

Empowering Local Communities: A Public Governance Advocacy Framework for Sustainable Tourism Development

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Article History:

Received: 11/08/2025

Revised: 06/10/2025

Accepted: 15/10/2025

Published: 28/10/2025

Keywords:

Advocacy;

Collaborative;

Sustainability

Tourism; Community

Empowerment

Abstract: This research investigates an advocacy framework for sustainable tourism development, focusing on a public governance approach that prioritizes community empowerment and collaborative practices in Glawan Village, Semarang Regency, Indonesia. Glawan, a unique case study due to its blend of cultural heritage and strong community involvement, serves as an emerging model for rural tourism. The study utilizes a qualitative methodology, including in-depth interviews and focus group discussions with key stakeholders such as local government officials, community leaders, and tourism practitioners. Findings reveal that the advocacy framework, which integrates local wisdom, ecotourism, and participatory governance, is instrumental in shaping the village's tourism growth. Critical factors like attractions, accessibility, public facilities, and community engagement are identified as pivotal drivers. The research underscores the multifaceted role of the local government, which acts as a facilitator in planning, managing, and coordinating tourism while ensuring stakeholder collaboration. Ultimately, Glawan Village demonstrates that an advocacy-based approach, emphasizing community-led initiatives and multi-stakeholder synergy, can successfully balance economic viability, cultural preservation, and environmental responsibility. This study offers a replicable blueprint for policymakers and community leaders aiming to foster sustainable, resilient, and community-driven tourism.

1. Introduction

The tourism sector has been recognized as a significant contributor to sustainable development, particularly in relation to the United Nations Sustainable Development Goals (SDGs) established in 2015. Tourism's potential as a tool for sustainable development has been increasingly acknowledged by international organizations, highlighting the tourism industry's responsibility to foster local and global sustainability (Saarinen, 2020). Sustainable tourism development, as advocated in the case of Glawan Village, has direct relevance to achieving Sustainable Development Goal (SDG) No. 11: Sustainable Cities and Human Settlements. Specifically, this approach effectively contributes to Target 11.4, which emphasizes the importance of strengthening efforts to protect and safeguard the world's cultural and natu-

ral heritage. This recognition underscores the importance of integrating local community perspectives into tourism planning and development, ensuring that the benefits of tourism are equitably distributed among community members.

The urgency of sustainable tourism development, as advocated in the case of Glawan Village, resonates strongly with the broader global agenda. The tourism sector is universally recognized as a key driver for achieving the 2030 Agenda for Sustainable Development, contributing to multiple aspects of inclusive development, rather than focusing on a single goal (UNWTO, 2022). The World Tourism Organization (UNWTO) consistently emphasizes that well-managed tourism, particularly community-based tourism, is an engine for creating decent jobs and economic growth (SDG 8) and fostering responsible production and consumption (SDG 12). They design campaigns and communication strategies to promote sustainable tourism practices globally (Bernabé Fraguas & García Lerena, 2024). These organizations work in collaboration with local governments, NGOs, the hotel industry, and tourism operators to promote ecotourism and protect natural resources. This collaboration aims to improve the living standards of local communities through sustainable tourism initiatives (Shabbir et al., 2024). This context is increasingly important in the post-pandemic era, where global tourism trends show a significant shift toward more authentic, nature-based experiences that positively impact local communities. Therefore, a model like that of Glawan Village specifically addresses Target 11.4 of the SDGs for the preservation of cultural and natural heritage, while also serving as a relevant prototype for a more resilient and sustainable tourism future globally.

Sustainable tourism is not merely a sectoral effort but rather a multifaceted strategy that necessitates coordinated actions across various stakeholders and sectors to foster holistic community development, ultimately contributing to resilient urban settlements (Mohd et al., 2024). The integration of environmental, social, and economic considerations helps ensure that tourism does not deplete local resources but instead enhances the community's cultural and social fabric, a critical dimension of sustainable urban settlements (Nguyen et al., 2024). Sustainable tourism is not just a sectoral activity, but a multi-sectoral collaborative strategy that requires coordination between government, communities, and industry players. Moreover, stakeholder cooperation is pivotal in promoting sustainable tourism. Successful tourism initiatives necessitate robust partnerships among government, tourism practitioners, and local communities (Shixian et al., 2021).

In Indonesia, the growth of tourism villages represents a strategic approach to community-based tourism development. Tourism villages function as platforms that enable local communities to engage in tourism while simultaneously promoting sustainable practices (Putra et al., 2023). The development of tourism villages enhances local economies and fosters cultural preservation and environmental stewardship. This model aligns with the principles of sustainable tourism, which advocate for the involvement of local populations in decision-making processes that affect their livelihoods and cultural heritage.

Community involvement is a cornerstone of effective tourism development. The active participation of local communities in managing and providing tourism services is essential for the success of tourism villages. This involvement not only enhances the authenticity of the tourist experience but also ensures that the benefits of tourism are distributed equitably among community members (Alkadafi & Susanti, 2023). Moreover, it is necessary to foster interaction between locals and visitors, suggesting that a community-based tourism platform can mitigate potential conflicts arising from cultural misunderstandings and promote a more harmonious relationship between residents and tourists (Dionisio et al., 2019). Such platforms can serve as a bridge, allowing for the exchange of cultural values and experi-

ences, which is crucial in maintaining the integrity of local traditions while accommodating the interests of visitors.

While rural tourism offers significant development opportunities, it is important to recognize the challenges it entails. One such challenge is the potential for complex social impacts, where the social fabric of a destination can be affected by tourism development, sometimes creating barriers to community engagement, particularly in new or remote areas. This highlights the need for a balanced approach that prioritizes local needs and perspectives in tourism planning. Community empowerment through heritage tourism can enhance the tourist experience while raising awareness of the destination among residents (Timothy, 2012). By leveraging their cultural heritage, communities can create unique tourism offerings that attract visitors while reinforcing local identity and solidarity.

The integration of women's participation and social inclusion in tourism development is another critical aspect of sustainable tourism. Community-based tourism initiatives can significantly enhance women's roles in the tourism sector, thereby promoting social equity and ensuring that the benefits of tourism reach all segments of the community (Rusli et al., 2022a). This aligns with the broader goal of sustainable tourism, which seeks to harmonize the community's needs with those of the tourism industry. Furthermore, the importance of sustainable tourism practices in regions like Bali, where the pressures of mass tourism can threaten environmental sustainability and cultural authenticity (Putri et al., 2023). Their findings suggest that responsible tourism practices must be adopted to ensure that tourism contributes positively to local communities and the environment.

Tourism in rural areas has the potential to provide significant economic benefits to local communities. The village tourism model, which promotes cultural and natural resources as the foundation for tourism activities, serves as a platform for communities to benefit directly from tourism revenues. However, achieving these outcomes requires a comprehensive advocacy framework that enables the active participation of local communities in decision-making and implementation processes. This will ensure that the benefits of tourism are equitably distributed among the population and that tourism's impacts on local culture and the environment are carefully managed.

Glawan Village, Semarang Regency, Indonesia, serves as a concrete example of the implementation of sustainable tourism development that integrates advocacy, collaboration, and local participation. This research explores how advocacy in sustainable tourism development can empower the community of Glawan Village through participatory action and cross-stakeholder collaboration. Specifically, this research aims to Analyze advocacy mechanisms that support sustainable development in Glawan Village, examine the role of local government support and inter-stakeholder collaboration in strengthening community-based tourism, and identify best practices that can enhance community participation and resilience in the context of rural tourism in Indonesia.

The novelty of this research lies in the integration of advocacy and community empowerment approaches within a sustainable rural tourism framework, which is expected to offer a contextual model for the development of similar tourism destinations in Indonesia and other developing regions.

2. Literature Review

Support from villagers for tourism development is a crucial factor, greatly influenced by their level of social cohesion and trust in local government institutions. In the context of Glawan Village, this cohesion creates strong social bonds, enabling easier and more effective collaboration on tourism initiatives (Rodrigues et al., 2024). When villagers feel ownership of their community and trust that the village gov-

ernment is acting in their best interests, they are more willing to invest their energy, time, and ideas in the success of tourism programs (Macbeth et al., 2004). Therefore, in Glawan's case, maintaining social capital and trust – based governance is not building and maintaining this social capital and trust-based governance is not only a sociological ideal but a practical foundation for ensuring that community-based tourism can thrive sustainably.

Furthermore, effective management by the village government plays an indispensable role in fostering public trust, which is the foundation of community support for tourism. Transparency in the management of village funds, community participation in decision-making through village deliberations, and responsiveness to community concerns are essential governance practices (Bhuiyan et al., 2023). In Glawan, the village government's ability to manage tourism-related funds transparently and involve residents in collective decision-making—through regular village deliberations—has been a central factor in building legitimacy and accountability. When village governments demonstrate accountability and capacity in managing resources, public trust increases, and villagers become more optimistic and proactive in supporting tourism initiatives. Community-based tourism (CBT) emphasizes the importance of local communities in decision-making processes, fostering inclusivity and social cohesion. This approach ensures that tourism benefits are equitably shared and aligned with local values (Singh & Dhakad, 2025). Thus, the quality of public governance directly correlates with the level of community support, which ultimately determines the success and resilience of village tourism models.

To increase the chances of success for village tourism, a sustainable tourism development approach is necessary. Sustainable tourism development requires strategic collaboration among various stakeholders, including government agencies, local communities, and the private sector. This collaboration helps address challenges such as overtourism and resource management (Ezzatian, 2024; Semwal et al., 2024).

Previous research consistently shows that implementing a collaborative tourism governance model, in which local communities actively participate, can significantly improve the effectiveness of tourism policies. This involvement is crucial because it ensures that every tourism initiative and policy is not simply designed from the top down but also reflects unique local needs, perspectives, and wisdom. Incorporating community voices into the planning process enhances the realism and relevance of the resulting policies, increasing their likelihood of success (de Almeida et al., 2024; Silva et al., 2024).

This co-management model also serves as a vital mechanism for balancing the interests of various stakeholders, including the government, the private sector, and the community. With a participatory platform, conflicts of interest can be minimized and consensus can be built, ultimately fostering a strong sense of ownership and support from residents. Therefore, these studies confirm that tourism sustainability depends heavily on how well a governance system integrates local perspectives into a broader framework.

Although existing literature has extensively explored the importance of participation and collaborative governance, there remains a gap in understanding how this approach proactively empowers communities to become agents of change. Many studies focus on the benefits of participation in terms of policy effectiveness, but fewer examine the process of transforming communities from passive participants to initiators and key drivers of development. The concept of "agent of change" goes beyond traditional participation, highlighting the capacity of communities to innovate, adapt to challenges, and take strategic initiatives independently.

Therefore, the novelty of this research lies in exploring how a sustainable tourism advocacy framework can systematically build the capacity of villagers, especially *Pokdarwis* (In English: Tourism Aware-

ness Group). This research not only describes the level of participation but also analyzes the mechanisms and interactions that enable local communities to identify problems, design solutions, and lead the implementation of tourism programs. By focusing on internal dynamics and the role of local government as a facilitator, this study offers a more comprehensive understanding of how community empowerment can be a key driver in realizing tourism that is not only sustainable but also resilient and innovative. The analysis also includes the roles of other stakeholders, such as universities and the industry, involved in assisting in empowering local communities such as *Pokdarwis*.

3. Research Methods

This research used a qualitative methodology, employing Participatory Action Research (PAR) to examine sustainable tourism development in Glawan Village. PAR was chosen because it is relevant to Glawan Village, where the research aims to understand tourism phenomena and empower local communities to become agents of change.

The researcher was conducted in Glawan Village, located in Pabelan District, Semarang Regency, Central Java Province, Indonesia.



Figure 1. Location Glawan Village, Pabelan District, Semarang Regency
Source: Administrative Map of Pabelan District, Semarang Regency

Geographically located at the foot of Mount Merbabu, this village is characterized by a rural landscape with strong agricultural traditions and growing tourism potential. Glawan has been designated as a tourist village in Semarang Regency, known for its natural scenery, cultural heritage, and active Community-Based Tourism Groups (*Pokdarwis*). This strategic location is an ideal location to explore the integration of community empowerment and sustainable tourism practices.

The researcher served as both a facilitator and a participant observer during the 45-day Thematic Community Service Program held in Glawan Village. This dual role allowed the researcher to interact directly with community members while maintaining analytical objectivity. Through participatory engagement, the researcher assisted the community in identifying problems, designing locally-based solutions, implementing small-scale initiatives, and collectively evaluating the results. This participatory process ensured that the research findings were grounded in context and could be practically applied for long-term community empowerment.

Data were collected through in-depth interviews and focus group discussions (FGDs) involving key informants selected via purposive sampling and snowball sampling. These methods ensure the inclusion of diverse and relevant perspectives within the village. Key informants included: The Village Head, representing local governance; Members of the *Pokdarwis*, representing tourism operations and innovation; Representatives of the Family Welfare Movement, reflecting women's participation and household-based tourism activities; The Youth Organization, representing local youth involvement in creative tourism initiatives. All participants provided informed consent, and confidentiality of their identities was strictly maintained according to research ethics standards.

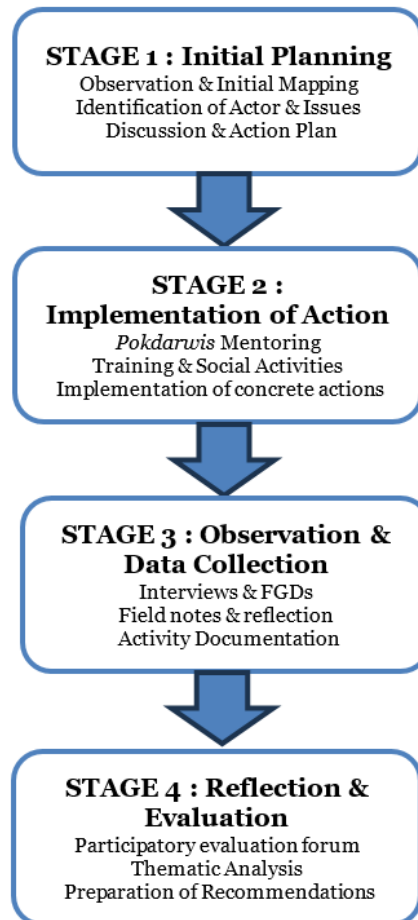


Figure 2. Research Method Flow Chart (Flowchart)
Source. Create By Author, 2025

The data were analyzed thematically to identify recurring patterns, categories, and themes related to community empowerment, local participation, and tourism management. This approach enabled a holistic understanding of the social dynamics within Glawan Village. To ensure the validity and credibility of the findings, several strategies were applied: Triangulation of sources and methods – comparing information obtained from interviews, FGDs, and direct field observations to cross-check consistency; Member checking – presenting preliminary findings to key informants and *Pokdarwis* members for feedback and verification; Reflexivity and researcher's positionality – the researcher maintained a reflective journal during fieldwork to minimize bias arising from participatory involvement; Peer debriefing – discussions with academic supervisors and fellow researchers to validate interpretations and strengthen analytical

rigor. Through these measures, the research ensured that interpretations were grounded in participants' lived experiences and that the data genuinely represented community perspectives on sustainable tourism development.

4. Results and Discussion

Community Engagement and Sustainable Tourism

The concept of community-based tourism (CBT) is central to sustainable tourism development in Indonesia. CBT emphasizes the role of local communities as the primary stakeholders in tourism activities, allowing them to manage and benefit from tourism initiatives (Ginting et al., 2023). This approach aligns with the Sustainable Development Goals (SDGs) by promoting local empowerment and resource management, which recognizes the importance of community participation and decision-making in development processes (Wahyuningtyas et al., 2023). This aligns with the SDGs' emphasis on leaving no one behind and ensuring that development is inclusive and equitable. For instance, in rural areas, sustainable tourism development is seen as a model for resilience, where community welfare is enhanced through ecotourism and educational initiatives (Sari et al., 2023). Previous studies have also highlighted that community participation strengthens social resilience and enhances adaptive capacity through ecotourism and education-based programs. The involvement of local populations in tourism planning and management is crucial, as it fosters a sense of ownership and responsibility towards local resources (Dodds et al., 2018).

In Glawan Village, active community participation in tourism development is a manifestation of public governance. Residents proactively act as tour guides, provide hospitality services, and manage cultural exhibitions. This direct participation not only empowers the community but also ensures that local assets, such as cultural heritage and hospitality, are authentically integrated into the tourism ecosystem. This approach demonstrates how synergy between the village government and the community can create a sustainable tourism model, where the community is not merely an object but also a key subject of development. This participatory governance model not only enriches the tourist experience but also ensures that tourism's economic, cultural, and social benefits are widely and equitably distributed. Involving residents in decision-making processes fosters a collective sense of accountability for tourism initiatives, aligning them with community values and aspirations.

Furthermore, community participation mitigates potential negative impacts, such as cultural commodification and environmental harm, by advocating for tourism practices that respect local customs and preserve natural resources. This is relevant to previous research stating that community involvement in decision-making not only fosters a sense of collective responsibility but also ensures that tourism initiatives align with local priorities and sentiments, a finding strongly supported by contemporary research. The result is a synergistic relationship between community aspirations and tourism development, ultimately yielding more sustainable outcomes (Janjua et al., 2021).

Community engagement is recognized as a foundational pillar in sustainable tourism. Residents' active participation in tourism management enhances the authenticity of the tourist experience and ensures that the economic, cultural, and social benefits of tourism are equitably distributed. In Glawan Village, community members have been involved in various aspects of tourism development, including guiding, hospitality services, and cultural exhibitions.

Local residents' involvement in tourism-related decision-making has fostered a sense of ownership and responsibility toward tourism initiatives. Such engagement has been essential in ensuring that tour-

ism practices align with community values and aspirations. Moreover, community participation helps mitigate potential negative impacts of tourism, such as cultural commodification and environmental degradation, by prioritizing tourism initiatives that respect local customs and natural resources. Community engagement is essential for the sustainable development of tourism in Glawan Village.

By prioritizing local involvement and ensuring that communities benefit from tourism, we can develop a sustainable tourism model that is economically viable, socially just, and environmentally sustainable. This is certainly supported by the active involvement of students and lecturers in the Thematic Community Service Program activities that assist communities in decision-making. Emphasis on knowledge transfer is crucial in transmitting institutional capacity, enabling villagers and tourism managers to formulate alternative policies that will impact the village's well-being in the future. This practice indeed prioritizes collaboration, as it is an integral part of the collaborative process, especially trust building (Ansell & Gash, 2008). The trust built here is between village tourism stakeholders and the university (lecturers and students).

Role of Local Government in Empowering Local Communities

The role of local government is multifaceted, encompassing responsibilities that range from public health management to environmental governance and community engagement. Local governments serve as critical intermediaries between citizens and higher levels of government, facilitating the implementation of policies tailored to their communities' specific needs. Local governments facilitate tourism development by creating an enabling environment for local communities to engage in tourism activities. For instance, local governments are tasked with implementing central government policies and addressing challenges arising from tourism village development, as seen in the case of Payo Tourism Village (Purwanto, 2022). Similarly, the local government in Tidore Archipelago City collaborates with the community to develop agrotourism, promoting tourism and supporting local agricultural practices (Kader, 2021). This collaboration is essential for ensuring that tourism development aligns with community needs and aspirations.

Moreover, effective local governance structures empower communities to participate actively in tourism planning and decision-making processes. Limited involvement of local communities in Zambia's tourism planning has hindered sustainable tourism development, highlighting the need for local authorities to engage residents in policy formulation (Liu & Mwanza, 2014). Local authorities play a pivotal role in fostering sustainable tourism by ensuring that local discussions and decisions reflect community interests (Vieira et al., 2016). Thus, establishing participatory governance frameworks is crucial to boost local ownership and support for tourism initiatives (Pradana et al., 2021).

The role of local governments extends beyond mere policy implementation; they are instrumental in facilitating community development projects that leverage local resources and knowledge. In Nigeria, the primary objective of local government reform is to bring governance closer to the people, thereby enhancing citizen interaction with government and promoting community development initiatives tailored to local contexts (Agboeze et al., 2021). Through initiatives designed to incorporate community input, local governments can empower residents to engage in the management of local resources, creating a collaborative approach to sustainable development.

The role of the local government (village government) in tourism development in Glawan Village includes policy support, facilitating a conducive environment, and mediating between the community and the local government (Semarang Regency Tourism Office). This is similar to findings in Payo Tourism

Village and Tidore City, where the local government acts as a crucial intermediary, translating central government policies into programs tailored to specific needs (Purwanto, 2022; Kader, 2021). Thus, the village government is not only tasked with implementing regulations but also actively creating an enabling environment for the community to participate effectively in tourism activities. The village government achieves this by offering assistance at every meeting of the Tourism Awareness Group.

Furthermore, effective local governance in Glawan Village is a key instrument for empowering the community to actively participate in tourism planning and decision-making. This involvement is crucial, given that experience in Zambia has shown that a lack of community participation can hinder sustainable tourism development (Liu & Mwanza, 2014). By emulating beneficial practices socialized through thematic community service programs, the Glawan village government ensures that every discussion and decision reflects the collective interests and aspirations of the community. Therefore, establishing a participatory governance framework is fundamental to fostering a sense of local ownership and support for tourism initiatives. This sense of ownership fosters a willingness to collaborate in advancing village tourism, not just among village managers and tourism awareness groups, but also among all Glawan villagers.

The Glawan village government also plays a role beyond policy implementation; it is a catalyst for community development projects that utilize local resources and wisdom. The village government facilitates every priority tourism program implemented by the Semarang Regency government through the Tourism Office. Adopting the principles of government reform in Nigeria, which aims to bring services closer to the community, the village government in Glawan has been able to increase interaction with its citizens (Agboeze et al., 2021). Through various initiatives designed to integrate community input, the village government effectively empowers residents to participate in managing their resources. The forum that bridges this integration is the village deliberation (Musdes).

Thus, the village government in Glawan serves as a collaborative architect, fostering dialogue and synergy among diverse stakeholders. They not only provide the legal framework and infrastructure support but also build community capacity to innovate and manage tourism independently. This role creates an ecosystem where tourism serves as a tool for sustainable development, based on the active participation and autonomy of local communities.

Integration of Local Wisdom in Tourism Planning

Integrating local wisdom in tourism planning is essential for fostering sustainable tourism practices that respect and enhance the cultural heritage of communities. Local wisdom encompasses the traditional knowledge, practices, and values that communities have developed over generations, and its incorporation into tourism planning can significantly contribute to the authenticity and sustainability of tourism experiences.

One of the primary benefits of integrating local wisdom is the enhancement of community participation in tourism planning. Community participation is vital for implementing sustainable tourism, as it aligns tourism development with the needs and aspirations of residents (Rusli et al., 2022b). Community-based tourism (CBT) focuses on involving host communities in planning and maintaining tourism development, thereby creating a more sustainable industry (Sunuantari, 2017). The active involvement of local communities not only empowers them but also ensures that tourism initiatives reflect their cultural values and heritage.

Collaborative management and planning are also vital for integrating local wisdom into tourism strategies. We need clear coordination among public stakeholders to develop effective heritage tourism strategies (Petrova & Hristov, 2014). Such collaboration can facilitate the sharing of local knowledge and ensure that tourism development is sensitive to the cultural and environmental contexts of the destination. Bramwell further supports this notion by advocating for participative planning and governance, essential for achieving sustainable tourism outcomes (Bramwell, 2010).

Collaborative management and planning are also crucial for integrating local wisdom into tourism strategies. Clear coordination among public stakeholders is essential to developing effective heritage tourism strategies (Petrova & Hristov, 2014). This was a key finding in Glawan Village, where a quadruple helix collaboration occurred between the government, universities, industry, and the community (Rahman et al., 2018). The governments in question were the Semarang Regency Government (Tourism Office) and the village government, while Universitas Diponegoro collaborated with PT. Pertamina Lubricant, an industry entity, to implement corporate social responsibility (CSR) programs in Glawan Village. The community included the *Pokdarwis*, which manages the tourist destinations in Glawan Village. Such collaboration can facilitate the exchange of local knowledge and ensure that tourism development is sensitive to the cultural and environmental context of the destination. Research has demonstrated that this collaboration promotes participatory planning and governance, crucial for attaining sustainable tourism results (Bramwell, 2010).

This collaboration would not have succeeded without a clear advocacy framework in Glawan Village. An intriguing finding is that this success stems from the integration of local wisdom into tourism planning and development. Local wisdom encompasses traditional knowledge, cultural values, and community practices passed down through generations. Villagers are familiar with this local wisdom thanks to the impact of the thematic community service program, which provided outreach and mentoring for sustainable tourism development. Therefore, the thematic community service program conducted by Universitas Diponegoro in Glawan Village successfully enhanced the capacity of tourism village managers, ensuring that tourism initiatives respect and preserve the community’s cultural heritage. The following table compares the results before and after integrating local wisdom through thematic community service programs.

Table 1 Comparison of Conditions Before and After the Integration of Local Wisdom in Tourism Planning for Glawan Village with Thematic Community Service Program

Aspect	Before	After
Community Involvement	Limited involvement of the community in tourism planning and development.	Active community participation aligning tourism with local aspirations.
Tourism Products	Generic tourism products with minimal reflection of local identity.	Creation of distinctive tourism offerings rooted in traditional customs.
Collaboration	Weak coordination among stakeholders in tourism development.	Strengthened collaboration through participative planning and governance.
Visitor Experience	Limited focus on authenticity in tourist offerings.	Enriched tourist experiences showcasing traditional dances, cuisine, and nature.
Environmental Sensitivity	Minimal emphasis on conservation in tourism activities.	Directed ecological excursions that prioritize environmental conservation.
Target Audience	Attracts limited tourist base in a nearby location	Draws culturally conscious tourists seeking meaningful experiences.
Economic Impact	Limited economic benefits for local communities.	Enhanced economic prospects via sustainable tourism efforts.

As a result of this collaboration, local wisdom has been integrated into various tourism products, including traditional dance performances, culinary experiences, and guided nature tours that emphasize environmental conservation. By showcasing these aspects of local life, the tourism village managers provide visitors with genuine insight into the community's cultural identity, thereby fostering a closer relationship between tourists and the local environment. This approach has proven beneficial in attracting culturally conscious tourists to the tourist destinations in Glawan Village.

Social Resilience and Adaptive Capacity: Its Impact

Social resilience refers to a community's ability to withstand and recover from adverse situations while maintaining its core functions and structures. It encompasses the capacity of social actors to cope with adversities, learn from experiences, and adapt to future challenges (Keck & Sakdapolrak, 2013). In the tourism sector, this resilience is vital as it enables communities to navigate the complexities of tourism development and its impacts. For instance, community-led tourism initiatives in post-disaster contexts can enhance social collaboration and improve living conditions, thereby building community capacity for change (Lin et al., 2021). This indicates that tourism can serve as a vehicle for social resilience, particularly when it is rooted in local knowledge and practices.

Adaptive capacity, on the other hand, refers to the ability of communities to adjust to changes and uncertainties in their environment. This includes the capacity to learn from past experiences and implement strategies that enhance sustainability. Nature-based tourism (NBT) destinations to remain viable, resilience and adaptive capacity are essential in responding to economic and environmental perturbations (Espiner et al., 2017). This adaptability is particularly crucial in the face of climate change, where tourism-dependent communities must develop strategies to mitigate risks associated with environmental degradation and shifting tourist patterns.

Integrating social resilience and adaptive capacity into tourism planning can yield more sustainable outcomes. For example, a stakeholder collaboration framework enhances community adaptive capacity through corporate social responsibility (CSR) initiatives in tourism (Rahmawati et al., 2019). By encouraging communication and knowledge sharing, such initiatives can empower communities to effectively address climate change and other challenges. Similarly, understanding community resilience in the context of tourism expansion, particularly in coastal areas, is critical for preserving social cohesion (Cheer et al., 2019).

A notable finding in Glawan Village was the emergence of integrated social resilience and adaptive capacity, fostered by Universitas Diponegoro's thematic community service program. This capacity building was particularly driven by the dissemination of best practices from Advanced Tourism Villages (*Desa Wisata Maju*), featuring insights from the Head of the *Pokdarwis* in Lerep Village and the Village-Owned Enterprises Director of Ponggok Village. Within the Indonesian context, where tourism villages are stratified into four tiers—pilot (*rintisan*), developing (*berkembang*), advanced (*maju*), and independent (*mandiri*)—learning directly from established 'Advanced' villages proved crucial for Glawan's strategic development.

Initiating Tourism Villages are villages with potential as tourism villages. Due to their limited infrastructure, these villages receive few or no tourist visits. Furthermore, public awareness of their tourism potential has not yet fully developed. Developing tourism villages comes next, and they are already drawing visitors from outside the area. Infrastructure and facilities have also developed, creating jobs for residents. Growing public awareness of tourism potential also supports this type of development prog-

ress. Advanced tourism villages are classified as tourism villages whose communities are aware of the tourism potential in their area. Furthermore, they attract numerous domestic and international tourists. Consequently, the community can manage tourism businesses through tourism awareness groups and local working groups. The next category of tourism villages is Sustainable Tourism Villages, which have innovatively developed village potential into independent entrepreneurial units. As a result, these villages are well-known to international tourists and implement globally recognized sustainability concepts. The villages manage their facilities and infrastructure collaboratively through a Penta helix approach, adhering to international standards, including ASEAN standards. The following is a comparative table of social resilience and adaptive capacity before and after the thematic community service program.

Table 2 Comparison of Social Resilience and Adaptive Capacity in Glawan Village with Thematic Community Service Program

Aspect	Before	After
Social Networks	Poor collaboration and community linkages	Strengthened social networks and mutual support systems foster solidarity.
Community Adaptability	Challenges in adapting to economic and environmental fluctuations	Enhanced adaptability via training initiatives and capacity-building endeavours.
Governance Frameworks	Lack of adaptive governance to address tourism-related challenges.	Adaptive governance frameworks established to address external influences.
Tourism Practices	Reliance on traditional tourism methods with limited innovation.	Adoption of digital marketing and virtual tourism to reach broader audiences.
Skills and Capacity	Insufficient training and knowledge for managing tourism sustainably.	Residents equipped with skills through training programs and CSR initiatives.
Economic Resilience	Vulnerability to economic downturns and crises like COVID-19.	Enhanced resilience through diversified tourism strategies and local initiatives.
Community Solidarity	Fragmented community efforts in tourism development.	Increased solidarity and collaboration among residents through Community-Based Tourism (CBT) initiatives.
Environmental Response	Limited awareness and action toward environmental challenges.	Proactive measures to address environmental degradation and climate risks.

Social resilience, or the ability of communities to adapt to external pressures, has become a crucial aspect of sustainable tourism in Glawan Village. The ability to overcome challenges such as economic downturns, environmental changes, and health crises like COVID-19 is crucial for the long-term viability of community-based tourism. Developing social networks, mutual support systems, and adaptive governance frameworks helps build resilience within the community. Community-based tourism initiatives have promoted solidarity and adaptability among residents, enabling them to collaborate when needed. Social resilience also manifests in the community's ability to adopt new practices, such as digital marketing and virtual tourism, to reach a wider audience. By investing in training programs and capacity-building initiatives, Glawan Village ensures that residents are equipped with the skills necessary to adapt to changing tourism trends. Such resilience is inseparable from the pivotal role of village leaders who engage diverse community groups and remain receptive to external stakeholders interested in developing Glawan Village, such as the Semarang Regency Government, Universitas Diponegoro, and PT. Pertamina Lubricants.

5. Conclusion

The success of tourism development in Glawan Village demonstrates the power of community empowerment, strong local leadership, and cultural preservation in creating a sustainable tourism model. When villagers are actively involved in planning and decision-making, tourism transforms from simply an economic opportunity into a collective effort to protect and celebrate community values. The use of village deliberation forums, for example, has proven effective in fostering collaboration, building trust, and ensuring a more equitable distribution of tourism benefits across the community.

However, this study has several limitations, particularly its focus on a single case study in Glawan Village. For future research, it is highly recommended to conduct comparative studies with other tourism villages at different stages of development, such as pioneering or developing villages. This will provide a deeper understanding of the contextual factors influencing the success of community-based tourism. Furthermore, future research could explore the role of digital technology and innovation in enhancing tourism village resilience.

Overall, this study makes a significant contribution to the literature on public governance and sustainable tourism by offering a framework for community-centered advocacy. These findings offer helpful suggestions for policymakers and local governments to formulate effective empowerment strategies that balance economic growth and cultural preservation. This research also paves the way for further exploration, such as analyzing the long-term impacts of this participatory model on social and environmental well-being.

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