The Sustainable Tourism Implementation in Bonjeruk Tourism Village, Central Lombok

*Rizki Sumardani, 2I Gede Wiramatika

1Akademi Komunitas Manajemen Perhotelan Indonesia, Indonesia
2Akademi Komunitas Manajemen Perhotelan Indonesia, Indonesia

*Correspondence:
Rizkisumardani29@gmail.com

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Abstract
Sustainable tourism is to improve the welfare, economy, and public health. Improving the quality of life can only be achieved by minimizing the negative impacts of non-renewable natural resources, the aims of the research are (1) to find out the application of the principles of sustainable tourism (2) to identify the impact of the implementation of sustainable tourism on the environmental, economic and socio-cultural dimensions community of Bonjeruk Tourism Village, the location of the research was conducted in Bonjeruk Tourism Village, Central Lombok Regency, the method used was descriptive qualitative with data collection techniques of interviews, observation, documentation, and literature study, the type of data in this study was primary and secondary data, techniques data analysis in research was carried out by data reduction, data presentation, and concluding. The results in this study indicate that the implementation of sustainable tourism in the Bonjeruk Tourism Village is carried out jointly between the community and the local management to realize environmentally friendly tourism, preserve the surrounding environment and foster a sense of care for the surrounding community to always maintain clean, beautiful environmental conditions. safe and comfortable for tourists and the surrounding community, the impact of implementing sustainable tourism on environmental conditions, namely the community and managers of each house have trash bins, economically the community gets work or income from the Bonjeruk Tourism Village and from a social perspective the community can preserve art and culture by regenerating youth in Bonjeruk Tourism Village.

Keywords: Sustainable Tourism, Bonjeruk Tourism Village
INTRODUCTION

Tourism can be interpreted as a series of temporary trips carried out individually or in groups from their place of residence to a place outside their place of residence (destination) which is influenced by various motivational variables (Hilmi, 2019). Entering the current era of globalization, tourism can not only be classified as a series of human movements (ethnoscape) but can also be transformed into an economic industry (financescape) that can be utilized as an instrument for social welfare development. Today, the development of tourism in Indonesia is showing its fangs as an aggregate driving the national economy. As a developing country, the principle of Indonesia’s tourism development prioritizes aspects of socio-cultural sustainability. One of the development approaches in the Indonesian tourism sector is to place local communities as key holders in the mechanism of management, development and utilization of results. The principle of community-oriented (community-based) tourism development is indirectly more capable of encouraging the involvement of the surrounding community as the owner of the resources being managed. Hilmi (2019) emphasized that the principle of developing small-scale tourism must prioritize social aspects in the form of social capital as the main driving instrument. Furthermore, according to him, the difference between the community-based tourism development model and mass tourism lies in the orientation of the capital used, if mass tourism prioritizes a capital-intensive economic system, then community-based tourism prioritizes social capital and cultural capital.

The existence of community-based tourism as a tourism management system has now spread to several regions in Indonesia. One area that is intensely developing community-based tourism is Central Lombok Regency, West Nusa Tenggara Province (NTB). Central Lombok is administratively an integral part of the Regency in NTB Province, its recent presence has been very prominent in the tourism development sector, especially due to the existence of a national mega project in the form of the development of the Mandalika Special Economic Zone (KEK) as one of the pioneers of national tourism. On the other hand, Central Lombok Regency is also developing an alternative tourism model in the form of tourist villages as a stimulant for the development of tourism. One of the villages that have the potential to be used as a tourist village is Bonjeruk Village, which is located in Jonggat District, Central Lombok Regency.

A vacationing town was established in Bonjeruk town in 2018 due to the variety of natural and cultural possibilities it possesses. The Bonjeruk Tourism Village offers
agricultural potential due to the presence of rice fields, rivers, and a beautiful natural environment. The Bonjeruk Tourism Village has both natural and cultural potential because of its many customs, traditions, and culture. From a sociological perspective, Bonjeruk Tourism Village is one of the communities with two systems of social stratification, where there are groups of aristocrats and commoners. A variety of cultural potential can be commodified under these circumstances and used as a tourist attraction. The essential function of the neighborhood population and the carrying capacity of the surrounding environment as an integrated element of the social system cannot be separated from the tourism development of Bonjeruk Tourism Village as one of the top tourist villages in Central Lombok Regency. According to Prasiasa (2010), community participation in tourist strategy at all levels is crucial. A lack of community involvement during the implementation of sustainable tourism will have a less-than-ideal effect on attempts to serve the needs of the local community and in protecting the environment.

This is a sign and a change in the local community’s perspective on the development innovations being carried out, which has become a serious highest priority in the framework of implementing sustainable tourism in the Bonjeruk Tourism Community. The steady growth of sustainable tourism is mistrusted by the local population. Several things can be encouraged by the general public’s mistrust of tourist growth, according to Hilmi (2019): limiting social welfare from current tourist development causing the emergence of horizontally opposition, and becoming a development-inhibiting force. Such circumstances will be detrimental to Bonjeruk Village’s capacity to preserve its reputation as a top tourist attraction.

The Bonjeruk Tourism Village’s efforts to implement sustainable tourism have not yet been successful in spurring the growth of environmental preservation initiatives that would support already-existing tourism and modest local economic growth and create new business opportunities. Several residents of the community objected when the Bonjeruk Tourism Village initially was developed as an attraction. The explanation given for the rejection was that only aristocratic groups and stakeholders might be interested in tourism. This type of opposition is nevertheless normal given that the local population still lacks sufficient knowledge of and expertise in the tourist industry. This circumstance undoubtedly hinders the Bonjeruk Hospitality Village’s growth as a tourist attraction. Management of community-oriented tourism in the Bonjeruk Tourism Village must be a serious concern for every stakeholder, because after all the local community is the main instrument of development. Tourism is one of the instruments in community development, so its existence
must remain a priority and place the position of local communities as key holders in tourism development, at least being able to become the main actor for the sustainability and welfare of the surrounding community.

By paying attention to the abstraction of existing problems, at least this research is present to provide a description of the complexity of the problems faced by Bonjeruk Tourism Village as a tourist destination. Mapping the problem through descriptive analysis can provide a simple picture of the environmental, economic and social conditions of tourism in the Bonjeruk Tourism Village. Community participation is important to study in more depth, especially in terms of the factors behind the emergence of social tourism problems and the impacts they have. Ignoring the social phenomena of tourism can be a cause for the emergence of subsequent social problems, therefore it is important to conduct research on community participation in the Bonjeruk Tourism Village in the tourism context. The existence of the Bonjeruk Tourism Village is expected to be able to provide equal distribution of prosperity for the economy and environmental preservation for the local community in a sustainable manner. With the support of local community participation in the implementation of sustainable tourism in the Bonjeruk Tourism Village, it will provide an opportunity for local communities to become the host as well as the manager of the tourist village.

Unquestionably the presence of a tourist community also contributes to the environment, local economy, and social community which can be felt directly and massively. The existence of a tourism area certainly attracts tourists from various regions and even foreign countries to visit. The existence of tourists certainly brings identity, character, and culture from the area of origin of tourists and is considered a new culture for the community as well as local environmental conditions. ‘filtering’ This kind of condition is one of the entry points for social problems that are currently developing. The movement and rotation of the economy in the tourism area is a magnet for investors and business actors to invest in the area. Without strict control and supervision, economic growth will spur massive and uncontrolled physical development which will indirectly affect the carrying capacity of the environment. This is also a problem for objects, buildings, structures, sites, and tourist areas that are used as tourist attractions. Its nature is limited, non-renewable, vulnerable to damage, and contextual, making this type of tourism need to follow conservation principles in its utilization.

Therefore, it is necessary to have a tourism planning and development concept that can accommodate conservation interests without putting aside tourism interests and vice
versa. The response to environmental damage, the decline in carrying capacity, and the quality of ecosystems due to massive tourism activities, is the emergence of the concept of sustainable tourism. The emphasis of this movement is on developing a tourism concept that can provide economic and social benefits without causing environmental degradation and is expected to be able to restore (restore) environmental conditions that have been degraded (Janusz & Bajdor, 2013). From the abstraction above, it can be explained that the objectives of this study are (1) to find out the application of the principles of sustainable tourism to the Bonjeruk Tourism Village, Central Lombok Regency. (2) To identify the impact of the implementation of sustainable tourism in the Bonjeruk Tourism Village on the environmental, economic, and socio-cultural dimensions of the Bonjeruk Tourism Village community.

**RESEARCH METHOD**

This research was conducted in the Bonjeruk Tourism Village, Jonggat District, Central Lombok Regency, the method in this study used descriptive qualitative methods. The types of data in this study are qualitative and quantitative data obtained directly when conducting research, the data sources in this study were from informants, the main informants in this study were the management of the Bonjeruk tourism village, the local community, and local government from both village officials and the government. Primary data is obtained directly from the main informants while secondary data is obtained from other sources such as brochures and others, while the data collection technique is carried out by interviewing managers, communities, and stakeholders.

Documentation is carried out by photographing various programs and activities for the implementation of sustainable tourism carried out by the community and the management and observation, making observations at the Bonjeruk Tourism Village, observing various programs and activities of the community and the management in implementing the implementation in the Bonjeruk Tourism Village. A literature study is carried out by seeking various other sources of knowledge about sustainable tourism to support the research being conducted. The informants in this study consisted of key informants, namely the management of the Bonjeruk Tourism Village, the main informants from the Bonjeruk Tourism Village community, traditional and cultural leaders, local academics, and supporting informants from the village government and local regional
government. In this study using data analysis techniques data reduction, data presentation, and drawing conclusions

**FINDING AND DISCUSSION**

Sustainable tourism development is essentially related to efforts to ensure that the natural, social, and cultural resources utilized for tourism development in this generation can be enjoyed for generations to come. "Tourism development must be based on sustainability criteria which mean that development can be supported ecologically in the long term as well as being economically feasible, ethically and socially fair to the community. Sustainable tourism development, as stated in the Sustainable Tourism Charter (1995) in (Arida: 28-30) is the development that can be supported ecologically as well as economically feasible, as well as ethically and socially just to society. That is, sustainable development is an integrated and organized effort to improve the quality of life by managing the provision, development, use, and maintenance of natural resources in a sustainable manner. This can only be accomplished with a system of good governance that involves active and balanced participation of the government, the private sector, and the community. Thus, sustainable development is not only related to environmental issues but also issues of democracy, human rights, and other broader issues. It is undeniable that until now the concept of sustainable development is considered the best development 'recipe', including tourism development. Sustainable tourism development can be recognized through its principles which are elaborated below. These principles include participation, participation of actors (stakeholders), local ownership, sustainable use of resources, accommodating community goals, attention to carrying capacity, monitoring and evaluation, accountability, training, and promotion.

1. Participation.

   Tosun (2006: 67) defines community participation as taking opportunities and assuming social responsibility while Participating will ensure that the needs of the community and the aspirations of the community are not ignored and the result is that community members will receive education and so on are empowered as a voluntary action through which individuals. The fact is undeniable that members within the Bonjeruk Tourism Village community engage in activities individually or in groups regardless of their backgrounds, starting with their age and educational level. In this situation, it indicates that the community has a cognitive awareness of the need to
engage in activities that support the Bonjeruk Tourism Village's sustainability. As a result, the Bonjeruk tourism village community takes part in several stages that include acknowledging the village's history.

The managerial staff of the Bonjeruk Tourism Village, which lays a greater focus on its tourist attractions and institutional components, must offer the community material and sociability throughout the vacation planning stage. Mapping the potential that can be used as a tourist draw, with community involvement in planning programs and training carried out to affect the community through the development of community knowledge and abilities in producing local goods. Developing the community's capacity and ability to operate as a tourist attraction is a step toward implementing community engagement in Bonjeruk Tourism Village. Community involvement will take advantage of their mobility, namely by offering everything they can utilize as a tourist attraction. The residents of Bonjeruk Tourism Village are under pressure to perform excavations of tourism facilities, the arranging of tourist areas, the execution of programs and training, as well as the packing of attractions that may be seen by tourists, throughout this process. Each community has particular responsibilities in each activity and program carried out, and this is a characteristic of the community alongside its distinctive way of thinking and experience in every participation carried out by the community of Bonjeruk Tourism the community. Community involvement is a form of active role or support and appreciation of the community in the overall range of activities for the development of the Bonjeruk Tourism Village at the evaluation stage.

2. Stakeholder Involvement

Actors participating in tourism development include NGO groups and institutions (non-governmental organizations), volunteer groups, local governments, tourist associations, business associations, and other influential and interested parties who will receive impacts from tourism activities. In this case, several stakeholders who are involved in the implementation of sustainable tourism in the Bonjeruk Tourism Village include a) The local government, and regional governments provide various assistance and training to improve the quality of human resources to support the sustainability of tourism in the Bonjeruk Tourism Villag. Some of the training provided by the local government includes digital marketing and destination management b) The village government, contributes in the form of training and funds for the construction of supporting facilities and infrastructure for the Bonjeruk Tourism Village such as trash...
cans and so on to provide a sense of security and comfort to tourists visiting the Bonjeruk Tourism Village c) a tourism awareness group, the organic Bonjeruk group, this group both have a contribution to the sustainability and sustainability of the Bonjeruk Tourism Village because in this they have their respective duties and roles in every activity and help each other for the implementation of the tourism village voluntarily without coercion from other parties.

3. Local Ownership

Tourism development must offer quality jobs for local people. Tourism support facilities such as hotels, restaurants, and so on, should be able to be developed and maintained by the local community. Several experiences show that education and training for residents as well as easy access for local business people/entrepreneurs are needed in realizing local ownership. Furthermore, linkages between business actors and local communities must be sought to support this local ownership. In terms of local ownership the Bonjeruk Tourism Village community benefits materially and non-materi ally, in material terms the community gets jobs and wages in managing the Bonjeruk Tourism Village, the existence of the Bonjeruk Tourism Village is indirectly able to make the local community aware that its existence as a tourism village has a positive impact on the life of the local community, in addition to non-material benefits, namely the community gains knowledge by participating in various pieces of training that have been provided by the management or the local regional government to grow competitive resources to meet the needs and satisfaction of tourists visiting the Bonjeruk Tourism Village

4. Use of sustainable resources

Tourism development must be able to use resources in a sustainable manner, which means that its activities must avoid excessive use of irreversible resources. This is also supported by local linkages in the planning, development, and implementation stages so that a fair distribution of benefits can be realized. In practice, tourism activities must guarantee that natural and man-made resources can be maintained and repaired using international criteria and standards. In this context, several potential resources owned by the Bonjeruk Tourism Village are very abundant, starting from natural, cultural, artistic, and human resource resources which are very adequate, some of the potential utilization is made as an attraction for the Bonjeruk Tourism Village.
a) Sturdy in (Big River)
Bonjeruk River is one of the natural destinations that are in demand by tourists today. River tourist destinations can be used for several special interest tourist attractions such as Rafting, Soft Trekking, and natural research related to the life of flora and fauna along the river. Besides that, the target market is tourists from various origins such as domestic and foreign tourists. The character of foreign (European) tourists who have visited this destination is quite interesting because of its unspoiled natural conditions. Therefore, the arrangement of this river must be considered properly so that it can provide experience and satisfaction to tourists while carrying out tourism activities.

b) Expanse of Rice Terraces (Rice Terrace)
Rice fields are productive land used by farmers to grow rice and other food crops. 75% of the people of Bonjeruk Village work as farmers. This supports the development of a tourism village in Bonjeruk village to develop views of rice fields as one of its tourism objects. Apart from that, foreign tourists who visit also really like the unspoiled nature which they certainly cannot find in their country. The occurrence of differences in seasons and geographical conditions makes many tourists really like natural scenery.

c) Bamboo Garden (Traditional Bamboo Market)
The Bonjeruk Bamboo Market/Bamboo Garden is one of the places developed as a tourist attraction. Types of food products that are sold such as grilled chicken, Pelecing Kangkung, Bridal Rice, Jaje Ore & other market snacks. Apart from that, several souvenirs are also offered, such as bamboo key chains, bamboo bags, and bamboo wallets. The development of this tourist attraction provides excitement and arouses the enthusiasm of the community to be involved in participating in managing tourism. The positive impact on the community is felt when foreign tourists have started arriving it gives enthusiasm for the younger generation to learn about tourism.

d) Market Rabo Bonjeruk (Traditional Market)
Rabo Benjeruk Market is the oldest market in Jonggat District. During the Dutch colonial era, the Bonjeruk market was used as the center of government, education, and business. In other things too, the Bonjeruk A aristocrats who were the lineage of the Pujut Kingdom influenced the socio-political conditions of that era. This market
sells various types of people's daily needs such as basic food needs, vegetables, meat, and agricultural equipment. Foreign tourists are very interested in traditional markets with very simple facilities such as traditional stalls.

e) Raden Nune Umas Ancient Mosque (Old Mosque)
Raden Nune Umas Bonjeruk Ancient Mosque is one of the oldest mosques in the Jonggat District. The name of this mosque is taken from the name of a famous noble figure in Bonjeruk Village. The mosque was a center of religious and cultural education in the past. The development of sharia tourism/halal tourism is currently making the existence of the ancient Bonjeruk mosque receives very high attention among the tourism community. Middle Eastern tourists visit Bonjeruk tourist destinations and perform prayers at the ancient Bonjeruk Mosque.

f) The Old House of the Bonjeruk Nobles (Old House)
Old house buildings from the Dutch colonial era are still quite common in the village of Bonjeruk, Central Lombok. The condition of the building is still intact and well-maintained. There is even a house that was once used as a Dutch headquarters, which is still used by the aristocratic community. This architecture can be used as a place to study and study ancient architecture. Besides that, European tourists can feel and see the work of their ancestors when they colonized Lombok in the past.

g) Wayang Sasak
Shadow puppets that grew up in the Sasak community developed in line with the arrival of Islam in Lombok. The Wayang Sasak Bonjeruk Studio has quite a well-known reputation. The process of regenerating wayang is also done quite well, the sustainability of wayang sasak as a tourism asset can be seen that there is a generation of young/young puppeteers (puppeteers).

h) Beleq Gendang Traditional Music
Gendang Beleq is the name of a musical instrument, namely a drum measuring more than one meter in length that is slung on the shoulders of the player. The word Beleq in the Sasak language means big. The Gendang Beleq dance is a war dance, although no movement indicates a fight and no one is carrying weapons of war, because the movements always show a masculine character/manly attitude. The Gendang Beleq dance used to function as a dance to accompany knights who would advance to the battlefield or welcome heroes who returned from the battlefield. There are
Gendang Groups in Bonjeruk Village which are used for nyongkolan activities and traditional parties on Lombok Island.

i) Traditional Gong Gamelan Music
Gamelan can be regarded as a musical instrument that has spread almost throughout the Indonesian archipelago. Gamelan is located on the islands of Java, Kalimantan, Lombok, and Bali. Gamelan in the Lombok region is the acculturation music of Balinese culture and Sasak ethnicity. In gamelan music, the influence of Balinese music is very clear on the color of the music. This is because historically, one of the Balinese soldiers had invaded the Lombok area in order to expand the territory and succeeded in controlling Lombok. So that the culture is assimilated with the local culture in Bonjeruk Village. This Gamelan group in Bonjeruk Village is used for weddings and welcoming VIP/special guests, especially foreign tourists.

5. Accommodate Community Goals
Community goals should be accommodated in tourism activities so that harmonious conditions between visitors/tourists, places, and local communities can be realized. For example, cooperation in cultural tourism or cultural tourism partnerships can be carried out starting from the planning, management, to marketing stages. The aim of this community, the Bonjeruk Tourism Village, all cultural and artistic activities in the Bonjeruk Tourism Village have a location and to carry out art and baya performances. One of the arts and cultures often carried out by the youth of the Bonjeruk Tourism Village is staging lontar readings, shadow puppet performances and entertainment, arts, and cultural performances are carried out three times a week to regenerate young people to preserve local arts and culture, besides that artistic and cultural performances are presented to tourists to be introduced to the wider community so that tourists get to know the art and culture of the Bonjeruk Tourism Village community.

6. Carrying Capacity
The carrying capacity or land capacity that must be considered includes the physical, natural, social, and cultural carrying capacity. Construction and development must be appropriate and compatible with local boundaries and the environment. The plan and its operations should be evaluated regularly so that any adjustments/improvements needed can be determined. The scale and type of tourism facilities must reflect the limits of acceptable use. The carrying capacity of the
environment physically which includes productive land in the form of rice fields and plantations which are used as land for selling can be ensured that the environmental carrying capacity of Bonjeruk Tourism Village is very adequate by placing several locations as tourist attractions including Bonjeruk canteens, bamboo markets, community plantations, cycling routes and so on, the availability of the carrying capacity of this land is agreed upon by the local community, the Bonjeruk Tourism Village manager and the local village government to meet the needs of tourists so that tourists feel comfortable and safe while in the Bonjeruk Tourism Village.

7. Monitor and Evaluation

Monitoring and evaluation of sustainable tourism development include the preparation of guidelines, evaluation of the impact of tourism activities, and the development of indicators and boundaries to measure the impact of tourism. The guidelines or tools developed must cover national, regional, and local scales. In the implementation of the development of the Bonjeruk Tourism Village towards sustainable tourism, the management, village government, and the community have collaborated by evaluating and monitoring ongoing programs to achieve a common goal of realizing sustainable tourism with an environmental preservation perspective. One of the programs that are currently running is the coenzyme program, this coenzyme is the utilization of food waste in the form of food waste vegetables and fruits to be used as a cleansing liquid by adding certain liquids to the mixture of food waste then it will be stored until a later time limit according to standards (SOP), in this case, it is an effort by the management and the community to realize eco-friendly tourism.

8. Accountability

Tourism planning should pay great attention to the opportunities for employment, income, and improving the health of local people as reflected in development policies. Management and utilization of natural resources such as land, water, and air must guarantee accountability and ensure that existing resources are not over-exploited. In this phase the Bonjeruk Tourism Village community gets a job with the current existence of the Bonjeruk Tourism Village, the management and utilization of natural resources in the Bonjeruk Tourism Village have provided great benefits for the social life of the Bonjeruk Tourism Village community as evidenced by the community working as a guide, waiters and housekeeping at home stays managed by the local community.
9. Training

Sustainable tourism development requires the implementation of education and training programs to equip people with knowledge and improve business, vocational and professional skills. Training should cover topics on sustainable tourism, hospitality management, as well as other relevant topics. In this context, the people involved in the implementation of Bonjeruk Tourism Village tourism receive various pieces of training held by the management of the Bonjeruk Tourism Village, the Regional Village Government, and other private parties; this training will have a positive impact on the human resources of the Bonjeruk Tourism Village, besides that will foster a sense of awareness and concern for the environment to always preserve nature and the surrounding environment.

10. Promotions

Sustainable tourism development also includes the promotion of land use and activities that reinforce the character of the landscape, sense of place, and identity of local people. These activities and land use should aim to create a quality tourist experience that provides satisfaction for visitors. For promotion, the manager has collaborated with various parties to promote and bring in tourists to the Bonjeruk Tourism Village. In this promotion, the manager has made various tour packages to make it easier for tourists who will visit Wiaata Bonjeruk Village. In addition, managers also carry out promotions using online media such as Facebook, Instagram, websites, TikTok, YouTube, and so on. Not only high school here management also often holds events to attract tourists to visit the Bonjeruk Tourism Village. As for the events that have been carried out at the Bonjeruk Fun Good Tourism Village for the sub-district level, the enthusiasm of the people from inside and outside the Bonjeruk Tourism Village so high, apart from cycling, the community can also enjoy the natural beauty of the countryside and the unique cuisine provided by the management and the Bonjeruk Tourism Village community.

In recent years, traveling has become a primary need and a way of life for most people. Massive mobility of people from one place to another, high velocity of money in tourist areas, and increased foreign exchange from the tourism sector are indicators that tourism has become a basic need for society. Traveling is a drug to overcome the boredom of the routine that is lived. Following its definition, tourism is the movement of people temporarily and in
the short term to destinations outside the places where they usually live and work and also their activities while living in a destination (A.J Burkat in Damanik, 2006). Information technology is developing rapidly, especially social media, making it easier for people to find and share all kinds of information on new tourist attractions in an area. Various types of tourist attractions have felt a major impact from changes in people's lifestyles in recent years, and rural tourism is no exception.

Sustainable tourism is one of many tourism concepts developed to minimize negative impacts arising from the massive growth of the tourism industry. In recent years, issues related to sustainable tourism have become increasingly prevalent amid the onslaught of negative impacts that have been felt in most of the destinations and tourist objects. According to Miller, sustainable tourism is tourism that is managed referring to qualitative growth, the intention is to improve welfare, the economy, and public health. Improving the quality of life can only be achieved by minimizing the negative impact of non-renewable natural resources. Sustainable tourism development will be achieved if the level of utilization of various resources does not exceed the ability to regenerate these resources. To control the level of utilization.

1. Environmental Aspects

Environmental sustainability is an aspect that is in the spotlight when discussing sustainable tourism. This is because the environment is related to natural factors that become a place for the establishment of a tourist attraction. Therefore, any dynamics that occur in tourist objects or attractions, directly or indirectly, will also influence environmental sustainability. The aspect of environmental sustainability emphasizes that tourism development must strive to preserve the environment while minimizing environmental degradation which can reduce environmental quality and disturb the ecological balance.

Objects and tourism areas are areas that are vulnerable to environmental degradation problems. In the beginning, it was explained that the fast circulation of money in the region had an impact on rapid economic growth which of course was followed by physical (building) growth which was a response to the economic climate in the region. Therefore, the tourism area or area is an area with the dynamics of changing land and spatial functions so quickly. The existence of the environment and the availability of land in the Bonjeruk Tourism Village are inseparable parts of the social life of the community itself. Because the people of Bonjeruk Tourism Village began to align visual elements, be it new
buildings, vegetation, and topography, with the natural nuances of Bonjeruk Tourism Village, indirectly the community was able to adapt to the application of various principles in sustainable tourism, thereby triggering the community to strengthen each other's image of the Bonjeruk Tourism Village. Environmentally sound and prioritized tourism that maintains ecological sustainability.

The existence of the carrying capacity of an environment that is still natural, clean and beautiful, and far from urban activities will make the nature of the Bonjeruk Tourism Village very interesting to visit so that it will create a sense of security and comfort as well as a rural feel, besides that the management of the Bonjeruk Tourism Village applies several zoning for locations tourist attractions. Zoning itself is a form of supporting an environment for the sustainability of the Bonjerruk Tourism Village to avoid excess capacity if there is an increase in tourist visits in the Bonjerruk Tourism Village area. Even so, the zoning in Bonjeruk Tourism Village also considers social aspects. Many heritage buildings from the past are located side by side with community settlements with zoning like this will make it easier for the manager to control every activity in the Bonjeruk Tourism Village, besides that it will also have an even impact on every community to participate in the management and support the sustainability of the tourism village.

Bonjeruk Tourism Village has natural conditions and a very attractive and cool environment, apart from that it also has agricultural land which is very capable of being made into a tourist area, by transferring land functions but by not ignoring various principles in environmental preservation, besides that Bonjeruk Tourism Village has several buildings of historical value, these buildings are relics of ancient times which are still preserved today and are used as tourist attractions to provide a diversity of tourist attractions in Wsiata Bonjeruk Village. In the process of the eco enzyme program carried out by the management and the community, they utilize the results of food waste from community kitchens in the form of organic waste such as fruit and vegetable waste. Besides that, community activities and tourists can enjoy the rural atmosphere of the Bonjeruk Tourism Village. The beautiful natural panorama of the social conditions of the people who have hospitality makes tourists feel safe and comfortable when they are in the Bonjeruk Tourism Village.

The perspective of the Bonjeruk Tourism Village community with the existence of regulations and zoning directly limits or tightens the space for movement and the rights to the property they own. From a preservation perspective, the community sees a residential area and its contents as a challenge for environmental preservation, considering that the residential area in Bonjeruk Tourism Village and its contents is a living and growing area...
that cannot be avoided, it's just that there needs to be a regulation that was born from a mutual agreement stakeholders and the community to protect and control the environment so that it does not degrade quickly so that a controlled degradation process can be followed by regular conservation efforts. The natural preservation of the tourist village does not only depend on the local government but rather on the active role of the community, especially local people who live side by side with the situation of the Bonjeruk tourism village itself.

2. Economic Aspect

Tourism as a leading sector makes the tourism sector a mainstay sector in obtaining foreign exchange which is expected to increase economic growth (Kemenparekraf, 2020). In contrast to the oil and gas sector, the tourism sector is an industry with resources that will never run out, this makes tourism an industry that is expected to be able to participate in future national development. The existence of tourism in an area is expected to be able to improve the regional economy and people's welfare through tourism activities. Tourism is a magnet that can bring in markets and this is an opportunity for people to be able to see demand from the market itself. These market needs (tourists) then become new business opportunities such as tour guide services, restaurants, craft shops, local transportation, and other services. The multiplier impact of this tourism is expected to be able to drive the micro and macro economy in the region.

Cohen (1978) in general classifies various types of impacts arising from tourism, including: the impact on foreign exchange earnings; impact on people's income; impact on employment opportunities; impact on prices and tariffs; the impact on the distribution of benefits and profits; impact on ownership and control; impact on development; and the impact on government revenue. Some of the advantages of tourism to the economy include the following: a source of foreign exchange for the country; generate income for the community; generate jobs; improving the economic structure, increasing people's income from the tourism industry making the community's economic structure better, people can improve their lives from working in the tourism industry, opening investment opportunities; encourage entrepreneurial activity.

Based on Law no. 10 of 2009 concerning Tourism, the success of tourism development is not only measured by its contribution to the economic sector but also its contribution to the welfare of society; overcoming poverty and unemployment; preservation of natural resources; cultural development; improvement of the nation's image; cultivate a sense of love for the motherland; strengthening national identity and unity; and...
international friendship. The above concept is in line with the concept of sustainable tourism development in which sustainable tourism is intended to reduce poverty, by respecting the authenticity of local culture, exploiting environmental resources wisely and responsibly, and not only encouraging but also facilitating followed by community empowerment so that they are able to participate in the production process and get various benefits from existing tourism activities.

In organizing tourism in the Bonjeruk Tourism Village area, it provides opportunities for economic sustainability, both direct and indirect impacts on the local community through various programs and other economic activities, including, the Bonjeruk Tourism Village community establishes MSMEs where the community forms business groups engaged in the field of coffee, culinary and organic vegetable production, this is done to meet the needs of tourists visiting the Bonjeruk tourist village, besides that it is also a tourist attraction that provides experience for tourists with the traditional presentation of culinary, coffee and organic vegetables. The concept of Bonjeruk Tourism Village is that eco-culture in giving life will indirectly move the community to take an active role in caring for and maintaining the existence of this source of life. In other words, if the existence of this Bonjeruk tourist village can provide benefits to the community which has an impact on welfare, it will attract the community to actively move to preserve environmental conditions as a source of life.

A culinary center is a form of economic business for the Bonjeruk Tourism Village community which provides typical menus of the Bonjeruk Tourism Village, such as Peranakan rice, pelalah chicken, placing kangkung, and others, besides that, it also has typical drink products such as herbal sherbet and Bonjeruk roasted coffee, inseparable from this alone still has organic vegetable products that are empowered by the manager and the local community such as broccoli, cayenne pepper, mustard greens, spinach, and others. With the existence of local products produced by the local community, it can provide local economic opportunities to the community. Besides that, the Bonjeruk Tourism Village holds cooking classes that are offered at the Bonjeruk Tourism Village, which has two cooking classes, the first is a cooking class for traditional specialties such as placing kangkung, pelalah chicken, and Merangkat rice, while the second cooking class is for making herbal sherbets with spices that are already available at organic land.

The Walking Tour of the Bonjeruk Tourism Village is a tour package that offers a rural atmosphere, enjoying local fruit and enjoying the typical culinary delights of the Bonjeruk Tourism Village with a variety of culinary menus available. In providing organic vegetables, the manager provides training to members of the organic women’s farming group on ethics.
organic vegetable processing that can be done at the home of each member of the women's farming group (KWT) Training on making compost to support community empowerment in Bonjeruk Tourism Village so that the community can make organic fertilizer for needs in agriculture to reduce dependence on fertilizers provided by government, this is aimed at making the community self-sufficient and able to see economic opportunities that can be utilized to meet the community's need for compost.

3. Socio-Cultural Aspects

The concept of sustainable tourism development is intended to revive and maintain the positive impacts arising from tourism development for the socio-cultural aspects while managing and minimizing the negative impacts that arise. Socio-cultural sustainability emphasizes that local communities must play an active role in tourism development in their area. So far, society has only been limited to sweetening objects in every development on all fronts. Society is only used as an object that accepts what is decided by the government The active role of the community is one of the criteria for sustainable tourism development, as stated in the Minister of Tourism Regulation No. 14 of 2016 concerning Guidelines for Sustainable Tourism Destinations. The active involvement of the community in tourism activities will trigger a sense of belonging between the community and the tourism object. When this sense of belonging exists, the community will maintain and maintain tourism in their area to continue as part of the lifeblood of the community.

Most tourist villages in Indonesia live side by side with the community, a sense of belonging and community participation is certainly an important capital in long-term conservation. Passing on a sense of belonging and an active role to future generations is the goal of socio-cultural sustainability. The concept of sustainable tourism also seeks to maintain the culture (tangible and intangible) of the local community so that it is sustainable and survives foreign cultures that enter through tourism activities. It is hoped that it will not only stop at the preservation stage, but local culture will also contribute to local tourism development. The WTO (World Tourism Organization) itself states that one of the principles of sustainable tourism is respecting the authenticity of local culture and communities, preserving cultural heritage, and contributing. The government itself is starting to see culture as a commodity that can attract people to travel. The exploitation of culture for economic interests is of course balanced with preservation as described above. It is hoped that in addition to being able to provide foreign exchange for the country, the existence of
cultural heritage is also sustainable as a national identity and can be felt by future generations.

The role of the community (especially around tourist destinations) as a whole and thoroughly from the start of planning to the implementation of development will have a very positive impact, especially in increasing tourism awareness at the community level. A tourism-aware society is the backbone and spearhead of community-based tourism development. Public awareness of the principles of tourism will prevent tourists from feeling discouraged so that the satisfaction obtained by tourists is linked to the utilization of the tourism sector in supporting poverty alleviation efforts. It needs to be understood that this should not be interpreted as deliberately placing actors in the tourism industry, especially workers and small and medium entrepreneurs so that the tourism business becomes a business based on professionalism for the community so that they must be improved on an ongoing basis, which will ultimately improve the quality of service services and then encourage increased income for the local economy.

Teaching process is carried out by volunteers who already have teaching experience. Apart from that, the community is also provided with digital marketing training organized by the West Nusa Tenggara Provincial Tourism Office (NTB) and the digital marketing community provides knowledge on using digital marketing, it doesn’t just stop there to support and raising public awareness of the importance of protecting the social environment for the people of Bonjeruk Tourism Village to participate in this healthy village program organized by the Republic of Indonesia Police, Bonjeruk Tourism Village is one of the participants in the healthy village agenda.

Socio-Cultural condition of the people of the Bonjeruk Tourism Village is still original, although it seems backward, it will provide added value to the development of the Bonjeruk Tourism Village. Likewise, the culture of the Bonjeruk Tourism Village community which has not been influenced by outside culture will provide a different appeal from the culture of other villages which have mixed or intersected with outside culture. In other words, the village has characteristics of a rural or non-urban. A life that is still traditional in a village will make the village have aspects of life that are salable for sale. Some of the conditions of culture that are sold in the Bonjeruk Tourism Village can be seen from several things, such as palm reading, below drums, saman dance, and walking trips (exploring the village while enjoying culinary delights). Bonjeruk Tourism Village has its advantages in terms of social and cultural conditions which are quite complete with traditional nuances.
CONCLUSION

The implementation of sustainable tourism development must involve active community participation, both at the stages of planning, implementation, evaluation, and so on, this is to educate the community, besides that the role of the community in implementing sustainable tourism will have a positive impact on the community itself and for sustainability and the sustainability of the Bonjeruk tourism village, apart from that, the role of the management and stakeholders in realizing the ideals of the Bonjeruk tourism village cannot be separated, which is carried out in an integrated manner. Based on the discussion carried out in this study, it can be concluded that

1. Implementing the principles of sustainable tourism in the Bonjeru Tourism Village, the management and the community have implemented various principles to maintain environmental adequacy in the long term and provide benefits to the community, especially in public awareness to always maintain environmental conditions that are clean and beautiful as well as safe and comfortable for tourists visiting the Bonjeruk Tourism Village

2. The implementation of sustainable tourism in the Bonjeruk Tourism Village it has an impact on the environmental conditions of the Bonjeruk Tourism Village community such as the community littering, the management and the community starting to provide trash bins in every house, the community utilizing agricultural land as a tourist attraction, while in the economic conditions of the community together with the management of the Bonjeruk Tourism Village, they earn income by carrying out various small and medium businesses such as making coffee products, making organic groups, making local culinary businesses, renting bicycles and so on, and for the socio-cultural conditions of the community and managers, they regenerate local culture or art as an attraction tourism so that art and culture remain on the axis and can be enjoyed by tourists thereby bringing in income for the local community, besides that art and culture in the Bonjeruk Tourism Village will be better known by the general public from across the archipelago or abroad.
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