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## **Improving the Bojonegoro Community's Economy Based on Sustainable Tourism Development**

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### ***Abstract:***

*Improving the community's economy is the main goal for every region, including Bojonegoro. One approach adopted to achieve this goal is through sustainable tourism development. This research aims to analyze the impact and potential of developing sustainable tourism in improving the economy of the Bojonegoro community. The research results show that the development of sustainable tourism has great potential to improve the economy of the Bojonegoro community. Various initiatives for tourism infrastructure development, environmental conservation, and local community empowerment have had a significant positive impact. Increasing tourist visits, community involvement in the tourism industry, and income diversification are indicators of the success of implementing sustainable tourism-based development. However, this research also identified several challenges, such as conflicts of interest between environmental conservation and tourism infrastructure development. Therefore, cooperation between government, the private sector, and society is needed to create balanced and sustainable policies. In conclusion, the development of sustainable tourism can be the main driver in improving the economy of the Bojonegoro community. By paying attention to economic, social, and environmental aspects, sustainable policy implementation can create long-term positive impacts, open up new opportunities, and sustainably empower local communities.*

***Keywords:*** *Economic Improvement; Public; Sustainable Tourism Development*

## **1. Introduction**

The global sustainable tourism industry was born at the beginning of the 20th century. The idea of sustainable tourism has spread among the public sector responsible for planning and strategy, as well as the private sector, namely travel and tourism companies. The United Nations Environment Program (UNEP) presented a

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sustainable tourism initiative aimed at tour operators. This was followed by a UN declaration that designated 2002 as the International Year of Ecotourism. Then the Sustainable Development Summit (also known as "Rio+10") was held in Johannesburg. This initiative, for the first time, emphasizes the importance of sustainable development in the tourism industry. Additionally, the World Ecotourism Summit was held in Quebec that same year (Kilipiris & Zardava, 2012).

The tourism sector in Indonesia has developed quite rapidly. For competitive strength, Indonesian tourism is growing from year to year. In 2017, Indonesia was ranked 42nd in the world in tourism rankings with a score of 4.16 out of a maximum of 7, not far from first-place Spain with 5.43 points. However, Indonesia always innovates in tourism development (Seful & Miftahul, 2020). The Indonesian government has realized the important role of local tourism in efforts to increase Indonesia's economic growth, as explained in Article 4 of Law No. 10 of 2009. National tourism development aims to increase economic growth and improve community welfare, eradicate poverty and overcome unemployment, protect nature, the environment, and natural resources, advance culture, elevate the nation's image, increase love for the country, strengthen national identity and unity, and strengthen the friendship between nations (Hidayah & Agutinah, 2019).

At the provincial level, the tourism sector in East Java shows significant growth. Based on the latest data from the Central Statistics Agency (BPS), Java is a favorite destination for domestic tourists. It was recorded that as many as 200.5 million local tourists visited East Java based on data released by BPS on July 21, 2023. Domestic trips to Java Island accounted for 75.49% of all domestic tourist trips in Indonesia. East Java will become the most important tourist destination province in 2022 and will receive the most travelers in Indonesia, namely around 27.29% of all foreign tourism (Mtaputri et al., 2022; Pranita et al., 2022). In 2022, there will be structural changes in the travel habits of domestic tourists compared to pre-pandemic conditions. In 2019, West Java was the top province for domestic tourists, followed by Central Java and East Java. In 2022, the situation will reverse. East Java is the main tourist destination, followed by West Java and Central Java (Wikantiyoso et al., 2021).

Meanwhile, Bojonegoro Regency has great tourism potential, especially in the field of village tourism. A total of 32 villages have tourist village status. This number is the largest in East Java. This information is based on a request from Community Experts (TAPM) Bojonegoro Regency, East Java Province, which is registered with the Ministry of Villages, Development of Disadvantaged Regions and Migration of the Republic of Indonesia, as the highest place in East Java, namely 32 tourist villages. Second, Ponorogo Regency has 19 tourist villages, then the third, Kediri Regency has 17 tourist villages, followed by Situbondo Regency and Trenggalek Regency with 10 tourist villages. Meanwhile, 5th place was achieved by Tulungagung, Blitar, Madiun,

and Magetan Regencies, each of which has 9 tourist villages (Putri et al., 2022). Apart from its beautiful nature, Bojonegoro also has a ton of potential. One of them is the tourist village registered in the underdeveloped area development application by the Ministry of Villages and Migration of the Republic of Indonesia. There are 32 tourist villages in Bojonegoro Regency (Lee & Jan 2019; Wijaya et al., 2022).

One of the tourist attractions in Bojonegoro Regency, namely Taman Pinggir Nggawan Tourism or (TPG) in Pilanggede Village, Balen District, Bojonegoro Regency, is claimed to be the first tourist attraction along the Bengawan Solo River. This nature-themed tourist destination is suitable as a recreation area for all groups (Giampiccoli et al., 2022). Pinggir Nggawan Park Tour, Pilanggede Village, is a new tourist attraction in Bojonegoro. This tourist attraction was inaugurated by Regent Anna Muawanah on November 19, 2019, at the same time as the Bengawan Festival. Even though it has just been established, this tourist attraction is visited by many tourists. During the Christmas holiday, the number of visitors to Pinggir Nggawan Park reached 800 people. Meanwhile, the total number of visitors since the tour opened until now has reached 13,000 people. At the Pinggir Nggawan Park tourist attraction, visitors are treated to a variety of colorful flower plants with the sound of gurgling water. A photo spot with the legendary Bengawan Solo River in the background is a complement to taking selfies. The location of Pinggir Nggawan Park is easy to reach by both two-wheeled and four-wheeled vehicles. The distance is 3.5 kilometers from the Balen intersection (Bojonegoro - Surabaya National Road). Apart from being able to enjoy the beauty of various flowers, visitors can also cruise along Bengawan Solo by renting a speedboat. The rental is only IDR 20,000, with a distance of 1 KM (Ngoc et al., 2021).

So, based on the three previous studies, it can be concluded that the first study and the researchers were different in their approach, so their roles and concepts were also different. The second research with researchers is to examine approaches to utilizing local potential to improve the community's economy. Furthermore, researchers with the third research are the same; the difference with the second research is that it lies in their approach. If this third research examines development strategies for improving the tourism economy based on the creative economy. Sustainable tourism development requires the participation of all relevant stakeholders and strong political leadership to ensure broad participation and consensus building. Achieving sustainable tourism is a continuous process and requires continuous monitoring of impacts as well as preventative and/or corrective actions when necessary. Sustainable tourism must also maintain high levels of tourist satisfaction and provide meaningful experiences to tourists by increasing their awareness of sustainability issues and promoting sustainable tourism practices (Phelan et al., 2020).

Based on pre-research, the researcher explored the fact that improving the economy of the Bojonegoro community in the tourism sector is currently a crucial problem. Because in Bojonegoro Regency, there are very diverse tourist attractions, but the people of Bojonegoro themselves don't feel very confident about the tourism that Bojonegoro has. So, many Bojonegoro people prefer to travel outside Bojonegoro. The people of Bojonegoro should be proud of the tourist attractions in their area because the presence of tourist attractions in the community can certainly create great opportunities to use them as employment opportunities so that they can improve the community's economy to become more.

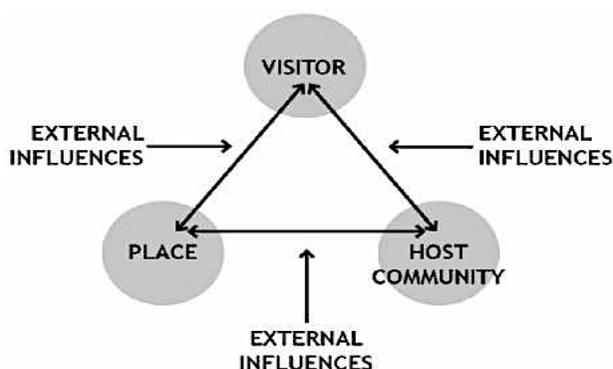


Figure 1. Sustainable Tourism Development Model (Burn and Holden, 1997)

## 2. Theoretical Background

Tourism as an industry has an impact on the economy of local communities, regions, and countries. In line with this, the development of tourism in Pinggir Nggawan Park, Pilanggede Village, also has a positive impact on the community's economy, namely the income of local communities, especially those who are tourism actors, has increased, diversification of work among community members, namely community members, the majority of whom work as farmers, have other sources of income apart from income. agriculture, for example as a homestay owner (Imtinan et al., 2018).

The economic impact of tourism can be grouped into seven main groups, namely: 1) influence on foreign exchange earnings, 2) influence on people's income, 3) influence on employment opportunities, 4) influence on prices, 5) influence on the currency of income benefits or profits, 6) impact on ownership/control, and 7) impact on development in general (Imtinan et al., 2018).

One alternative form of tourism that is based on nature conservation and empowering local communities is village tourism, where the tourism development process is based on mapping existing resources in villages and empowering local communities.

Therefore, after the last decade, the Indonesian government has begun to intensify the development of tourist villages to carry out alternative tourism activities. The existence of tourism village development activities is also motivated by the government's desire to strengthen and improve the economy of village communities, where there are still many villages that are underdeveloped village status (Herdiana, 2019). Community-based tourism development is represented by the Turismikūla program launched by the government in the field of rural tourism, which develops a tourism village program that can accelerate economic, social, cultural, and environmental growth in rural areas (Umam et al., 2022).

Society consists of a complex set of human relationships and is very broad. Society is a unity of human life that interacts according to a system of practices connected by a certain sense of identity that is continuous and shared. Society is a group of people who have the same feelings and are connected because they have an identity, the same interests, a sense of belonging, and generally the same place (Mustanir & Abadi, 2017). Village communities must be able to open themselves to outsiders or tourists, and be able to develop themselves with their potential, so that tourism development can be fully encouraged with good community institutional capacity and the development of tourist villages can be utilized by the community as a means of improving the economy and quality of life (Herdiana, 2019)

According to Inskeep (1991), there are several components of tourism development related to the tourism planning approach, namely: tourist attractions which include natural tourism, cultural tourism, and other attractions; accommodation in the form of hotels and other types of facilities related to services for staying tourists; other tourist facilities and services related to tourism activities; transportation facilities and services including land, sea and air transportation; other infrastructure such as providing clean water, electricity, telecommunications, etc.; institutional elements related to tourism development, these elements are important for organizing and planning programs that can increase tourism activities (Purnamasari, 2011)

Sustainable development has become a global agenda in every development process. Therefore, all stakeholders including the government in various fields of development should apply the principles of sustainable development in every policy and development plan implemented, including of course the development of the tourism industry (Adhita, 1998). According to the United Nations Environment Program on Tourism, sustainable tourism is tourism development that meets the current needs of tourists while still considering, protecting, and enhancing the potential of assets for the future. This also means development that takes into account future potential in all sectors, including economic, social, and cultural factors that will be met, supported by a system of cultural integration, essential ecological processes, biological diversity, and life support (Adhita, 1998).

According to Sharpley (2020), the concept of sustainability has now been applied in various development sectors, including tourism. The aim of implementing the concept of sustainable development in the tourism sector is none other than providing a positive impact or benefit on the environment and economy of local communities as well as providing a positive impact on the social and cultural environment of the area. Sustainable tourism products are expected to be compatible with the environment, society, and local culture. Sustainable tourism development policies aim to utilize natural resources and human resources in the long term (Hidayah & Agutinah, 2019). Meanwhile, according to the World Commission on Environment and Development (WCAD Brundtland Report in 1987), the concept of sustainable tourism states that "Sustainable development is a development that meets the needs of the present without compromising the ability of future generations to meet the needs of the present." own needs" means sustainable development that takes into account current needs and does not forget the ability of future generations to meet their living needs (Adhita, 1998).

According to Emil Salim (1990), the goal of sustainable development (Moreno-Luna et al., 2021) is to improve community welfare, to meet community needs and desires. Sustainable development aims to achieve equitable development between current and future generations (Polukhina et al., 2021). According to Hall and Lew (2009), Sustainability is the most important conceptual framework for community and social development and usually involves a long-term perspective regarding resource use. A common definition of sustainability that is widely used in the tourism community is the so-called "triple bottom line", where policies and actions aim to balance social, economic, and environmental costs and benefits (Amir et al., 2015).

According to the press release of the 4th National Coordination Meeting on Tourism in 2016, Tien et al. (2021) noted that tourism is believed to be an industry that can drive the regional economy and improve community welfare. Almost all regions in Indonesia have started to focus on and improve the quality of tourism in their regions. This is in line with the National Tourism Development Program which aims to attract 20 million foreign tourists, 275 million domestic tourists, and 13 million jobs by 2019. There is an urgent role for the government in formulating tourism development policies so that the public and tourists can follow all the rules and specified regulations. This aims to preserve natural and cultural tourism in Indonesia (Musaddad, 2019). According to Birendra et al. (2021), Likewise, the concept of sustainable tourism development originates from the concept of sustainable development. The concept of development, according to the plan, includes efforts to maintain ecological integrity and diversity, meet basic human needs, open up possibilities for future generations, reduce injustice, and increase the self-determination of local communities (Setianingsih et al., 2022).

The realization of sustainable tourism requires a sense of responsibility, without causing damage to nature and culture and respecting the customs of the tourist destination area. Sustainable tourism is also seen as an alternative to increasing

regional income by optimizing the potential of tourist areas and increasing the provision of services around tourist areas (Silviana & Mubarak, 2020). Considering the important role of tourism in community development, the Government is encouraging tourism in various regions while placing it as an alternative development approach to improve community welfare (Wahyuni, 2018). One of the existing strategies is to optimize existing potential, to realize sustainable tourism management. The main reason for the need for sustainable tourism is so that the potential for natural beauty, utilization, optimization, and preservation of nature can continue to be used for the next generation. Sustainable tourism is not something that can be achieved in the short term, or achieved partially. All stakeholders need to move together consistently in a long-term program towards a shared vision and goals (Insani & A'rachman, 2019).

### **3. Methodology**

This research method uses a qualitative research method with a descriptive approach. Qualitative research is an approach that investigates and understands the meaning that individuals or groups give to social or humanitarian issues. The research process involves questions and procedures that arise, data is usually collected in the participant's environment, data analysis proceeds inductively from specific themes to general themes, and the researcher interprets the meaning of the material. The structure of the written final report is flexible. Those involved in this type of inquiry recommend a survey approach that respects the inductive style, focuses on individual meaning, and the importance of ascertaining the complexity of the situation.

This research was conducted at the Taman Pinggir Nggawan (TPG) tourist attraction in Pilanggede village, Balen District, Bojonegoro Regency. Data sources in this research are classified into secondary data and primary data. Secondary data is data obtained from documents related to the research subject and will later support primary data. Meanwhile, the primary data in this research comes from interviews at the Pilanggede Village Hall. The sample determination technique uses a purposive sample technique. Purposive Sampling is as follows: "A technique for determining samples with certain considerations". The reason for selecting samples using the Purposive Sampling Technique is that not all samples have the criteria that the author has determined, therefore the author chose the Purposive Sampling Technique by determining certain considerations or criteria that must be met by the sample used in this research.

Data collection techniques include observation, interviews, and documentation. Researchers made direct observations at the research location to find out the actual situation and conditions. Then the researcher conducted interviews with the Village Head, TPG tourist park managers, and the community to obtain data or information that was appropriate to the research problem. Apart from that, documentation was also

carried out to obtain physical evidence of the situation and conditions of the Taman Pinggir Nggawan tourist park.

The data analysis technique in this research was analyzed using qualitative descriptive methods. The analysis begins by describing the physical environment, cultural environment, and tourist visitors. After that, an analysis was carried out in the form of changes in the economy of the Pilanggede village community after the existence of a tourist village, namely Taman Pinggir Nggawan, as well as community empowerment. The data analysis techniques carried out by researchers are reducing data to analyze data, selecting data, and looking for basic data which is the center of this research. Next, the researcher presents the data to organize the data that has been analyzed systematically so that it can be easily understood, thereby providing the possibility of reaching conclusions. Researchers conclude existing problems (Hidayah & Agutinah, 2019).

#### **4. Empirical Findings/Results and Discussions**

##### **Continuous Improvement of the Bojonegoro Community's Economy Based on Sustainable Tourism Development**

According to Andarini et al. (2021) Historically, the sustainable tourism development paradigm is a form of sharp criticism aimed at conventional tourism development paradigms that have previously emerged. In the conventional paradigm, tourism development orientation gives high priority to mass tourism which prioritizes foreign exchange earnings and investment growth in the tourism sector with the government as the dominant control holder in tourism governance, while sustainable tourism development prioritizes community empowerment and optimizing the benefits of tourism for the community and conservation. physical and non-physical environments at tourist destinations. The government's role in this paradigm is only as a facilitator and regulator in tourism governance.

In the development of sustainable tourism based on improving the economy of local communities, there is close coordination with each other because, with the development of sustainable tourism, the economic needs of the community will become more prosperous, especially to meet their daily lives. Therefore, this research was conducted at Pinggir Nggawan Park (TPG) in Pilanggede Village, Balen District, Bojonegoro Regency. The existence of Pinggir Nggawan Park has a chain effect on residents. Because the existence of tourist attractions opens up business opportunities for the community. Therefore, people can take advantage of this condition by selling in the tourist park area. There are those selling various drinks and food. Apart from opening up business opportunities and employment opportunities, it also increases the income of food craftsmen. Pilanggede Gemilang Village-Owned Enterprises (BUMDes) buy them as souvenirs for visitors to the Pinggir Nggawan Tourism Park.

According to Yaskun (Head of Pilanggede Village), a collaboration between BUMDes and MSME craftsmen can improve the community's economy. Because of this collaboration craftsmen can develop and can absorb labor. Apart from creating business opportunities, providing raw materials. The more visitors there are, the more residents' MSME products will be sold, PADes will also increase because of the IDR 2,500 from ticket sales, some go to PADes.

The sustainability of tourism development depends on how much control local communities have over their territory. This is important because people know and understand the conditions of their area better than other people outside their community. Recently, the role of local communities in participating in the management of their environment has become smaller, which has led to the marginalization (labor unions) of local communities or the exclusion of local communities from the decision-making process and problems. sustainable tourism development.

### **The Influence of the Physical Environment**

According to Gonsalves (2022) stated that the physical environmental dimension is all the physical factors that a company can control to trigger increased (or forced) employee and customer action. These factors are symbols and artifacts, items such as the quality of the materials used, technological sophistication in equipment, and certificates of achievement are symbols that communicate the meaning and impression of beauty throughout (Gawusu et al., 2022). Another important factor that is a dimension of the physical environment is the arrangement of the room and the function of the physical environment. Room arrangement is a way of arranging machines, equipment, and furniture related to the size and shape of these items and their relationship to other items in the room (Gawusu et al., 2022).

Based on indicators from the physical environment, the carrying capacity in spatial planning for the feasibility of the Taman Pinggir Nggawan tourist attraction is considered good. Therefore, the community is also directed to carry out community empowerment activities including training on tourism and the manufacture of superior products. The production of superior products is made from agricultural products around the tourist area. making local products made from cassava, because local people use their land to grow cassava. Therefore, the results of making superior products are used as souvenirs for visitors. After that, from the training, the tourism management created a means for marketing in the form of including exhibition events from the results of the training. So that people can gain new knowledge and experience from the results of the training held.

Meanwhile, efforts are being made to increase tourism at Pinggir Nggwan Park (TPG), especially in developing sustainable tourism, namely by adding facilities around the tourist area. Additional facilities include a guava garden, vegetable garden,

flower garden, fruit garden, swimming pool, speedboat, and selfie sport which are usually used by visitors. The addition of these facilities can attract visitors to continue visiting this TPG tourist attraction. Therefore, one way of implementing sustainable tourism development is by optimizing the potential for cultural diversity and natural beauty of local communities through tourism and creative economic activities to preserve natural and cultural wealth and provide community welfare. Apart from that, with this tourism, the community's economy can be said to be prosperous, because this tourism can create business opportunities for the community.

### **Influence of the Cultural Environment**

Community life in Pilanggede Village is still very strong, this is proven by the enthusiasm of the local community in carrying out various kinds of events such as recitations, prayers, and other events. Because this tourist area has quite a large area of land, people use it for religious events. Therefore, by holding this religious event, the community can preserve the traditions of their ancestors so that the event is not lost. The community is very supportive of this activity.

The main desire of the local community is to try to preserve these tourist assets so that they remain natural, and beautiful and have characteristics that differentiate them from other tourist destinations. Because it is right on the bank of the Bengawan Solo River. Therefore, this tourist attraction is the only tourist attraction in Bojonegoro Regency which is located along the Bengawan Sola River. Because of this feature, it is what attracts tourists to visit this tourist spot. The local community also hopes to add several rides around Pinggir Nggawan Park so that it has more rides and this tourist attraction will become better known to other people.

### **Influence of Visitors**

Visitors have a very important influence on tourism. Because a lot of visitors this tour can be said to be the best tour for a holiday destination. Even though it has just been established, Pinggir Nggawan Park is visited by many tourists. TourNggawan Edge Park This can be visited every day with operational hours from 08.00 – 17.00 WIB. The entrance ticket price is very cheap, namely IDR 5,000/person, trail motorbike rental IDR 10,000, ATV IDR 15,000, and Speed Boat IDR 30,000/3-4 people. Apart from that, visitors can also be treated to views of the long, beautiful, and cool flow of the Bengawan Solo River.

This tourist park is TPG, the location is quite charming in the morning and evening. To come to TPG Pilanggede, out-of-town visitors can take the Bojonegoro-Babat road. When you arrive at the Margomulyo T-junction, take the direction north, and continue along the new paved and asphalt road in Pilanggede Village. When you arrive at the tourist location, your tiredness will pay off when you see the beauty of the Solo River from a height. Namely, at the northern end of the TPG tourist attraction, there

is a photo location from above. The village tourism manager offers a series of agro-tourism destinations. Starting from types of fruit, and vegetables, to beautiful flowers. Not only that, the background of the Bengawan Solo River adds to the uniqueness of this new tourist attraction. Therefore, visitors are also one of the main supporting factors for tourism.

## 5. Conclusions

The presence of the Pinggir Nggawan Park tourist attraction has brought changes to the economic behavior of the Pilanggede village community in the form of community economic activities in the field of sustainable tourism. What is meant by sustainable tourism? One of the important points that can be taken from this research is that Taman Pinggir Nggawan (TPG) tourism can make people very amazed by the presence of this TPG tourism. So with this tourism, people can open up business opportunities to improve the economy in their daily lives. Taman Pinggir Nggawan Village Tourism is an alternative solution for those of you who want to enjoy time and express happiness together, its location on the banks of the Solo River gives Taman Pinggir Gawan a different atmosphere from other tourist attractions, apart from that, visitors who come will enjoy the very atmosphere of TPG exotic. Pinggir Gawan Park itself is a tourist attraction belonging to Pilanggede Village which is managed by the local Bumdes and could be the most suitable choice as a tourist destination. Getting to TPG is also not difficult, road access to get there is very easy to reach it, and not too far from the national road.

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