

# Sustainable Innovations in the Promotion and Development of Village Tourism: Challenges and Opportunities

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## ABSTRACT

Tourism serves as a catalyst for unlocking the unique potential and distinctiveness of specific regions, thereby fostering holistic well-being, particularly for the local economy. Kampoeng Djadhoel, situated in Semarang City's Rejomulyo Village, East Semarang District, is poised to fulfil this potential. Under the stewardship of an evolving Tourism Awareness Group (Pokdarwis), it aspires to transform into an enticing destination for both local and international visitors. To achieve this vision, it is essential to deepen our understanding of village management and actively engage the community. This study is a comprehensive exploration encompassing three critical domains: tourism village management, community participation, and identifying inhibiting and supporting factors. Employing a Descriptive Qualitative methodology, our investigation underscores the effectiveness of Pokdarwis Kampoeng Djadhoel's management approach, which aligns seamlessly with the principles of tourism village management. Within the local community of RT 04 RW 02, participation is manifested both horizontally and vertically, significantly bolstering the overall management efforts. Crucially, the obstacles encountered within the Kampoeng Djadhoel tourist village have been successfully mitigated by harnessing supportive elements and implementing complementary solutions. This achievement exemplifies the village's commitment to sustainable innovations in promoting and developing its tourism potential,

thereby addressing the challenges, and seizing the opportunities presented.

**Keywords:** tourism management, tourism village, community participation, inhibiting and supporting factors, sustainable innovations

## INTRODUCTION

Tourism, with its profound impact on economic growth and cultural preservation, has been instrumental in shaping the destinies of many regions worldwide. It represents a means to leverage a locality's unique potential and distinctive cultural elements to enhance the well-being of its residents and showcase its heritage (Basile et al., 2021; Chiodo et al., 2019; Feng et al., 2017; Gunarta & Hanggara, 2018; Rezagama et al., 2021; Zulfa & Nugraheni, 2020). Village tourism has become increasingly important as a means of promoting development. It provides a way to support communities while also preserving their traditions and environment. In this endeavour to utilize village tourism as a catalyst for sustainable development, a multitude of issues and prospects have surfaced. (Guo et al., 2019; Joo et al., 2019; Purnomo et al., 2020; Trombadore, 2020; Yasir et al., 2021). Understanding these difficulties, examining current research, recognizing research shortcomings, and suggesting novel solutions towards the sustainable growth of village tourism is

crucial. This preamble provides a foundation for investigating critical issues encountered in the advancement and promotion of village tourism, summarizing existing research, and accentuating the importance of the research being undertaken.

Village tourism, despite its potential, also comes with its own set of challenges. One of the primary issues is the balance between tourism development and cultural preservation (Garanti et al., 2023; Saviera et al., 2022; Shen & Wang, 2018; Suadi et al., 2019; Utomo et al., 2023). As tourists flock to picturesque villages, the risk of commodifying culture and displacing local traditions becomes apparent. Furthermore, infrastructure development, environmental sustainability, and community participation present complex hurdles.

However, within these challenges lie remarkable opportunities. Village tourism can empower local communities economically and culturally. It can offer a lifeline to dying traditions and provide a means for residents to share their heritage with the world. Sustainable innovations can bridge the gap between these challenges and opportunities, offering solutions that safeguard the environment, celebrate local culture, and boost the local economy.

Numerous studies have explored various facets of village tourism, shedding light on its potential and pitfalls. Existing research has investigated the economic impact of village tourism, the role of community engagement, and the importance of sustainable practices. These studies provide valuable insights into the field.

However, a research gap exists in the realm of sustainable innovations specifically tailored to village tourism. While sustainable practices have been discussed, there is a lack of comprehensive research that delves into innovative strategies and solutions for enhancing village tourism's sustainability. This research aims to bridge this gap by offering a fresh perspective on sustainable innovations.

The solution proposed in this research revolves around the development and implementation of sustainable innovations in village tourism. By harnessing the potential of technology, community engagement, and creative approaches, we aim to address the challenges faced by village tourism while maximizing its benefits. Innovative solutions may encompass eco-friendly infrastructure, immersive cultural experiences, and responsible tourism practices.

The importance of this research lies in its potential to guide village tourism stakeholders, including local governments, community organizations, and entrepreneurs, in the pursuit of sustainable development. As the world increasingly values authenticity and responsible tourism, the findings of this research can shape the future of village tourism, ensuring it thrives while preserving the very essence that makes it unique.

This research serves several key purposes: to identify the key challenges and opportunities in the promotion and development of village tourism, to explore existing research in the field and identify the research gap related to sustainable innovations, to propose innovative solutions that promote sustainability in village tourism, to emphasize the significance of adopting sustainable practices in village tourism development.

This research is expected to offer several benefits: advancing knowledge, by addressing the research gap, this study contributes to the body of knowledge on sustainable innovations in village tourism; guidance for stakeholders, local governments, community organizations, and entrepreneurs can benefit from practical guidance on promoting sustainable village tourism; preservation of culture, through innovative solutions, this research can help safeguard and promote the preservation of local cultures; economic growth, sustainable village tourism can stimulate economic growth, benefiting both local communities and broader society. The challenges and

opportunities in village tourism, explore existing research, propose innovative solutions, and highlight the significance of sustainable practices in village tourism development.

Together, these elements will provide a comprehensive understanding of sustainable innovations in the promotion and development of village tourism. How can sustainable innovations be effectively integrated into the promotion and development of village tourism to address the challenges and leverage the opportunities highlighted in the introduction?

## **MATERIALS & METHODS**

This research employs a Qualitative Descriptive method, focusing on the collection and analysis of descriptive textual data rather than quantitative data. This choice is aligned with the perspectives of Anggito & Setiawan (2018), emphasizing that qualitative research seeks to explain natural phenomena through data collection, using the researcher as the key instrument in data sampling. Data collection techniques involve triangulation, and data analysis is inductive and qualitative. Qualitative research prioritizes comprehending the underlying meaning in data rather than emphasizing generalization.

Barlian (2016) lists the attributes that set qualitative research apart from quantitative research, which include comprehending the underlying motivations of behaviors, illustrating intricate contexts and interactions, and using data to discover and unearth fresh information.

The study is conducted in Kampong Djadhoel, located in Kampung Batik Street, RT 04 RW 02, Rejomulyo Village, East Semarang District, Semarang City. Often referred to as the principal Batik Village, this place is distinct not just for its Semarang batik, but also for boasting its own tourism awareness group (Pokdarwis). Despite its strategic location, it grapples with issues such as restricted parking access and community engagement. The inception

of RT 04 RW 02's transformation into the Kampong Djadhoel tourism village was in 2016.

The research in Kampong Djadhoel serves as an ideal case study for exploring the challenges and opportunities of sustainable innovations in the promotion and development of village tourism. The qualitative descriptive method will facilitate an in-depth understanding of the local context, community dynamics, and the effectiveness of sustainable innovations in addressing specific challenges and leveraging opportunities within this unique village tourism setting.

Kampong Djadhoel adheres to several principles of village tourism development and management: authenticity, the attractions offered are authentic and reflect the genuine activities and traditions of the local community; local community, the local community actively participates in and supports tourism activities, contributing to the development of the village; community engagement, the engagement of the local community, as well as external stakeholders such as government and private entities, is crucial for the success of village tourism.

The management of village tourism involves various stages, as outlined by Wirdayanti et al. (2021): pioneer village tourism, this stage represents the initial development of village tourism, often characterized by limited resources and reliance on village funds; developing village tourism, at this stage, village tourism begins to gain recognition, and there is progress in infrastructure development. economic opportunities for local residents start to emerge; advanced village tourism, village tourism at this stage is well-established, and local organizations like Pokdarwis take a leading role in managing and promoting tourism activities. the infrastructure is adequate to attract foreign tourists; self-sustaining village tourism, in this stage, village tourism becomes highly successful. the local community actively innovates in tourism development, and the village is recognized internationally. infrastructure

meets international standards, and digital tools are used for independent promotion. Community participation plays a crucial role in village tourism. Participation can be categorized into vertical and horizontal. Vertical participation involves specific groups within the community engaging with external programs or authorities in a subordinate or client capacity. Horizontal participation involves equal participation among community members or similar stakeholders. This type of participation indicates that the community is becoming more self-reliant. Community participation is integral to the success of village tourism. It not only ensures that the community's needs and desires are met but also promotes a sense of ownership and responsibility among community members, leading to more sustainable and authentic tourism development.

## RESULT

The research focused on exploring and evaluating the sustainable innovations implemented in the promotion and development of village tourism, with a particular emphasis on the case of Kampong Djadhoel in Semarang, Indonesia (De Los Ángeles Piñar-Álvarez et al., 2017; Golja & Paulišić, 2021; Maharani, 2019; Ramos et al., 2019; Zulkarnaini & Nawari, 2021). The management of Kampong Djadhoel tourism village is quite good if examined from the elements of tourism villages and the principles of tourism village management strategies, evidenced by a letter of legality from the Head of Service Culture and Tourism of Semarang City with number B/304/556/1/2023 which officially from Paguyuban Kampong Djadhoel menjadi Kelompok Sadar Wisata (Pokdarwis) organization.

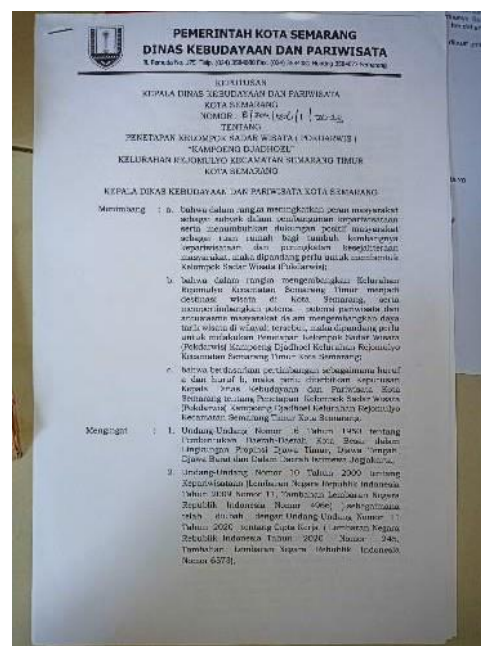


Figure 1. Letter of legality Kampong Djadhoel

Kampong Djadhoel, located in Semarang, Indonesia, has transformed into a thriving village tourism destination over the years. Its journey from a regular village to a sustainable tourism hub offers valuable insights into the strategies and innovations necessary for successful village tourism development.

Sustainable development is a key aspect of Kampong Djadhoel's transformation. The village's sustainability is reflected in various dimensions: environmental sustainability, Kampong Djadhoel has embraced eco-friendly practices (Obeidat, 2023; Sun et al., 2020; Utami et al., 2023; Xingzhu & Chengqiang, 2022; Yuan & Liu, 2017). For instance, they have organized activities to educate locals and tourists about the traditional batik-making process, reducing the need for outsourcing, and diminishing the environmental impact associated with transportation; social sustainability, the community's active participation and commitment to preserving their cultural heritage have contributed significantly to social cohesion and empowerment (Ciolac et al., 2022; Kuzuoglu & Hatipoglu, 2021; Suriyankietkaew et al., 2022; Zavratinik et al., 2019). Traditions like Titiran, which commemorate historical events, are not only preserved but also presented to tourists,

creating a sense of shared identity and pride; economic sustainability, village tourism has positively impacted the local economy. The majority of the residents are involved in various tourism-related activities, such as selling batik products or offering guided tours. This diversification of livelihoods enhances the village's economic resilience.



Figure 2. Traditional batik-making process

Kampoeng Djadhoel has effectively utilized innovative approaches in promoting itself as a village tourism destination, digital marketing, the village has harnessed the power of social media platforms like Instagram and YouTube, using engaging content to attract tourists. The use of hashtags and the tagline #kampoengdjadhoelksemarang has facilitated visibility and engagement. Local collaborations, collaboration with local influencers, public figures, and television stations, such as Chef Arnold, Tretan Muslim, Coki Pardede, and the Denok Kenang Semarang finalists is tourism ambassadors in promoting tourism and culture of Semarang, has amplified Kampoeng Djadhoel's reach and image.



Figure 3. Denok Kenang Semarang finalists



Figure 4. Local collaboration with local influencers

Despite its success, Kampoeng Djadhoel faces challenges related to demographic shifts: aging population, the village has an aging population, with a limited number of young, active community members. The COVID-19 pandemic further reduced the population, which poses a threat to the continuity of traditional practices and local craftsmanship. Lack of regeneration, the absence of a young, vibrant population to carry forward the traditions and practices of

batik making raises concerns about the long-term sustainability of this cultural heritage.

The challenge of regeneration, Kampoeng Djadhoel has introduced innovative educational programs batik education, The village offers batik-making workshops to the public, aiming to educate visitors about the traditional art form. This not only raises awareness but also provides an additional income stream for the locals. Tour guide training, the government of Semarang has provided training for tour guides, ensuring that tourists receive informative and engaging experiences during their visits.

To enhance the overall visitor experience, Kampoeng Djadhoel has made improvements in infrastructure: amenities. The village has developed essential amenities such as accommodations, tour guides, and souvenir shops to cater to tourists' needs. Accessibility. The village's proximity to the Trans Semarang bus route makes it easily accessible to both domestic and international tourists. Still, limited space creates a difficulty when it comes to parking.

Kampoeng Djadhoel grapples with issues concerning environmental sustainability. One key challenge is wastewater management. Traditional batik artisans commonly release their wastewater straight into adjacent waterways, creating potential negative effects on the local ecology. Therefore, adopting sustainable wastewater management strategies is of vital importance.

The accomplishments of Kampoeng Djadhoel are because of its strict observance of sustainable tourism management principles. Authenticity is key as the village promotes genuine cultural experiences and values and seeks to perpetuate local customs. The community's active engagement, including collaboration with relevant stakeholders, was crucial for achieving sustainability. Economically, the tourism efforts of Kampoeng Djadhoel have been successful, creating jobs for the local people. In terms of environmental responsibility, despite hurdles, the village

strives to reduce its ecological footprint and inculcate green practices.

Kampoeng Djadhoel's transformation from a conventional village to a sustainable tourist spot exemplifies inventive tactics in advertising, educating, and endorsing sustainability. Its triumph stems from a steadfast dedication to safeguarding cultural heritage, fostering proactive community participation, and implementing strategic promotional undertakings. The scholarly exploration of Kampoeng Djadhoel's case contributes to the broader understanding of sustainable tourism development in villages. It underscores the importance of involving the community, innovative marketing approaches, and environmental accountability in attaining sustainable tourism results.

The research provides insights into the significance of embracing sustainability, authenticity, community engagement, economic viability, and environmental responsibility when it comes to managing and promoting village tourism. The case of Kampoeng Djadhoel demonstrates that, by incorporating these principles it is possible to preserve heritage while also fostering economic growth. This promising model serves as a guide for communities aspiring to develop in a manner. It underscores the importance of stakeholders such, as governments, policymakers, and the communities themselves gaining an understanding of the complexities, opportunities and challenges associated with implementing this approach to sustainable tourism.

## **DISCUSSION**

In this discussion we will explore the findings of a study that focuses on innovations in the promotion and development of village tourism. Specifically, we will examine the case of Kampoeng Djadhoel in Semarang, Indonesia. The study results offer insights into the strategies and innovations that have contributed to the growth of village tourism in this region.

One significant discovery from this research is the involvement of the community in Kampong Djadhoel. They play a role in preserving their heritage, which is vital for ensuring sustainable development in village tourism. By participating in traditions like Titiran and engaging in activities such as batik making not do they preserve cultural practices, but they also foster a sense of pride and shared identity among residents (Gholib, 2021).

Digital marketing through social media platforms like Instagram and YouTube has been instrumental in promoting Kampong Djadhoel as an attractive tourist destination (Grasso & Schilirò 2023; Peng & Chang 2017; Ronizi et al., 2020; Zulgani et al. 2023). Through use of hashtags and the tagline #kampongadjadhoelksemarang, visibility and engagement with tourists have significantly increased for the village. Collaborations with influencers and public figures have further expanded its reach. Enhanced its image (Gholib, 2021).

The research emphasizes the issue faced by Kampong Djadhoel, where there is a scarcity of active community members due to an aging population. This demographic shift poses a threat to the preservation of customs and local craftsmanship. To tackle this challenge the village has introduced initiatives such as workshops on making batik and training programs for tour guides. These efforts aim to educate both locals and tourists about the art form while ensuring the long-term sustainability of the village's heritage (Gholib, 2021).

Various enhancements have been made in terms of infrastructure in Kampong Djadhoel including accommodations, tour guide services and souvenir shops. These improvements have significantly improved the experience for visitors (Favargiotti et al., 2022; Ronizi et al., 2020; Szepesi et al., 2017; Verderosa, 2019). Additionally being close to the Trans Semarang bus route has made it easily accessible for tourists. However addressing parking space remains a challenge that needs attention to ensure smooth visitor flow (Gholib, 2021).

The study also highlights environmental sustainability challenges related to wastewater management. Traditional batik makers often dispose of wastewater directly into canals resulting in environmental impacts. It is imperative to implement practices for wastewater management in order to mitigate these effects and uphold the villages commitment towards sustainability (Gholib, 2021).

Throughout the discussion it is clear that Kampong Djadhoel success can be attributed to its dedication to tourism management principles. These principles encompass authenticity, community involvement, economic feasibility and environmental responsibility. By prioritizing these principles, the village has established a model, for development of village tourism that can serve as a guide for communities (Gholib, 2021).

The uniqueness of this research lies in its exploration of the practices adopted by Kampong Djadhoel to promote and advance village tourism. Through an examination of strategies challenges faced and achievements in this case study we gain an understanding of how sustainability in tourism can be attained within a village setting.

The findings from this study offer insights and valuable lessons for policymakers, local governments and communities interested in fostering village tourism. By drawing inspiration from Kampong Djadhoel experiences stakeholders can make informed decisions. Implement strategies that enhance cultural preservation while driving economic development and ensuring environmental sustainability in their own initiatives related to village tourism.

Kampong Djadhoel serves as an example showcasing how a community commitment to sustainability along with approaches and active community engagement can result in successful promotion and development of village tourism. This case study presents learnings to sustainable tourism development, on a global scale.

## CONCLUSION

This research delves into sustainable innovations in the advancement and promotion of village-based tourism, focusing particularly on Kampoeng Djadhoel in Semarang, Indonesia. Consistent with the research goals, the results highlight the importance of community involvement and cultural preservation as key tenets of sustainable village tourism. The community's active involvement in preserving their cultural heritage via traditions such as Titiran and activities like batik making, has not only protected their unique identity, but has also boosted the village's economic progression. The strategic use of digital marketing and branding, including hashtags and social media platforms, has played a pivotal role in raising the profile of Kampoeng Djadhoel as a tourist destination. Challenges related to demographics, infrastructure, and environmental sustainability have also been identified, highlighting areas for improvement and further research. Overall, the study sheds light on the successful strategies employed by Kampoeng Djadhoel and offers valuable insights for the sustainable development of village tourism worldwide.

### *Declaration by Authors*

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