

UNVEILING TOURISM POTENTIAL FOR SUSTAINABLE ECONOMIC DEVELOPMENT IN ALAMENDAH TOURISM VILLAGE

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Abstract

The Indonesian tourism industry explores its cultural wealth through the concept of village tourism, a potential that reflects the beauty and authenticity of the local community's life. As a concrete example, Alamendah Village Tourism can leverage its tourism potential to enhance the local economy. Thus, in this context, the research focuses on analyzing how Alamendah Village Tourism recognizes the tourism potential that can improve the economic sustainability of the local community in Alamendah Village. The research employs qualitative research methods as it seeks to understand how Alamendah Village Tourism identifies the tourism potential in its village to enhance the economic sustainability of the local community in Alamendah Village. The results and discussions depict the tourism potential, which is the excellent and admirable human resources in Alamendah Village, creating strategic opportunities to strengthen the local economy with sustainability as the main focus. Therefore, sustainable development is not only about economic growth but also about a wise balance between economic benefits, environmental conservation, and the empowerment of the local community.

Keywords: *Tourism Villages, Tourism Potential, Economic Sustainability, Local Communities*

INTRODUCTION

Indonesia, as a vast archipelagic country, is home to various ethnic groups, cultures, and natural wealth, which only enriches its cultural diversity. As stated by Elfiondri et al. (2021), this diversity is not only a hallmark but also a valuable asset in advancing the nation. In the context of the rich diversity of ethnicities and cultures in Indonesia, the tourism sector plays a critical role in harnessing its potential as a driver of development. Sustainable development is a critical foundation for improving human welfare and strengthening the economy, while also maintaining the sustainability of ecological and social systems that provide crucial support for the regional economy. In this context, tourism emerges as a key player that can play a vital role in achieving sustainable development goals in various countries and regions worldwide.

On an international level, Indonesia exudes charm with its diverse tourism potential. This potential not only brings pride but also offers significant benefits, especially in attracting foreign tourists to explore Indonesia's beauty. As a concrete example, according to Parantika et al. (2020), the Indonesian tourism industry explores its cultural wealth through the concept of village tourism, a potential that reflects the beauty and authenticity of local community life.

Village tourism, an embodiment of unique rural areas, becomes a tourist destination offering authentic experiences. According to Pickel-Chevalier et al. (2021), village tourism is not just a place to vacation, but a rural space that radiates authenticity and uniqueness.



Mathew and M (2022) state that village tourism creates a stage where the life of local communities is captured in unparalleled beauty, encompassing aspects of socio-economic life, culture, traditions, daily activities, unique architecture, and spatial layouts. Additionally, village tourism showcases unique and interesting economic activities and has potential for the development of various tourism components, such as attractions, accommodation, food and beverages, and other tourist needs.

In this context, this research focuses on analyzing how Alamendah Tourism Village recognizes the tourism potential that can enhance the economic sustainability of the local community in Alamendah. The tourism potential in Alamendah Tourism Village is dominated by excellent human resources capable of collaborating to support the sustainability of this tourism village for the future. Furthermore, Alamendah Tourism Village also develops its human resources through training provided by the government, thereby enhancing their development. Therefore, the approach adopted in this research is suitable to understand how Alamendah Tourism Village recognizes this tourism potential. This research addresses two gaps in previous relevant studies. First, in the literature by Gunawan and Amelia (2022), which analyzed tourism village potential through master planning of spatial/land use. Second, in the literature by Nurhayati et al. (2022), which analyzed strategies that can optimize tourism potential to impact economic growth in Indonesia.

LITERATURE REVIEW

Tourism Potential

Village tourism is not just about ordinary tourist destinations; it creates captivating experiences with cultural activities that are not only unique but also invite curiosity. Additionally, AP et al. (2020) state that the potential for developing village tourism does not only arise from tourism components but also from meeting the increasingly complex and varied needs of tourists. In other words, village tourism becomes a living, evolving entity, presenting unexpected charms waiting to be explored by travelers seeking unforgettable adventures. Such attractions may potentially counter various factors contributing to the prosperity of the tourism village itself (Ha & Grunwell, 2011). For example, Alamendah Tourism Village can leverage its tourism potential to enhance the local economy there.

The potential in village tourism can also foster the development and sustainability of the village and its contents. Tourism villages have become a focal point for sustainable tourism development in various parts of the world. The success of tourism management in Alamendah Tourism Village not only creates new economic opportunities but also impacts the preservation of culture and the environment. Therefore, a deep understanding of perceptions, participation, and contributions from local communities toward tourism potential becomes an essential foundation for designing sustainable policies and practices.

Sustainable Economic Development

The approach used in sustainable economic development demonstrates an inseparable effort to integrate economic growth, environmental sustainability, and social justice. This concept has become a key focus in global dialogues, especially after the term "sustainable development" was introduced by the Brundtland Commission in 1987. Sustainable economic development does not only refer to achieving economic growth but also to the continuity of resource utilization and ecological balance. Through the perspective of Herman Daly, an ecological economist, the concept of "environmental sustainability" is raised as a key element in the structure of sustainable economic development (Daly, 2017).

The social aspect of sustainable economic development has also become a central concern. Amartya Sen, a Nobel laureate in economics, introduced the idea of "development as freedom," emphasizing the need to ensure social justice and community empowerment within the framework of economic development (Sen, 1999). Empirical research by Alkire and Foster (2007) highlights that the multidimensional poverty index provides a more holistic picture of poverty, recognizing that well-being is not only determined by income levels but also by access to education, health, and other basic facilities.

In managing natural resources, the environmental aspect of sustainable economic development demands the application of more proactive strategies. However, major challenges arise within the context of globalization, where the economic development efforts of one country can significantly impact another country. In this regard, Tisdell (2001) examined the role of the global economy in supporting or hindering sustainable economic development efforts at both the national and international levels.

Given this conceptual framework, sustainable economic development requires collaboration among governments, the private sector, and civil society to formulate policies that support sustainable economic growth, preserve environmental integrity, and promote social justice. Overall, this literature forms an important foundation for understanding and applying the principles of sustainable economic development, which has the potential to yield positive impacts at both local and global levels.

METHOD

The research employs qualitative research methods to understand how Alamendah Tourism Village recognizes the tourism potential within its village to enhance the economic sustainability of the local community. Furthermore, this study intends to gain an accurate understanding of the actual conditions there. Additionally, according to Creswell and Poth (2016), qualitative researchers can gain deeper insights by exploring the information perceived by participants or managers of tourism villages through in-depth interviews. The perceptions gathered may vary, as qualitative research inherently encompasses more complexity compared to quantitative approaches. Creswell and Creswell (2017) also state that qualitative research methods are relevant for analyzing the tourism potential possessed by tourism villages.



This research also requires design and planning to ensure that the conducted research runs smoothly and systematically. Blumberg et al. (2014) describe that in the context of conducting research processes, there are various questions and complex procedures, with the collected data synthesized and analyzed inductively to produce significant findings, providing a basis for researchers to formulate interpretations that depict the meanings contained within the gathered data. Therefore, in this study, the qualitative method utilizes an interview approach. This approach greatly assists researchers in understanding how the tourism village recognizes its tourism potential and continues to leverage that potential to enhance the economic sustainability of local communities. Consequently, the responses obtained from each participant or pentahub are highly likely to be informative. Researchers also utilize recording tools as protocols or supports during interviews. According to Creswell (2003), this application aims to help researchers gather data, which will then be transcribed for further in-depth management to achieve research results.

RESULT AND DISCUSSION

Alamendah Tourism Village, in its geographical context, is located in Rancabali District, Bandung, West Java, Indonesia, standing out as a significant agronomic center. Its status as the most advanced and densely populated area in Rancabali reflects the complexities of local economic dynamics, where most of its residents are engaged in agriculture and commerce. It is important to note that the dominant livelihoods in Alamendah Tourism Village, namely farmers and traders, depict an economy still reliant on the primary sector. Nonetheless, according to Li et al. (2024), consideration is needed regarding how economic development in this village can adapt to current global trends and challenges to improve the welfare of its community.

Furthermore, the varied tourism offerings in Alamendah, such as nature tourism, religious tourism, and agro-tourism, indicate efforts to diversify the economy through the tourism sector. However, it is necessary to critically assess the extent to which the development of this tourism sector positively impacts the local economy while considering sustainability and the empowerment of local communities (Richardson, 2021). The diversity of tourism offerings in Alamendah, such as nature tourism, religious tourism, and agro-tourism, illustrates efforts to diversify the economy through the tourism sector. However, it is essential to critically assess the extent to which the development of this tourism sector positively impacts the local economy, while also considering sustainability and the empowerment of local communities.

The results and discussions illustrate the tourism potential, characterized by outstanding and admirable human resources in Alamendah Tourism Village, creating strategic opportunities to strengthen the local economy with sustainability as the primary focus. The utilization of natural and cultural wealth serves as a foundation for the village to demonstrate how tourism can be a crucial catalyst for sustainable economic growth. Through in-depth analysis, awareness of the creativity among local communities in confronting economic challenges becomes evident. It is apparent that they have adopted various methods

and approaches to enhance economic sustainability, with one key approach being economic diversification. The community does not solely rely on one tourism sector but plans and develops income sources from diverse natural resources.

For instance, some community groups demonstrate adaptive intelligence by integrating organic farming into agro-tourism models. They not only provide hands-on experiences for tourists in gardening and harvesting but also create significant additional income. This approach not only empowers the local community economically but also stimulates positive interactions between tourists and the local environment.

Moreover, Alamendah Tourism Village has initiated initiatives focused on developing home industries as strategies to strengthen the local economy. Relying on the village's natural wealth and cultural heritage, local residents creatively produce premium processed products, such as traditional foods, handicrafts, and souvenirs unique to Alamendah Tourism Village. The successful marketing of these products, both directly and through online platforms, has opened new avenues for income and job opportunities at the local level.

Not only does this contribute to economic aspects, but the active participation of the community in managing and promoting the tourism village plays a central role in the sustainability of the economy. Engaging the local community in decision-making processes and the formulation of tourism strategies is not merely a policy but also an investment in fostering a sense of ownership and responsibility towards the success of Alamendah Tourism Village.

Overall, Alamendah Tourism Village has implemented an integrated and participatory approach that demonstrates success in optimizing tourism potential to enhance local economic sustainability. This process is realized through the astute utilization of local resources, the development of creative economic initiatives, and the strengthening of community involvement over time. In pursuing inclusive economic growth, it is also crucial to consider the extent to which tourism benefits can be equitably enjoyed by all segments of the village community. Distributive justice and equal access to economic opportunities should be focal points, ensuring that no group is marginalized in the tourism-driven economic development process.

It is important to note that the success of this economic model should not only be measured from a financial perspective but also by the positive impacts that can be felt by the community as a whole. Active participation in the management and promotion of the village not only creates strong emotional engagement but also builds a foundation for long-term sustainability. This encompasses efforts to preserve natural and cultural resources, ensuring that the economic benefits from tourism are distributed equitably and planning sustainable measures to support the long-term welfare of the local community.

CONCLUSION

Alamendah Tourism Village possesses significant tourism potential that can be highlighted through its human resources, namely the local community residing within the



village. This village can create strategic opportunities to strengthen the local economy with sustainability as the primary focus. The utilization of natural and cultural wealth serves as a foundation for this village to illustrate how tourism can be a vital catalyst for sustainable economic growth. In-depth analysis reveals the creativity of local communities in facing economic challenges. The importance of local community involvement and a deep understanding of cultural values in tourism development are critical elements in creating genuinely sustainable strategies. Thus, sustainable development is not just about economic growth but also about a wise balance between economic benefits, environmental preservation, and local community empowerment.

In striving to enhance food security through tourism, it is essential to remember that the development of this sector may have negative consequences on natural resources and ecological sustainability. Therefore, a critical approach is required to combine economic growth with environmental preservation and the fulfillment of local community needs. Additionally, constructive critique is necessary to ensure that this sustainability unfolds optimally. For example, evaluating the long-term impacts of tourism initiatives on the local environment and culture is vital. Community involvement, while being a positive factor, needs continual strengthening and direction to genuinely reflect local control over tourism development.

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DOI: <https://doi.org/10.54443/siwayang.v3i3.1733>

