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**Optimization of Village Funds for Sustainable Tourism Development (Tourism Village Development Study in Indonesia )**

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**Abstract**

*Optimizing the use of village funds has the main objective of increasing the welfare of rural communities through infrastructure development, economic empowerment, public services, and other programs that support holistic village development and also village tourism management. Sustainable tourism has become an important sector in the Indonesian economy. Sustainable tourism makes a major contribution to economic growth, job creation and national income. Over the last decade, interest in studying the impact of sustainable tourism development on economic growth has increased (León-Gómez et al., 2021). This type of research, in this study the method used is a literature study approach. The number of Indonesian tourist villages is 7,275 (Widayanti et al., 2021). When compared with the number of villages in Indonesia, there are 83,794 villages. This proves that there are still many opportunities for villages to continue to grow and develop into tourist villages by utilizing and optimizing village funds for sustainable village natural tourism to support the village economy.*

**Keywords:** *Optimizing Village Funds, Sustainable Development*

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**INTRODUCTION**

Village funds are budget allocations given by the central government to villages in Indonesia. Village funds are a source of funding that can be used by village administrations in order to accelerate development. This potential is used as capital for infrastructure development and village facilities related to improving facilities and infrastructure, thus it is hoped that it can increase the village's economic potential, especially the development of sustainable tourism villages.

The Village Fund is a mandate from the law as stipulated in Article 72 Paragraph 2 of Law Number 6 of 2014. As one of the village revenues, the central government is obliged to allocate Village Funds in the State Budget (APBN). The Minister of Villages for Development of Underdeveloped Regions and Transmigration of the Republic of Indonesia has issued Permendes Number 14 of 2020 regarding Village Funds which states that Village Funds can be used for activities to increase Village Tourism. Allocation of Village Funds for Tourism

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Villages in 2020, regulation of the minister of villages, development of disadvantaged areas and transmigration of the Republic of Indonesia Number 7 of 2021 regarding priority use of funds in 2022.

This study tries to find out how far the use of village funds is for the development of tourism villages, whether the use of village funds has an impact on improving the village economy. During 2020 to 2022, priority use of village funds is focused on tackling the outbreak of the corona virus disease 2019 (covid-19) which has an impact on various aspects of people's lives, both social, economic, community welfare and cultural aspects, of course this has an impact on tourism development which so far has been carried out using village funds and everything has stopped as a result of the co-19 pandemic.

In 2023 after the end of the spread of the Corona Virus – 19, the focus on economic recovery is a priority for the government, increasing human resources and accelerating poverty eradication while still paying attention to problems that are still surfacing, such as handling stunting, implementation of village cash-intensive work, village economic development and management of natural and non-natural disasters in accordance with Village authority.

One of the village government's priority programs through the 2023 Village Fund is directed at accelerating the achievement of Village SDGs goals, which includes national economic recovery according to Village authority through the development of Tourism Villages.

Optimizing the use of village funds has the main objective of increasing the welfare of rural communities through infrastructure development, economic empowerment, public services, and other programs that support holistic village development and also village tourism management. Sustainable tourism has become an important sector in the Indonesian economy. Sustainable tourism makes a major contribution to economic growth, job creation and national income. Over the last decade, interest in studying the impact of sustainable tourism development on economic growth has increased (León-Gómez et al., 2021)

One of the first comprehensively considered key texts for measuring tourism sustainability was the United Nations “Practical Guide to the Development and Use of Indicators for Sustainable Tourism” (UN,1996) and their most recent report almost a quarter of a century later (UNWTO,2020) shows now a proliferation of schemes and systems used to measure the impact and contribution of tourism on the economy, society and the environment (Miller & Torres-Delgado, 2023a)

Sustainable Tourism Indicators (IMS) simplify, clarify and aggregate information for policy makers, enabling evidence-based decisions and more effective actions (UN, 2007). As such, they have become widely accepted as a key tool to guide sustainable development in tourism and Marinello et al. (2023) show how the topic has attracted great interest from academics and researchers. (Miller & Torres-Delgado, 2023a).

The development of tourist villages is indeed one of the current Indonesian government programs, namely village development with an appropriate model. The appropriate model for developing a tourist village is a model in which the implementation of tourism activities is carried out by involving or involving the

local community, by fostering and empowering the community around the tourist sites. (Mujana, 2016). Sustainable tourism promises environmental protection and socio-cultural elements of any particular destination. (Khan et al., 2021). Sustainable tourism development is a dynamic process that is constantly faced with new challenges. Therefore, this research topic is timely because many scientists have identified significant challenges to sustainable tourism as a result of the rapid growth in the tourism sector, however, currently there is a lack of sustainability as a result of such rapid growth resulting in unsustainable solutions. in the tourism sector. (Khan et al., 2021). In this sense, sustainable tourism can be characterized as a form of tourism that is related to the quality of life of residents, and the quality of the visitor experience (Tsekouropoulos et al., 2022a). Technological, economic, and social changes, regardless of sector, are continuing, and therefore, sustainable tourism development must be aligned with these changes (Tsekouropoulos et al., 2022b). It is a fact that innovation as a concept is related to the competitiveness of all types of businesses, and therefore, sustainable tourism development and entrepreneurship must integrate every new innovative application in such a way as to ensure sustainable development (Tsekouropoulos et al., 2022b). However, the impact of tourism must also be something that must be considered so that there is no misunderstanding about the concept of sustainable tourism. Sustainable tourism village development can be described as the application of sustainable tourism development to rural destinations. Sustainable tourism is in great demand because mass tourism used to be insensitive to the social, cultural, economic and environmental conditions of its tourist destinations (Fiorello & Bo, 2012). As a result, sustainable tourism is used to avoid the adverse effects of tourism on local destinations (Dolnicar, 2006). (Miller & Torres-Delgado, 2023b).

Moreover, efficient policies, destination management and stakeholder responsibility play an important role in reducing the unavoidable problems associated with tourism activities. (Khan et al., 2021).

Optimizing the allocation of village funds in the framework of increasing sustainable tourism is expected to be able to improve the facilities and infrastructure supporting sustainable tourism activities.

In implementing the Village Fund Allocation, village government officials have a very important role, because they have an obligation to be the head of implementation by the village head, and also members of the implementation by other village government officials. In order for development in a village to run well, it is necessary to have an implementing team that can work together in managing the implementation of development. One of the factors that can affect the quality of the implementing team is the level of education and experience they have. The higher the level of education and experience possessed, the better the performance of the implementing team will be in carrying out their duties to lead the course of development. (Taslim Fait et al., 2021).

Transparency and accountability in the management of village funds which includes governance of effective use of Village Funds requires active participation from the community, an accountability system, which is a form of accountability for the management of public funds by the government which is

carried out starting from the planning, implementation, accountability and supervision stages. on the management of Village Fund Allocations. (Taslim Fait et al., 2021)

Optimizing Village Funds that are used for sustainable tourism development has great potential to accelerate development at the village level. With proper and targeted use, village funds can support infrastructure development, community training, cultural preservation, and tourism marketing to improve welfare and strengthen the village economy. However, despite the recent coverage, the scientific literature published so far has not assessed the scientific activity performance of this relationship. Consequently, this study analyzes 668 articles published to date in the Web of Science database on the effect of sustainable tourism development on overall long-term economic progress. (Leon-gomez et al., 2021).

The tourism literature shows that the development of tourist destinations can have negative economic, social and environmental consequences. An increase in tourism, for example, can lead to an increase in commodity prices in the region, undermine existing culture, and increase crime and conflict. In addition, increased tourism activities can have negative impacts on the environment, such as air and water pollution, accelerated habitat degradation, overcrowding, and degradation of wetlands. Consequently, in all types of destinations, economic benefits for local communities and minimization of negative environmental and socio-cultural impacts must be complementary goals, and to achieve this goal, it is very important to design and implement sustainable tourism policies to manage and control tourism destination activities. (Khan et al., 2021)

Tourism is an important sector in the Indonesian economy. Tourism makes a major contribution to economic growth, job creation and national income. However, tourism development does not always have a positive impact on the environment and local communities. Several tourist destinations experienced negative impacts such as environmental damage, rising property prices, and damage to local culture.

## **METHOD**

This type of research, in this study the method used was a literature study approach, the purpose of this study was to describe and analyze the extent of the impact of using village funds for sustainable tourism development. The focus of the research also looks at the impact of sustainable tourism development on village progress, be it village infrastructure, which support the existence of village tourism and what factors influence the implementation of optimizing village funds. The data that will be used as research objects are tourist villages in Indonesia that use village funds for tourism development, data sources are obtained from scientific journals, research reports, books that are relevant and in accordance with the problems in research that have been determined, so that this research can be carried out as desired.

## RESULTS AND DISCUSSION

### A. Results

Indonesia is the largest archipelagic country in the world with 17,508 islands inhabited by more than 360 ethnic groups. It is this existence that makes Indonesia rich in cultural and traditional diversity and has very beautiful natural scenery, complemented by a variety of appetizing culinary delights. The beautiful natural potential with an abundance of natural resources supported by a rich natural environment ensures that Indonesia is a tourist destination worth visiting.

The number of Indonesian tourist villages is 7,275 (Wirdayanti et al., 2021). When compared with the number of villages in Indonesia, there are 83,794 villages. The strategic role of the village as a foreign exchange earner is very large, the village is a supplier of food needs, it also contributes as a contributor to tourist destinations. The development of tourist villages must continue to be improved in order to improve the village economy. Looking at the data on the number of villages with the number of villages that have become tourist villages, of course there are still many villages that can turn into tourist villages. But to become a tourist village is not easy, a tourist village as an ECOSYSTEM unit requires an integrated understanding of how villages explore uniqueness, strengths and see the shortcomings to become the strength of attractions as a tourist village. Identification of weaknesses and deficiencies and determining village superior products as tourism villages with the main potential as an important priority to be carried out. This can be done by applying the self-exploration concept of the village as an ecosystem consisting of components: Attractions, Amenities, Accessibility, Activities, Superior Human Resources. The development of tourism villages must be focused on developing multidimensional ecosystems that interact and relate to each other. (Wirdayanti et al., 2021).

### B. Discussion

The large potential for village funds is an opportunity for villages to improve the village economy, this opportunity must certainly be an opportunity for villages in Indonesia to make the most of this opportunity. Village funds which continue to increase every year prove that the role of village funds in economic growth can be a solution for eliminating poverty, overcoming unemployment, and with the village fund program it is hoped that tourism development will be sustainable by preserving nature, while maintaining the environment and natural resources that are There are also efforts to preserve culture.

Many villages have succeeded in becoming tourist villages, which were normal villages at first but then grew into tourist villages and had an impact on the economic progress and welfare of the village community. The village has the potential to become a community-based tourist destination and is based on the local cultural wisdom of its people and can also be a trigger for economic development based on the principle of mutual cooperation and sustainability. (Wirdayanti et al., 2021). The government has budgeted village funds of IDR 70 trillion in the 2023

Draft State Revenue and Expenditure Budget (RAPBN). Based on data from the Ministry of Finance (Kemenkeu), this amount has increased by 3.09% compared to the 2022 outlook of IDR 67.9 trillion. The amount of village funds budgeted is equivalent to 2.28% of the state spending target of IDR 3,061.2 trillion. The funds will then be divided equally, so that each village can get more than IDR 1 billion per year. In 2023, village funds will be more focused on economic recovery, increasing human resources, and accelerating the eradication of extreme poverty. This allocation is also aimed at overcoming a number of problems, ranging from stunting, village economic development, implementation of cash-intensive work, to disaster management. Tourism villages are able to reduce the urbanization of people from villages to cities because there are many economic activities in villages that can be created. (Wirdayanti et al., 2021).

To become a sustainable tourism village is not easy, it requires a commitment between efforts to increase income by exploring natural resources and maintaining the sustainability of the management of these natural resources to be maintained for the next generation. The desire to continue to increase people's income and strive to change the standard of living by utilizing nature and with the aim of not exploiting nature in moderation, the concept of using nature as it is and caring for nature as a whole in this way is expected that in the future nature will be preserved so that it can be passed on to the next generation.

This commitment is difficult to build, but many have succeeded in carrying out this concept so that sustainable tourism can be realized with a balance of natural use which in the future can also be passed on to future generations. The development of Indonesian tourism as an integral part of national development is carried out in a sustainable manner with the aim of contributing to realizing the improvement of the personality and abilities of Indonesian people and society by utilizing Science and Technology and paying attention to the challenges of global developments. Through tourism development that is carried out comprehensively and integrally by utilizing the wealth of natural resources, culture and geographical conditions wisely, a prosperous society will be created. (Mujana, 2016).

The natural conditions of the villages in each village are certainly not the same, there are villages that do have natural potential to become tourist villages and of course villages that have the potential to become tourist villages must take advantage of these conditions, building the concept of a tourist village from the available natural potential is also not easy, human resources are needed on how to manage existing resources without destroying their existence so that the concept of sustainable tourism is guaranteed. Discussions must be built in order to create an idea of the potential that exists, starting from the form of the destination concept to how to allocate funding sources from village funds to be managed in order to build sustainable tourism. The implementation of a tourist village begins with the designation of a village as a tourist village. The designation of a tourism village goes through several stages of the process as follows :

The proposal for the designation of a tourist village is carried out by a community group to the village government which is approved through deliberation. The results of the deliberation of the village head's decision are submitted to the development

of a tourist village to the OPD which handles tourism affairs. / Mayor. (Wirdayanti et al., 2021). The use of villages for tourism development can be described as a long process, so it is necessary to understand the potential and local wisdom that each village has. The mandate of the Law article 1, paragraph (2), Number 6 of 2014, concerning Villages, explains that the administration of government affairs and the interests of the local community at the village level is then called the village government, here the village head and village officials run the wheels of government, based on the principles, including : legal certainty, orderly administration of government, orderly public interest, openness, proportionality, professionalism, accountability, effectiveness and efficiency, local wisdom, diversity and participation. According to Moch Solekhan the village government functions to carry out development and also community development, and efforts to advance the village economy (Queen & Widi, 2016). (Hilman, 2017).

**Table 1. Number of Villages / Kelurahan by Province in 2022**

No	Propinsi	Jumlah Desa	Desa Wisata
	Aceh	6.515	290
	North Sumatra	6.113	285
	West Sumatra	1.159	208
	Riau	1.865	123
	Jambi	1.562	123
	South Sumatra	3.263	120
	Bengkulu	1.514	84
	Lampung	2.654	242
	Bangka Belitung Islands	393	68
	Riau islands	417	59
	DKI Jakarta	267	There is no
	West Java	5.957	761
	Central Java	8.562	761
	Special Region of Yogyakarta	438	178
	East Java	8.496	1.555

No	Propinsi	Jumlah Desa	Desa Wisata
	Banten	1.552	144
	Bali	717	191
	West Nusa Tenggara	1.151	137
	East Nusa Tenggara	3.353	330
	West Kalimantan	2.142	141
	Central Kalimantan	1.576	83
	South Kalimantan	2.007	168
	East Kalimantan	1.038	105
	North Kalimantan	484	53
	North Sulawesi	1.840	119
	Central Sulawesi	2.020	167
	South Sulawesi	3.051	264
	Southeast Sulawesi	2.309	144
	Gorontalo	734	65
	West Sulawesi	650	76
	Maluku	1.248	78
	North Maluku	1.199	78
	West Papua	1.987	64
	Papuan	5.561	64
	Indonesia	83.794	7.275

Source : BPS 2022 data is processed

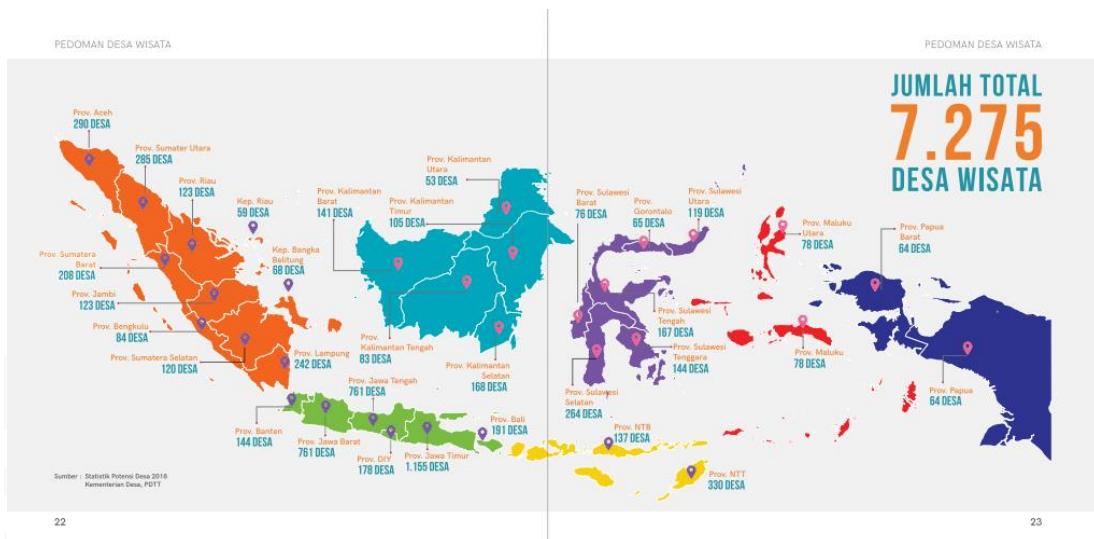


Figure 1. Map of Tourism Villages in Indonesia

Source : data (Widayanti et al., 2021)

## CONCLUSION

From the results of the analysis and discussion of optimizing village funds for sustainable tourism development, several conclusions can be drawn, namely:

1. The number of villages spread across 34 provinces in Indonesia is 83,794 when compared to the number of tourist villages of 7,275 villages. This data illustrates that the opportunities for existing villages are still wide open to become tourism villages based on sustainable tourism.
2. The development of sustainable natural tourism villages by selling the natural beauty of open villages is a trend after the Covid-19 pandemic where the trend of open nature tourism is a current destination that is in demand by the community, this fact is an opportunity that the tourism potential in the village can be developed by optimizing village funds as initial capital from funding activities for the creation of new tourist sites in villages that have natural potential to become tourist villages.
3. Limited data to find out which villages have the potential to become tourist villages is the weak point of this research, this is the next opportunity to be used as further research, so that it can be inventoried and mapped out areas that have potential and not potential to become villages tourism so that assistance in optimizing the use of village funds is more efficient in the context of developing the village economy.

Suggestion :

1. The village government is expected to be able to see the existing natural potential to be developed into a tourism village by collaborating and hand in hand with the community to realize sustainable tourism and involve the tourism office to provide assistance to the village's natural potential by optimizing the use of village funds.

2. Strengthening and increasing the village fund budget so that the construction of supporting infrastructure, such as roads that can facilitate access to villages to accelerate the creation of sustainable tourism villages.
3. For the Ministry of Villages, the Ministry of Tourism through the regional government to make a priority program for the tourism village program which is the main program for villages that have natural tourist destinations with simplified development permits.

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