourism Village is also an important thing. The technology can be used to promote sustainable tourism applied by the village to attract nature-loving tourists to visit. From the visit, it is expected to have an economic impact on the local community, additional facilities and tourism supports that adjust to attractive conditions without damaging the environment and conserve the culture of the local community. Given that Aan Tourism Village is still classified as a development stage, village managers, government and local communities jointly protect each other's environment in the village. Given that tourism village development is one of the best examples of community-based development, with the main empowerment component being the empowerment of local communities in the region (Sutawa, 2012). This is necessary so that tourism in Aan Village can run sustainably through environmentally friendly tourism development approaches.

CONCLUSION

In the development of nature-based Aan Tourism Village towards sustainable tourism, it is expected to be applied, not only as a concept of development. This is because tourism development can provide an economic improvement for local people from the activities of tourists who visit. Maintaining the local environment and culture so that it can be sustainable is the task of the community together with other stakeholders from tourism village managers and the government.

Some aspects that support the development of sustainable tourism in Aan Tourism Village such as the principles of *environmentally sustainable, social & culturally acceptable, economically viable, and technologically appropriated*. The role of tourism awareness groups with the Aan Village Government is very important in realizing these four principles. Overall, the development of tourist attractions along with their supporting facilities is still in the aspect of mutual care and in the future it can run like that so that tourism activities in this village can run sustainably. Advice that can be given to the village government is related to regulations for the development of natural tourism attractions which are expected to maintain the authenticity of their potential by not giving permission to an entity or business that wants to build by damaging the nature around its natural tourist attractions. Furthermore, suggestions that can be given to the tourism awareness group of Aan Village are about: 1) the application of the concept of sustainable tourism so that it can be applied properly and with caution, 2) developing ecofriendly road access, 3) developing tourist facilities and supporting according to the location of tourist attractions, will semi-permanent or permanent buildings be built, 4) socializing to villagers and tourists to maintain each other's beauty and cleanliness at the tourist attraction in Aan Village.

Further research recommendations are expected to dig deeper into tourist attractions, mapping existing tourism facilities and supports specifically and the involvement of each tourism stakeholder in the development of tourism in Aan Village based on sustainable tourism or environment-based tourism.

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CITATION:

Previous research used as a reference was research conducted by Wijaya et al. (2021) and Nawangsih & Ariono (2018) on sustainable tourism. In addition, there are also previous studies that have been carried out in Aan Tourism Village, namely three previous studies, namely one scientific article discussing tourism potential development strategies (Purnama Dewi et al, 2022), while the other article is in the form of community service (Putrayasa et al, 2020; Abdi et al, 2022).

In the study, an illustration was obtained that the application of the tourism concept in question covers three sustainable aspects, namely from the economic, socio-

cultural and environmental sides. From all these discussions, it is hoped that the application of the concept of sustainable tourism in Aan Tourism Village can have a positive impact on its development. Regardless of any approach that will be developed in the future, whether it is ecotourism, green tourism, gastronomy or others are expected to preserve nature and fully involve the community in it. Sustainable means that when the community is fully involved from the beginning of planning, management to receiving results, local communities will have a sense of ownership and full responsibility in preserving the surrounding nature.

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