



DOI: <https://doi.org/10.38035/dijemss.v6i3>
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The Role of Government and Local Communities in Sustainable Tourism Development through the Tourism Village Concept Applied in Tomohon City

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Abstract: Sustainable tourism development in Tomohon City, a prominent destination in North Sulawesi, faces challenges such as limited infrastructure, suboptimal community participation, and fragmented environmental management. This study examines the roles of the government and local communities in supporting sustainable tourism through the tourism village concept. The research employs a qualitative case study method, focusing on five urban villages in Tomohon City with significant tourism potential and community involvement. Data collection involved in-depth interviews with government officials, tourism actors, and local communities, as well as field observations and document analysis of tourism policies and programs. Data were analyzed through reduction, presentation, and conclusion drawing. Findings reveal the government plays a strategic role in policy formulation, community empowerment, and infrastructure development, but implementation is hindered by budget limitations and inter-agency coordination. Local communities contribute through culture- and environment-based tourism management, such as homestays, handicrafts, and tradition preservation. Participation increases with support from government or NGOs but remains uneven. Synergies between stakeholders are observed in tourism training, cultural festivals, and environmental initiatives, yet require enhanced communication and systematic empowerment. This study concludes that sustainable tourism village development in Tomohon City relies on synergistic collaboration, inclusive policies, and active community participation to serve as a model for other regions.

Keyword: Government Role, Local Community Participation, Tourism Development, Sustainable Tourism, Tourism Village

INTRODUCTION

All nations around the globe are taking into account the idea of sustainable tourism in their efforts to fulfill the Sustainable Development Goals (SDG). Indonesia is included in a country with the concept of sustainable tourism that is being intensified. The development of sustainable tourism is to build a new system for the government and society in enjoying and

utilizing the surrounding environment without damaging it. Tourism is one of the most strategic development sectors that creates a multiplier effect, both directly and indirectly, thus providing economic benefits to the country (Cahyani et al., 2023). These benefits are usually obtained from foreign exchange income, government revenue, stimulation of regional development, job creation, increasing and equalizing people's income which will ultimately increase socio-economic growth in a region / community (Fitra & Leksmono, 2001). The government plays a key role in the advancement and administration of tourism by offering infrastructure, diversifying facility options, fostering collaboration between public and private entities, enforcing regulations, and promoting tourism to other areas. In developing or creating tourist attractions, the government has an important role because the tourism sector cannot develop optimally if there is no intervention from the government, especially in providing road access facilities, finding tourists and promoting these tourist attractions. In addition, the community has a role that cannot be separated. Other forms that are part of participation when implementing tourism, namely the community is involved in the program, involved in promotional activities, following community development through training, and participating in implementing tourism programs.

In the Jatiluwih Tourism Village in Bali, there is a noticeable absence of community engagement in the planning and development process. The government holds a significant amount of power in decision-making, often leaning towards the preferences and benefits of investors over those of the local residents (Dewi, 2013). This is supported by the results of research by Muallisin (2007) which states that tourism development in Yogyakarta still lacks community participation, because in the development process many recruit outsiders compared to the local community itself. On the other hand, the development of tourist villages is also not supported by the process of community empowerment, so that people do not have the capacity in the development of tourist villages, this is as research conducted by Purnamasari (2011) in Toddabojo Tourism Village, South Sulawesi, where the village residents are unable to create tourist attractions on their own. The above is in line with the results of research conducted by Nawawi (2013) which states that although community involvement in tourism already exists with the establishment of cooperatives, government support is still minimal both for the development of cooperatives such as administrative records and documentation that are still minimal, as well as other forms of management such as not optimal education of environmental awareness by the community, such as the lack of good waste management, the arrangement of traders and food stalls that are not orderly. The issues highlighted earlier stem from a fundamental misunderstanding of how tourism villages should be developed, with a focus on community involvement and reaping the benefits of tourism policies. This article aims to elucidate the significance of community participation in the progress of tourism in rural villages.

Universities essentially play an important role in the development of the tourism sector throughout Indonesia including in Tomohon City, North Sulawesi province. Universities can contribute to the development of the economic and tourism sectors in several ways. First, universities can play a role in providing high-quality and reliable human resources. This can be done through theoretical and practical learning programs, as well as internships in the local tourism industry. Second, universities can conduct research and development in the field of economics and tourism in general and on the potential of the local economy to renew and improve the quality of tourism objects in the Land of Papua, especially in Southwest Papua as a province that is still very young. Such as studies on tourism potential that has not been fully explored, research on tourism sustainability, or research on new types of tourism that can be developed in the region. In addition, universities can also collaborate with local governments and the tourism industry to develop training and skills development programs for local communities. These training programs can assist local communities in developing skills needed

in the tourism industry and SMEs, such as tour guides, traditional handicrafts, or the ability to promote and market tourism objects in their area.

This also applies to the sustainable tourism development launched by the Tomohon City government in the form of tourism village. Where the existence of sustainable tourism development for regional development in increasing PAD (regional original income) for the region and ensuring development for the community is based on the community economy and also development that benefits disadvantaged areas so that they are able to rise and be equal to other regions or villages. Sustainable tourism development can be beneficial for improving the infrastructure in underdeveloped villages, ensuring that even the hardest-to-reach areas receive necessary development.

Tomohon City intensely organizes the International Flower Festival Tournament every year, which will certainly help Tomohon City's PAD. Hence, through the research carried out, we can determine the involvement of both the government and the community in promoting sustainable tourism development using the tourism village concept introduced by the Tomohon City administration. In tourism development is very influential on the development of a region or area that has tourism potential can create a variety of benefits that are felt both the government and the community where they play an important role in a tourism development process. In addition to high economic value and commercial value, tourism actually has various other potentials that are not economic and commercial in nature, such as improving the quality of socio-cultural values, integrity and identity, broadening horizons, friendship, nature conservation and improving environmental quality (Shaw & Williams, 2017).

The government serves as a source of inspiration, leader, facilitator, and energizer. The analysis findings indicate that the government plays a constructive and meaningful role in promoting sustainable tourism growth. The government plays a crucial role in promoting sustainable tourism in Tomohon City. Sustainable tourism development involves focusing on preserving the ecosystem, safeguarding local traditions, and prioritizing the well-being of the community as both the target and instigator of progress. North (1990) states that Government institutions must establish a platform that fosters the growth of productive assets in order to increase market competitiveness. It is important for the government to also consider how existing resources can be effectively utilized for future economic, social, and cultural endeavors. This will help in preserving cultural diversity and sustaining the overall life system (Yoeti, 2008).

The 2009 Law, according to Article 10, emphasizes the government's efforts to ensure maximum community involvement in tourism activities. Additionally, Article 14 highlights the importance of sustainable tourism development in preserving and maintaining the integrity of tourist attractions. Nature conservation and empowering local communities serve as the foundation for alternative tourism in village settings. This approach involves harnessing the village's resources and empowering the community to drive tourism development. In the past decade, the Indonesian government has ramped up efforts to promote tourism villages as a response to the growing demand for alternative tourism experiences. The government's drive to enhance and boost the economy of rural communities has led to initiatives aimed at developing tourism villages, especially in areas where many villages are still considered underdeveloped. Enhancing the community's ability to engage in sustainable tourism growth is an important indicator of successful development, showing a shift towards prioritizing human and community elements over purely physical aspects in community development efforts (Sutami, 2009). Active involvement of the community plays a crucial role in driving the growth of sustainable tourism. It is believed that increased community engagement will significantly contribute to the advancement of sustainable tourism practices within the area. As noted by Wearing in Dewi (2013) that the involvement of the local community is crucial in the growth of sustainable tourism, as their resources and distinctive cultural practices are key factors in attracting tourists.

The approach to sustainable tourism development involves engaging the community through the exchange of information, goal-setting, policy-making, resource allocation, program operation, and sharing of benefits. This ensures that the community is actively involved in every step of the process, leading to the fair distribution of the benefits of tourism development for the entire community to experience (Wardana, 2017). Local community involvement in sustainable tourism involves the active engagement of residents in planning, developing, and managing tourism activities within their area (Murphy, 1983) has positively influences the ability of local communities to manage and participate in the growth of tourism, which has both immediate and long-term economic effects.

In Indonesia, the concept of creating tourism villages has led to the establishment of numerous villages catering to tourists, with different regions focusing on the unique characteristics of each village. As of 2016, there were a total of 576 villages that catered to river tourism, 165 villages specializing in irrigation tourism, and 374 villages geared towards lake tourism (Rizkianto & Topowijono, 2018). Tourist villages are expected to expand due to the implementation of tourism development policies by local authorities. However, the actual development of these villages often encounters obstacles, particularly in terms of community involvement. As a result, the community may not feel a sense of pride in the tourism in their village and may not reap any benefits from the tourism activities taking place there.

METHOD

The study utilizes descriptive qualitative research techniques. According to Arikunto (2005), descriptive research aims to provide information on the current condition of symptoms, specifically how the symptoms are present at the time of the investigation. Bogdan and Taylor (in Moleong, 2010), define qualitative methodology as a method of research that generates information in the form of words or behavior observations from individuals. The goal of this descriptive research is to create a detailed and precise account of the facts, characteristics, and occurrences being studied.

Several tourism villages in Tomohon City were chosen for the study due to their tourism potential and the extent to which local residents were engaged in tourism activities. Data were collected through in-depth interviews with the government, local tourism actors, and local communities, field observations, and documentation related to tourism development policies and programs. The different steps involved in data analysis consist of: Data Reduction, which involves sifting through data to find key points for research; Data Presentation, which involves arranging data in a way that makes it easier to comprehend; and Drawing Conclusions, which involves making sense of the data to address research questions and goals.

RESULTS AND DISCUSSION

Tourism is an important sector in economic development due to its significant contribution to state revenue, job creation, and improvement of people's quality of life. As one of the largest industries in the world, tourism drives various other sectors such as transportation, hospitality, culinary, and cultural arts. In developing countries, tourism is often a mainstay to drive economic growth and reduce poverty, especially in areas rich in natural and cultural tourism potential. In addition, tourism plays a role in increasing foreign exchange through international tourist visits. This supports economic stability and strengthens local currencies. Tourism plays a role in stimulating the growth of infrastructure like road networks, airports, and public amenities, which have a positive impact not only on tourists but also on the local population. In the context of sustainable development, the tourism sector has the potential to promote cultural and environmental preservation. With proper management, tourism can reduce negative impacts such as resource exploitation and environmental damage. Therefore, sustainably managed tourism not only improves the economy but also supports social and ecological balance.

Tomohon City, located in North Sulawesi, Indonesia, has become a clear example of successful tourism village development. The promotion of tourism villages and the provision of infrastructure and resources have been significant contributions made by the Tomohon City Government (Wahyono, 2022). Local communities are also actively involved in the development and management of these tourist villages, contributing to their sustainability (Sarmiadi et al., 2021). The successful implementation of the tourist village model in Tomohon City can be attributed to the effective partnership between the government and the local community. Tomohon City is renowned for its cultural heritage, historical significance, and breathtaking natural landscapes. The focus on sustainable tourism development in recent years has brought about a closer cooperation between the government and local residents, leading to the establishment of tourism villages. The primary goal of this idea is to boost tourism while also ensuring the preservation of the environment, culture, and social well-being of the community in Tomohon. The government plays a crucial role in promoting sustainable tourism in the area (Apdillah et al., 2022). The local government has formulated various policies that support the development of tourism village. Identifying the tourism potential in every village is an initial action. Engaging the local residents can help the government discover what makes each village unique and appealing to tourists. Take, for instance, a tourist destination that highlights local traditions, handmade crafts, and regional cuisine.

Tomohon City Government is also active in conducting training and capacity building for local communities. This is done to improve the community's ability to welcome and serve tourists. The training covers various aspects, such as homestay management, tour guides, and management of micro, small and medium enterprises (MSMEs) based on local potential. With this training, the community is expected to be able to provide quality services and increase the competitiveness of tourist destinations in their area. In addition, the government is also committed to protecting the environment in tourism development. One of the initiatives undertaken is a tree planting program in areas that have the potential to become tourist destinations. Through this program, the government seeks to reduce negative impacts on the environment, such as tree cutting and pollution. In addition, education to the community regarding the importance of maintaining cleanliness and environmental sustainability is also a major focus in the sustainable tourism development program.

Alternatively, local communities play a significant part in the growth of tourism villages. They act as the frontline in greeting visitors. Their participation in tourism expansion not only benefits their economy, but also contributes to the conservation of longstanding customs and culture. Local communities can utilize local wisdom, such as customary traditions and handicrafts, to attract tourists. For example, they can offer an experience of interacting directly with local culture, such as participating in a traditional ceremony or learning to make handicrafts. Community involvement in the development of tourism villages can also increase the sense of belonging to existing tourism destinations. By experiencing the direct benefits of tourism, the community becomes more concerned and responsible for preserving the culture and environment. They participate in planning and managing tourism activities, so that decisions made reflect the needs and desires of the community. To support the development of tourism villages, collaboration between the government, the community, and the private sector is also needed. The government can establish partnerships with the private sector to build supporting infrastructure, such as roads, public facilities, and accommodation. With support from the private sector, the government can maximize existing potential and offer a more complete experience to tourists. On the other hand, communities also need to be empowered to manage local businesses, so that they can gain direct economic benefits.

Promotion of tourism villages is also an important aspect of sustainable tourism development. The local government together with the community can make various promotional efforts, either through social media, exhibitions, or local events. By introducing tourism villages to a wide audience, it is expected that more tourists will be interested in

visiting. Promotions should emphasize Tomohon's unique local values so tourists can have a memorable experience and learn about the culture. The success of sustainable tourism development through tourism village in Tomohon also depends on regular monitoring and evaluation. The government and the community need to assess the impacts of tourism, both in terms of economic, social and environmental aspects. With evaluation, corrective measures can be taken to address any problems that arise, as well as to ensure that tourism development continues to run in accordance with the principles of sustainability.

In addition, challenges in sustainable tourism development must also be faced wisely. One of the challenges faced is changes in community behavior that may be affected by the flow of modernization. People need to be reminded of the importance of preserving the traditions and culture that are their identity. Therefore, counseling and education to the community regarding local values and the importance of cultural preservation is crucial (Huda et al., 2022). The collaboration between the government and local communities in Tomohon aims to achieve maximum benefits from sustainable tourism development through tourism village. The success of this initiative is dependent on more than just the number of tourists visiting; it also involves enhancing the community's quality of life, protecting the environment, and upholding cultural heritage.

Through synergy between the government, the community and the private sector, Tomohon City has great potential to become one of the leading tourism destinations based on sustainability. With the spirit of collaboration and a sense of belonging, tourism development in Tomohon can run sustainably and have a positive impact on future generations. The active involvement of all parties will create a tourism ecosystem that is not only economically beneficial, but also maintains social and environmental balance, so that Tomohon is not only a tourist destination, but also home to rich culture and traditions. In the context of Tomohon City, the government can focus attention on developing the environment and local culture as tourist attractions. For example, the government could encourage the preservation of nature and unique indigenous cultures and encourage communities to actively participate in the management of local potential. Training and extension programs can be implemented to improve community skills in managing tourism businesses, such as homestays or regional culinary businesses. Thus, the local community is not only a tourist object, but also a subject that plays an active role in tourism development. Community participation in every stage of tourism development, from planning to implementation, is necessary to ensure that the development is aligned with local values and community needs. Community education and awareness about the importance of sustainable tourism must be improved. Communities need to understand that tourism does not only focus on short-term economic gains, but also pays attention to long-term impacts on the environment and culture. By improving this understanding, communities will be better equipped to contribute to preserving the environment and culture that are the main attractions for tourists. Therefore, in order to carry out the set goals, collaboration between the government and local communities is essential to create a sustainable tourism ecosystem. Good cooperation will produce synergies that benefit both parties. The government can provide support in the form of funds, training, and infrastructure, while local communities can provide insights and knowledge about their rich culture and natural resources. Through this collaboration, both the government and local communities can design attractive and sustainable tourism packages.

Overall, the Tomohon City government plays a strategic role in the development of tourism village, particularly through policy development, community empowerment and basic infrastructure development. However, policy implementation is often hampered by budget constraints and inter-agency coordination. Meanwhile, local communities have an important contribution to make in the management of culture- and environment-based tourism, such as homestay management, handicraft making, and preservation of local traditions. Community participation tends to increase when there is an assistance program from the government or

NGOs, but it is still unevenly distributed throughout the tourism village. Synergy between the government and local communities is identified through collaborative activities such as tourism training, cultural festivals, and mutual cooperation in maintaining environmental cleanliness. However, this synergy needs to be improved by improving communication and empowering communities more systematically.

One concrete example of this collaboration is the development of tourist trails that connect villages in Tomohon with other tourism potentials, such as flower gardens and lakes. The government can play a role in the development of road infrastructure and public facilities, while the community can be involved in the management of homestays and other community-based tourism activities. This way, tourists can have an authentic and immersive experience, while local communities also feel the positive impact of the presence of tourists. Furthermore, it is important to create awareness of sustainable tourism among tourists themselves. The government and community must collaborate to educate tourists on protecting the environment and local culture. This can be done through brochures, posters, or tour guides that explain the importance of sustainability. Tourists who are aware of the impact of their visit can contribute to preserving the environment and culture they visit.

In addition, the application of technology can also be one of the tools to support the development of sustainable tourism in Tomohon City. The government can utilize information technology to promote tourism villages to a wider market. The utilization of social media and other digital platforms to market local tourism potential can increase the visibility of tourism villages and attract more visitors. In addition, technology can be used to manage tourism-related data, which can assist the government in planning tourism development more effectively. Finally, regular evaluation and monitoring are necessary to ensure that tourism development in Tomohon City remains on track. The government and the community should jointly evaluate the impact of tourism activities on the environment and local culture. Having an evaluation mechanism allows both parties to make necessary improvements and adjustments to ensure that tourism development is sustainable and beneficial for all parties involved.

CONCLUSION

Tourism development in Tomohon City, which is rich in natural beauty and local culture, requires harmonious collaboration between the government and local communities. The active role of the government in providing policies, support and infrastructure is essential to support the concept of tourism village, while the participation of local communities in the management and preservation of tourism potential is the key to success. With good cooperation and a shared understanding of the importance of sustainable tourism, Tomohon City can become a leading destination that is not only attractive to tourists but also provides significant benefits to local communities and preserves the environment. Based on the research, it can be concluded that the role of the government is crucial in providing the necessary regulations and support for the development of tourism villages. On the other hand, local communities play an important role as direct managers of tourism resources, with the responsibility of maintaining cultural and environmental authenticity. Collaboration between the government and local communities is the main foundation in creating a sustainable tourism ecosystem.

Based on the research results, several recommendations can be given. First, local governments need to establish policies that support sustainable tourism, including regulation of business licenses, provision of adequate infrastructure, and supervision of social and environmental impacts. Policies that favor local communities also need to be regulated so that the benefits of the tourism sector can be enjoyed fairly. Second, local communities can be organized in the form of groups or cooperatives to develop tourism potential, such as organic farming activities that attract tourists or cultural festivals that highlight local traditions. Good organization will facilitate access to resources and support from the government or related institutions. Third, collaboration between the government and local communities needs to be

strengthened through financial support, training and infrastructure from the government, while communities provide insight into the richness of cultural and natural resources. With this synergy, both parties can design attractive and sustainable tour packages, thus optimally supporting tourism development in Tomohon City.

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