

Application of Sustainable Tourism: A Study on the Community of Widosari Yogyakarta Tourism Village

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Abstract

The phenomenon of sustainable tourism has become a critical global issue. This research aims to explore the community's level of understanding and implementation of sustainable tourism in Widosari Tourism Village, Yogyakarta. This research uses a qualitative approach. The research subjects in this study were five young people who were actively developing the Widosari Tourism Village in Yogyakarta. The research results show that the Widosari Village community's understanding of the concept of sustainable tourism is quite good. In connection with the implementation of sustainable tourism, the people of Widosari Village have taken several positive actions in managing natural resources, preserving culture, and involving the community in the tourism business. However, challenges remain, especially related to water management, holistic cultural preservation, souvenir sales, and the lack of tourism impact monitoring programs. Joint efforts between stakeholders and village government support are needed to overcome this challenge and ensure sustainable tourism that provides long-term benefits for the people of Widosari Village.

Keywords: Sustainable tourism, Tourism Villages, Widosari Yogyakarta

A. INTRODUCTION

The tourism sector plays a significant role in the economic and social development of many countries worldwide (Astawa et al., 2019; Irwansyah et al., 2022; Sianturi et al., 2022). In addition to contributing to national income, tourism also has the potential to enhance the quality of life for local communities and preserve natural and cultural resources (Guerra et al., 2022; Muresan et al., 2021). Therefore, sustainable tourism has become a crucial global issue. Statistics indicate that tourism is a major economic driver, but it also has significant environmental and social impacts. There are several reasons for this. Firstly, travel and tourism contribute to approximately 8% of global greenhouse gas emissions, necessitating responsible practices to mitigate climate change effects (WTTC, 2023). Secondly, the industry was valued at around \$1.31 trillion in 2021, and 80% of travelers prioritize sustainable travel options, demonstrating strong consumer demand for eco-friendly practices (Hynes, 2023; Statista, 2024). Thirdly, projections indicate that the ecotourism market will grow from \$172.4 billion in 2022, indicating a heightened interest in sustainable travel. Lastly, tourism-related transport accounts for 5% of global carbon dioxide emissions, highlighting the environmental impact of travel (Statista, 2024). The concept of sustainable tourism emphasizes the importance of maintaining a balance between rapid tourism development and the preservation of the natural environment and cultural sustainability (Akbar et al., 2021; Matić et al., 2019; Nurjaya, 2022; Sharkhuu et al., 2020).

Indonesia, with its incredible natural wealth and cultural diversity, has become one of the world's major tourism destinations (Liu et al., 2022; Widokarti, 2022). One of the places that attracts tourists is Yogyakarta, which is famous for its natural beauty and rich cultural heritage (Christianawati & Hizbaron, 2022). Amid the rapid development of the tourism industry in Yogyakarta, the people of Widosari village are intriguing subjects of research. The village has great potential to participate in sustainable tourism, given its strategic location and unique cultural and natural properties.

Yogyakarta has developed Widosari Tourism Village as a tourist destination. The village has a unique cultural and natural heritage and attracts tourists. However, the rapid development of tourism in this village has raised concerns about its negative impact on the local environment and community (Fatimah et al., 2021; Nugroho et al., 2021). Therefore, it is important to study the level of understanding of the people about sustainable tourism and its implementation in Widosari Tourism Village so that it can ensure that tourism development in this village is sustainable and provides benefits to local people.

Previous studies on sustainable tourism are conducted in developed countries are in urban areas (Melović & Ćirović, 2018; Mir, 2018; Sishi et al., 2020; Sriyani, 2021). Therefore, the study of sustainable tourism in tourism village is important because it can provide insight into the challenges and opportunities of sustainable tourism development in rural areas, especially in tourist villages (Kartika et al., 2022; Mafudi et al., 2021; Purnomo et al., 2020). Tourism development in rural areas has different challenges from urban areas, such as lack of infrastructure, limited resources, and limited access to the market (Ameraldo et al., 2019; Radović et al., 2020; Rero & Sanam, 2021). Therefore, studying sustainable tourism in Widosari Tourism Village can provide valuable insights into how it can be developed in rural areas (Melović & Ćirović, 2018; Mir, 2018; Sishi et al., 2020; Sriyani, 2021).

This study aims to explore the level of understanding and implementation of sustainable tourism by the community in Widosari Tourism Village, Yogyakarta, using a qualitative approach to gaining an in-depth understanding of people's perceptions and behaviors towards sustainable tourism. The government, NGOs, and other relevant parties can use the research results as guidance to develop policies and programs that enhance tourism sustainability in Widosari Tourism Village and similar tourist villages across Indonesia. In addition, this research can also provide insight into the village community itself to further support sustainable development through tourism.

B. LITERATURE REVIEW

The Concept of a Tourist Village

A tourist village is a community in which residents interact under structured management. The primary objective of a tourist village is to enhance the community's role as a significant contributor to the development of the tourism sector, as well as to foster collaboration between the community and stakeholders to elevate the quality of tourism in the area as a community consisting of residents of an area who interact with each other under structured management (Putri, 2022). The main objective of the tourist village is to increase the role of the community as an important factor in the development of the tourism sector, as well as to create synergy between the community and stakeholders in improving the quality of tourism in the area (Digides, 2020).

According to Afriza et al. (2020) and Putri (2022), there are several components that need to be considered in developing a tourist village, namely: accommodation, in the form of accommodation that utilizes residents' houses; attractions, in the form of attractions offered; and infrastructure, in the form of basic facilities such as road accessibility, sanitation, and adequate tourist information. Moreover, Kemendagri RI (2021) emphasize the benefits of turning a village into a tourist destination, including significant economic growth, improved quality of life, and the preservation of culture and the environment. This transformation creates job opportunities, increases income, and allows communities to participate in tourism planning. Additionally, tourist villages contribute to sustainable development by upholding cultural and environmental authenticity, a vital aspect of today's tourism industry.

The Local Community's Understanding of Sustainable Tourism

Sustainable tourism is a travel and tourism approach aimed at minimizing negative environmental impacts while providing benefits to local communities and preserving cultural heritage (Álvarez-Herranz

& Macedo-Ruiz, 2021; Tovmasyan, 2019). By adopting sustainable practices, such as encouraging the use of responsible resources and supporting local businesses, sustainable tourism ensures that future generations can also enjoy the natural beauty and cultural wealth of a destination (Nurjaya, 2022). Furthermore, sustainable tourism underscores the importance of planning and managing long-term tourism activities to prevent depletion or harm to the natural resources and ecosystems that draw visitors to a destination (Omar, 2013; Yuksel et al., 1999).

The principle of sustainable tourism guides the development and management of tourism activities to ensure compliance with environmental, social, and economic sustainability (Arisanty et al., 2021; Cavalheiro et al., 2021; De Marchi et al., 2022; Wiyana et al., 2021). These principles include: (a) Environmental conservation: sustainable tourism practices prioritize the protection and preservation of natural resources, such as land, water, and wildlife; (b) Sustainable tourism respects and promotes the customs, traditions, and cultural heritage of the local people; (c) Community involvement: By encouraging their participation in the decision-making process and ensuring a fair distribution of economic benefits, sustainable tourism involves and benefits local communities; (d) Economic sustainability: Sustainable tourism aims to contribute to the local economy by supporting local businesses and creating opportunities. and (e) Responsible use of resources: Sustainable tourism focuses on minimizing the use of resources such as water, energy, and materials, as well as the use of other resources, and promotes efficient practices to reduce waste and pollution. We can ensure tourism's long-term sustainability by finding a balance between these dimensions. Local people need to understand the meaning of sustainable tourism and actively participate in its implementation (Aguzman et al., 2021). In conclusion, sustainable tourism is a comprehensive approach that takes into account the environmental, social, and economic factors involved in tourism activities.

Implementation of Sustainable Tourism in Tourist Villages

In recent years, there has been an increase in focus on implementing sustainable tourism practices in various destinations around the world. One particular approach that has received attention is tourism with local wisdom that prioritizes the sustainability of ecosystems, economies, communities, and cultural environments (Idrus et al., 2023; Niu & Chen, 2022). This approach positions local people as active participants, planners, managers, and owners in developing tourism strategies that benefit their overall well-being (Satyawan & Cahyani, 2022).

To maximize the potential of rural areas, developing tourist villages requires careful consideration of how to embrace and empower the community. By continuing to take advantage of the potential of the village and the community, tourist villages can have a significant positive impact on the overall welfare of the village community (Mafudi et al., 2021). To successfully implement sustainable tourism among the villagers, several main factors need to be considered (Uzun & Somuncu, 2015; Wei et al., 2021; Winia et al., 2019). First, it is important to optimize economic benefits for local people. Creating opportunities for local entrepreneurship, encouraging the production and sale of local products, and promoting community-based tourism initiatives can achieve this. Second, protecting the natural environment and buildings is essential for sustainable tourism. Conservation efforts, sustainable resource management, and responsible tourism practices that minimize negative environmental impacts can achieve this. In addition, providing high-quality experiences for visitors is essential to attract and maintain tourists.

C. RESEARCH METHOD

This study used a qualitative approach. We chose the qualitative approach to comprehend the perspectives and experiences of individuals, as well as the societal processes associated with sustainable tourism in Widosari Tourism Village. The qualitative approach allows researchers to explore the insights,

perceptions, and motivations of young people who actively develop tourist villages, as well as the social and cultural contexts that influence the application of the concept. The research subjects (informant) in this study were five young men and women who actively developed Widosari Tourism Village in Yogyakarta. We selected the subjects based on their experience in developing tourist villages. Table 1 displays the data of the study subjects.

Table 1. Research informant

Code	Gender	Age	Education	Occupation
Informant 1	Male	34 years old	High school	Farmer/head of the tourist village
Informant 2	Male	31 years old	High school	Head of Hamlet
Informant 3	Female	24 years old	University	Tourist village representative
Informant 4	Female	25 years old	High school	Village-owned enterprises
Informant 5	Female	36 years old	High school	Entrepreneurs

This study employed in-depth interviews for data collection. We conducted in-depth interviews face-to-face with each research subject. We designed the interview questions to delve into the perspectives, experiences, and comprehension of sustainable tourism and its implementation in Widosari Tourism Village. Broadly speaking, several questions aim to uncover the subject's understanding by exploring concepts, functions, goals, stakeholders involved, and resources in sustainable tourism. Meanwhile, the implementation is revealed through questions about the use of natural resources, programs or environmental conservation activities, evaluation of the implementation, and the obstacles encountered during the implementation of sustainable tourism in Widosari Tourist Village. In addition, observation of the preservation and promotion of local traditions, community involvement, and participation in education and training will also be carried out to better understand the context of Widosari Tourism Village and see how youth are involved in tourism development activities.

Content analysis approach was used to analyze the data from interviews and observations. This analysis will help in identifying patterns, themes, and concepts that arise from the data. The data analysis stages in this study include data reduction, data presentation, and drawing conclusions (Dull & Reinhardt, 2014). We used the analysis results to answer research questions and develop an understanding of how young people understand and implement sustainable tourism in Widosari Tourism Village.

D. RESULTS AND DISCUSSIONS

In this section, the author first presents research findings related to the public's understanding of sustainable tourism in Widosari Tourist Village Yogyakarta, which include understanding concepts, functions, goals, stakeholders involved, and resources in sustainable tourism. It was then followed by a discussion on each of the research findings.

Widosari Tourism Village Profile

Widosari Tourism Village is one of the tourist destinations located in Kapanewon Samigaluh, Kulon Progo Regency, Special Region of Yogyakarta Province. This village is located about 29 km from Yogyakarta City, with a travel time of 53 minutes. The main destination of this village is Puncak Widosari (Figure 1), which offers beautiful natural scenery and giant ancient stones standing firmly on the hill. Puncak Widosari was also designated as a geoheritage heritage by the Ministry of Energy and Mineral Resources in 2021. This village showcases a diverse range of culture and performing arts, including batik crafts (Figure 2), Jathilan, wayang kulit, Kuda Lumping, Bangilun Dance, and Lengger Topeng dance (Figure 3), in addition to its natural attractions include Puncak Proman, Kemadon Tea Garden, and

Rajendra Farm. There are also several homestays for tourists who want to experience the daily life of the local community.



Figure 1. Puncak Widosari

Sources: Authors own documentation, 2024



Figure 2. Batik crafts

Sources: Authors own documentation, 2024



Figure 3. Lenggeng Topeng Dance

Source: Wonosobozone, 2022

Widosari village community's understanding of sustainable tourism

In general, all informants define sustainable tourism as tourism whose existence can last, not only now but also in the future, and is environmentally friendly, both natural and cultural. The concept of sustainable tourism was put forward by some sources, as stated by Informant 2:

"I think sustainable tourism is tourism whose existence is not just today but until the future".

Meanwhile, informant 3 and 5 said: *"Sustainable tourism is tourism that is friendly to the natural environment and culture. So, it can maintain and preserve both physical and non-physical environments".*

The statements made by the informants reflect their understanding of the concept of sustainable tourism as well as their understanding of the importance of sustainability in tourism, focusing on environmental and cultural aspects. The definition presented by these informants is consistent with the definition of sustainable tourism developed by the UN World Tourism Organization (UNWTO), namely tourism that takes full account of the current and future economic, social, and environmental impacts, addressing the needs of visitors, industry, and tourism. Host environment and society (WTO, 2005). Sustainable tourism is a form of tourism that meets the needs of current tourists and hosts while protecting and increasing opportunities for the future (Qian et al., 2018; Rhama & Setiawan, 2022). The function of tourism is to maintain local culture and improve the economic level of the community. This is known from what was stated by Informants 1, 4, and 5:

"...the function of sustainable tourism in addition to preserving arts and culture also helps the economy of the community, for example through homestay rental or being a tour guide".

Furthermore, Informant 2 stated: *"Sustainable tourism directly or indirectly participates in preserving the arts and cultures owned by the village community"*.

The sustainable tourism function expressed by the informants is in line with the statement made by Nurjaya, (2022) who stated that the sustainable tourism function ensures that future generations can also enjoy the natural beauty and cultural wealth of a destination. Applying the principle of sustainable development to tourism is crucial for the growth of quality tourism and future economic development (Byrd, 2007; Liu et al., 2019; McCool & Bosak, 2016; Yuksel et al., 1999). The goal of sustainable tourism is to create social and economic conditions that support the welfare of local people. This understanding is obtained from the opinion expressed by Informant 3 as follows::

"The impact of tourism must be felt by the community, especially in supporting the community's economy, because the village community is the owner of the wealth owned by the village. Thus tourism should be able to improve the social and economic life of the people in this village".

The opinion of this informant is similar to what was expressed by the Global Sustainable Tourism Council (GSTC), which stated that the purpose of sustainable tourism is to create social and economic conditions that support the welfare of residents (GSTC, 2024). Furthermore, Ayazlar & Ayazlar (2016) suggested that sustainable tourism supports ecologically responsible development and is socially compatible, culturally appropriate, politically fair, technologically supportive, and economically viable for the local population. Informants explained that the role of the village community in the development of sustainable tourism is to participate and participate in implementing programs that have been prepared, maintaining the environment, and preserving arts and culture. This is known from the statements of informants 2 and 5, which state:

"The community must play an active role in implementing the programs that have been prepared, for example always trying to maintain and maintain the environment, arts and culture owned by the village. Therefore, there must be good cooperation and support from the government, NGOs, community leaders, and volunteers".

The village community should play a crucial role in developing sustainable tourism by actively participating in and implementing the prepared programs. Community participation is an integral part of

sustainable tourism development, as people are front-line stakeholders who bear the cost of tourism development and are, in many ways, legitimate owners of tourism resources, both natural and cultural (Tou et al., 2022). Several studies have highlighted the importance of community-based tourism and the active involvement of local people in tourism activities for the success and sustainability of tourism village development (Purnamawati, 2021; Suharti et al., 2023). These involvements include providing innovation in developing village tourism potential, actively participating in village tourism activities, and preserving people's cultural and natural heritage (Setyawati, 2022). Therefore, the active participation of the village community is crucial in ensuring the success and sustainability of tourism development as well as preserving local culture and improving the economic condition of the community. Natural resources like water and wind serve as sustainable resources in the development of renewable tourism. This is known from Informant 1, who said:

"We cannot possibly rely on nonrenewable natural resources, such as petroleum. Therefore, in developing tourism, we have to turn to sustainable resources, such as water and wind".

In this case, the informant understands that sustainable resources in tourism development are renewable natural resources by providing examples of water and wind. In fact, this resource is very important for the development and operation of tourism activities, and its sustainable use is very essential for the success of tourism purposes in the long term (Wardle, 2021). Sustainable tourism development aims to minimize negative impacts on the environment and maximize positive impacts, including the use of sustainable and renewable resources (Wardle, 2021). Several studies have emphasized the importance of sustainable resource management in tourism development. For example, a study on sustainable tourism development highlights the need to consider the sustainability of natural and economic resources in tourism development (Johnston, 2015). Other studies conducted by the World Tourism Organization of the United Nations and the United Nations Environment Programme show that sustainable tourism should aim to minimize negative impacts on the environment and maximize positive ones. This includes the use of sustainable and renewable resources (WTO, 2005). This demonstrates the village community's comprehension of sustainable resources as renewable natural resources and their application in sustainable tourism development.

Sustainable use of resources in tourism development is critical to the success of tourism destinations in the long term. By utilizing renewable resources and minimizing negative environmental impacts, sustainable tourism development can contribute to the preservation of natural and cultural heritage, as well as the economic and social welfare of local communities. In general, an understanding of the sources reflects a solid awareness of the holistic concept of sustainable tourism, covering economic, environmental, and cultural aspects. They emphasized that integrating sustainability into all aspects of tourism is a principle, not a temporary goal, to create a long-term positive impact. People's understanding of sustainable tourism is crucial (Dewi, 2013; Wibowo & Belia, 2023). Therefore a good understanding sustainable tourism practices will lead people to develop tourism by the principles of sustainability.

Implementation of Sustainable Tourism in the Widosari Tourism Village, Yogyakarta

Findings related to the implementation of sustainable tourism in Widosari Village are related to the management and use of natural resources, measures taken to preserve and promote local culture and traditions, efforts to involve villagers in the tourism business, and the development of tourism and programs to periodically monitor and evaluate the impact of tourism on the environment and local communities. The implementation of sustainable tourism takes place in Widosari Tourism Village, Yogyakarta. It was found that the people of Widosari Village had tried to manage the use of natural

resources; for example, in managing water, the villagers established a community called "Cagar Urip." This community seeks to maintain the source of the spring by replanting trees around it and reminding the public of the importance of using water effectively. This is very important because, as stated by Informant 3:

"The water discharge in Widosari village in recent years has drastically decreased, while the community (family) has tried to drain as much water to the house through pipes as possible, but has not used it effectively. So it's not natural. Meanwhile, the need for water is not only for households but also for agricultural irrigation".

Furthermore, the informant suggested strengthening synergy between stakeholders and the implementation of punishment and hoped that the village people return to local wisdom. In addition to the management of water resources, the people of Widosari village have created a production house for making solar cells for electricity supply. These findings suggest a proactive role for local communities in sustainable resource management. There are several important points. First, the active involvement of local people in environmental conservation and sustainable resource management is essential for the success of sustainable tourism (Butarbutar & Soemarno, 2012). Second, examples of community-led initiatives, such as tree planting and solar cell production, show an innovative approach to natural resource management that contributes to the sustainability of tourism development (Setyawati, 2022). Third, the role of indigenous villages and indigenous communities in tourism development is also emphasized by highlighting the cultural significance and local wisdom embedded in sustainable resource management practices (Purnamawati, 2021). Overall, research findings underscore the importance of community participation, innovative practices, and preservation of cultural heritage in sustainable natural resource management for tourism development. These findings support the idea that community-led initiatives, such as "Urip Reserve" and solar cell production, play a critical role in promoting sustainable tourism through effective management of natural resources. Related to the steps taken to preserve and promote local culture and traditions, it is found that the village has more of the art aspects only. In this case, Informant 4 said that:

"Culture is not only art but also customs, buildings, etc. Although there are local regulations, implementation in the field is still weak". Furthermore, the source said: *"The elders should be more active in preserving and introducing culture in its entirety, not just as observers. Meanwhile, promotions are carried out through social media or when artists perform outside the village of Widosari".*

Indeed, the community should not only develop the artistic aspect but also the cultural aspect at large. Previous research supports this, emphasizing that tourists can enjoy unique and interesting aspects such as people's lifestyles, traditions and customs, culinary culture, wildlife, landmarks, and others (Alisa & Ridho, 2020). Sustainable tourism development is an important red thread that maintains the preservation of cultural integrity and the development of local communities, as well as celebrating the uniqueness of the destination while ensuring its sustainability (Crescent Rating, 2023). Therefore, sustainable cultural heritage tourism development is essential for the long-term sustainability of tourism initiatives, as it helps preserve and promote cultural heritage while minimizing negative impacts, sustainable cultural heritage tourism framework, combining social and cultural elements to ensure the long-term sustainability of tourism initiatives (Omar, 2013). For efforts to involve villagers in the tourism business, this study found that people were already involved in the tourism business, for example, in homestays, although small. In addition, there are also sales of crafts and food produced by the village

community. The research findings highlight the importance of community involvement in sustainable tourism development. The involvement of village communities in sustainable tourism is essential to preserving cultural heritage improving economic benefits, and ensuring environmental sustainability. This involvement helps achieve sustainability goals, provides benefits to local communities, and preserves the environment (Tou et al., 2022). To overcome challenges related to the promotion and sale of souvenirs, Khairani & Pratiwi (2018) suggested that the village people implement diversification and promotion strategies, utilize online markets, and develop attractive branding and packaging for souvenirs.

The next finding demonstrates the absence of programs designed to monitor and evaluate the impact of tourism on the environment and local communities in Wisata Widosari Village. This condition is a major challenge for sustainable tourism development. Previous studies have emphasized the importance of sustainable tourism development, which includes maintaining the quality of the environment, providing benefits to local communities and tourists, and maintaining links between tourism and the environment (Johnston, 2015). To overcome the lack of programs to monitor and evaluate the impact of tourism on the environment and local communities in Widosari Tourism Village, it is important to implement effective strategies for sustainable tourism development. This strategy should include community involvement, education, and empowerment, as well as the implementation of sustainability standards and monitoring and evaluation of tourism impacts (Suharti et al., 2023). We must evaluate the application of sustainability standards for tourist villages based on their impact on the community's economy, social and cultural knowledge, and their dedication to prioritizing public welfare and environmental sustainability (Suharti et al., 2023).

Regarding the implementation of sustainable tourism in Widosari Village, it shows that the people have taken several positive actions in managing natural resources, preserving culture, and involving the community in the tourism business. However, challenges remain, especially regarding water management, holistic cultural preservation, souvenir sales, and lack of tourism impact monitoring programs. To overcome this challenge and ensure sustainable tourism that provides long-term benefits to the people of Widosari Village, stakeholders and village government support must work together. The implementation of sustainable tourism in Widosari Tourism Village has not yet reached the level of monitoring and evaluation, this finding is similar to previous studies (Airin, 2019; Mualif, 2023). Therefore, related stakeholders need to design programs that can monitor and evaluate sustainability implementation in tourism, especially in Widosari Village.

The Obstacles Faced in Implementing Sustainable Tourism in Widosari Village

The community faces several obstacles in its efforts to implement sustainable tourism in Widosari Village. The first obstacle is a persistent lack of knowledge about the principles of sustainable tourism, leading to misinterpretations about tourism. As stated by Informant 2:

"People's mindsets are still minimal, they still think that tourism is like "tumpang manoreh" or like other destinations that many tourists visit. Tourism is not only a natural destination but also other aspects, such as culture, social life and others."

The second obstacle is that there is currently no one in Widosari Village who can fully focus on managing tourism. All of them are engaged in major jobs such as civil servants or farming. The third obstacle is related to the absence of cadres that will continue the sustainable tourism program. Meanwhile, the next obstacle lies in the ongoing lack of capital required to implement sustainable tourism practices. As stated by Informant 1:

"This sustainable tourism development requires considerable capital as well, for example, packaging an environmentally friendly product requires considerable capital".

Some of the obstacles found are not much different from previous research findings, including lack of knowledge and human resources in tourism, lack of community participation in decision-making and the implementation of activities affecting their lives, and lack of public participation to implement activities that affect their lives (Mierdhani & Dewi, 2023; Wibowo & Belia, 2023; Suharto et al., 2015). This condition shows the need for improvement in public education programs, more effective time management, collaborative approaches with external parties, and implementation of forming of cadres programs to ensure sustainable tourism in Widosari Village.

E. CONCLUSION

Overall, the Widosari Village community demonstrates a favorable understanding of sustainable tourism. They understand the concept of sustainable tourism holistically, covering economic, cultural, and environmental aspects. They comprehend that integrating sustainability into all aspects of tourism is not a temporary goal but a principle that yields long-term positive impacts. This comprehensive understanding will guide the community in developing tourism based on sustainable principles within their village. In relation to the implementation of sustainable tourism in Widosari Village, the community has taken several positive actions such as managing natural resources, preserving culture, and involving the community in the tourism business. The Widosari Village community faces several significant obstacles in implementing sustainable tourism. The main obstacles include limited focus and time from the parties involved, as well as a lack of trained future generations. Similarly, financial issues, particularly those related to capital allocation for environmentally sustainable initiatives, pose a significant challenge. We need a holistic approach to overcome these obstacles, which includes increasing community understanding, effective human resource management, planned cadre formation, and supportive financial solutions. Implementation of sustainable tourism in Widosari Village requires cooperation between the village government. This research only included administrators or those actively involved in developing tourist villages as respondents. We hope that future research will incorporate local communities not directly involved in the development of tourist villages or village tourism, aiming to gather more thorough and comprehensive data on the comprehension and execution of sustainable tourism in tourist villages.

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