

Social Change And Environmental Development Policy (Case Study: Tourism Village As A Tourism Destination In Yogyakarta)

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ABSTRACT

The implementation of development that is not environmentally sound can have a negative impact on the phenomena and real conditions of social change. The implementation of development that is not environmentally sound can shift the main goal of the development of a nation, which in essence, is to improve the welfare of society; for being indoctrinated by socio-political and economic interests. Policies such as regional autonomy, give positive indications, where local governments have special authority to manage the government and implementation of development in their respective regions. This authority is also followed by the responsibility so that local governments can increase their respective regional revenues, in order to finance the implementation of government and the implementation of development. Various efforts need to be made by the local government and its citizens, to always explore and optimize the potential and resources in the regions. Efforts to increase the income of this area, the advantage is not only to finance the implementation of government and the implementation of development, but also to participate in improving the standard of living and welfare of residents. One concrete example of policies related to environmentally sound development that have been implemented in various parts of the country is the creation of tourist villages as tourist destinations. Tourist destinations are not only an example of environmentally sound development policies that preserve the environment, but provide social impact and social change in many aspects of people's lives, because they create a new space of science, discussion, habits, and culture that is synergistic and continues to provide better changes to the region.

Keywords: environmentally sound, social change, development, welfare, tourist destinations

BACKGROUND

In everyday life, good environmental management, including tourist destinations, must be based on a principle, which is called the principle of sustainable development. The principle of sustainable development is mostly carried out by humans, as the main factor that affects the environment, both in the management process to its utilization. Sustainable development is defined as a development of aspects of life that are environmentally sound, conscious and planned,

by combining natural and human resources that ensure the welfare and quality of life of present and future generations. As the word 'sustainable', unsustainable development means that it will only happen at one time, and cannot be managed for the next.

Sustainable development also means equitable development, so that there are no more inequalities in all aspects of life, in the field of destination management (management of tourist destinations in various aspects of life), economy, socio-culture, and the environment), economy, socio-culture, as well as the

environment. . In addition, it also prevents losses in the future, for example due to greed for the use of natural resources, the use of technology that is not energy efficient, and a generation that is culturally illiterate because they are reluctant to learn and preserve cultural values.

There are many tourist destinations in Yogyakarta, however, a very interesting and growing tourist destination today is a tourist village. Tourist villages generally carry the theme of tourist destinations with various touches of sustainable development in various aspects (pillars of sustainable development), namely the management of tourist attractions, the economy of the surrounding community, the socio-cultural values of the community (including history), and the green environment. The tourist village, by carrying out this concept, is very much in line with the Yogyakarta label, which is rich in historical and cultural values.

LITERATURE REVIEW

The Concept of Social

Social change is a life phenomenon experienced by every society, anywhere and anytime. Every society will certainly experience changes in various aspects of its life, which occur in the midst of interactions between individuals and groups, as well as individuals and groups with their environment. The concept of social change cannot be separated from cultural change, because society is a collection of people who are bound by a culture. There are several theories for the concept of social change, including (1) cyclical, (2) evolutionary, (3) non-evolutionary, and functional theories.

Sustainable Tourism Destination Management Principles

The realization of tourist destinations according to the principles of sustainable development needs to pay attention to the following basic principles:

1. Integrative thinking; development must link the functional interests of various aspects between natural, human and social systems in planning, organizing, and implementing them (implementation)
2. Long-term perspective; development must be carried out by looking at long-term functions and effects
3. Biodiversity; development must consider the preservation of living things around, whether it will threaten biodiversity, which means destroying nature, and so on
4. Distribution of economic and social justice; Development must provide equal distribution of employment opportunities and not make it difficult for local residents, help and make positive use of local residents' resources. (Yusanti, 2012).

METHOD

The method in this research is qualitative, through review literature, with the following details:

1. Journal search is conducted online through Google Scholar. The results obtained are as many as 3 national journals, all three of which are accessed simultaneously as of October 4, 2022. The following chart can be illustrated:

Journal search online → Google Scholar (n = 3)

- a. Journal 1: The concept of Kampung Wisata as a sustainable tourism destination, in the Karangwaru Riverside area, Yogyakarta (2019)
 - b. Journal 2: "Blue Lagoon" as a sustainable tourism destination, in Sleman Regency, Yogyakarta (2018)
 - c. Journal 3: Kasongan Tourism Village as a sustainable tourism destination, in Yogyakarta (2018)
2. reviews are carried out one by one for each journal, read and understood, then reviewed based on several aspects below, and whether they are in line with the pillars main elements in sustainable development,

namely (1) management, (2) economics, (3) socio-cultural, and (4) environment

RESULTS AND DISCUSSION

Tourism Villages as Sustainable Tourism Destinations

A tourist village is a tourist destination in the form of a village, which emphasizes its socio-cultural values, management, economic system, and the environment that has certain characteristics. Tourist villages attract visitors because in addition to cheap and simple tourist destinations, they also provide educational, historical, and social values, which may not be offered in other tourist attractions. Sustainable tourism destinations are tourist destinations that adhere to the principles of sustainable development, and for tourist villages as tourist destinations, the values of sustainable development are generally very much in line with this concept, so they are widely studied by various studies and literature.

Research Literature Review

Journal 1: The concept of Kampung Wisata as a sustainable tourism destination, in the Karangwaru Riverside, Yogyakarta (2019)

Tourism has become a strategic model in development in various regions, especially when the area is quite in demand, as can be seen from the high volume of visits every year. Year. The concept of tourism with community-based tourist destinations and a creative economy is believed to be able to bring prosperity to the community while preserving the environment. Tourist villages in Yogyakarta itself have started to appear since 2010 and tend to increase in number. One of these tourist villages is Karangwaru Riverside, Karangwaru Village, and Yogyakarta, which was built in 2012. Karangwaru Riverside as a public space, utilizes the river and the area around the river, which carries a mission to become greener, sustainable, and prosperous in a sustainable manner.

In this journal, studies are conducted on the concept of village development (based on local potential, creative and digital economy), how Karangwaru Riverside creates community prosperity and environmental sustainability in accordance with the pillars of sustainable tourism destinations. The research was conducted using observation methods (in the field), qualitative interviews, and literature studies related to (a) tourist villages, (b) sustainable development of green tourism destinations, and (c) creative economy. The results obtained are very positive, where the concept of the tourist village will be more advanced by providing more active local potential exploration (green and environmentally friendly development), community participation, and the creative and digital economy. (Purbadi & Lake, 2019)

Journal 2: "Blue Lagoon" as a sustainable tourism destination, in Sleman Regency, Yogyakarta (2018)

Tourism has experienced a very significant development in the last decade, since the 2010s. The tourist village as a tourist destination that highlights the characteristics of the village is one of the places that has the highest attraction for tourists. The tourists, especially those who visit Yogyakarta (which is rich in cultural elements) make the concept of a tourist village popular. One of these tourist destinations is the "Blue Lagoon" in Sleman Regency, Yogyakarta.

The research in this article uses a qualitative-descriptive approach, with interviews with managers and visitors for data collection. Data collection aims to detail information related to the availability of facilities and management. The research was conducted by going directly to the field, observing for one month, and collecting secondary data (literature study). The data obtained were then analyzed according to the authenticity of the data. The results show that the interest of tourists visiting the "Blue Lagoon" is supported by environmental

conditions that are still very natural and well-maintained and adequate facilities.

If management and all pillars in sustainable tourism destinations are continuously implemented and even improved, then the village can attract more visitors and be sustainable for years to come. (Hulu, 2018)

Journal 3: Kasongan Tourism Village as a sustainable tourism destination, in Yogyakarta (2018)

One of the leading tourist destinations in Yogyakarta, in addition to the two tourist village places mentioned above (Karangwaru Riverside and "Blue Lagoon" Tourism Village, is also Kasongan Tourism Village. Kasongan Tourism Village is famous not only for its environment and facilities, but also for its tourism products, namely the pottery craft (which actually started in 1925). The pottery industry increases the community's economic activity, preserves the socio-cultural values of the community, and makes maximum use of pottery. (Clay).

This study describes the value chain of the creative economy in the form of a small industry in the Kasongan Tourism Village area, which is in accordance with the principles of sustainable development (tourism village). The value chain in question is the flow of the product process offered, starting from the idea (creation) , production (manufacture of products with certain materials), distribution, and commercialization. The research method uses a descriptive-qualitative type, with the aim of getting an overview of the role of the creative economy in the development of Kasongan Tourism Village. In addition to the creative economy, the digital economy through the use of the internet and social media in the commercialization process takes a very crucial role, especially for sustainability in the future. Besides pottery, products from Kasongan Tourism Village are also expanding to various types, for example wood, bamboo, stone, and recycled materials. The socio-cultural aspects through local values and festival activities that are still carried out regularly make this village

still missed by visitors. In addition, this village also attracts people who have never been there. (Seliari, 2019)

The results of the literature study show that the role of green development is environmentally friendly, local values of citizens in the form of participation and regular village festival celebrations, facilities that are maintained and always improved, creative and digital economy are the keys to sustainable development of tourist villages.

Four Pillars of Sustainable Tourism

Sustainable Tourism Destinations have four main pillars, including: (1) management, (2) economic aspects, (3) socio-cultural aspects, and (4) environmental aspects. The following is an explanation for each pillar:

1. Management in Sustainable Tourism Destinations

The Management of sustainable tourism destinations needs to be regulated wisely, from tourist attractions, the surrounding environment, local residents and visitors, community social life, cultural and cultural values, and welfare economy. Management must be collaborative, meaning that it involves local residents who understand the history of the place or development goals, by being open to input and cooperation from outsiders, so that the development of tourist attractions can continue to advance without losing the values that they want to present.

2. Economic Aspects in Sustainable Tourism

Sustainable tourism destinations from the economic aspect are focused on increasing the skills of workers around tourist destinations so that they are highly competitive and obtain decent jobs, encourage strategic economic cooperation, development of basic infrastructure for mutual prosperity, and widespread access to information technology. If we take the example of a sustainable tourist destination (in the field of tourism) for the economic aspect, we can think about selling

batik in the city of Jogja. Batik, which is a typical Indonesian craft (especially Yogyakarta) can be presented in various forms, such as clothing, household accessories, and so on. Batik craftsmen must be supported by the government and local residents so that repair techniques continue to be learned from generation to generation.

3. Socio-Cultural Aspects in Sustainable Tourism Destinations Sustainable

Sustainable Development in socio-cultural aspects, in terms of tourist destinations, for example, is the construction of supporting parts in historical tourism places, such as Borobudur Temple. Construction should not eliminate the main parts of the temple, because it has historical, social, and cultural values. Temples must still be preserved, refurbished for damaged supporting parts, maintained, so that community activities can continue without losing the values that already exist and can be enjoyed by future generations. The place can continue to exist and be remembered for generations.

4. Environmental Aspects in Sustainable Tourism Destinations

When it comes to environmental aspects, an example is the integration of tree planting in the tourist destinations of Mangunan Fruit Garden and Becici Peak, Yogyakarta. Planting trees on the sides of small roads around the garden and along peak paths should take advantage of natural lighting resources from sunlight, not artificial resources. Planting trees is carried out by taking into account the existence of green open spaces, construction of housing for residents or resting places, and transportation systems that can be used. Excessive expansion of the destination area must be avoided because it will disrupt normal activities in the gardens and peaks, which can disrupt the balance of the ecosystem.

Conclusion

Sustainable tourism destinations must include the main pillars of sustainable development, which include management, economic, socio-cultural, and environmental aspects. Tourist destinations in the form of tourist villages in Yogyakarta are very interesting to discuss, because tourists who visit Yogyakarta generally tend to have an interest in regional social and cultural values. Therefore, a tourist destination in the form of a tourist village, becomes a complete answer for tourist destinations with added educational, historical, and social value, making it very interesting. Based on the results of the literature study above, it can be concluded that the role of green development that is environmentally friendly, local values of residents in the form of regular participation and celebration of village festivals, facilities that are maintained and always improved, creative and digital economy are the keys to sustainable development of tourist villages. . The roles of the things above are in line with the points of the pillars in sustainable development.

Suggestion

With the aim of developing sustainable tourist destinations, tourist destinations must hold the main pillars in every process of managing tourist areas, and be open to input from outside while maintaining social and cultural values that have been the identity of the region since time immemorial. So that these values will remain sustainable and become a characteristic that increasingly attracts the attention of visitors to visit the place. The whole process of implementing sustainable development is a cycle that runs continuously so that it will help the sustainability of the object to exist and develop forward.

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