

Sustainable Tourism Villages in the Perspective of Social Construction Empowerment Based on Tourism Awareness Groups in Gowa Regency

Nur Riswandy Marsuki¹, Darman Manda², Najamuddin³, Syamsu. A. Kamaruddin⁴,

^{1,2,3,4}Postgraduate Sociology Study Program, Makassar State University, Indonesia.

Corresponding Author: Nur Riswandy Marsuki

KEYWORDS

Empowerment, Community, Tourist Village, Integrative, Tourism Awareness Group (Pokdarwis)

ABSTRACT

This study provides an overview of the social construction of community-based empowerment in tourist villages in Gowa Regency. This community empowerment needs to be intervened through an integrative and sustainable approach by demanding integration in the aspects of Education, social, culture/history, economy, and environment and involving collaboration between government, community, universities, media and the private sector so as to encourage the acceleration of sustainable tourism village development. The purpose of this study was to analyze community involvement patterns, explore community empowerment practices and formulate social construction designs in the development of sustainable tourism villages based on integrative community empowerment in Gowa Regency. This study used qualitative methods, researchers as key instruments, determination of informants using purposive sampling techniques, data collection through observation, documentation studies, in-depth interviews and focus group discussions (FGD), data analysis using interactive models including data reduction, data presentation, verification and drawing conclusions. The results of the study found that: 1. Community participation patterns consist of 3 forms, namely a. Pseudo/passive participation where the community only fulfills the formalities of administrative needs, b. Technical participation that there has been community involvement but the final decision remains with the village government or the private sector and c. Active participation where full control and access to decisions in tourism development lies with the community. 2. Community empowerment practices through; a. Increasing community capacity through education and training, b. Reactivation of discussion forums through tourism awareness groups (Pokdarwis) related to tourism development in the village, c. Preservation of culture, environment and strengthening the identity of tourism villages through organizing music, culture and sports events/festivals. 3. Design of social construction based on integrative community empowerment through the stages; a. Externalization by identifying and mapping village potential, b. Objectivation of efforts to strengthen the social and institutional structure of tourism awareness groups (Pokdarwis), c. Internalization through community involvement, capacity building and building external networks, d. Activation/implementation of empowerment programs that have been mutually agreed upon and e. Evaluation by measuring periodically and taking good practices as learning. This social construction will have implications for the development of sustainable tourism villages towards empowered and independent villages.

Introduction

The 2030 Agenda for Sustainable Development, adopted by all UN Member States in 2015, provides a shared blueprint for peace and prosperity for people and planet, now and in the future. At the heart of the SDGs are the 17 Sustainable Development Goals (SDGs), which are an urgent call to action for all countries, developed and developing, in a global partnership. They recognize that ending poverty and other deprivation must go hand in hand with strategies that improve health and education, reduce inequalities, and spur economic growth while addressing climate change and conserving oceans and forests (Bernsen et al., 2022).

Village Sustainable Development Goals are an integrated effort to realize Villages without poverty and hunger, Villages with equitable economic growth, Villages that care about health, Villages that care about the environment, Villages that care about education, Villages that are friendly to women, Villages that are networked, and Villages that are culturally responsive to accelerate the achievement of Sustainable Development Goals. Village SDGs are a blueprint for sustainable development that has been included in the priority program for the use of Village Funds since 2021 (Saldarriaga et al., 2024).

Sustainable development can be achieved through empowering rural communities (Maclure, 2023). Empowering rural communities is an effort to develop community independence and welfare by increasing knowledge, attitudes, skills, behavior, abilities, awareness, and utilizing resources through establishing policies, programs, activities, and assistance that are in accordance with the essence of the problem and the priority needs of rural communities (Chivers et al., 2022).

This study focuses on how the social construction of community-based empowerment is applied in tourist villages located in Gowa Regency. Tourist villages are important entities in local economic development, and a community-based approach allows local communities to be actively involved in the management and development of their village's potential. The development of tourist villages has developed in various countries and is expected to overcome poverty in rural communities (Komaki, 2023). The implementation of tourist villages is one form of developing rural areas towards a more participatory direction (Hilman & Nimasari, 2018).

The emergence of tourist villages is a manifestation of the implementation of development aimed at increasing the productivity and welfare of the community. In this process, it is closely related to growth and change (Fakih, Mansour 2009). In addition to improving welfare, tourism practices at the village level are an effort to create a comfortable environment, effective local government, and improve the morality of the local community (Renold, 2019). In principle, planning for tourist villages must prioritize ecological aspects that aim to preserve the environment, respect local culture, and provide both economic and social benefits for all stakeholders (Melnyk et al., 2023). Several research results have proven that tourist villages are a source of income for local communities through the sale of goods and services (Firman, 2021).

Community participation in the development of tourist villages is needed to be a driving force for regional development that can increase community income and the absorption of new workers and entrepreneurial services (Utami, 2020). An approach that prioritizes community participation is important to develop collaboration between the government and the community in an effort to find new opportunities in tourist village activities (Hsu et al., 2022).

Gowa Regency is one of the areas in South Sulawesi that has the potential for Tourist Objects and Attractions (ODTW) consisting of natural tourism, cultural/historical tourism and artificial tourism. The development of natural tourism objects has increased significantly because of the

natural potential in the form of waterfalls, rivers, mountains and forests.

Table 1. Comparison of Tourism Types by Year (2022–2023)"

Types of Tourism	Year 2022	Year 2023
Natural tourism	43	53
Cultural/Historical Tourism	28	83
Total	71	83

Source: Gowa Culture and Tourism Office, 2023.

Until 2023, 25 Tourism Villages have been developed by the Gowa Culture and Tourism Office as nominees for the Indonesian Tourism Village Award by the Ministry of Tourism and Creative Economy from 2021 to 2024. All tourism villages in Gowa Regency are predominantly still in the pioneering category.

Table 2. Tourism Village Classification Based on Development Stages

Tourism Village Category	Amount
Pioneer	21
Develop	4
Proceed	-
Independent	-

Source: Ministry of Tourism and Creative Economy Tourism Village Network, 2023

However, the reality in the field shows that the development of tourist villages has not been in accordance with expectations. Bantimurung Gallang Waterfall in Pao Village is adequate, the low number of visits indicates that there are other factors that need to be considered in the management and promotion of the tourist attraction. Likewise, the Jungle Camp in the Bili-Bili dam area has not been maximized properly in the form of permits and cooperation between communities/societies from related parties (Zulkifli, 2017). Likewise, the tourist market in Bissoloro Village is currently in a stagnant condition, with minimal significant activity to revive its economic potential in Bissoloro Village in a state of suspended animation with no significant activity (Reski R, 2020) and the Buntu Manrusu Waterfall tourist attraction in Belapunranga Village is currently in an inactive condition, without any significant tourism activities. The natural potential it has has not been optimally utilized, so its appeal as a tourist destination is still minimal. This condition adds to the list of challenges faced by tourist villages in Gowa Regency, which require more attention for destination management and development.

The portrait of the condition of the tourist objects above reflects the reality faced by various tourist destinations in the Tourism Village in Gowa Regency. Despite having great potential, each destination faces problems that hinder its optimal development, such as low levels of visits, minimal tourism activities, and stagnation of economic activities around the tourist objects. These problems indicate the need for a more integrated and sustainable management strategy to support the development of tourist villages as a whole.

The results of the study have reviewed the lack of role and participation of local communities in the development of ecotourism (Wahyuni, 2018). From various research results on tourist villages in Indonesia, the main problem is the weak control of local potential by the community, so that very little research describes the success of the sustainability of independent villages (Ulum & Dewi, 2021) . This can be used as a basis for studying the continuous involvement of the community in the development of tourist villages.

The application of integrative community empowerment is very interesting to research, because empowerment generally focuses less on local resources (Ataöv et al., 2022).

This paper focuses on community empowerment activities that are members of the Tourism Awareness Group (Pokdarwis) as an important element in the management and development of tourist attractions. Pokdarwis is present to accompany the existence of each tourist attraction with the aim of empowering local communities, increasing their participation in the tourism sector, and encouraging the creation of more sustainable tourism management. The role of Pokdarwis is very crucial, especially in efforts to overcome various problems faced in the development of tourist villages in Gowa Regency.

The purpose of this study is to analyze the pattern of community involvement in managing tourist villages, explore empowerment practices that have been implemented by local communities, and formulate a social construction design that supports the development of sustainable tourist villages. This approach focuses on integrative community empowerment that includes various important aspects, namely education, social, culture/history, economy, and environment. Through this integration, the study aims to create an empowerment model that not only empowers communities in one particular dimension, but also strengthens the synergy between these aspects, thus supporting the development of holistic sustainable tourist villages in Gowa Regency.

The results of this study are expected to complement previous research related to community empowerment, especially in the context of tourist villages. This study also has implications for the addition of study references related to community involvement in village development, and can encourage policies that support the formation of community-based tourist villages.

Research Methodology

This research uses descriptive qualitative with case study type aims to explore various findings related to the community involvement patterns of the Tourism Awareness Group (Pokdarwis), exploration of community empowerment practices to the formulation of social construction designs for the development of sustainable tourism villages based on integrative community empowerment. Data collection done starting from observation, documentation, interview in-depth and *focus group discussions* related with development village tour (Mukhtar, 2013).

The informants in this study used *purposive sampling technique*, namely sampling based on efforts to achieve research objectives. The key informants selected were; Gowa Culture and Tourism Office, Head of Pao Village, Belapunranga and Bissoloro Tourism Awareness Group (Pokdarwis) of Pao Village, Belapunranga and Bissoloro, PKK Representatives, Karang Taruna and business actors. Data analysis through 3 stages (Milles & Huberman), namely data reduction in the form of a selection process, simplification and transformation of data that emerges from written records in the field, then data presentation, namely adjustments regarding the relevance of the data and research objectives, and finally drawing conclusions/verification (Mukhtar, 2013).

Analysis and Result

Community Participation Patterns in Tourism Villages

The results of this study describe the pattern of community participation in tourist villages which are divided into three main forms, namely Pseudo/passive participation where at this stage, the community is only involved to fulfill administrative formalities, without significant involvement in decision making or implementation of activities. Technical participation where in this pattern, the community is already involved in several technical aspects, but the final decision regarding the management and development of tourist attractions is still taken by the village government or the private sector, with limited control from the local community and active participation, at this stage, the community has full control over decision making and full access in the development of tourist attractions, including in aspects of planning, management,

and evaluation of tourism activities.

Community participation is one of the keys to the success of tourism village development. This is because local communities are the main actors who have a strategic role in maintaining the sustainability, uniqueness, and relevance of the sustainability of tourism program development in their villages. Without community involvement, tourism village development risks losing long-term support and sustainability to indifference. This reality was found by researchers in one of the tourism programs in Bissoloro Village, namely the Tourism Market which was abandoned and in a worrying condition. This could be an indicator of problems in planning, management, or suboptimal community participation. As stated by the administrator of the Tourism Awareness Group, SY.

“The tourist market was originally planned as a center for selling local products in our village, now it is no longer active, we can see its condition. Initially, we were very enthusiastic because this market was expected to be a supporter of tourist attractions and a place for the community and traders to market their handicrafts and agricultural and craft products. However, over time, its management did not go as expected. Moreover, there was no assistance or attention from the government”. (interview January 13, 2024)

The involvement of all parties in the planning process is very necessary, This tourism market program development from the beginning did not have intense communication with various stakeholders in tourism, for example the Tourism Awareness Group (Pokdarwis), Karang Taruna and other business groups. So that the management carried out by the Village Government cannot be maximized considering the tasks and dynamics of government in the Village. There is no long-term plan or assistance from the district government so that market operations are not directed and are unable to bring sustainable benefits.



Figure 1. The neglected Bissoloro Village Tourist Market

The above reality description provides a perspective that community participation is all/passive. Pseudo/passive participation is a form of participation that appears to exist but does not provide real influence to the community. In this model, the community and society are involved only to fulfill formalities, without any meaningful decision-making from their side. About how to plan, manage and utilize the tourist attraction. Pseudo participation occurs when the local community is only involved to fulfill administrative needs or formalities, without being given the opportunity to contribute meaningfully to decision-making or program implementation.

Community technical participation plays an important role in the development of tourist villages, especially in supporting various operational and technical aspects needed to strengthen the attractiveness and sustainability of local tourism. The community is directly involved in tasks such as identifying and needing tourism potential, collecting data related to current visitor needs, to implementing technical activities involved in tourist attractions such as facility

management and environmental conservation. Informant HM, the manager of the Bantimurung Gallang waterfall, said,

"Initially, the village head had planned how the waterfall could be managed well, then we discussed it well together to identify its tourism potential. Together with the village head and the students who could come to camp, we mapped and designed the concept because we wanted to arrange it so that it would be beautiful to look at. We also helped map the trekking route and provided input on local stories that could be used as tourist attractions such as the story of Arung Pao and the legacy of Balla Lompoa above that we passed earlier." (interview December 3, 2023)

The interview results show that the community is involved in identifying tourism potential and needs. This technical involvement is part of how the community has a major role and share in providing strategic input and decisions. This technical involvement is part of how the community has a major role and share in providing relevant strategic input and decisions according to their needs. Thus, the decision-making process becomes more transparent and responsive to the aspirations of the community. This participation not only strengthens the sense of ownership, but also encourages accountability of stakeholders, so that the results achieved truly reflect common interests and long-term sustainability.

Although this involvement contributes significantly to the success of the program, strategic decision-making is often still in the hands of the government or other external parties such as the private sector. This opens up space to discuss the extent to which this technical participation model can empower communities while increasing the sustainability of tourist villages.

Active community participation is a key element in the development and management of sustainable tourism villages. The success of a tourism village is not only determined by its natural and cultural potential, but also by the extent to which the local community is involved in the planning, implementation, and evaluation of tourism village programs. Active community involvement reflects a sense of ownership of the programs being run, as well as being an important indicator of the sustainability of tourism villages. Through active participation, local communities can provide ideas, support decision-making, and carry out tasks that support the management of tourism villages in a participatory and collaborative manner.

Community participation in the planning stage is a very important initial step to ensure that the development of tourism villages is in accordance with the needs, potential, and aspirations of the local community. Community involvement at this stage reflects inclusiveness and empowers the community to become the main driver in the development process. As expressed by the manager of the Moncong Sipolong tourist attraction, SD,

"Previously, this pine tree was active and its sap was taken but after that there was no activity and the location was good because it was flat, then some of them were already used for camping by nature lovers groups so I took the initiative to talk to the village head about how because this is in the area of the Ministry of Forestry, after it was running and there was a management permit, our initial concept was we cleaned and arranged it until it was running now we complete the facilities with toilets, stages, electricity and stalls".

The results of this interview illustrate how local initiatives and the process of active community participation in developing tourism areas based on natural potential, especially pine forests. The pine forest area was initially used to collect sap, but this activity stopped, so that the area became unkempt. The potential of the location was identified by the community because of its natural advantages, such as flat areas and attractive for recreational activities such as camping.

There was an initiative taken to discuss with the village head regarding the use of the area. This effort shows active participation in the initial planning, where the community began to plan the tourism concept by involving stakeholders, including the Ministry of Forestry as the land owner. Gradually, supporting facilities such as toilets (WC), stages, electricity, and stalls were added to increase the comfort and attractiveness of tourists.

Tourism villages are one of the alternative forms of tourism that offer natural potential, social life and local culture as one of the forms of tourist attractions offered. Participation of the community and community is needed in a participatory manner in the process of developing tourism villages so that the impact of the tourism village can be felt. The importance of community involvement in the development of tourism villages is an indicator that tourism villages will be sustainable and not just a trend. The community must be placed in 2 (two) roles at once, namely as a subject who has the right to determine the direction of tourism village development. Second, the community as an object where the goal of improving community welfare is a priority in the development of tourism villages.

Empowerment Practices That Have Been Implemented By Local Communities

Empowerment is a process to increase the capacity of individuals, groups, or communities to be able to control and utilize resources, opportunities, and participate in decision-making that affect their lives. *Empowerment* aims to create a society that is independent, competitive, and has better bargaining power in various aspects of life. This empowerment includes the individual aspect with a focus on increasing individual knowledge and skills. The social aspect involves strengthening relationships between community members and developing social networks. While the institutional aspect involves strengthening local organizations or institutions to be able to support the empowerment process systematically. Empowerment is an important basis in various development programs, especially in the tourism sector. Community empowerment practices that have been applied to tourist villages include increasing capacity through tourism training, reactivation and strengthening of Tourism Awareness Groups (Pokdarwis) and holding periodic events/festivals as a means of promotion, a strategy to attract tourists and strengthen the identity of the tourist village.

Capacity building is a strategic step in empowering communities in tourist villages. By equipping community members with relevant knowledge and skills, they can actively contribute to the management and development of village tourism. Tourism training is one of the effective efforts to hone community skills, both in technical aspects such as tourism services and strategic aspects such as marketing and destination management. Through structured training, communities are not only able to meet and adjust the needs of tourists, but also create a friendly and authentic tourism culture, so that the appeal of tourist villages can be an option.

The empowerment process for communities in gaining understanding related to important aspects in the world of tourism is obtained from training, one of which is provided by universities. As expressed by AB,

"We got this village tourism training from a student event and the lecturer became a speaker. There was training material on how to be a good tour guide, the principle of hospitality, unique stories from our village. There was also a session on managing and the importance of lodging, supporting information when we participated in the village tourism award."

HR informant added,

"Last month, engineering students from Unhas taught children how to use social media for promotions, such as creating photo content and short videos."

The training facilitated by universities, through collaboration between students and lecturers, has made a significant contribution to empowering tourism village communities. The training provided has covered several important aspects of tourism. This training session also supports village preparation in participating in competitions such as the Tourism Village Award. The information provided helps communities understand how to improve the competitiveness of their tourism villages. So they know what steps they need to take to develop tourism villages. The training provides new insights to the community and tourism village communities, increasing their capacity in managing and developing local tourism potential so that communities are more confident in preparing, welcoming tourists and promoting their villages through social media. Universities act as strategic partners that provide assistance and education based on needs. Collaboration between villages, universities and communities can be a strategic step to advance tourism villages sustainably.



Figure 2. Training in Making Souvenirs from Pine Fruits in Bissoloro Village

Reactivation is a process of reactivating an activity, organization, or program that was previously inactive or experienced a decline in participation, function, or effectiveness. In the context of community empowerment and tourism village development, reactivation refers to steps to restore or strengthen the role of an existing institution or group, namely the Tourism Awareness Group (Pokdarwis), so that it is more active and functions in accordance with the objectives that have been set as a catalyst for tourism villages. This reactivation aims to ensure that the Tourism Awareness Group (Pokdarwis), which has been formed, can function properly again and is able to contribute to the development and sustainability of tourism villages.

"The existence of tourism awareness groups is mandatory because it is an assessment criterion related to village institutions and resources in the village, the group is directly a decree of the Gowa Regent, and it is hoped that it will have a work program or a plan for developing tourism villages as a supporter of tourism villages, especially in developing human resources in the village, so that is a measure of the readiness of the tourism village"

The explanation above shows the importance of the Tourism Awareness Group (Pokdarwis) as the main element in the development of tourist villages. This group is self-reliant and self-initiated which should grow from, by and for the community which aims to improve tourism development in the village. The existence of Pokdarwis is one of the main criteria in assessing the readiness of a village to become a tourist village. This shows that Pokdarwis is a formal institutional representation that is responsible for managing tourism in the village. With the Decree (SK) from the Regent of Gowa, Pokdarwis has formal legitimacy that confirms its role as an institution that is recognized to manage and develop village tourism potential. Pokdarwis is expected to have a clear work program, both for managing tourist destinations, increasing village appeal, and empowering the community. This work program is an indicator of the readiness and direction of strategic village tourism development. In general, the framework of

Pokdarwis is oriented towards aspects, Mapping regional potential, local arts/culture, driving tour guides, providing accommodation, local culinary, and promoting tourist attractions.

Reactivation or re-formation of Pokdarwis is an important step to ensure that this tourism-aware group can function optimally in managing tourist villages. By involving committed individuals who understand tourism, and supported by training, measurable work plans, and collaboration between various parties, schools, universities and the private sector, Pokdarwis can be a driving force in creating a developing, sustainable, and positive-impacting tourist village for the local community.

Periodic events or festivals are one of the main strategies in promoting tourism in various regions, especially in tourist villages. As a moment of celebration, festivals not only provide entertainment but also showcase the uniqueness of culture, local traditions, and regional potential to a wider audience. In the context of tourist villages, holding festivals plays a dual role: as a means of strengthening local identity while attracting the attention of domestic/national and even foreign tourists. Through festivals, tourist villages have the opportunity to introduce superior products, such as typical crafts, traditional cuisine, and cultural attractions. This not only has an impact on increasing tourist visits, but also encourages strengthening the local community's economy. In an era of increasingly tight tourism competition, innovation and sustainability in organizing events are the keys to keeping tourist villages relevant and in demand.

"We can learn from several events that have been held in the pine forest, it must be programmed by the village head and the youth community in the village, there can be annual events to promote the culture here while continuing to promote this village so that it does not stagnate, there are already many resources, we as managers are also helped even though we also continue to promote on Instagram and TikTok"

In this interview, informant AZ stated the importance of coordinated management between the village government (Village Head) and the youth community to design and implement annual/periodic events that focus on promoting local culture and tourist attractions. Well-programmed events will have a greater impact on village promotion and prevent stagnation in tourism development in the village. This tourist village has a lot of potential and natural resources that can be further developed. For this reason, annual/periodic events involving various parties in the village can be an effective way to attract more tourists, while preserving and introducing local culture to the wider community. Management of this event can begin with collaboration between the village government and the existing youth community, who often have fresh ideas and enthusiasm to advance the village.



Figure 3. Creative Fun at Bantimurung Waterfall, Pao Village

Therefore, to support the sustainability of the empowerment practice, there needs to be consistency in the training program to ensure sustainable community capacity building.

Strengthening the role of Pokdarwis as the main driver in tourism management and community involvement. Diversification of events and digital promotions to reach a wider range of tourists and adapt to modern tourism trends. With synergy between communities, educational institutions, government, and the private sector, tourist villages can develop into leading destinations that are not only attractive to tourists, but also provide sustainable benefits to local communities.

Social Construction Design of Sustainable Tourism Village Development

Social construction design that focuses on the development of sustainable tourism villages through an integrative community empowerment approach. Tourism villages, as one of the alternatives for developing local-based economic potential, require a management model that not only prioritizes economic aspects, but also pays attention to the balance between education, social, culture, economy, and environment.

Community empowerment in the context of tourist villages acts as a main pillar that encourages active community participation in the management and development of tourist destinations. The social construction applied in the development of tourist villages must be able to integrate various dimensions of community life, in order to provide maximum benefits for their welfare, as well as maintain the sustainability of existing natural and cultural resources.

Through this integrative approach, it is hoped that a system can be created that strengthens the relationship between aspects of empowerment, leading to the creation of a tourist village that is not only economically profitable, but also socially and environmentally efficient. This chapter will also describe how the right social construction design can facilitate collaboration between various parties—including the government, community, and tourism actors—in creating a sustainable and inclusive tourist village management model.

The social construction process in this context plays an important role in building collective awareness and community behavior that supports sustainable tourism village management. This social construction process involves three main stages, namely the externalization stage is the initial step in building social construction based on community empowerment. At this stage, the process of identifying and mapping village potential is the key to revealing the resources owned by the village, both physical, social, and cultural. This process involves active community involvement to explore, recognize, and document existing potential.

The second stage of objectivation in the design of social construction based on community empowerment focuses on strengthening the social and institutional structures that are the backbone of tourism village management. At this stage, strengthening the Tourism Awareness Group (Pokdarwis) is very important because this group will be the main actor in running, managing, and developing tourism villages sustainably. The purpose of objectivation is to ensure that the social and institutional structures of the village are able to work effectively, sustainably, and inclusively.

The third stage of internalization in the design of community empowerment-based social construction focuses on efforts to deepen community understanding, involvement, and skills. At this stage, the main goal is to ensure that the community is not only involved in the process of developing tourist villages, but also has the capacity to manage and advance tourist villages independently. This includes strengthening individual and group capacities, as well as building external networks that support the sustainability of tourist villages.

In addition to the three stages of social construction, this process is enhanced with two additional stages, namely activation and evaluation. The activation or implementation stage in the design of community empowerment-based social construction focuses on the actual implementation of programs that have been agreed upon by the community and related parties

in the development of tourist villages. At this stage, the community that has been involved in the process of identification, mapping, and capacity building, now begins to implement the steps that have been planned. This activation aims to translate plans and ideas into concrete actions and provide real impacts for the development of sustainable tourist villages.

The evaluation stage in the design of community empowerment-based social construction is a very important stage to ensure that the programs that have been implemented achieve the desired goals and can provide sustainable impacts. This evaluation is carried out by measuring the progress and results that have been achieved, as well as taking lessons from existing experiences to improve the management and sustainability of tourist villages. Proper evaluation helps the community and related parties to make adjustments or improvements in program implementation.

Community development should aim to build communities. Community development involves building social capital, strengthening social interactions within communities, bringing them together, and helping them to communicate with each other in ways that can lead to genuine dialogue, understanding and social action. The loss of community has resulted in fragmentation, isolation and individualization, and community development seeks to reverse these effects. Community development is essential if the establishment of good and lasting community-level structures and processes is to be achieved. Various findings related to community empowerment and tourism village development are analyzed using the concept empowerment Jim Ife And Frank The tester. Element important from community empowerment is the involvement of communities in every stage of development and increasing their capacity and independence in dealing with social, economic and environmental problems (Ife & Tesoriero, 2008). In addition, the data obtained from this research is also very necessary. associated with draft village tour Which defined as an area that is a priority for development in the tourism sector with the aim of environmental conservation, increasing welfare public local, and insert education into it (Haryono et al., 2018). Tourism villages are considered as Wrong One choice And innovation in agenda development sustainable Which prioritize empowerment, economy, social, And environment (Lestari et al., 2019).

Second draft Which used in research This own relatedness One The same other. The emergence of the concept of community empowerment and tourism villages is a critique towards a development scheme that is oriented from top to bottom (*top-down*), so that it gives more priority *bottom-up* development and empowerment scheme. Empowerment scheme which was initiated by the two concepts is expected to be able to meet the various needs and challenges of the empowered local communities (Jebaru et al., 2023). . The main target of empowerment will be achieved if prioritize involvement public, development capacity, And openness access as widely as possible (Pratidina Santoso, 2022).

Findings and Conclusion

The development of tourism villages based on integrative community empowerment is the key to sustainable development. This will minimize the stalling of development projects and cause major material losses. The utilization of natural wealth potential can be enjoyed by the community to improve their standard of living. The lack of involvement of community groups in development should be an evaluation so that community involvement should start from the initial planning to the final development and sustainability. Failure in previous empowerment practices has made the community/community unable to get out of the hole of helplessness and independence while various opportunities are around them. So that the empowerment strategy must be based on a local community basis such as the Tourism Awareness Group (Pokdarwis) which brings together various elements of village-level organizations that need to be considered and given space. The development of sustainable tourism villages positions the community as

the object and subject of empowerment as well as the determinant of the direction of empowerment. At the same time, it is a recommendation for policy makers and empowerment facilitators so that social empowerment practices are sourced from various local potentials and their basic needs in an integrated manner.

Awards and Acknowledgments

We would like to express our deepest gratitude to the Education Financing Service Center of the Ministry of Education and Culture of the Republic of Indonesia for the opportunity given to become one of the recipients of the Indonesian Education Scholarship. This scholarship has provided a valuable opportunity to continue studying in the Sociology Study Program, Postgraduate Program, Makassar State University, which has become a place that plays a very important role in expanding our horizons of knowledge.

We realize that this writing is not perfect and still has many shortcomings. Therefore, we really expect suggestions and input from various parties, in order to provide a more meaningful contribution in the field of Tourism Sociology, village development, empowerment and sustainable community development.

Reference

- Ataöv, A., Kahraman, Z. E. H., & Osmay, S. (2022). Empowering the community through participation and action in historic neighbourhood conservation planning. *Frontiers of Architectural Research*, 11(3), 492–508. <https://doi.org/10.1016/j.foar.2021.12.001>
- Bernsen, N. R., Crandall, M. S., Leahy, J. E., Abrams, J. B., & Colocousis, C. R. (2022). Do rural youth want to stay rural? Influences on residential aspirations of youth in forest-located communities. *Community Development*, 53(5), 566–584. <https://doi.org/10.1080/15575330.2021.1998170>
- Chivers, C., Crabbe, C., Fullforth, J., Groome, J., Hoadley, J., Jensen, A., Beardmore, A., & Jones, M. (2022). Microgrants as a pathway for community development: A case study exploring impacts, implementation and context. *Community Development*, 54(3), 411–428. <https://doi.org/10.1080/15575330.2022.2091626>
- Firman, A. A. (2021). Pemberdayaan masyarakat di desa berbasis komunitas. *Jurnal Tata Sejuta STIA Mataram*, 7(1), 1–15.
- Haryono, D., Wisadirana, D., & Fatma Chawa, A. (2018). Strategi pemberdayaan komunitas perempuan miskin berbasis agribisnis. *DIMAS*, 53(1), 1–8.
- Hilman, Y. A., & Nimasari, E. P. (2018). Model program pemberdayaan masyarakat desa berbasis komunitas. *Aristo*, 6(1), 45. <https://doi.org/10.24269/ars.v6i1.778>
- Hsu, Y. C., Huang, T. H., 'Kenneth,' Verma, H., Mauri, A., Nourbakhsh, I., & Bozzon, A. (2022). Empowering local communities using artificial intelligence. *Patterns*, 3(3), 100449. <https://doi.org/10.1016/j.patter.2022.100449>
- Jebaru Adon, M., & Triono Jeraman, G. (2023). Kontribusi teori kemiskinan sebagai deprivasi kapabilitas dari Amartya Sen dalam upaya pemberdayaan masyarakat miskin. *Jurnal Kajian Islam dan Pengembangan Masyarakat*, 8(1), 1–20.
- Komaki, J. L. (2023). A positive reinforcement approach to police reform: Potential benefit for both Black and police communities. *Organizational Dynamics*, 52(2), 100976. <https://doi.org/10.1016/j.orgdyn.2023.100976>
- Lestari, E. Y., Sumarto, S., & Wijayanti, T. (2019). Pendampingan pada masyarakat dalam pengembangan mata pencaharian melalui pemberdayaan komunitas pemuda desa di

- Desa Lau Kecamatan Dawe Kabupaten Kudus. *Jurnal PURUHITA*, 1(1), 47–53.
- Maclure, L. (2023). Augmentations to the asset-based community development model to target power systems. *Community Development*, 54(1), 4–17. <https://doi.org/10.1080/15575330.2021.2021964>
- Melnyk, A., Cox, H., Ghorbani, A., & Hoppe, T. (2023). Value dynamics in energy democracy: An exploration of community energy initiatives. *Energy Research and Social Science*, 102(June), 103163. <https://doi.org/10.1016/j.erss.2023.103163>
- Pratidina Santoso, A. A. (2022). Pemberdayaan masyarakat melalui program desa wisata di Kelurahan Kandri Kecamatan Gunungpati Kota Semarang Provinsi Jawa Tengah. *J-3P (Jurnal Pembangunan Pemberdayaan Pemerintahan)*, 7(November), 33–48. <https://doi.org/10.33701/j-3p.v7i2.2930>
- Renold, R. (2019). Strategi pengembangan potensi wisata desa Bissoloro Kabupaten Gowa. *PUSAKA (Journal of Tourism, Hospitality, Travel and Business Event)*, 1(1), 18–28. <https://doi.org/10.33649/pusaka.v1i1.9>
- Reski, R. M. (2020). Strategi peningkatan pengelolaan wisata berbasis masyarakat (community-based tourism) di Desa Bissoloro, Kabupaten Gowa.
- Saldarriaga Isaza, A., & Salas, P. P. (2024). Community perception on the development of rural community-based tourism amid social tensions: A Colombian case. *Community Development*, 55(1), 123–137. <https://doi.org/10.1080/15575330.2023.2204441>
- Ulum, S., & Dewi, S. A. (2021). Partisipasi masyarakat dalam pengembangan desa wisata Gamplong. *Jurnal Manajemen Publik & Kebijakan Publik (JMPKP)*, 3(1), 14–24. <https://doi.org/10.36085/jmpkp.v3i1.1408>
- Utami, V. Y. (2020). Dinamika modal sosial dalam pemberdayaan masyarakat pada desa wisata halal Setanggor: Kepercayaan, jaringan sosial dan norma. *Reformasi*, 10(1), 34–44. <https://doi.org/10.33366/rfr.v10i1.1604>
- Wahyuni, D. (2018). Strategi pemberdayaan masyarakat dalam pengembangan desa wisata Nglanggeran. *Aspirasi: Jurnal Masalah-Masalah Sosial*, 9(1), 85–102. <https://doi.org/10.46807/aspirasi.v9i1.994>
- Zulkifli, Z. (2017). Pengembangan kawasan wisata DAM Bili-bili berbasis masyarakat di Kecamatan Parangloe Kabupaten Gowa. Retrieved from <http://repositori.uin-alauddin.ac.id/id/eprint/7213>