

## POLITICAL AND LEGAL DEVELOPMENT OF SUSTAINABLE TOURISM VILLAGES

(Study on Flower Villages in Tawangrejeni Village, Turen, Malang Regency)

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### *Abstract*

*This study examines the legal politics and initiatives aimed at establishing sustainable tourism villages in Kampung Kembang, Tawangrejeni Tourism Village, Turen District, and Malang Regency. The legal politics focus on developing legislation that promotes sustainable tourism, fosters sustainable management, and ensures social, economic, cultural, and environmental sustainability. The development strategies include improving attractions, accessibility, amenities, community empowerment and entrepreneurship, human resource capacity, stakeholder collaboration, digital technologies, waste management, and financial resources. The establishment of sustainable tourism villages is intended to help achieve the Sustainable Development Goals (SDGs) in economic, ecological, social, and cultural areas. Development activities must be holistic and integrated, engaging multiple sectors. With the appropriate legal politics and comprehensive development initiatives, Kampung Kembang is intended to become a model for a sustainable tourism village that benefits the community while protecting nature and culture.*

**Keywords:** *Politics and Law, Sustainable Tourism Village, Tourism Development*

## 1. INTRODUCTION

Indonesia, known for its numerous tourist attractions, has attracted domestic and international travelers. Natural, cultural, and customary tourism in Bali, marine tourism that introduces the beauty of the underwater nature of the Indonesian archipelago in Wakatobi (South Sulawesi), and cultural heritage tourism in Yogyakarta. However, the tourism business must continue improving amenities, and local products, such as nature tourism, must be produced to increase people's well-being.

Tourism refers to travel taken for recreation or a holiday. Tourism is critical to growth, well-being, and happiness. Many countries rely on the tourism industry to generate taxes and revenue for businesses that provide tourist services. Tourism is frequently regarded as the driving force behind the global economy and has demonstrated the ability to contribute to a country's development. Tourism growth can encourage commercial operations, resulting in significant social, cultural, and economic benefits for a country, including Indonesia (Yuningsih, 2017).

According to Law Number 4 of 2017, tourism is developed with an approach of economic growth and equity for the welfare of the people and development that is oriented toward regional development, relies on the community, and empowers the community, which covers various aspects such as human resources, marketing, destinations, science and technology, cross-sector linkages, cooperation between countries, empowering small businesses. So, when implemented, tourist development can be used to raise awareness of the state's identity.

Tourism has a significant influence on the national and regional economies. Local governments are expected to become regulators by collaborating with the corporate sector

and the community on tourism development. The region's tourism potential can be leveraged to generate local income and professionally manage to satisfy tourists while remaining globally competitive. According to the Law on the National Planning Program and the Presidential Decree on Cultural and Tourism Development Policy, the tourism sector has a new task: to contribute to the acceleration of national economic recovery and the restoration of Indonesia's image in the international world in order to improve the quality and quantity of tourism destinations with the assistance of relevant institutions.

The program aims to enhance tourism's role in promoting global art, traditional culture, and natural attractions, thereby increasing efficiency in these areas. By leveraging tourism activities, the program fosters public awareness and appreciation of diverse arts and cultures, supporting creative initiatives and enhancing tourism's economic contributions through increased foreign exchange and local community welfare. Furthermore, the program actively engages communities and small and medium enterprises (SMEs) in tourism development, thereby improving the management of tourist product development and its integration into marketing strategies.

Tourism is one of the regional original revenue generators (PAD). Article 6 of Law No. 33 of 2004 concerning Financial Balance between the Government and Regional Governments mentions the sources of PAD, which include a) regional taxes, b) regional levies, c) the results of segregated wealth management, and d) other legitimate regional original income. Tourism is subject to the regional levy, which is included in the business service charge (Darise, 2006).

Sustainable tourism is defined as rapidly expanding tourism, resulting in an increase in lodging capacity, local population, and environmental impact. Tourism development and additional investment should not have a negative influence. It can be integrated into the environment by maximizing its excellent influence while minimizing its negative impact. As a result, the public sector has taken numerous steps to manage tourism growth better and prioritize the issue of sustainable tourism since a good business can safeguard resources or assets that are crucial for tourism not only now but also in the future (Arida, n.d.).

Sustainable tourism development refers to initiatives to ensure that future generations benefit from the environmental, social, and cultural resources used in today's tourism development. Tourism development must be founded on sustainability standards, which means it can be environmentally sustainable in the long run while remaining commercially viable, ethically fair, and socially equitable to the community.

Sustainable tourism development, as outlined in the 1995 Sustainable Tourism Charter, is a type of development that considers ecological and economic factors, while also ensuring ethical and social fairness for the community. This indicates that sustainable development involves a comprehensive and coordinated approach to enhancing the quality of life through responsible resource management.

This can only be accomplished through a robust governance system encouraging active and equitable participation from the government, private sector, and community. Therefore, sustainable development is not solely connected to environmental concerns but also encompasses democracy, human rights, and other broader issues. There is no denying that sustainable development has long been regarded as the optimal solution for development, including tourism development.

Tourism development can generate substantial social, cultural, and economic advantages for a country like Indonesia. An essential aspect of tourism development is

that external motives and interests should not drive the initiative and implementation. The community must be actively engaged in every step of the planning and implementation process, including the ownership and control of assets and infrastructure. Preparing human resources for tourism services is a highly competitive endeavor that requires careful attention. The technical, operational, and managerial skills in providing tourism goods and services enhance the community's ability to interact and socialize. The perception of workers in the tourism sector as mere service providers needs to be transformed into that of highly skilled professionals. The community's capacity to enhance its expertise in the tourism industry has the potential to enhance the level of service and travel experience for both foreign and Indonesian tourists.

Furthermore, embracing a new perspective is crucial to fostering tourism as a catalyst for national progress. Tourism is now recognized as having a broader and more essential impact beyond boosting national income. Thus, tourism development must be strongly emphasized and aligned with the overall goals of national tourism development. This should be done through meticulous planning and initiatives to enhance the workforce's skills and expertise.

This tourism sector has the potential to showcase Indonesia's vibrant culture and natural beauty to the global community. Tourism has been undervalued as a secondary sector; thus, its potential for making a substantial contribution is often overlooked. Furthermore, ample resources have been provided to facilitate its growth; the key lies in effectively managing them. In this era of globalization, the nation's economic stability and tourism play a crucial role in ensuring sustainable and equitable development. The high level of competition demands significant capital and great potential. All of this is closely tied to what we understand as capacity-building. Given the limited capacity conditions, such as the challenges local governments face in providing and managing quality services, capacity building becomes an essential and non-negotiable requirement. There are multiple ways to enhance the tourism industry in a particular area, and one of these methods involves improving the industry itself.

Tourism villages are a result of developing tourism products that capitalize on the unique potential of the village, encompassing aspects such as community, nature, and culture which collectively form an identity that appeals to tourists (Sudibya, 2018). The establishment of tourist villages can be seen as a strategic move to enrich Indonesia's tourism offerings, given the distinctiveness and diversity of each village (Atmoko, 2014). Moreover, the preservation of culture and environment is crucial for tourism villages to prioritize, as it not only serves as a means of diversifying products but also aids in safeguarding and upholding local traditions and natural surroundings (Atmoko, 2014).

The concept of sustainability, as outlined in the 2020–2024 RPJMN policy direction, emphasizes the integration of sustainable and environmentally friendly development across all sectors, including tourism, to align with the achievement of SDGs. The Ministry of Tourism and Creative Economy has recently issued Regulation No. 9 of 2021 to support the policy direction of development mainstreaming further. This regulation provides guidelines for sustainable tourism destinations, emphasizing the importance of responsible and sustainable practices in the tourism industry. This regulation serves as a guide for the central government, local governments, and other stakeholders involved in developing sustainable tourism destinations. It focuses on the importance of sustainable management and social, economic, cultural, and environmental sustainability.

Discussing the progress of tourist villages is closely tied to the government's involvement, particularly the tourism office, which plays a significant role in our daily lives. The government plays a crucial role in ensuring the safety and satisfaction of tourists during their travels. The government strictly adheres to all government regulations and applicable laws. Tourism planning should be done comprehensively to ensure that the community can reap maximum benefits in terms of economy, society, and culture. The planning should incorporate tourism development into a comprehensive program for a country's economic, physical, and social development. This study seeks to examine the legal politics and initiatives aimed at establishing sustainable tourism villages in *Kampung Kembang*, Tawangrejeni Tourism Village, Turen District, and Malang Regency.

## **2. LITERATURE REVIEW**

### **2.1. Legal Politics**

The term "policy" originates from the English language, specifically "policy," or in Dutch, "*Politiek*." It generally refers to the guiding principles governing governmental actions, including those of law enforcement officials, in managing, regulating, or resolving public affairs and community problems, as well as in developing and implementing laws and regulations. These policies aim to promote the welfare and prosperity of the community and its citizens.

In contrast to these foreign terms, legal policy can also be referred to as legal politics. Politics and law encompass various terms related to politics and the legal system. According to Sudarto, the term "politics" is used in various contexts, as noted by Soedarto (1983), where in Dutch, "*politiek*" refers to something connected to the state, implying discussions concerning the state or matters associated with it.

Legal politics constitutes a component of legal science, encompassing the study of political science and law. Moh. Mahfud, MD, believes that legal politics is a part of the field of law. The implementation or execution of government policies is commonly referred to as legal politics. This involves the creation and updating of laws to meet societal needs and ensure the proper functioning of institutions and law enforcement agencies (M. D., 1998).

Satjipto Rahardjo, cited by Abdul Hakim, defines legal politics as an activity related to elections and a tool for achieving social and legal objectives (Hakim, 2011). Meanwhile, Mahfud MD, citing Soedarto, explains that legal politics involves state policies through agencies empowered to establish regulations reflecting societal values and aspirations, aimed at achieving desired objectives (M. D., 1998).

Sunaryati Hartono highlights the close connection between legal politics and the social and traditional aspects of our country. The dynamics and politics of international law also impact Indonesian legal politics as Indonesia is a member of the international community (Hartono, 1991). The aspirations and intentions of legislators, theorists, legal professionals, and the constantly evolving landscape of international law all influence the politics of law.

One of the responsibilities of bureaucrats is to develop a public policy widely accepted by all segments of society. Every policy should consider its potential impact on society to ensure it is implemented on time. Therefore, a bureaucrat must maintain independence and be responsive to the aspirations of every community. However, in

reality, various factors can influence bureaucrats when it comes to forming policies, often resulting in policies that primarily serve the interests of a select few while appearing to benefit the broader community.

Padmo Wahjono explains that legal politics plays a crucial role in shaping future laws' direction, structure, and substance. It involves the criteria for determining punishments and is a crucial aspect of state administration policy (Wahyono, 1986).

Legal politics involves a complex mechanism that incorporates various factors. We are familiar with this mechanism as a legal and political process. Based on this understanding, legal politics encompasses two interconnected scopes: the philosophical-theoretical and normative-operational dimensions. Legal politics is crucial in implementing legal development and coaching in the field, serving as a philosophical-theoretical dimension and a value parameter. Legal politics primarily aims to reflect the ruler's desired social order, serving as an operational normative dimension (Wahid, 1985).

Considering the importance of law-making policy, the mechanism for fulfilling these responsibilities and obligations must be reviewed. Recognizing this, government officials must take proactive measures to address this issue conceptually.

The politics surrounding the creation of laws or legislation must also be taken into account. The process of law formation should be guided by the needs of social progress, including in areas such as the economy, agriculture, culture, and more. Thus, the government and the House of Representatives must know many factors influencing the law-making process. It is crucial to carefully craft every law and regulation to ensure fairness and avoid undue harm to specific parties or groups.

According to the definition provided, legal politics is a field of study that encompasses the process of enacting and enforcing laws. Legal politics serves the practical purpose of improving the formulation of favorable legal regulations and providing guidance to lawmakers, courts, and decision-makers. The creation of legal policies is rooted in the principles of the law and the objectives of the state as outlined in the Constitution.

## **2.2. Sustainable Tourism Development**

According to Law No. 10 of 2009 on tourism, the evaluation of tourism development should consider economic growth and the enhancement of people's welfare, cultural development, patriotism, national identity, the improvement of the nation's image, and fostering international unity and friendship. According to the Strategic Plan for Sustainable Tourism and Green Jobs for Indonesia by UNWTO and the Ministry of Tourism and Creative Economy of the Republic of Indonesia, guidelines and practices for sustainable tourism development can be implemented across various types of tourism and destinations. Sustainable tourism must be built upon three key dimensions to be viable in the long run. The concept of sustainable tourism should be defined as follows:

1. Utilizing environmental resources: This element is crucial for achieving optimal tourism development, preserving ecology, and safeguarding biodiversity.
2. It values and honors the host community's socio-cultural authenticity, preserving its rich heritage and contemporary culture, traditional values, and the community's significant contribution to fostering intercultural understanding and tolerance.
3. Ensure sustainable economic benefits: all stakeholders are treated equitably, stable employment opportunities are available, and the host community can access income, social services, and poverty reduction initiatives.

According to the Strategic Plan for Sustainable Tourism and Green Jobs for Indonesia (Ministry of Tourism and Creative Economy of the Republic of Indonesia), there is a strong emphasis on promoting sustainable tourism practices to ensure that tourism is environmentally friendly. Contributing to inclusive development is crucial for the long-term utilization of tourism. The environmental aspect of sustainable tourism is essential and a fundamental pillar of sustainable tourism.

The concept of sustainable development encompasses three pillars that mutually reinforce one another, as outlined in the Earth Summit of 1992:

1. Development that can enhance the economic well-being of the surrounding community.
2. Development that ensures the preservation of the socio-cultural fabric of the surrounding community.
3. Development that prioritizes the long-term well-being of the community's environment.

The principles mentioned in Sustainable Tourism Development are as follows (Burn & Holden, 1997):

1. The environment holds inherent value and can serve as a valuable asset for tourism. Its purpose extends beyond immediate gains, encompassing the welfare of future generations.
2. Tourism should be promoted as a beneficial activity that benefits the community, the environment, and the tourists.
3. Tourism and the environment are closely intertwined and require careful management to ensure long-term sustainability. Tourism should prioritize the preservation of resources to ensure their availability for future generations to enjoy.
4. When developing tourism, it is essential to consider the size, environment, and ambiance of the locations where tourism activities occur.
5. In other locations, it is essential to balance the interests of tourists, the preservation of natural and cultural sites, and the well-being of local communities.
6. In a constantly changing world, there are always advantages that prevent these principles from fading and ensure that adaptation remains dynamic.
7. Environmentalists in the tourism industry, including local governments and non-governmental organizations (NGOs), must prioritize these principles and collaborate to achieve them.

According to Arida and Sunarta (2017), the sustainable tourism development approach necessitates strict adherence to planning principles:

1. The tourism development principle is rooted in preserving natural and cultural resources for the long term.
2. We are highlighting the importance of providing excellent benefits to the local community.
3. Managing resources in an environmentally responsible way.
4. The conditions and character of the developed area influence tourism development.

5. It is essential to ensure that the needs of tourists, the environment, and local communities are aligned with the development of local cultural heritage, the environment, and the nation's identity.
6. It is essential to anticipate and monitor the change process due to cultural arts programs focusing on local potential and community capabilities.

The principles in the strategy are connected to issues, policies for implementation, setting goals to be accomplished, and determining the ways or methods of utilizing infrastructure (Suryono, 2004). Developing a strategy is always intertwined with goals, means, and methods. Regarding tourism development, local governments must put much effort into improving facilities and infrastructure. This will help ensure their strategies align with current capabilities and effectively anticipate future needs. According to Sutiarmo (2018), tourism development can advance through a series of integrated and sensible efforts:

1. Promoting the introduction of tourist attractions and destinations.
2. Efficient transportation.
3. Simplified immigration process.
4. Accommodation that ensures a pleasant stay.
5. An experienced tour guide.
6. We provide goods and services that are guaranteed high quality and offered at reasonable prices.
7. Ensuring excellent environmental hygiene and promoting optimal health conditions.

### **2.3. Tourism Village**

A tourist village is a harmonious blend of accommodations, attractions, and supporting facilities integrated into the fabric of a community's life system, following the relevant rules and traditions. A tourist village is a village with great potential for tourism development. It is known for its unique traditions, culture, and easy accessibility. The village also boasts excellent infrastructure that supports the tourist village program. Visitors can feel safe and enjoy a well-maintained environment. An essential aspect of developing tourist villages is a deep understanding of the village's unique features and resources. These include the environmental conditions, socio-cultural aspects, community economy, layout structure, historical significance, community culture, and buildings. Additionally, incorporating Indigenous knowledge, which is the local knowledge and abilities the community possesses, is crucial (Hilman, 2018).

When developing a tourist village, the surrounding community becomes integral to the experience. The community's environment and social life are transformed into unique tourist destinations. The community also catalyzes tourism promotion and innovation by offering valuable insights for developing tourist villages. In Pitana, the development and growth of tourism will directly impact the local community and influence them in various ways. These influences can be positive or negative, as Nurhayati (2016) discussed. Efficiently organizing the tourism village will positively impact the surrounding community, as it optimizes the use of both human and natural resources. The outcomes achieved through tourism village activities will be reinvested in the local community to enhance their well-being. Furthermore, implementing a tourist village not only enhances

the community's well-being but also serves as a means to safeguard the village's natural surroundings, cultural heritage, and traditional practices.

Developing tourist villages with the involvement of the surrounding community is an empowering activity that allows the community to come together and build the village. The motivation for decentralization is to empower citizens to regulate and manage tourism in their area, fostering a sense of ownership and community involvement (Hilman, 2018). The development of tourist villages aims to protect the natural environment and promote economic growth. By implementing the concept of these tourist villages, we can create a sustainable form of environmentally friendly tourism in the future (Putra, 2013).

The development of tourist villages is intricately connected to the tourism industry. As per Law Number 10 of 2009, the tourism industry comprises a network of interconnected businesses that work together to provide goods and services to cater to the requirements of tourists in the execution of tourism. According to R.S. Darmajadi, the tourism industry encompasses a range of business fields that work together to provide essential products and services for tourists (Putri, 2014). The development of tourist villages will significantly boost the tourism industry in Tawangrejeni Village, Turen District, Malang Regency. In order to cater to the requirements of tourists during their visits to popular destinations, the tourism industry plays a crucial role in providing necessary support for various activities. In a tourist village, the main options for visitors are restaurants, transportation services, hotels, or inns.

Developing the tourism industry in various countries is focused on boosting the country's foreign exchange income. Another objective is to achieve positive economic outcomes, expecting tourism to stimulate economic growth across multiple sectors. In general, the benefits that can be achieved are as follows (A. Yoeti, 1990):

1. Urbanization growth is on the rise thanks to the development of infrastructure and tourist facilities in a region or tourist destination.
2. We are enhancing the growth of the tourism industry by focusing on various aspects such as transportation companies, hotels and lodgings, restaurants, local arts, souvenirs, and more.
3. I am incorporating various cultural products in response to the growing tourist demand. This includes the introduction of new commercial and cultural offerings to cater to their needs.
4. A fair and balanced distribution of income.
5. The government's strategy is to boost the country's foreign exchange reserves.
6. It is having a significant impact on countries that rely on tourism.

#### **2.4. Previous Research**

This research focuses on the problem stated above and the need for previous studies by researchers, specifically at Wisnuwardhana University Malang. The researcher highlights the distinction between the current research and previous studies in this section. Other researchers are still researching the legal politics of sustainable tourism village development, particularly at Wisnuwardhana University in Malang.

Therefore, this research roadmap emphasizes avoiding research on the same subject matter and duplication. Repeating and duplicating research does not add value but goes against laws and academic ethics. The researcher gathered data from various online sources. To their knowledge, the proposed study's primary focus has yet to be previously

explored, particularly in the Flower Village of Tawangrejeni Village, Turen District, Malang Regency. Here, the researchers share some of the data they have collected, including:

**Table 1. Comparison with Other Studies**

No.	Author	Comparison	
1.	Nuri Aliyani (Aliyani, 2021)	This paper focuses on determining strategies to accelerate the development of developing villages towards a sustainable independent village through PESTEL-SOAR analysis and case studies in Pondok Udik Village. It is in the scope of development economics.	The researcher discusses the legal politics of sustainable tourism village development and efforts to develop sustainable tourism villages in Tawangrejeni Village, Turen District, and Malang Regency. This research is within the scope of the law.
2.	Angga Wijaya Holman Fasa, Mahardhika Berliandaldo, & Ari Prasetio (Fasa, Berliandaldo, & Prasetio, 2022)	This paper focuses on understanding the urgency of sustainable tourism village development and compiling an analysis of sustainable tourism village development strategies. Moreover, it is within the scope of strategic studies.	The researcher discusses the legal politics of sustainable tourism village development and efforts to develop sustainable tourism villages in Tawangrejeni Village, Turen District, and Malang Regency. This research is within the scope of the law.
3.	Ni Ketut Sari Adnyani & I Wayan Landrawan (Adnyani & Landrawan, 2023)	This paper focuses on examining the participation of customary villages in the recovery of Balinese tourism and developing an ideal model of customary village participation policy in Bali's tourism recovery.	The researcher focuses on the legal politics of sustainable tourism village development and efforts to develop sustainable tourism villages in Tawangrejeni Village, Turen District, Malang Regency.

### 3. RESEARCH METHODS

This research employs a legal approach, utilizing primary data from interviews, secondary data from regulations, and tertiary data from other research and journals. The approaches employed include statutory, conceptual, and regulatory, utilizing legislation and regulations (Marzuki, 2009). Simultaneously, the conceptual approach aims to establish a framework that can serve as a research reference, drawing from the various perspectives and principles that have evolved within the field of law (Marzuki, 2009).

## 4. RESULTS AND DISCUSSION

### 4.1. Legal Politics of Sustainable Tourism Village Development in *Kampung Kembang*, Tawangrejeni Tourism Village, Turen District, Malang Regency

Legal politics is basically state policy through state bodies that are authorized to set the desired regulations that are expected and used to express what is contained in society and to achieve ideal goals (Soedarto in M. D., 1998). Legal politics includes the making of laws that focus on making and updating legal materials to suit needs and implementing existing legal provisions (M. D., 1998).

In developing sustainable tourism villages in *Kampung Kembang* Tawangrejeni Tourism Village, legal politics is carried out by determining the direction and form of regulations needed to support sustainable tourism development. This aligns with the policy direction of the 2020-2024 RPJMN, which focuses on mainstreaming sustainable development. Regulation of the Minister of Tourism and Creative Economy No. 9 of 2021 concerning Guidelines for Sustainable Tourism Destinations was issued as a reference in the development of sustainable tourism destinations, which emphasizes the creation of sustainable management, socio-economic, cultural, and environmental sustainability (Ministry of Tourism and Creative Economy, 2021).

Sustainable tourism development includes three pillars: development that improves the economic welfare of the community, maintains the socio-cultural sustainability of the community, and maintains the sustainability of the community's environment (Earth Summit, 1992). The sustainable development of tourism villages is expected to contribute to the achievement of the Sustainable Development Goals (SDGs) by ensuring the sustainable use of natural resources, the economy, and local wisdom through economic (prosperity), ecological (planet), and social & cultural (people) aspects.

As a result, *Kampung Kembang* and Tawangrejeni Tourism Village carry out the legal politics of developing sustainable tourism villages by directing the creation of regulations supporting sustainable tourism. Existing regulations must be directed to create sustainable management and maintain social, economic, cultural, and environmental sustainability as the pillars of sustainable development.

The legal politics of sustainable tourism village development in *Kampung Kembang*, Tawangrejeni Tourism Village, Turen District, and Malang Regency aim to realize the development of national tourism that is feasible according to local culture, socially acceptable, prioritizes the local community, is non-discriminatory, and is environmentally friendly. It must also pay attention to the goals and principles of the tourism law. With the political and legal direction of tourism development in Indonesia, while still seeing or paying attention to social, cultural, religious, and other values, the potential for collisions will be minimal when you want to attract the attention of tourists from various foreign countries to travel in Tawangrejeni Tourism Village to increase village income by opening yourself up to various kinds of tourists from various backgrounds with consequences. You must provide various kinds of needs and facilities for tourists with diverse backgrounds.

### 4.2. Efforts to Develop Sustainable Tourism Villages in *Kampung Kembang*, Tawangrejeni Tourism Village, Turen District, Malang Regency

Efforts to promote sustainable tourism villages are evident in three key areas: infrastructure, hygiene and health, and information technology readiness. These areas are addressed through the 3A approach scheme, which focuses on attractions, accessibility,

and amenities. Furthermore, various factors contribute to a village's being classified as a tourist destination. These include appealing tourist attractions, the distance from other locations, the size of the village, the local beliefs and community systems, and the availability of necessary infrastructure. These criteria will be further developed to promote sustainable development in tourism villages. By utilizing the diverse range of village resources, including adventure tourism, agro-tourism, marine tourism, culinary tourism, cultural and historical tourism, and creative tourism, the community and government can work together to foster the development of tourism villages.

These developments can drive sustainable rural development by incorporating beneficial management principles and engaging local communities. Furthermore, developing tourism villages can foster strong connections with local communities and support the creation of rural tourism offerings that leverage local resources. Efforts to develop and manage resources should prioritize meeting the economic, social, and aesthetic aspects that preserve the integrity and sustainability of the village's ecology, biodiversity, culture, and life systems.

In order to achieve the development of self-sustaining tourist villages that can provide a competitive edge to destinations, several steps can be taken:

1. We are significantly improving the attractions, accessibility, and amenities in the *Kampung Kembang* tourist village. Enhancing the development of tourist attractions, improving accessibility, and expanding supporting facilities will significantly boost the competitiveness of tourist villages.
2. We are actively supporting the community and fostering entrepreneurship in developing tourist villages. Emphasizing the importance of community involvement in development can foster a strong sense of belonging and responsibility (Hilman, 2018).
3. Enhancing the skills and expertise of human resources in tourism villages to deliver services and promote sustainable tourism effectively. Developing skilled individuals in the tourism industry will enhance service and overall tourism experiences (Yuningsih, 2017).
4. They are expediting the program to speed up the development of tourism villages through collaboration between stakeholders. Cooperation between the government, private sector, and community is crucial for tourism development (Yuningsih, 2017).
5. They are using digital technology to market and establish tourist villages, which will boost tourism and stimulate the local economy.
6. We specialize in conducting independent and comprehensive waste management practices while working closely with local communities to maximize waste utilization. Effective environmental management is a crucial aspect of promoting sustainable tourism.
7. We are effectively and efficiently utilizing funding sources to support the development of tourism villages.

To ensure the optimal and sustainable development of tourism villages in *Kampung Kembang*, it is crucial to approach these efforts holistically and involve various related sectors. This will provide not only economic benefits to the local community but also have positive impacts on socio-cultural and environmental aspects.

## 5. CONCLUSION

The discussion underscores the intricate intersection of legal considerations and political initiatives in fostering sustainable tourism villages, specifically in *Kampung Kembang*, Tawangrejeni Tourism Village, Turen District, and Malang Regency. From a legal standpoint, the politics surrounding sustainable tourism necessitates establishing regulations that prioritize sustainable management practices aligning with principles of social, economic, cultural, and environmental sustainability crucial for sustainable development. In *Kampung Kembang*, efforts towards sustainable tourism village development encompass various strategic steps: enhancing attractions, accessibility, and amenities; empowering the community and fostering entrepreneurship; enhancing human resource capacity; collaborating with stakeholders; leveraging digital technology for promotion; implementing effective waste management; and optimizing funding sources. It is concluded that these efforts are pivotal for achieving Sustainable Development Goals (SDGs), ensuring sustainable natural resource use, boosting the local economy, and preserving cultural heritage. The comprehensive approach involves coordinated efforts across sectors to maximize local community benefits in economic, socio-cultural, and environmental dimensions. Through adept legal strategies and robust developmental initiatives, *Kampung Kembang* aims to serve as a model for sustainable tourism village development, fostering community prosperity while safeguarding the environment and cultural heritage.

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