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license**THE DEVELOPMENT OF CULTURAL ECOTOURISM-
BASED TOURISM: THE ROLE OF VILLAGE
GOVERNMENTS IN MANAGING SUSTAINABLE
TOURISM IN BADUNG REGENCY****Juwita Pratiwi Lukman¹, I Putu Dharmanu Yudartha^{1*}, Kadek
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Widiyanti¹, Talitha Purnama Adristari¹**¹Universitas Udayana, Jalan Sudirman, Denpasar 80234, Indonesia*Correspondence E-Mail: p_dharmanu@unud.ac.idDOI: <https://doi.org/10.30598/baileofisipvol2iss2pp242-255>**ABSTRACT**

This study aims to describe the role of village governments in the development of cultural ecotourism-based tourism by examining four key tourism components: attractions, supporting facilities, accessibility, and additional services. A qualitative approach was employed, using observation and in-depth interviews as data collection techniques, focusing on Abiansema Village, Badung Regency. The findings reveal that Abiansema Village offers main attractions such as jogging trails with natural rice field panoramas, historic traditional bathing facilities, and the Melasti Site for self-purification rituals. However, supporting facilities in the village still require development to enhance tourist comfort. Accessibility to destinations is relatively adequate, but additional services, such as the involvement of investors and community elements, need improvement to ensure tourism sustainability. This study highlights the importance of collaboration between village governments, local communities, and private sectors in managing cultural ecotourism-based tourism. As a novel contribution, this research provides insights into how village governments can play a strategic role in managing sustainable tourism at the local level. Recommendations include strengthening infrastructure, enhancing local community capacity, and implementing collaborative strategies to support the development of social sciences and humanities in the context of sustainable tourism.

Keywords: Culture-Based Tourism, Cultural Ecotourism, Local Wisdom, Sustainable Tourism, Tourism Management

INTRODUCTION

Cultural Ecotourism-Based Tourism is increasingly gaining global attention in line with the growing awareness of the importance of preserving local culture and the environment. In Badung Regency, particularly in Abiansema Village, the potential for cultural ecotourism is substantial due to its rich culture and natural beauty. However, the challenge lies in the management of tourism, which has not yet been fully directed or sustainable. Data from the Central Bureau of Statistics (2024) indicate that although the number of tourists increases annually, most destinations in the village are still inadequately equipped with proper facilities. This poses challenges in providing an optimal experience for tourists while maintaining environmental and cultural preservation. Therefore, this research is essential in exploring the role of village governments in managing this potential to support the development of sustainable tourism.

Research on cultural ecotourism-based tourism has been the focus of various studies in recent years. For instance, a study by Utama et al. (2023) highlights the importance of involving local communities in ecotourism management in Bali. This research reveals that active community participation not only improves the economic welfare of local communities but also helps preserve traditional cultures, which are key tourist attractions. This aligns with the principles of sustainable tourism, emphasizing a balance between economic, social, and environmental aspects (Wijaya, 2020).

Additionally, Palmer & Chuamuangphan (2021) emphasize the importance of community-based natural resource management in maintaining the attractiveness of rural tourism. The study demonstrates that participatory approaches, which involve the community in decision-making and program implementation, can enhance destination sustainability. For example, community-based mangrove forest management on the coast of Java successfully boosts tourism appeal while preserving local ecosystems (Laksmi et al., 2023).

On the other hand, Purnamawati & Yuniarta (2024) assert that the development of culture-based tourism requires adequate infrastructure to support main attractions. Proper infrastructure, such as road access, sanitation facilities, and local transportation, plays a vital role in providing comfort for tourists. This study is consistent with the findings of Suacana et al. (2022), which highlight the importance of synergy between governments, communities, and private sectors in sustainable tourism development. However, these two studies are limited in discussing the strategic role of village governments as key actors in local-level tourism management, which should be a significant focus given that villages often serve as centers for culture-based and ecotourism destinations.

Furthermore, Dutha et al. (2023) show that accessibility and supporting facilities significantly impact the success of tourist destinations. They identify that improving facilities, such as parking areas, tourist information centers, and emergency health services, can enhance the overall tourist experience. This study also emphasizes the need for additional services, such as licensed tour guides and local product-based souvenir centers, which can add value for visitors. Another study by Arismayantiab & Suwenaa (2022) adds that integrated marketing strategies, such as digital promotions through social media and collaborations with travel agents, play a crucial role in increasing the appeal of culture-based tourism, particularly in the digital era.

Studies by Karmini (2020) and Sudiarta et al. (2022) highlight the importance of cultural preservation within the framework of tourism. They underline that the involvement of local communities in cultural preservation, such as through traditional festivals or local arts training, can become a unique attraction for tourists. However, this requires strong policy support from local governments, such as regulations on cultural site protection and budget allocations for tradition preservation. Meanwhile, Wisnumurti et al. (2020) discuss the importance of technological innovation in managing cultural ecotourism-based tourism. Innovations include location-based applications to guide tourists, online ticketing systems, and digital marketing platforms that expand market reach while preserving the environment by reducing carbon

footprints through digital systems.

Although extensive research has been conducted on cultural ecotourism-based tourism, there is a noticeable gap in the literature regarding the strategic role of village governments as primary drivers. Most studies tend to focus on individual elements such as attractions, facilities, accessibility, or additional services, without considering the synergistic relationships among these four components. Moreover, local-based approaches involving village governments in sustainable tourism management have not received adequate attention. This creates an opportunity for further exploration of how village governments can play an integral role in uniting these elements into a holistic management strategy (Harto et al., 2021).

This research presents a new perspective by offering an integrative approach to managing cultural ecotourism-based tourism. By combining the four main tourism components—attractions, supporting facilities, accessibility, and additional services—this study places village governments as central actors. This approach not only promotes cultural and environmental preservation but also fosters synergy among local communities, governments, and the private sector. Within this framework, the research provides theoretical contributions by filling gaps in the literature while also offering practical recommendations for community-based sustainable tourism development. By emphasizing multi-stakeholder collaboration and innovations in destination management, this study is relevant to the development of social sciences and humanities, particularly in the context of sustainability-oriented tourism.

RESEARCH METHOD

This study employs a qualitative approach with a descriptive design, aiming to explore in depth the role of village governments in developing cultural ecotourism in Abiansema Village, Badung Regency. This approach was chosen due to its ability to capture the complex dynamics of tourism management that integrates local cultural values with sustainability principles. Through this approach, the research provides a comprehensive understanding of key variables, such as the role of village governments, challenges faced, and the potential for developing tourism based on culture and ecotourism. In this context, the study combines direct observation, stakeholder interviews, and document analysis to establish a strong empirical foundation. This methodological reference aligns with (Creswell, 2014), who emphasizes the importance of exploration in qualitative research to deeply and contextually understand phenomena.

The data for this research consists of primary and secondary data meticulously collected to address issues relevant to the development of cultural ecotourism. Primary data was obtained through direct field observations and in-depth interviews with various stakeholders (Lester et al., 2020). The data collection process considered the relevance of informants to the research focus. Key informants included the village head and village officials involved in tourism management, community leaders such as traditional elders and artists who preserve local cultural values, as well as local entrepreneurs managing homestays, traditional baths, and other tourism services.

Additionally, local and international tourists who had direct experiences in Abiansema Village were interviewed to gather diverse perspectives. Secondary data was collected from official documents such as the village government's annual reports, cultural archives, and tourism statistics to enrich the findings and provide a more in-depth context.

In this study, data collection methods included field observations, in-depth interviews, and document analysis, each designed to offer a comprehensive understanding of cultural ecotourism development in Abiansema Village (Hennink et al., 2020). Direct field observations analyzed various aspects such as geographical conditions, supporting infrastructure, and the village's main tourist attractions. These observations identified key potentials, such as cultural richness and natural beauty, while also noting challenges in sustainable tourism management. This process follows Yin's (2018) guidelines on the importance of direct observation in case studies, ensuring the accuracy and completeness of field notes.

Semi-structured in-depth interviews were conducted to explore the views, experiences, and aspirations of various related parties. The interview guidelines covered four main aspects: tourist attractions, supporting facilities, accessibility, and additional services. These interviews provided rich qualitative data with diverse perspectives, expanding the understanding of tourism development dynamics in the village. Moreover, document analysis was conducted to supplement data obtained from secondary sources, such as annual reports of the village government, statistical data from the Badung Regency Tourism Office, academic articles, and historical archives. Local cultural document analysis also provided relevant historical and cultural context to understand the potential and challenges of culture-based tourism in the village (Marlina & Astina, 2020).

The collected data was analyzed using a thematic approach, beginning with the coding process to identify key themes. Similar themes were grouped to uncover significant patterns and relationships, which were then interpreted to address the research questions. Data validity was strengthened through triangulation of methods and data sources, comparing results from observations, interviews, and documentation, and checking the consistency of information from various informants. However, this study has several limitations. The geographic focus limited to Abiansema Village may make the findings less representative of other regions. Additionally, reliance on informant participation could affect the depth of the information obtained, while analyzing the interaction between local culture and sustainability principles requires a more holistic approach.

RESULTS AND DISCUSSION

Cultural Ecotourism Development

Cultural ecotourism is a tourism approach that integrates the preservation of local culture with environmental conservation. The main principles of this concept are sustainability, community participation, and respect for cultural heritage (Santoso et al., 2020). Abiansema

Village has various cultural and ecological elements that support the implementation of this concept.

Observations show that the prominent cultural elements in Abiansema Village include traditions strongly rooted in Balinese customs, such as the melasti ritual, traditional ceremonies, and local performing arts. Additionally, ecological elements include the beauty of terraced rice fields, jogging trails with natural scenery, and traditional baths that also hold historical value. Based on interviews with the village head and traditional leaders, these elements are considered assets that not only attract tourists but also form an integral part of the community's life. In its implementation, the village government has attempted to apply the principles of cultural ecotourism through active involvement of the local community in tourism management. For example, the melasti ritual, which is usually performed as part of Hindu religious celebrations, is now also promoted as a cultural attraction for tourists. The village government collaborates with community groups to ensure that this promotion does not compromise the spiritual essence of the ritual.

Tourism management in Abiansema Village generally reflects harmony between culture and the environment. This is evident from how the community maintains the sustainability of natural resources while preserving cultural traditions (Indawati & Ratnawati, 2023). For instance, the melasti tradition, involving a procession to water sources or beaches, not only attracts tourists but also strengthens community awareness of the importance of maintaining environmental cleanliness. Interviews with local business operators reveal their positive views on the development of culture-based tourism. A local craftsman, Nyoman S, stated, "Through tourism, we can introduce Balinese craftsmanship to the world, but we must also ensure that traditional values are respected." This statement indicates a collective awareness to maintain a balance between economic needs and cultural preservation.

However, observations also identify certain challenges, such as environmental pressures due to the increasing number of tourists (Hutabarat et al., 2023). For instance, the jogging trails frequently used by tourists show signs of damage, and some traditional baths face cleanliness issues. Although the village government has made efforts to raise public awareness through cleanliness campaigns, these challenges require a more comprehensive policy approach.

From a social perspective, the management of cultural ecotourism in Abiansema Village demonstrates the dynamics between tourism modernization and the preservation of local traditions. The village government plays a crucial role as a mediator between the needs of the community and the demands of tourists. However, the effectiveness of this role largely depends on the public policies implemented. Village policies, such as zoning tourist areas and limiting the number of visitors to certain locations, are good initial steps. However, these policies need to be strengthened with stricter monitoring and regulations. For example, the village could adopt a carrying capacity approach for certain destinations to prevent environmental degradation. Furthermore, collaboration with the district government could increase budget allocations for improving supporting facilities, such as trash bins and footpaths.

From a public policy perspective, this study supports the theory that culture-based tourism development requires synergy between local governments and communities. According to Basalamah (2020), successful tourism policies prioritize local participation and provide space for communities to innovate. In this context, the village government in Abiansema has shown a good initial step but still needs improvements in monitoring and supervision so that the benefits of tourism can be evenly distributed. The melasti ritual serves as a concrete example of how culture and ecology can blend in cultural ecotourism. Observations show that this procession attracts tourists due to its visual uniqueness and spiritual value. However, interviews with traditional leaders reveal concerns that the arrival of tourists might reduce the sacredness of the ritual. As a solution, the village government has regulated the time and location of processions open to tourists while ensuring that the core part of the ritual remains exclusive to the local community. This approach not only protects cultural values but also provides an authentic experience for tourists, which in turn can increase village revenue.

The Role of Village Government in Developing Tourism Attractions

Abiansema Village, nestled amidst the rich natural and cultural heritage of Bali, possesses immense potential for development as a cultural ecotourism destination. One of its standout attractions is a jogging track that winds through lush green rice fields, offering fresh air that soothes the senses. Initially, this path served as access for farmers to reach their agricultural lands. Over time, however, it has transformed into a popular recreational spot for both local and international tourists. The harmony of natural beauty and traditional ambiance provides a unique experience that is difficult to find elsewhere.

The jogging track gained wider recognition when a resident of Abiansema Village promoted it to international tourists who happened to visit one of the village's banjars. Its popularity further increased due to its strategic location and the captivating view of the rice fields. Despite its growing popularity, the jogging track remains free to access, a feature that attracts even more visitors. Recognizing the track's potential, the Abiansema Village Government has begun drafting structured management plans involving the Village-Owned Enterprise (BUMDes). Initial plans include adding facilities such as bicycle rentals and rest areas. These enhancements aim to make the jogging track more comfortable for visitors while enriching their overall experience. Additionally, well-structured management is expected to boost the village's original revenue, benefitting the entire community.

The jogging track in Abiansema Village serves not only as a recreational facility but also as a symbol of the village's transformative success in harnessing its local potential for sustainable tourism development. Supported by the collaborative efforts of the village government, local residents, and tourists, this track holds promise as a prominent ecocultural tourism destination that simultaneously promotes economic growth and safeguards local traditions and natural resources. Nearby, a traditional bathing site—long integral to community life—features a natural spring revered for its healing properties, believed to treat skin and eye conditions and provide

rejuvenation (Rideng & Widyatara, 2021). According to a customary leader, IMS, the spring water is considered sacred and used for both physical and spiritual purification, especially by Subak farmers who traditionally bathe there after working the fields as a gesture of respect for nature. This intergenerational belief has imbued the site with profound cultural and spiritual value. Field observations in November 2024 revealed that the site remains vibrant, particularly during auspicious days like Kajeng Kliwon, when locals conduct cleansing rituals, drawing interest not only from community members but also international tourists—highlighting its untapped potential as a tradition-based health tourism destination.

Literature on ecotourism management in Bali, such as Antari & Connell (2021), emphasizes that the success of tradition-based destinations relies heavily on the involvement of local communities. This aligns with the steps taken by the Abiansema Village Government, which involves customary communities in managing the bathing site. “We want tourists not only to enjoy the natural beauty but also to understand the cultural values behind each site,” said BBW in a separate interview. In addition to the traditional bathing site, the Melasti location in Abiansema Village is another potential tourist attraction under development. Melasti is a purification ritual performed by Balinese Hindus in preparation for Nyepi. In an interview with a customary leader, MKN explained that the Melasti site in the village was established to facilitate the ritual for local residents. “Previously, the community had to travel to distant beaches at a significant cost. With this Melasti site, we can perform the ritual more efficiently without compromising its sanctity,” he explained.

Observations reveal that the Melasti site offers captivating visual appeal, with a backdrop of green rice fields and fresh air. Visitors to the site can not only witness the Melasti ritual but also experience the spiritual tranquility of the surrounding atmosphere. According to Du Cros & McKercher (2020) about theory of cultural tourism, experiences that integrate spiritual and cultural values can create a unique appeal for tourists, especially those seeking profound experiences beyond conventional tourism.

However, the development of the tourism sector in Abiansema Village faces challenges, particularly regarding regulation and policy. Based on an interview with a member of the Village-Owned Enterprise (BUMDes) Abiansema, MI acknowledged that the absence of clear regulations has led to overlapping management of tourist attractions. “We are currently drafting joint policies to ensure that the management of these attractions remains sustainable and aligns with traditional values,” he stated. This development is not without its challenges. In the context of public policy, the lack of formal regulations at the village level is a significant obstacle. To date, the management of tourist attractions has been based on local initiatives without a clear legal framework (Safarov et al., 2022). To ensure sustainability, the village government needs to establish village regulations (Perdes) governing tourism management, including profit-sharing, visitor limits, and cultural preservation. With these measures, Abiansema Village can safeguard its natural and cultural heritage while leveraging tourism potential to support inclusive and sustainable development.

Provision of Supporting Facilities for Sustainable Tourism in Abiansema Village

Supporting facilities play a crucial role in creating a comfortable and satisfying experience for visitors. In Abiansema Village, the provision of supporting facilities is still under development, resulting in suboptimal utilization. Based on observations, basic amenities such as public toilets, parking areas, and rest spots are available but remain inadequate. For instance, public toilets are limited to specific locations and are often poorly maintained. Parking areas are a significant issue, especially during holiday seasons when the number of visitor vehicles exceeds available capacity. A local business operator, BP, expressed concern over this limitation, stating, "If visitors feel uncomfortable, they tend not to return, especially if adequate parking is unavailable."

In addition, accommodations, which are vital for supporting sustainable tourism, are still in the construction phase. The absence of travel agents or tour bureaus in Abiansema Village also hampers efforts to encourage visitors to spend more time in the area. However, the presence of local vendors and traditional food stalls along the village roads is a positive aspect, as visitors can easily find affordable Balinese cuisine and beverages. These limitations in facilities are closely linked to challenges faced by the village government, particularly budget constraints. A significant portion of village funds is still allocated to meeting the community's basic needs. Furthermore, a lack of coordination among stakeholders often leads to delays in facility development. For example, the construction of a new parking area near the jogging track has been delayed due to unresolved agreements between the village government and landowners.

Despite these obstacles, the village government continues to address the challenges through strategic measures. One flagship program is the management of public facilities by the Village-Owned Enterprise (BUMDes). In an interview, the village head, BBW, emphasized that BUMDes plays a vital role in managing and maintaining facilities such as public toilets and rest areas. Revenue generated from these facilities is reinvested into further facility development. For instance, a rest area near the traditional bathing site is currently under construction through a partnership with local entrepreneurs, where the village provides the land while funding comes from private sources.

Additionally, the village government is encouraging community involvement in developing tourism facilities. Residents are urged to capitalize on local MSME opportunities, such as opening food stalls, souvenir shops, or producing traditional Balinese handicrafts. Literature on ecotourism management in Indonesia highlights that this participatory approach not only delivers direct economic benefits to local communities but also strengthens their engagement in ensuring the sustainability of tourism destinations. From a public policy perspective, these initiatives reflect a strategic collaborative approach. To ensure sustainability, the village government plans to draft village regulations (Perdes) concerning the management of public facilities. These regulations will govern land use, profit-sharing, and environmental conservation. In addition to providing legal certainty for investors, these regulations are expected to accelerate and structure facility development (Um et al., 2022).

The availability of adequate supporting facilities will not only enhance visitor comfort but

also create positive social and economic impacts. For example, rest areas managed by BUMDes can serve as spaces for community entrepreneurship. This will strengthen Abiansema Village's image as a culture- and ecotourism-based destination that is environmentally friendly. The strategic measures undertaken reflect the village government's commitment to building infrastructure that supports sustainable tourism. However, the success of these efforts requires strong synergy among the village government, community, business actors, and investors. With a holistic and collaborative approach, Abiansema Village holds great potential to become a premier tourist destination that integrates natural beauty, cultural richness, and community empowerment.

Improving Accessibility to Support Sustainable Tourism in Abiansema Village

Accessibility is one of the key factors in developing the tourism sector, as it determines how easily visitors can reach their destinations. In Abiansema Village, access to several tourist attractions such as the jogging track, traditional bathing sites, and Melasti locations is relatively good. Field observations indicate that most main roads leading to these attractions are sufficiently wide, allowing smooth passage for both two-wheel and four-wheel vehicles. This facilitates individual and group visitors in enjoying the attractions without significant travel difficulties.

However, despite this ease of access, challenges remain to be addressed. Some connecting roads to tourist attractions, especially narrow paths in rural and hilly areas, still face issues such as uneven surfaces and difficulty during the rainy season. A local resident, BM, explained that the poor road conditions often reduce tourists' interest, particularly those coming from outside the region. "Many tourists complain because the narrow roads to the attractions get muddy during the rain, and if they feel uncomfortable, they hesitate to return," he said.

The primary obstacle to road improvement lies in the hilly geography of Abiansema Village, which requires substantial construction costs. Furthermore, the village government's budget limitations hinder the acceleration of comprehensive infrastructure repairs. The village head, BBW, stated that village funds are prioritized for basic community needs such as education and healthcare. Consequently, road improvements to tourist destinations are often delayed or carried out incrementally.

Despite these challenges, the village government has not been idle. They have collaborated with the regional government, local communities, and even the private sector to accelerate accessibility improvements. For instance, the village government submitted a proposal for road construction assistance to the Public Works and Spatial Planning Agency of Badung Regency. Thanks to these efforts, several main roads leading to the jogging track have been repaired and widened. Meanwhile, local communities actively contribute through mutual cooperation programs to maintain the roads. A community leader, BNN, revealed that these programs not only help repair the roads but also strengthen solidarity among village residents.

The positive impacts of improved accessibility have already begun to be felt. According to

data from the jogging track's management, tourist visits increased by 30% following the main road improvements. Tourists who were previously reluctant to visit Abiansema Village now feel more comfortable and safe during their journeys. Local business operators, such as food and beverage vendors around the tourist attractions, also reported a significant increase in income. This demonstrates that accessibility improvements not only enhance tourism appeal but also drive local economic growth. From a public policy perspective, the steps taken by the village government highlight the importance of synergy between the village government, regional government, and community in infrastructure management (Belanche et al., 2021). To ensure the sustainability of these initiatives, the village government needs to draft a Village Medium-Term Development Plan (RPJMDes) that specifically prioritizes infrastructure development for accessibility. Additionally, the village government could consider partnerships with the private sector through corporate social responsibility (CSR) schemes to support funding for road construction and other supporting infrastructure.

Accessibility improvements also have significant social impacts. Better roads not only ease tourists' journeys but also enhance local residents' mobility, such as transporting agricultural products to markets, accessing healthcare services, and supporting other economic activities. Thus, these accessibility improvement efforts provide dual benefits for the community and tourism in Abiansema Village. Proper accessibility management is a vital element in supporting Abiansema Village as a sustainable cultural ecotourism destination. With strong commitment from the village government, support from local communities, and collaboration with various stakeholders, this village holds great potential to become a success story in collaborative and sustainable tourism accessibility management.

Additional Services to Support Sustainable Tourism in Abiansema Village

Additional services are a key element in creating memorable tourism experiences, extending tourists' stays, and promoting the sustainability of the tourism sector. In Abiansema Village, the development of additional services involves various stakeholders, including the local community, the village government, and the Tourism Awareness Group (Pokdarwis). This collaboration forms an essential foundation for maximizing local potential while supporting the goals of sustainable tourism development. Observations indicate that the people of Abiansema Village have actively utilized local resources to provide additional services such as homestays, small restaurants offering Balinese cuisine, and simple transportation rentals like bicycles and motorcycles. One homestay owner, IA, explained that although support from the village government is still limited, it has motivated the community to innovate. "We try to create a unique experience for tourists by offering authentic rural life," she said.

Pokdarwis plays a strategic role in managing these additional services. As key stakeholders, they promote tourism through the "Sapta Pesona" concept, encompassing safety, orderliness, cleanliness, coolness, beauty, friendliness, and memorable experiences. In an interview, the Pokdarwis chairperson explained that their efforts go beyond promoting the

village's potential to tourists; they also seek investors to support the development of additional facilities such as villas, restaurants, travel agencies, and other supporting infrastructure. They are also involved in environmental management, cleanliness, and security efforts, all of which are crucial in creating an attractive and eco-friendly tourism destination.

Cultural tours managed by Pokdarwis have become a flagship initiative. Tourists are invited to learn about local traditions through visits to Melasti ceremony locations, demonstrations of creating ceremonial offerings, and hands-on experiences in traditional Balinese farming activities. Additionally, art workshops, such as wood carving and traditional mask making, have become a unique draw for visitors. These activities not only provide unique experiences but also serve as a means of preserving local culture and creating jobs for the community.

Local gastronomic experiences have also become a focus of additional service development. Small restaurants and eateries in Abiansema Village are beginning to introduce Balinese specialty dishes made from organic ingredients sourced from local farms. According to IDP, an eatery owner, this approach not only boosts business income but also strengthens the relationship between business owners and local farmers, creating a mutually supportive economic ecosystem. Despite these efforts, challenges remain in the form of limited capital and experience. The village government has taken strategic steps to address these obstacles by exploring partnerships with Village-Owned Enterprises (BUMDes). Through BUMDes, the community receives skill training, such as homestay management, cultural tour organization, and community-based tourism management. Additionally, the village government actively seeks local and regional investors to support the development of this sector.

From a public policy perspective, the synergy between the village government, Pokdarwis, and the community presents a promising model for supporting sustainable tourism. One strategic step that needs to be taken is providing incentives for investors, such as simplified licensing processes or tax reductions, to contribute to the development of tourism services. Furthermore, long-term planning in the form of a Village Medium-Term Development Plan (RPJMDes) that includes additional service development can provide a strong foundation for more focused tourism management. Socially, culturally and community-based additional services not only enrich tourists' experiences but also strengthen local identity, preserve traditions, and create jobs for the community (Chi et al., 2022). In the long term, these additional services have great potential to establish Abiansema Village as a sustainable cultural ecotourism destination. With proper management and close collaboration among the community, government, and investors, Abiansema Village can become a success story in developing additional services that prioritize sustainability and the welfare of local residents.

CONCLUSION

The conclusion drawn from this study affirms that the role of village governments is not merely administrative but strategic in shaping the trajectory of cultural ecotourism-based

tourism development. In the case of Abiansema Village, this role is realized through participatory governance, cultural preservation, and cross-sector collaboration that collectively ensure tourism aligns with the principles of sustainability. The village government's capacity to manage tourism attractions—such as sacred bathing sites and nature-based jogging trails—demonstrates how cultural and environmental values can be synergized to create meaningful tourist experiences while reinforcing community identity. Furthermore, the gradual improvement of supporting infrastructure, the management of accessibility, and the initiation of culturally rooted services reflect the village government's commitment to a holistic tourism model. The novelty of this research lies in presenting an integrative framework that encompasses these four tourism components as interdependent pillars of sustainable development, showcasing how bottom-up governance can successfully manage tourism without compromising cultural integrity or ecological balance. Ultimately, this study underscores that sustainable tourism at the village level is attainable when cultural ecotourism is managed not as a commercial venture alone but as a communal effort grounded in local wisdom, inclusive participation, and long-term vision.

ETHICAL STATEMENT AND DISCLOSURE

This study was conducted in accordance with established ethical principles, including informed consent, protection of informants' confidentiality, and respect for local cultural values. Special consideration was given to participants from vulnerable groups to ensure their safety, comfort, and equal rights to participate. No external funding was received, and the authors declare no conflict of interest. All data and information presented were collected through valid research methods and have been verified to ensure their accuracy and reliability. The use of artificial intelligence (AI) was limited to technical assistance for writing and language editing, without influencing the scientific substance of the work. The authors express their gratitude to the informants for their valuable insights, and to the anonymous reviewers for their constructive feedback on an earlier version of this manuscript. The authors take full responsibility for the content and conclusions of this article.

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