



Sustainable Tourism Development Model for Buwun Sejati Tourism Village, West Lombok Regency

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Abstract

Purpose: Buwun Sejati Tourism Village, West Lombok Regency, Indonesia, has great natural and cultural potential, but still faces several challenges in realizing sustainable tourism. This research aims to formulate a model for sustainable tourism development in this village.

Research methods: The research uses a qualitative approach with interview, observation, study document, and focus group discussion (FGD) methods to obtain data from various stakeholders, including Village Head, Head of Tourism Awareness Groups (Pokdarwis), Head of Farmer Groups, and actors local MSMEs.

Findings: The effective sustainable tourism development model in Buwun Sejati Tourism Village include four main components: involving local communities in planning and decision making, strengthening community capacity and empowerment, developing nature and culture-based tourism products, and implementing environmentally sustainable practices. This model emphasizes the importance of a community-based participatory approach to ensure fair and equitable distribution of benefits, increase social solidarity, and preserve the environment and local culture.

Implications: By implementing the model, Buwun Sejati Tourism Village can become an example of an inclusive, environmentally friendly and highly competitive tourist destination, which provides economic, social and environmental benefits for all local communities.

Keywords: sustainable tourism, community participation, tourism village, product development



INTRODUCTION

Buwun Sejati Village, located in Narmada District, West Lombok Regency, is one of the villages in Indonesia that has great potential to be developed as a sustainable tourism destination (Widaswara & Jelantik, 2022). This village offers natural beauty that is still preserved, such as protected forests and natural waterfalls, as well as local cultural riches that are still preserved by the local community. The existence of abundant natural resources and strong cultural traditions are the main attractions that can support the development of sustainable tourism in this village. However, even though it has great potential, the development of Buwun Sejati Tourism Village is still in the pilot stage with a number of challenges that must be overcome (Widiati & Permatasari, 2022).

Sustainable tourism is the main paradigm in developing the tourism sector in various countries, including Indonesia. Sustainable tourism emphasizes a balance between economic growth, environmental preservation and community empowerment. In the context of tourist villages, this model aims to improve the welfare of local communities through participatory management, while maintaining cultural and environmental sustainability. This concept is relevant to be applied in Buwun Sejati Tourism Village, where community involvement in managing tourism potential is expected to improve their welfare in a sustainable manner (Habaora et al., 2021).

Previous research has shown that the development of tourist villages must pay attention to the active involvement of the community as the main actor in tourism planning and management. Pitana & Diarta (2009) emphasize the importance of integration between tourist demand and the supply of tourism services and products. In Buwun Sejati Tourism Village, several challenges faced include limited infrastructure, lack of community skills in tourism management, and low tourism product innovation. This shows that even though it has great natural and cultural potential, a more targeted strategy is needed to develop this village as a sustainable tourist destination (Bahrudin, 2017).

Buwun Sejati Village is also faced with the problem of low levels of education and community skills in the tourism sector. Based on village profile data, the majority of village residents have a low level of education, with a significant number of residents who have never been to school and have only completed primary education (Brahmantari et al., 2023). This is a challenge in

itself in developing a skilled workforce capable of managing the existing tourism potential professionally. Therefore, increasing capacity and empowering the community through skills and entrepreneurship training is an important aspect that needs to be considered in developing tourism in this village (Sulistiyadi et al., 2021).

This research uses a qualitative approach, with observation, interviews and documentation methods to collect data from various stakeholders, including the community, village government and business actors. It is also based on the theory of sustainable tourism and community empowerment as an analytical framework. It is hoped that the research results can provide concrete recommendations for the sustainable and inclusive development of Buwun Sejati Tourism Village. The research aims to develop a sustainable tourism development model in Buwun Sejati Tourism Village, West Lombok Regency, with a focus on community empowerment, managing natural and cultural tourism potential, as well as implementing environmentally friendly practices.

RESEARCH METHODS

This research was conducted using a qualitative approach which aims to explore sustainable tourism development in Buwun Sejati Village, West Lombok Regency. A qualitative approach was chosen because it allows researchers to understand in depth the social, cultural and economic dynamics that influence the management of tourist villages, as explained by Sugiyono (2013). This method provides comprehensive insight into how local communities are involved in sustainable tourism as well as the challenges they face in the process of developing tourist villages.

The research uses a single case study design which focuses on Buwun Sejati Village as the main object. This design was chosen to provide an in-depth analysis of the community-based tourism development strategy implemented in the village. The collected data was analyzed descriptively, aiming to describe the real conditions and dynamics that exist in the tourism village development process. This approach is in line with Creswell (2012) who emphasizes the importance of understanding the local context in qualitative research.

The object of research is tourism management based on sustainable tourism, with a focus on community involvement and environmental conservation

efforts. The type of data used includes qualitative data obtained from interviews, observations and documentation studies. This data provides a detailed picture of the community's experiences and views regarding tourism development in the village.

The data sources used in this research consist of primary data and secondary data. Primary data was collected through in-depth interviews with Village Heads, Pokdarwis Chairs, MSME actors, and local communities. Secondary data was obtained from official village documents, such as village profiles, financial reports, and strategic plans for developing tourist villages. Data collection was carried out using several methods. First, in-depth interviews were conducted to gather information from the main stakeholders in Buwun Sejati Village. Second, direct observation was carried out to observe tourism potential and community involvement in tourism management. Third, documentation studies are used to analyze related documents such as village profiles and tourism management reports.

The data obtained was then analyzed using qualitative descriptive methods, according to the model designed by Miles *et al.* (2019). The analysis process includes data collection, data reduction, data presentation, and drawing conclusions. Method triangulation was carried out to ensure the validity of the data by comparing the results of interviews, observations and document studies. This aims to obtain a comprehensive and accurate picture regarding sustainable tourism development strategies in Buwun Sejati Village.

FINDINGS

The development of sustainable tourism in Buwun Sejati Tourism Village, West Lombok Regency, has had a significant positive impact on the welfare of local communities, preserving the environment and strengthening village culture (Handayani *et al.*, 2021). The community-based approach applied in managing village tourism has involved the community in various stages of program planning and implementation, ensuring their active and equitable involvement. This is in line with the principles of sustainable tourism which focus on local community participation in tourism development, as outlined by Freeman (2015).

One of the strategic steps taken in tourism development is the formation of Village Tourism Cooperatives which aims to ensure fair and equitable distribution

of profits among the community. Through this cooperative, profits from the tourism sector can be used to improve community welfare, strengthen solidarity, and reduce the potential for conflict between residents regarding income distribution.

The training program implemented by the Tourism Awareness Group (Pokdarwis) includes training for tour guides and homestay management, which aims to improve the community's ability to provide better services to tourists (Rojabi et al., 2023). This is important to promote community-based tourism, which not only increases local income but also maintains the authenticity of village culture.

Table 1. Buwun Sejati Village community capacity strengthening program

Type of training	Main goal
Tour Guide Training	Improve communication skills and environmental understanding
Homestay Management	Improve local service and accommodation standards
Entrepreneurship Skills	Strengthen local product marketing capabilities

[Source: Primary data, 2024]

Based on Table 1, the training program implemented by the Tourism Awareness Group (Pokdarwis) in Buwun Sejati Village covers several important aspects in strengthening community capacity. First, tour guide training aims to improve communication skills and understanding of the environment, so that guides can provide more in-depth and useful information to tourists, which in turn improves their experience and supports environmental sustainability. Second, homestay management training focuses on improving local service and accommodation standards, with the hope that homestay managers can offer a more satisfying staying experience and maintain the authenticity of village culture. Lastly, entrepreneurial skills are aimed at strengthening the community's ability to market local products, so that they can be more effective in promoting and selling local products to tourists, which not only increases local income but also supports the sustainability of the village economy. Through this training,

Buwun Sejati Village seeks to strengthen community-based tourism by promoting active participation, cultural preservation and environmental sustainability, as well as optimizing local potential as a whole.

The development of nature and culture-based tourism products is the main focus in this strategy. The potential for ecotourism and agrotourism, such as trekking in protected forests, coffee and honey production, and organic agricultural land management, has attracted the interest of tourists looking for authentic and environmentally friendly experiences. Cultural products such as Shadow Puppet performances and local cultural festivals also enrich the tourist experience, while supporting the preservation of local culture (Widaswara *et al.*, 2024).



Figure 1: Trekking in protected forest – ecotourism activity in Buwun Sejati Village.
[Source: Buwun Sejati Village, 2024]



Figure 2: Village clean-up activities
[Source: Buwun Sejati Village, 2024]

The implementation of environmental sustainability practices is a key element in this development model. Buwun Sejati Village has adopted organic farming techniques, community-based waste management, and various environmental conservation initiatives involving tourists. Programs such as tree planting and village clean-up activities aim to maintain ecosystem balance and provide education to tourists about the importance of preserving the environment (Wangiyana et al., 2023).

This research also found several obstacles in developing sustainable tourism in Buwun Sejati Village. Infrastructure limitations, such as road accessibility and clean water supply, are the main obstacles that affect tourist comfort. Additionally, reliance on mass tourism creates social and cultural pressures, which risk disrupting traditional village values. The threat of climate change and potential natural disasters such as floods and landslides also need to be addressed with better mitigation strategies (Susanty et al., 2024).

Table 2. Factors inhibiting sustainable tourism development in Buwun Sejati Village

Aspect	Inhibitory indicator	Description
Economic	Infrastructure limitations	Lack of road access, clean water and adequate electricity supply
Social	Mass tourism dependence	Risk of changes in traditional values due to tourism dependence
Cultural	Cultural commodification	Exploitation of local culture without considering the original essence
Environmental	Climate change risks	Natural disasters and climate change are disrupting tourism operations

[Source: Primary data, 2024]

This research also identified several obstacles in developing sustainable tourism in Buwun Sejati Village, which can be seen in Table 2. Infrastructure limitations, such as lack of road accessibility, clean water supply and adequate electricity facilities, are the main obstacles that affect tourist comfort (Taning et al. al., 2022). This shows that improving infrastructure is very important to improve the quality of tourist experiences and support tourism growth. Additionally, reliance on mass tourism risks social and cultural stress, which can

disrupt traditional village values. This dependency has the potential to change the social dynamics of the village and destroy the original cultural identity. Cultural commodification is also a problem, where the exploitation of local culture without considering its original essence can threaten the preservation of that culture. From an environmental perspective, the risk of climate change and potential natural disasters such as floods and landslides need to be addressed with better mitigation strategies to protect both infrastructure and village communities. Overcoming these inhibiting factors is an important step to ensure the sustainability of effective and sustainable tourism development in Buwun Sejati Village (Billa & Rois, 2023).

Overall, the sustainable tourism development model implemented in Buwun Sejati Tourism Village has proven effective in integrating economic, social, cultural and environmental aspects. Community participation is the main pillar, supported by wise management of natural resources. By strengthening infrastructure and mitigating environmental risks, Buwun Sejati Village has great potential to become a competitive sustainable tourism destination in Lombok and Indonesia.

The development of sustainable tourism in Buwun Sejati Tourism Village, West Lombok Regency, has had a positive impact on community welfare, environmental preservation and strengthening local culture. A community-based approach has proven effective in actively involving local communities at various stages of tourism planning and implementation. The establishment of Village Tourism Cooperatives has helped ensure fair distribution of profits, strengthen social solidarity, and reduce the potential for conflict between residents.

The development of nature and culture-based tourism products, including ecotourism and agrotourism, has attracted tourists who are looking for authentic and environmentally friendly tourism experiences (Diswandi & Zikriah, 2020). Cultural products such as Shadow Puppet shows and village cultural festivals have enriched the tourist experience while supporting the preservation of local culture. Environmental sustainability practices, such as the application of organic farming techniques and community-based waste management, have played an important role in maintaining the balance of the village ecosystem. Tourist involvement in environmental conservation programs also increases their awareness of the importance of nature conservation (Pertama *et al.*, 2022). This

research also found several challenges that hinder the development of sustainable tourism in villages, such as limited infrastructure and dependence on mass tourism which has the potential to change traditional values. The threat of climate change and natural disasters are also risk that requires more attention in mitigation planning.

This research produces a sustainable tourism development model for Buwun Sejati Tourism Village which integrates a community-based approach, development of nature and culture-based tourism products, as well as the implementation of environmental sustainability practices (Figure 3). This model shows that the active involvement of local communities in every stage of development, from planning to implementation, can improve community welfare while maintaining cultural authenticity and environmental sustainability.



Figure 3. Sustainable tourism development model for Buwun Sejati Tourism Village [Source: Data processed by researchers, 2024]

The model from this applied research is recommendations for sustainable tourism development in Buwun Sejati Tourism Village. This model is designed to improve the economic welfare of local communities, preserve the environment, and strengthen the village's cultural identity. It includes several main components that work together to achieve tourism sustainability goals.

First, this model emphasizes the importance of involving local communities in planning and decision making. By adopting a community-based participatory approach, village communities, including youth groups, farmers, MSMEs and tourism awareness groups (Pokdarwis), are actively involved in all stages of tourism development. This is expected to ensure a fair and equitable distribution of benefits, increase social solidarity, and reduce the potential for conflict.

Second, this model encourages the development of unique and authentic nature and culture-based tourism products. Buwun Sejati Tourism Village has great potential to develop ecotourism and agrotourism, such as trekking, waterfall tourism, and visits to organic farming land. In addition, local products such as ant sugar, honey, handicrafts and typical village culinary delights are integrated into tour packages to expand tourist attractions while increasing local economic income.

Third, the implementation of environmental sustainability practices is a key component in this model. This village applies organic farming techniques, waste management and the use of renewable energy to maintain ecosystem balance. In addition, disaster risk mitigation and adaptation strategies to climate change, such as disaster response training and the creation of evacuation routes, are also implemented to protect local communities and tourism infrastructure from adverse environmental impacts.

Fourth, aspects of institutional strengthening and collaboration are also highly considered in this model. The establishment of a communication forum between the village government, Pokdarwis, farmer groups and other communities aims to improve coordination and ensure effective and efficient tourism management. Partnerships with NGOs, academics and the private sector are also carried out to support community capacity development, provide funding and access wider markets.

Lastly, this model emphasizes the importance of environmental education and awareness. Educational campaigns and programs are carried out to increase public and tourist awareness about the importance of environmental conservation and environmentally friendly practices. This education includes training on organic farming techniques, waste management, as well as the positive impact of sustainable tourism on the local economy and cultural preservation.

The output of this research provides strategic guidance that can assist Buwun Sejati Tourism Village in implementing sustainable tourism effectively and inclusively. This model emphasizes the importance of synergy between economic, environmental and social sustainability to create competitive and highly competitive tourist destinations, as well as providing long-term benefits for local communities.

The sustainable tourism development model in Buwun Sejati Tourism Village has succeeded in integrating economic, social, cultural and environmental aspects, making it a potential example for other tourist villages. With improved infrastructure and better risk mitigation strategies, this village has a great opportunity to become a sustainable tourism destination that is competitive at national and international levels (Mudana *et al.*, 2021).

CONCLUSION

The sustainable tourism development model in Buwun Sejati Tourism Village has proven effective in improving the economic welfare of local communities, preserving the environment, and preserving the village's cultural values. The community-based approach, which involves various parties such as youth, farmer groups and MSMEs, has succeeded in ensuring active community participation in decision making, while distributing benefits fairly and evenly. This approach also strengthens social solidarity and increases community involvement in every stage of tourism management.

The development of nature and culture-based tourism products, such as ecotourism and agrotourism, as well as the promotion of local products such as crafts and typical culinary delights, has broadened the village's appeal in the eyes of tourists. These products are designed to remain authentic and relevant to local traditions, thereby providing a unique experience for tourists while preserving cultural sustainability. In addition, the implementation of environmentally sustainable practices, such as organic farming, effective waste management, and the use of renewable energy, has ensured that the village ecosystem is maintained amidst tourism development.

This model shows a balance between economic, social and environmental benefits, in accordance with the principles of sustainable tourism. Buwun Sejati Tourism Village is able to develop inclusive and environmentally friendly tourism,

while maintaining a strong local identity. This development model can be replicated in other tourist villages in Indonesia, as long as these villages have supportive social, economic and environmental conditions. The success of this model provides a real example of how villages can grow sustainably through synergy between natural resource management, culture and community empowerment.

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