Helix Model in Tourism Development Based on Sustainable Tourism Development in the Nongkosawit Tourism Village, Semarang City

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Received: 22 June 2023; Reviewed: 24 July 2023; Accepted: 28 September 2023

Abstract

This article aims to analyze the helix model in tourism development in the Nongkosawit Tourism Village. The problem is focused on sustainable tourism development, identification of stakeholders involved, and the model. To approach this problem, theoretical references from Cooper, Swarbrooke, Maryono, and Sturesson, E., Lindmark, A., & Niksson Roos, M. Data collection was carried out through document review, interviews, and observations. The technique for determining informants uses the snowball technique. The results of this research show that the development of sustainable tourism in the Nongkosawit Tourism Village, analyzed from an economic aspect, has not provided maximum benefits, so from a social and cultural aspect it can be said to be quite optimal, and from an environmental aspect quite optimal. The results of the field findings show that sustainable tourism development in the Nongkosawit Tourism Village has not implemented the principles of sustainable tourism. The stakeholders involved in tourism development in the Nongkosawit Tourism Village are grouped into three, namely primary, secondary, and key stakeholders which then form the Penta helix model. There are several supporting factors and factors that are considered to be obstacles to developing tourism in the Nongkosawit Tourism Village.

Keywords: Tourist; Sustainable Tourism; Tourism Village

How to Cite: Hidayati, R., Yuniningsih, T., & Larasati S, E., (2023). Sustainable Tourism Development In the Nongkosawit Tourism Village, Gunungpati District, Semarang City, Indonesian. PERSPEKTIF, 12 (4): 1215-1227

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ISSN 2085-0328(Print)
ISSN 2684-9305(Online)

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INTRODUCTION

The tourism sector is one of the SDG focuses, both directly and indirectly can help achieve SDGs. The tourism sector is also strategic and plays an important role in cultural preservation and economic growth which has contributed a lot to GDP. Salah Wahab said that tourism is a new industrial sector that can increase economic growth such as opening up jobs, community welfare, and helping improve other sectors (Prasodjo, 2017). Apart from that, tourism also has positive and negative impacts economically, socially, culturally, and environmentally (Zahra Ferlanika, 2015). This sustainable development is a guideline for sustainable tourism using an approach to the principles of sustainable development. In implementing sustainable development goals, the tourism sector has become a strategic sector and has the aim of preserving culture and the environment, creating peace and security, opening up employment opportunities, and increasing economic growth which has contributed as much as US$ 8.9 trillion in 2019 (10.3% of global GDP) and can provide 330 million jobs worldwide based on World Travel & Tourism Council (WTTC) data in 2020.

Indonesia as an archipelagic country has the potential for natural resources that can be managed and capable of creating tourist destinations. This tourism potential must be maintained and developed into a tourism industry so that it can benefit the community. Tourism development in Indonesia is carried out in an integrated manner through cross-sectoral coordination so that it can achieve success in development. Apart from that, the development of the tourism sector in Indonesia is also growing rapidly and has been designated as a leading sector because it can become a medium for integrating cross-sector programs and is also able to move other closely related economic sectors.

Based on Article 11 of Law No. 10 of 2009 concerning tourism, it is explained that tourism management and development requires a strategy and collaboration between the community, private sector, and central and regional governments (Fadisa et al., 2022). In recent years, tourism development in Indonesia has begun to apply the principles of sustainable tourism development, which aims to improve the community's economy, preserve culture and the natural environment, and strengthen national unity and world peace.

One of the strategic steps taken by the regional government to increase economic growth and community income is to form tourist villages that utilize local wisdom. Yoeti stated that a tourist village is an object that has a special attraction and can become a tourist destination (Chaerunissa & Yuniningsih, 2020). Meanwhile, Hadiwijoyo stated that a tourist village is a rural area that provides an atmosphere for people's daily life activities that have the potential to become tourist activities such as attractions, accommodation, culinary delights, and other tourist facilities (Agustine & Dwinugraha, 2021).

The city of Semarang has three tourist villages which were formed based on the Decree of the Mayor of Semarang Number 556/407 dated 21 December 2012, namely the tourist villages located in Gunungpati District, namely in Nongkosawit Village and Kandri Village and Mijen District in Wonolopo Village. Of the three tourist villages, Nongkosawit Village has not experienced significant development. Quoted from the Pokdarwis Pandanaran document, Kandri Village in 2018, tourist visits to Kandri Tourism Village amounted to 12,415 people, Wonolopo Tourism Village 5,769 people, while Nongkosawit Tourism Village itself only collected data on tourist visits in 2019.

<table>
<thead>
<tr>
<th>Year</th>
<th>Kandri Tourism Village</th>
<th>Wonolopo Tourism Village</th>
<th>Nongkosawit Tourism Village</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>6,787</td>
<td>4683</td>
<td>N/A</td>
</tr>
<tr>
<td>2017</td>
<td>8,863</td>
<td>5024</td>
<td>N/A</td>
</tr>
<tr>
<td>2018</td>
<td>12,415</td>
<td>5769</td>
<td>N/A</td>
</tr>
<tr>
<td>2019</td>
<td>12,662</td>
<td>N/A</td>
<td>278</td>
</tr>
<tr>
<td>2020</td>
<td>3925</td>
<td>N/A</td>
<td>77</td>
</tr>
<tr>
<td>2021</td>
<td>2407</td>
<td>N/A</td>
<td>80</td>
</tr>
<tr>
<td>2022</td>
<td>N/A</td>
<td>3,215</td>
<td>16</td>
</tr>
</tbody>
</table>

Source: Data processed in 2022
Nongkosawit Tourism Village has an area of 240,756 Ha and has different potential from other villages. However, since it was inaugurated in 2012, the Nongkosawit Tourism Village until now (2022) has not experienced significant development (Yuliati & Suwandono, 2016). Even though Nongkosawit Tourism Village has various kinds of Nongkosawit tourist village products ranging from plantations to rice fields which are rarely found in Semaran City (Edelweiss and Sugiri 2018).

The current development of the Nongkosawit Tourism Village has not provided benefits for all the people of the Nongkosawit Tourism Village. In fact, in recent years sustainable tourism development has been used as tourism development and has become the hope of all tourism actors in tourist destinations in the world (Junaid, 2020). To develop the existing tourism potential, there needs to be a development component including attractions, accessibility or facilities used to make things easier for tourists, amenities created by tourism actors, and activities (Suranny, 2020).

The development of tourist villages requires stakeholder roles such as participation from local communities and cooperation from other stakeholders such as the government, private sector, universities, and the mass media. Maryono (Handayani & Warsono, 2017) divide stakeholders into three groups, namely primary stakeholders who have direct influence and interests and play a role in implementing activities, key stakeholders who have legal authority in making decisions and are responsible for implementing tourism development, and secondary stakeholders who do not have direct interests but have great concern in the tourism development process.

Tourism development also requires interaction between government, the private sector, and society as is often explained in good governance. The governance approach encourages collaboration between government stakeholders and the community to solve public problems and needs (Dwiyananto, 2008). Collaboration between stakeholders is a basic innovation in creating competitiveness and economic growth. The creator of this innovation became known as the helix concept. Sturesson, E., Lindmark, A., & Nilsson Roos, M (Sumarto, 2021) The helix concept is the result of relationships between several stakeholders who play roles according to their institutional functions in society. The following helix concepts that have been developed are Tiplehelix, Quadruplehelix, Pentahelix, and Hexa Helix.

Based on the problems above, tourism development in the Nongkosawit Tourism Village is the background for the research because it is clear that the stakeholders have their respective duties and roles in developing the tourist village. Apart from that, sustainable tourism development is seen as an alternative to increasing economic growth in an area. So this research is important to carry out to overcome problems found in the field. Therefore, researchers are interested in conducting research entitled Sustainable Tourism Development of Nongkosawit Tourism Village.

RESEARCH METHODS

The research method used is descriptive qualitative which focuses on in-depth observations from various data sources. The data analysis used is interactive analysis by reducing data, presenting data, and drawing conclusions (Sugiyono, 2013).

The types of research data are primary data and secondary data. Primary data was collected by conducting in-depth interviews with informants and direct observation. Secondary data was obtained through literature studies, documentation, scientific journals and reports, government documents, and other documents.

The key informant in this research was the Chair of the Pokdarwis (tourism awareness group) of Nongkosawit Tourism Village using purposive sampling. Other informants were determined using the snowball sampling technique. Primary data sources were obtained from interviews with the Semarang City Culture and Tourism Office, local communities, tourism sector actors, and tourism actors involved in tourism development in Nongkosawit Village, while secondary data sources were documents, regulations, study results, theses, theses, dissertations, journals, news and information from the internet related to research. Then the data is made into a research matrix (interview transcript) and analyzed.
After reviewing all the analyzed data, the researcher checked the data by reducing the data, arranging the data into several units, determining the data, and checking the validity of the data. To test the validity of the data using source triangulation and method triangulation. Furthermore, the research results that have been triangulated will be applied using Nvivo as a data analysis method. Nvivo is a computer application used to process qualitative data produced by QSR International. The informants from this research are:

1. Semarang City Culture and Tourism
2. POKDARWIS (tourism awareness group)
3. Head/Employee of the Nongkosawit sub-district office
4. Chairman/Manager of the PKK
5. Nongkosawit Village Community
6. Academics
7. Youth organization
8. Mass media

RESULTS AND DISCUSSION
Tourism Development in Nongkosawit Tourism Village

Yoeti (Purba et al., 2021) Tourism development is a conscious and planned effort to improve existing products to be produced and then sold. In addition, tourism development aims to achieve development goals (Annatasya Yunita Nugroho, Amni Zarkasyi Rahman, 2022). So it can be concluded that tourism development is a way to solve tourism problems in the future and achieve development goals.

Nongkosawit Village has a variety of tourism potential such as typical food, art, and natural objects that can be developed as a tourism destination. In developing tourism, components are needed that can support its development. Nongkosawit Tourism Village has also begun to develop tourism support components by implementing the principles of sustainable tourism development by paying attention to nature conservation and sustainability. Cooper and Murdyastuti stated that the components of tourism development consist of attractions, accessibility or facilities used to make things easier for tourists, and amenities created by tourism actors and activities (Surannya, 2020). The following is the tourism development in Nongkosawit Tourism Village as follows:

a. Attractions

Attractions are anything that can be seen to attract tourists to visit a tourist destination in the form of performances specifically organized for tourists, interesting nature, and regional culture. Yoeti is in (Surannya, 2020) Attractions must be able to fulfill 3 (three) elements: something to see, something to do, and something to buy. The development of attractions in the Nongkosawit Tourism Village is divided into three, namely natural tourism, cultural tourism, and artificial tourism (Dyah Palupiningtyas & Heru Yulianto, 2018).

Natural tourism that can be developed in the Nongkosawit Tourism Village is Curug Mahtukung, the endemic flora and fauna of the Nongkosawit Tourism Village such as long-tailed macaques, fruit agrotourism, in Randusari there is a cattle farm which can be used as a livestock tourism site, and Jedhung has very large expanses of rice fields. spacious and beautiful, it could be said that the rice fields in Jedhung are the Ubud of Nongkosawit.
The Nongkosawit Tourism Village has a historical sequence of legendary stories about the occurrence of Nongkosawit, historical remains, traditional community activities that are routinely held and processed products and community crafts that are unique and rare and different from the others, such as genetic bracelets and wood carvings. Nongkosawit's cultural tourism attraction is the Kyai Bende Heritage Carnival in the Nongkosawit Tourism Village, ringgit puppets made from woven bamboo and accompanied by gamelan music.

Apart from that, there are also man-made attractions such as omah pang and handicrafts. Omah Pang is often used as a photo spot for tourists.

b. Activity
The activities in the Nongkosawit Tourism Village are educational tourism in the form of traditional games, learning to play the gamelan and there is training in making ringgit wayang, religious tourism in the Nongkosawit Village visiting the Saka Wali mosque which is the legacy of Sheikh Hasan Munadi as the first figure who spread Islam in the Nongkosawit Tourism Village. Then there is the burial complex of Prince Panji Hasta Gumelar who was a community leader in the Nongkosawit Tourism Village. Culinary tourism is like the one in one of the villages designated as a thematic village in Semarang City, namely Kampung Osin (Processed Cassava).
c. **Accessibility**

Accessibility to get to Nongkosawit Tourism Village is quite easy to reach and the location of the village is quite strategic. Apart from that, access to Nongkosawit, such as roads, public transportation, and street lighting, has been provided by the relevant agencies. Tourists who want to come to the Nongkosawit Tourism Village can use motorbikes, cars, and even buses can visit the Nongkosawit Tourism Village.

![Picture 5. BRT stop at Nongkosawit Tourism Village](Source: Researcher Document, 2022)

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**d. Amenities**

Amenities are various physical supporting facilities created by tourism actors to meet the needs of tourists at tourist attractions. The availability of amenities in the Nongkossawit Tourism Village is quite adequate. There is accommodation in the form of accommodation with a traditional nuance called Penginapan Villa Joglo in the RW 4 Kepoh area and the plan is that in RW 1 Nongkosawit there will be a homestay. Hadiwijoyo believes that good accommodation can enable tourists to take longer vacations to enjoy tourist destinations (Nugroho & Sugirti, 2018).
Other supporting facilities such as public toilets, and the parking lot in front of the sub-district, although not large enough, can be used to park buses, and in Nongkosawit there are prayer rooms and mosques spread across the Nongkosawit area. However, souvenirs or souvenirs are not yet available.

**Sustainable Tourism Development of Nongkosawit Tourism Village**

*Sustainable development* becomes a guideline for sustainable tourism consisting of economic, environmental, and socio-cultural dimensions. Lane believes that sustainable tourism has a synergistic relationship between tourist destinations and their environment and people, the creation of tour packages, and the tourism industry (Kristiana & Theodora M, 2016). In implementing sustainable tourism development, Nongkosawit Village uses various methods to develop tourism potential, such as nature conservation efforts by not hunting long-tailed macaques which are endemic fauna, and preserving nature, especially at the Mahtukung waterfall. Apart from that, the community also often holds community service and activities to maintain the cleanliness and preservation of the environment and utilizes unused pang waste for omah pang tourism. In Omah Pang there are various kinds of plants and there are even bonsai as an effort to preserve nature, especially trees. Meanwhile, Miller said that sustainable tourism is tourism management that aims at qualitative growth such as improving welfare, economy, and public health (Fadisa et al., 2022). Using Sinclair, et al (Junaid, 2020) Sustainable tourism consists of economic aspects which focus on how people obtain income from tourism activities. Second, the social and cultural aspects that use sustainable tourism as a medium for preserving culture. Third, the environmental aspect, namely utilizing environmental potential by applying the principles of sustainability so that
we can overcome the negative impacts caused by tourism activities.

Regarding sustainable tourism development, the Nongkosawit Tourism Village as cultural tourism can be used as an alternative to sustainable tourism by directly participating in developing environmental conservation and understanding the importance of preserving the culture within it. The main aim of this is to form awareness and understanding of tourism managers and the public in implementing cultural preservation attitudes now and in the future. Sustainable tourism development in the Nongkosawit Tourism Village, Semarang City using Swarbrooke's theory which looks at the environmental dimensions, economic dimensions, and social dimensions as follows:

a. Environmental Dimensions

The environmental dimensions of land carrying capacity that must be considered include natural, social, and carrying capacity which must adapt to environmental limits. Nongkosawit Tourism Village has a historical heritage and provides art and cultural packages that continue to be preserved. However, facilities and infrastructure such as public toilets are in poor condition. In developing tourism, the community has not applied ecological principles and some residents still kill long-tailed macaques because they are considered pests that destroy their fields, so it is necessary to provide education that also includes environmental conservation.

b. Economic Dimensions

Sustainable tourism development focuses on economic utilization, so people in the area must be involved in the tourism development process activities (Silviana & Mubarak, 2020). The activities of the Nongkosawit Tourism Village community have had a positive impact on the community from an economic perspective. In developing tourism in the Nongkosawit Tourism Village by making maximum use of community participation through community empowerment. The influence of tourism development in the Nongkosawit Tourism Village is to open up employment opportunities for the local community in the field of food, various types of products from cassava, typical of Osin Village and typical food of the Nongkosawit Tourism Village, the availability of homestays as tourist accommodation, parking for two-wheeled and four-wheeled vehicles, and tour guides, all of this can increase the income of each community. This will leverage the local economy so that it is hoped that the surrounding community will prosper. However, After the COVID-19 pandemic, all tourism activities in the Nongkosawit Tourism Village were closed and did not accept tourists to visit. This is what causes tourism development in the Nongkosawit Tourism Village to currently have no further effect on the economic growth of the people of the Nongkosawit Tourism Village, only partially. Apart from that, there needs to be support from the local government to support the existence of the development of the Nongkosawit tourist village through supportive policies.

c. Socio-Cultural Dimensions

The socio-cultural dimension is one of the important things in sustainable tourism development. In developing tourism in the Nongkosawit Tourism Village, you must collaborate with the surrounding local community to advance the tourism sector in addition to helping the economy of the village community. The influence of the construction and development of the Nongkosawit Tourism Village from a social perspective can be seen through the attitude of the surrounding community who have sufficiently supported the development of the tourist village by holding a kyai bende heritage cultural carnival around the village to the grave of Pangeran Panji Hasto Gumelar without causing social conflict between religions and the communities it passes through, even though the road conditions are congested.

Sustainable tourism development From a cultural perspective, it can be seen from the various cultural performances displayed from folk arts in the form of Kunthulan dance and Welcome dance, as well as cultural performances such as wayang ringgit. These cultural arts performances have all been accepted by all levels of society, both those around the Nongkosawit Tourism Village and other communities.

d. Identify Stakeholders

Deep Hertifah (Tilano & Suwitri, 2019) believes that a stakeholder is an individual or group of organizations, both men and women, who have an interest and influence in a development program activity. In developing tourism in the Nongkosawit Tourism Village,
stakeholders are needed who play a role and collaborate in the development process. Based on the research results, the stakeholders found can then be categorized based on their roles as stated by Maryono (Handayani & Warsono, 2017) which states that these stakeholders are divided into three groups, namely primary stakeholders, key stakeholders, and secondary stakeholders. These stakeholders have their respective roles and duties in helping to develop tourism potential in the Nongkosawit Tourism Village, Gunungpati District, Semarang City.

First, primary stakeholders who have direct influence and interest and play a role in the activity stages. Apart from that, these primary stakeholders are also directly affected (positive or negative) by an activity. The primary stakeholders in sustainable tourism development in the Nongkosawit Tourism Village are the people of the Nongkosawit Tourism Village. The community plays a role as the main actor in tourism development in the Nongkosawit Tourism Village. However, most of the people in Nongkosawit Tourism Village do not participate in the development of this tourist village. The community is also directly affected by the development activities of the Nongkosawit Tourism Village which has a positive impact, namely the opening of employment opportunities for the community, interaction between the community and tourists so that there is an exchange of information and culture,

Second, key stakeholders have legal authority in decision-making and have responsibility for implementing tourism development. Key stakeholders in the development of the Nongkosawit Tourism Village include the Semarang City Culture and Tourism Office, the Regional Development and Planning Agency, the Central Java Youth, Sports, and Tourism Service which has legal authority and the sub-district as a liaison between the community pokdarwis and the Semarang City Culture and Tourism Service and the City government Semarang and Pokdarwis Kandang Gunung as managers of the Nongkosawit Tourism Village.

Third, secondary stakeholders are stakeholders who do not have a direct interest in an activity plan. However, he has great concern for the development process. So it can be said that these supporting stakeholders become facilitators in the process of developing an activity including investors or private parties, NGOs, and researchers. Secondary stakeholders include external parties including the Semarang City Transportation Department, Semarang City Public Works Department, Nongkosawit Village, Nongkosawit Village PKK, Nongkosawit Village FKK, youth organizations, universities (Semarang State University, Diponegoro University, PGRI University Semarang, Wahid Hasyim University) and mass media. They have a concern for advancing and promoting tourism development in the Nongkosawit Tourism Village.

![Picture 8. Identification of Stakeholders in Nongkosawit Tourism Village](Source: Data processed using Nvivo software, 2022)
Helix Model in Tourism Development in Nongkosawit Tourism Village

Tourism development requires innovation and collaboration between stakeholders in which each stakeholder plays a role in accordance with its institutional function in society (Dani Rahu & Suprayitno, 2021). Innovation is the basis for creating competitiveness and economic growth in a country. The creator of this innovation became known as the helix concept. Sturesson, E., Lindmark, A., & Nilsson Roos, M (in Sumarto, 2021) said that several helix concepts that have been developed are Tiple helix, Quadruple helix, Pentahelix, and Hexa Helix.

Etzkowitz and Leydesdorff (Sumarto, 2021) state that the triple helix model was developed based on the idea of interactions between innovation development actors known as institutional fields (Government, Universities, Industry). The Quadruple helix model incorporates the helix of the Triple helix so that it is not only focused on government, industry, and universities but also on society (Sumarto, 2021). Meanwhile, the Penta helix model is a development of the triple helix and quadruple helix models which are refined into 5 actors by adding mass media (Sumarto, 2021). The helix model formed in the tourism development of Nongkosawit Tourism Village, Gunungpati District, Semarang City forms a stakeholder network in which there is the government (Semarang City Culture and Tourism Office, Semarang City Bappeda, Central Java Province Disporapar, Semarang City Transportation Service, Semarang City Public Works Service, and Subdistrict). The government’s role in financial support is currently only through guidance and training for the community. Higher education (Semarang State University, Diponegoro University, PGRI University Semarang, and Wahid Hasyim University), The industry in Nongkosawit Tourism Village is divided into two groups, namely Osin Village MSMEs which are still in the development stage, and the role of investors or CSR (corporate social responsibility) which does not yet exist, thus hampering tourism development in Nongkosawit Tourism Village. Community (Pokdarwis Kandang Gunung, FKK Nongkosawit Village, PKK Nongkosawit Village, Karang Taruna, and Nongkosawit Tourism Village Community), and mass media (metro TV, Suara Merdeka, Radar Semarang and Kompas TV). Thus, it can be seen from the number of stakeholders involved in the development of the Nongkosawit Tourism Village that it is a Penta Helix Model. Radar Semarang and Kompas TV). Thus, it can be seen from the number of stakeholders involved in the development of the Nongkosawit Tourism Village that it is a Penta Helix Model. Radar Semarang and Kompas TV). Thus, it can be seen from the number of stakeholders involved in the development of the Nongkosawit Tourism Village that it is a Penta Helix Model.

Picture 9. Penta Helix with Nvivo Analytics
(Source: Data processed using Nvivo software, 2022)
Supporting Factors and Inhibiting Factors for Tourism Development in Nongkosawit Tourism Village

In tourism development, of course, there are supporting and inhibiting factors that can later influence the course of tourism activities at the destination or tourist attraction (Sulistyadi et al., 2019). The factors that support and hinder the principle of sustainable tourism development are as follows: First, demographic development which includes population size, age structure, geographic distribution, income distribution, and statistics. Second, the economic development of a nation affects the performance of individual companies and industries. Therefore, it is very necessary to be able to identify changes, trends, and their strategic implications. Third, in political and legal developments, organizations and interest groups are competing with each other to get the desired resources and there is supervision of legal entities and laws. Fourth, socio-cultural development is related to the attitudes and cultural values of a society. Fifth, Technological development includes the institutions and activities involved in creating new knowledge. Sixth, the development of globalization includes new, relevant global markets that are changing, important international political events, and cultural and institutional characteristics that determine global markets.

Supporting factors in the development of environmentally friendly tourism in the Nongkosawit Tourism Village, Semarang City are socio-cultural developments and globalization developments which both support sustainable tourism development because the people of the Nongkosawit Tourism Village participate in cultural preservation and easily interact and promote people both domestically and abroad. without any limits.

The inhibiting factor in tourism development is that demographic developments in the Nongkosawit Tourism Village do not adapt to demographic realities, resulting in low community participation in tourism development in the Nongkosawit Tourism Village. The COVID-19 pandemic caused the tourism sector to stop for 2 (two) years, resulting in decreased economic growth and reduced participation in tourism development. From political and legal developments, there are Pokdarwis who have the most influence on tourism development in the Nongkosawit Tourism Village, however, the management and governance of the institution are still not well organized due to the interests of each member. Apart from that, there are no government regulations regarding sustainable tourism. Meanwhile, technological developments mean that digital marketing social media management is not yet optimal, such as rarely updating content on Instagram, which has an impact on the tourism development process in Nongkosawit Tourism Village. In general, tourism development in the Nongkosawit Tourism Village is not yet sustainable tourism development because the management of tourism development is carried out by the Kandang Gunung Pokdarwis, whose members are mostly elderly people, so they lack knowledge about information technology, how to package and market Nongkosawit Tourism Village products. So far, the development of Nongkosawit Tourism Village has only relied on tourism stakeholders to attract public interest in tourism in Nongkosawit Village. However, Funding for tourism development support is currently no longer provided because the government is focusing on development in other sectors such as the health sector to deal with COVID-19 which can make it difficult to innovate tourism development in the Nongkosawit Tourism Village. This is because the Semarang City Government prioritizes more important funding programs and the Semarang City Government provides indirect assistance in the form of funds but rather provides guidance and training to the community. The Nongkosawit Tourism Village has not yet collaborated with investors or the private sector, so sustainable tourism development is a bit hampered because there are no supporting funds.

CONCLUSION

Tourism development in Nongkosawit Village is quite good, there are tourist attractions, tourism activities, and fairly easy accessibility, with the village's strategic location, the availability of amenities in Nongkosawit Tourism Village is quite adequate. The Nongkosawit Tourism Village has implemented the principles of sustainable tourism development but still needs to be developed further. Identification of
stakeholders in tourism development in the Nongkosawit Tourism Village based on their roles consists of primary stakeholders, namely the key stakeholder community (Semarang City Disbudpar, Semarang City Bappeda, Central Java Diporapar, Nongkosawit Subdistrict, and Kandang Gunung Pokdarwis), and secondary stakeholders namely the Semarang City Transportation Agency, Public Works Department Semarang City, Nongkosawit Village, PKK and FKK Nongkosawit Village, youth organizations (UNNES, UNDIP, UPGRIS, UNWAHAS) and mass media. So in developing tourism in the Nongkosawit Tourism Village, a pentahelix model is formed, namely government, universities, industry, society, and mass media.

Several efforts can be made to develop tourism in the Nongkosawit Tourism Village and the government needs to make special tourism regulations or policies regarding sustainable tourism. Apart from that, the government and Pokdarwis can collaborate in cultural and environmental preservation activities by involving the community in managing tourism activities so that the community can also feel a positive impact. Carrying out more intense training and outreach to the community to increase community competence, while increasing community awareness can be done through digital literacy of local communities. Then, to increase synergy between stakeholders, this can be done by providing an attitude of mutual trust, improving communication, and collaborating according to their respective roles and main tasks.

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