

ASPECTS OF SUSTAINABILITY (SDGs) BERJO TOURISM VILLAGE, NGARGOYOSO DISTRICT, KARANGANYAR REGENCY

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Abstract. *Tourism over the last few decades has become the fastest growing industrial sector. In 2019 tourist visits around the world reached 1.5 billion tourists. One alternative tourism that can be run is a tourist village. Tourism carried out in rural areas must pay attention to aspects of sustainability and can provide various benefits for the village community. Berjo Village as a tourist village in Karanganyar Regency has developed quite significantly from an economic, social and environmental perspective. This study aims to find out and explain how the sustainable development aspects of Berjo Tourism Village are. This study uses a qualitative method with a phenomenological approach. Data were analyzed using the triple bottom line theoretical framework from John Elkington. The subjects of this study were the secretaries of Berjo Village, BUMDes managers and staff, heads and members of BPD, and the people of Berjo Village. Informants were selected using a purposive sampling technique. The results of the research data analysis show that the amount of tourism revenue that should be able to provide various benefits for the community, turns out to be an opportunity for acts of corruption carried out by village stakeholders and tourism managers. The sustainability aspect of Berjo Village tourism has encouraged the community to participate in the development and management of tourism so that it can improve the community's economy and cut unemployment. Reforestation programs, maintenance of the tourism environment and waste management have been carried out to maintain environmental quality.*

Keywords: *SDGs; Tourism Village; Independent Village; Berjo Village; Sustainable*

1. INTRODUCTION

SDGs as a global development agenda is an internationally agreed development approach under which 17 goals are pursued to end poverty, protect the planet and ensure that by 2030 all people can enjoy peace and prosperity. Therefore, the SDGs have three main pillars, namely human development, social economy and environment (KC, Dhungana, & Dangi, 2021; UNDP, 2022).

Prior to the COVID-19 pandemic, tourism had for decades been one of the fastest growing industries. In 1950 the number of international tourist arrivals amounted to only 25 million tourists, increasing to 674 million in 2000 and to 1.5 billion in 2019. As the number of tourist visits increases, the tourism sector has a positive impact on improving the economy, which in 2019 tourism accounts for about 10% of the global Gross Domestic Product (GDP). Furthermore, one in ten jobs in the world are also directly related to the tourism sector (BMZ, 2022). Since the agreement on the global sustainable development agenda (SDGs) in 2015, the tourism sector is expected to and must play a critical role in providing sustainable solutions for people, planet,

prosperity and peace. Tourism has the potential to contribute directly or indirectly to all sustainable development goals (UNWTO, 2019).

One of the efforts to organize alternative tourism is to present a rural area as a tourism village. A tourist village is a rural area that offers an overall atmosphere that reflects the authenticity of the countryside, both from socio-economic life, socio-culture, customs, daily life, building architecture and spatial structures that are unique, or economic activities that are unique and interesting and have the potential for the development of various tourism component (Ayuningsih, Pridia, & Teviningrum, 2019).

The village has a small scope and is traditional in nature, grows organically and slowly, and is managed by the local community. The natural resources and local culture of the village are preserved and determined to be a value and the local community benefits from the tourism that is carried out (Kastenholz, Eusébio, & Carneiro, 2018). Implementation of rural tourism must also pay attention to aspects of sustainability. The four main reasons for implementing a sustainable management system are to conserve sensitive areas, balance conservation and development demands, encourage community-based economic growth, and preserve local wisdom from rural areas (Ghaderi & Henderson, 2012). The community must be given the opportunity to take part because the ultimate goal of tourism activities is to improve the quality of life and welfare of the community. The role or participation of the community can be started from the stages of planning, implementing, managing or utilizing, monitoring, enjoying the results, and evaluating (Demartoto, Sugiarti, Utami, Widiyanto, & Adi, 2009; Trisnawati, Haryono, & Wardoyo, 2018).

Rural tourism carried out in several villages around the world can also contribute to achieving sustainable development goals (SDGs). Such as rural tourism in the districts of Debarq and Meket, Ethiopia which can help realize SDGs 12, namely contributing to community food security which is also assisted from the agricultural sector (Degarege & Lovelock, 2021). Homestay-based rural tourism activities in the Phou Kao Khouay national protected area in Laos can also provide support in realizing SDGs 1 without poverty and contribute to achieving SDGs 3 concerning community health and welfare (Pasanchay & Schott, 2021).

The emergence of tourist villages in Indonesia has experienced quite good development. Referring to data from the Central Statistics Agency (BPS) for 2018, out of a total of 83,820 villages, Indonesia already has 1,734 tourist villages. This number is an increase because in 2014 there were only 1,302 tourist villages (Luthfi, 2021). Meanwhile, according to data from the Karanganyar Regency Youth and Sports Tourism Office, in 2022 in Karanganyar Regency there will be 24 tourist villages (Ludiyanto, 2022).



Diagram 1. Number of Tourism Villages in Indonesia
Source: Badan Pusat Statistik (BPS) (2022)

One of the tourist villages that continues to be developed in Indonesia is Berjo Tourism Village. Berjo Village is one of the tourist village areas located in Ngargoyoso District, Karanganyar Regency which has several tourist objects, such as Jumog Waterfall, Suku Temple, Taman Hutan Rakyat (Tahura), Tenggir Park, Sendang Lawu and Madirda Lake. The total number of tourists visiting these tourist objects can reach 90,000 people within one month, which has implications for Berjo Village's Local Revenue (PAD) to reach 8 billion in a given year. This also has a positive impact on the welfare of the community because the Berjo Village government has a program of providing assistance to each RT of 10 million rupiah, providing basic food packages to underprivileged people, and provide assistance of 1 million rupiahs for tali asih to each family whose family member dies. Allocation of funds for village infrastructure improvements is also a program that has been implemented by the Berjo Village Government. Furthermore, the village government is also working on a tourism waste processing program to clean the environment and gas for residents, as well as a hydropower project that will utilize water from Madirda Lake. In fact, the current plan for the village government is to provide tuition assistance to students who excel and are less fortunate from Berjo Village, who are expected to be able to take part in advancing the village. the village government is also working on a tourism waste processing program to clean the environment and gas for residents, as well as a hydropower project that will utilize water from Madirda Lake. In fact, the current plan for the village government is to provide tuition assistance to students who excel and are less fortunate from Berjo Village, who are expected to be able to take part in advancing the village. the village government is also working on a tourism waste processing program to clean the environment and gas for residents, as well as a hydropower project that will utilize water from Madirda Lake. In fact, the current plan for the village government is to provide tuition assistance to students who excel and are less fortunate from Berjo Village, who are expected to be able to take part in advancing the village (Suhamdani, 2021).

2. LITERATURE REVIEW

The triple-bottom-line concept initiated by Elkington was later adopted by many organizations and institutions, such as the 2005 World Assembly (UN 2005) which

described how achieving sustainability is based on balancing demands on environmental, social and economic justice in the short and long term that protects the world's critical and renewable natural capital and address inequalities between countries (Henriques & Richardson, 2004; Wilson, 2015).

John Elkington through the concept of the Triple Bottom Line (TBL) seeks to provide insights related to development that takes into account three main things, namely social aspects (People), environmental sustainability (Planet), and economic benefits (Profit). The social dimension of TBL is related to the main aspects of sustainable development which refers to how the community will be affected and how the community can encourage this development (Lerman, Benitez, Gerstlberger, Rodrigues, & Frank, 2021). Achieving social sustainability will attract people because it will affect the quality of their life and work.

The environmental dimensions of TBL are related to waste management, pollution reduction and energy management. Sustainability goals are key indicators in regional development and growth. The abundant availability of natural resources can be an opportunity for innovation as renewable energy for environmental sustainability. The economic dimension relates to the importance of more sustainable long-term economic growth for all regions. The reason is that in areas that are being planned and built, the next generation will benefit from the development being carried out, which may in the future reduce the problem of stagnant economic growth and poverty problems (Lerman et al., 2021).

3. RESEARCH METHODS

This study uses a qualitative method with a phenomenological approach. Researchers collect data related to opinions, assessments, concepts, attitudes, stances, and giving meaning to circumstances or experiences in life. The purpose of phenomenological research is to find the meaning of the things that are fundamental or important from an experience (Wekke Suardi, 2019). John Creswell (1996) in (Raco, 2010) the main problem to be explored and understood from the phenomenological method is the understanding or meaning, structure, and nature of the life experiences of groups of people or individuals for a phenomenon that is experienced. The meaning to be explored in this research is the agency of a group of village stakeholders in developing a tourism village.

The data collection technique used in this study was through interviews, observation, and documentation studies. The research subjects consisted of village heads, BUMDes managers and financial staff, BPD chairmen and secretaries, and the people of Berjo Village who were selected by purposive sampling technique in order to be able to provide data in accordance with research problems (Mardalis, 2014). The collected data was analyzed using a qualitative approach accompanied by source triangulation: data reduction, data presentation, and drawing conclusions (Moleong, 2002; Sugiyono, 2016).

4. RESULT AND DISCUSSION

4.1. Berjo Tourism Village Development

The development of Berjo Village into a tourism village began in 2008. Prior to that, tourism development was initiated by a figure from outside the village named Pak

Dulah. The development of tourism villages is carried out because in the village area there are natural potentials that can be utilized as tourism, namely waterfalls and lakes. In 2008 Mr. Dulah handed over the development of a tourist village to the people of Berjo Village and was initiated by the village head who was serving at the time. This year also the Berjo Village BUMDes was formed as the agency that manages tourism in the region. At that time the government of Berjo Village provided capital of IDR 10,000,000 from the APBDes to BUMDes to build facilities at the Jumog Waterfall tourist attraction. Then from the two tourist attractions of Jumog Waterfall and Madirda Lake, BUMDes started managing stall to be rented out to traders.

Apart from the tourist attractions of Jumog Waterfall and Madirda Lake, Berjo Village also has other tourist objects, namely Taman Hutan Rakyat (Tahura) and Sukung Temple. However, only Jumog Waterfall and Telaga Madirda are managed independently by the village, Tahura and Sukung Temple are managed directly by the Provincial Government of Central Java because they have been designated as conservation areas and national cultural heritage. Since the opening of the tour, the development of Jumog Waterfall and Madirda Lake tourism has shown very good progress. Every month there are dozens to tens of thousands of tourists visiting Jumog Waterfall and Madirda Lake who come from various regions.

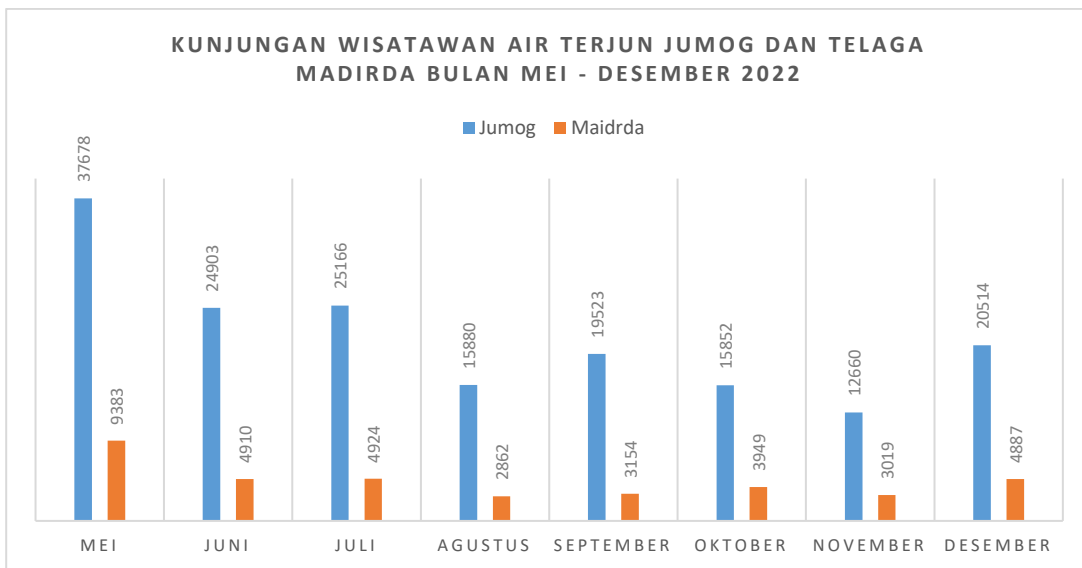


Diagram 3. Number of Tourist Visits to Jumog Waterfall and Telaga Madirda

The data diagram above is taken from tourist visit data managed by BUMDes Berjo. The number of tourist visits from May to December 2022 at the Jumog Waterfall and Madirda Lake attractions does not show statistics that always rise but is always stable at above 15 thousand tourists every month. The attractions of Jumog Waterfall and Telaga Madirda themselves are managed by a Village-Owned Enterprise (BUMDes) of Berjo Village. BUMDes of Berjo Village was founded in 2008 to coincide with the early days of tourism development in Berjo Village. The Berjo Village BUMDes staffing structure consists of 7 employees, namely commissioners (village heads), managers, secretaries, treasurers (financial staff), development and cleaning staff, etc. Since its inception, BUMDes continues to work closely with the village government and

the community to continue to develop and improve tourist object facilities so that the number of visitors can continue to increase. Before the pandemic, the number of tourist visits to the two attractions could reach 8,000 people every weekend.

The large number of tourist visits to Berjo Village certainly has a positive impact on village income. The amount of income earned each year makes Berjo Village BUMDes the richest BUMDes in Karanganyar Regency (Mashuri, 2021). Even in 2020 during the pandemic and the tourism sector was dimming, Berjo Village BUMDes earned revenue of 3.4 billion. It is said that outside of the pandemic, revenue can reach 4.5 billion just from the two tourist attractions, Jumog Waterfall and Madirda Lake. Of course, not all income from tourism goes into the village treasury. Revenue from the tourism sector will be divided into three parts, namely 30 percent goes to the tourism agency, 30 percent goes to the village treasury (PAD), and 40 percent goes to the BUMDes cash for maintenance and repair of tourist infrastructure as well as employee salaries. From the income earned, every year BUMDes can contribute tens to hundreds of millions of rupiah PAD to the government of Berjo Village.



Diagram 4. Total Income of Berjo Village from the Tourism Sector

Diagram 4 is compiled based on the income and expenditure data of Berjo Village for the last 5 years. Village income from the tourism sector shows positive progress. From 2018 – 2020 the statistics show an increase even though in 2021 it had decreased due to the Covid-19 pandemic. This decrease is considered normal because in 2021 a massive lockdown was imposed from the government in response to the soaring cases of people exposed to Covid-19, which limited people's mobility. When the Covid-19 case has started to decline and the lockdown has been relaxed in 2022, many people are returning to travel to relieve boredom which has implications for increasing tourist visits and village income.

4.2. Berjo Tourism Village Sustainability: Social, Environmental and Economic

Sustainability allows for the ability of the environment to support development and meet the needs of future generations while still fulfilling the needs of the present (Henriques & Richardson, 2004). Berjo Village as a tourism village has paid attention to several aspects of sustainability from the start of the tourism launch so that the tourism management that is carried out can last a long time and continue to provide benefits to the surrounding community. Several elements of society ranging from youth, farmers, traders, community leaders and other members of the community are continuously involved in maintaining and managing tourism. The purpose of this action is so that village tourism can continue to be sustainable and develop more and more advanced. Nearly 100 percent of the managers, employees and traders in the Berjo Village tourist attraction are local people. Communities with ID cards outside Berjo Village are not allowed to become employees or traders at tourist attractions.

4.2.1. Sustainability of social aspects

The social aspect of sustainability concerns how the community can be involved in tourism management and participate in encouraging sustainable development. Tourism management in Berjo Village is carried out independently by the local community. In the early days of the opening of the tour, the community worked together independently, starting with cleaning the environment around the tourist object, because it used to be filled with shrubs. The community is very supportive of tourism in the village because there are natural resources that have the potential to be developed into tourism.

The rapid development of tourism in Berjo Village is inseparable from the support and cooperation between village communities. Communities are encouraged to participate in tourism development because the benefits of tourism are obvious. The village began to be visited by many tourists, the community began to be absorbed as employees and traders, even the price of land around tourist sites also rose. There are around 60 employees ranging from managers to parking attendants who work at the Jumog Waterfall and Telaga Madirda attractions, all of whom are residents of Berjo Village. This number does not include traders and motorcycle taxi drivers who pick up and drop off at Jumog Waterfall, which totals nearly 200 employees. Communities with ID cards outside Berjo Village are prohibited from becoming employees, traders and motorcycle taxi drivers whose aim is that tourism in the village can provide benefits to the community and the community can also contribute to tourism management. This is in line with the statement from Mr. Winarno (BUMDes financial staff) and Mr. Iswanto (BUMDes planning and development staff) who are also informants in this study;

"So indeed all employees, parking attendants, traders and motorcycle taxi drivers in the Berjo Village tour are all residents with Berjo Village ID cards. We do ban people who don't have Berjo Village ID cards with the aim that the people of Berjo Village also benefit from this tour.... The community can also contribute to tourism management because the contents are the people of Berjo Village themselves" (result of interview).

Another community participation is that some farmers are involved in planting fruit commodities such as guavas and bananas whose crops can later be sold at tourist sites, especially at Jumog Waterfall. Farmers also become more profitable because the

crops sold at tourist sites can be sold at a higher price than the market price. There are many vendor stalls ranging from children's food sellers, fruits, merchandise, to heavy food selling in the waterfall tourist area.

From the progress to the development of the Jumog Waterfall and Madirda Lake tourism which attract many tourists, the people of Berjo Village have also started to develop a new tourism business by opening restaurants, lodging and Jeep attractions which are managed independently. The Jeep attraction is an activity that invites tourists to go around Berjo Village by riding a Jeep. Each car can be ridden by as many as 4-5 people including the driver with a one-way fare between 450,000 – 600,000 depending on the length of the route chosen. This is a positive thing because it can add to the tourist attractions offered in Berjo Village. Besides being able to provide benefits for car owners, the Jeep attractions also provide benefits for the children of Berjo Village. Once a week there is a turn for every mosque in Berjo Village for TPA children to be taken around the village by riding the Jeep. Indirectly this can also be an introduction to children about tourism in their village. As stated by Mr. Hartomo (chairman of BPD Berjo) as follows;

“Recently in Berjo Village there is also a Jeep car rental. This is managed privately by the residents so the results do not go into the village treasury. Later the tourists are invited to go around the village with the car. Usually the fare is between 450 thousand to 600 thousand depending on the route... once a week it is held for all the mosques in Berjo Village to take the TPA children around the village so that the children can be happy and share in the benefits of tourism in this village” (Interview result).

Based on the informant's statement above, the benefits of having tourism activities in Berjo Village are not only felt by the people who take part in managing and organizing village tourism. People who are still children can also feel it. Even though children are not yet encouraged to participate in tourism management, the existence of these activities will raise awareness for children that there are tours in their village that can benefit the people around them. This awareness can later become capital for sustainable tourism management that will be carried out by future generations. Because the management of sustainable tourism in the future requires qualified human resources because future challenges will be increasingly complex.

4.2.2. Sustainability of environmental aspects

The environmental dimension of TBL is related to waste management, pollution reduction and energy management which in its application and utilization must also pay attention to the negative impacts that may arise. The tourist object of Berjo Village, which is mostly natural tourism, needs maintenance and care so that tourism and the surrounding environment are not damaged. A maintained environment will add aesthetic value and attractiveness to tourists. Tours at Jumog Waterfall and Madirda Lake feature a beautiful and clean environment thanks to good management. The environment is cleaned regularly and lots of trash cans are provided so that visitors have no trouble disposing of trash in its place. However, some tourists and traders at the Jumog Waterfall tourist attraction complained a little regarding the lack of facilities for shelter when it rains. Many tourists find it difficult to find shelter other than in stalls and prayer rooms because the availability of places to shelter is not yet available.

During the opening of the tour which has been running for years there has never been a disaster or environmental damage resulting from the tour. Protecting the environment is carried out by carrying out greening around the tourist attraction so that it remains beautiful and does not cause environmental damage. Greening is carried out in collaboration with elements of the community and related agencies. The community is involved as implementing staff and the agency as a provider of plant seeds. Periodically management officers also conduct environmental observations to determine environmental conditions. If environmental conditions are found in the tour that are not good, the officer will make improvements. The tourism manager of Berjo Village is very concerned about environmental conditions so that the tourist attraction is not damaged and can continue to run because the benefits that the community gets from tourism are quite large. As the results of the interview with the informant Mr. Iswanto are as follows;

"For the maintenance of this tour, I, as the Planning and Development Staff at the BUMDes, periodically conduct visits to tourist sites to check whether there are damaged facilities or the environment. If there is, my team and I will immediately fix it... There is a greening program, but it is not carried out routinely or only at certain times. Here we are working with the community which consists of several community elements and youth as well as the Environment Agency to ask for help with plant seeds for the reforestation program. Because sometimes there are deforested forests, especially near Telaga Madirda, we plant them to prevent environmental damage" (result of interview).

4.2.3. Economic sustainability

The economic aspect allows the next generation to benefit from the development being carried out, which may in the future be able to reduce the problem of stagnant economic growth and the problem of poverty. Tourism development in Berjo Village, which in its management only involves the village community itself, is slowly starting to be able to overcome the community's economic problems. There are about 200 people who are absorbed into tourist attraction employees, traders and motorcycle taxi drivers at Jumog Waterfall. This is due to a regulation whereby people with ID cards outside Berjo Village are prohibited from becoming employees, traders or motorcycle taxi drivers with the aim that tourism in the village can provide benefits to the community, one of which is that it can improve the community's economy.

People who work as tourism employees get a salary every month which is taken from tourism income. Employee salaries range from 1.5 million to 4.5 million depending on the work unit they run. Many traders who used to work as farmers after the tour have switched professions to become traders. When he became a farmer, the income he earned was mediocre, but after becoming a trader, the income he earned was enough to meet his daily needs and be able to pay for his children's schooling. Based on the results of an interview with Mrs. Tukinem (a trader at the Jumog Waterfall tourist attraction), the informant stated;

"I used to be a farmer, after this tour I moved to become a trader. In the past, the income from farmers was very mediocre and sometimes even not enough, but Alhamdulillah, now this income from selling can meet daily needs and pay for my child's schooling" (result of interview).

The unemployment rate has decreased and the welfare rate for the people of Berjo village can also increase since village tourism has developed quite rapidly, even though in 2021 the number of pre-prosperous families has increased significantly due to the impact of the Covid-19 pandemic. This is also the result of a policy that prohibits people outside the village from working and being employees at tourist attractions, which makes many village people absorbed as employees or traders which has implications for increasing the family economy of the community. Village youths who were previously unemployed can now work and earn income by becoming parking attendants or motorcycle taxi drivers at the Jumog Waterfall tourist attraction. The distance between the vehicle parking lot and the tourist entry counter is quite far, making this motorcycle taxi service quite attractive to tourists.

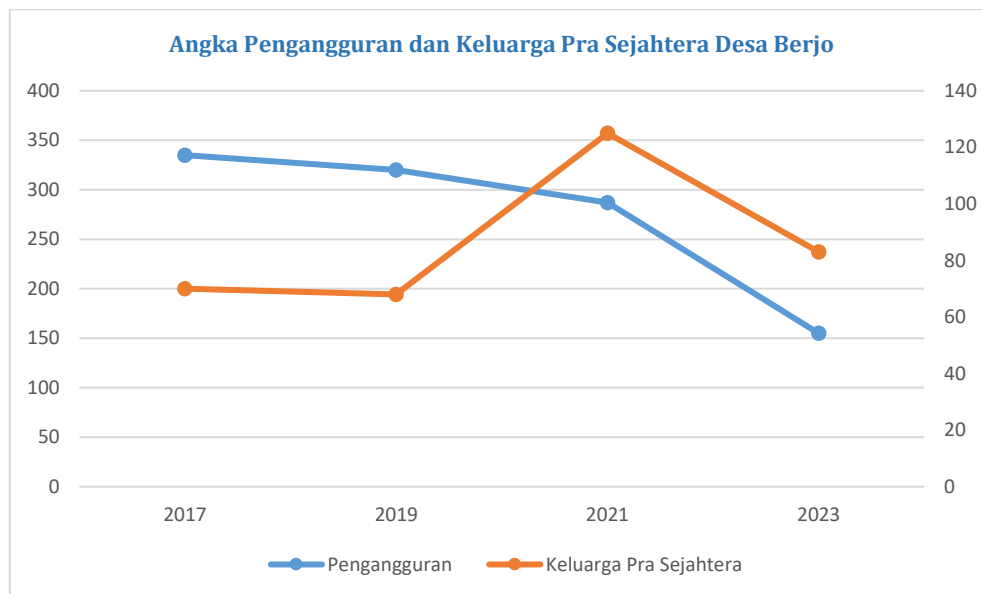


Diagram 5. Number of Unemployed and Pre-Prosperous Families in Berjo Village

Although tourism management in the economic aspect has provided various benefits to the community, on the other hand it has also created loopholes for acts of corruption that are detrimental to society and the state. There has been a misappropriation of tourism revenue funds by the village head (commissioner) and the BUMDes manager which has caused losses to state finances of up to 1.16 billion rupiah. This incident led to the village head and BUMDes manager being arrested by the Karanganyar District Prosecutor's Office and officially detained because he had been charged and demanded a sentence by the Semarang Corruption Court (Tipikor). (Salafudin, 2023).

Management of BUMDes that is less transparent and accountable is suspected to have occurred over the last few years. Communities from RT and RW elements complain that the tourism revenue funds that go into the village's PAD are too small, considering that the income earned by BUMDes for a year can reach billions of rupiah. This situation prompted 90 percent (65 out of 75 people) of RT and RW in Berjo Village to hold a village meeting (Musdes) with the village government and BPD on 24 February 2023 to discuss and agree on the dissolution of BUMDes staff and BUMDes

supervisors. BUMDes are deemed to have violated because they have unilaterally appointed staff and supervisory bodies without seeking approval from the village government or from elements of the community through village meetings. In the Musdes, all deliberation participants also demanded BUMDes employees to provide LPJ to the village government as accountability. The occurrence of corruption cases committed by village heads and BUMDes managers has greatly harmed the community. They consider that BUMDes is an asset that Berjo Village is proud of which must be managed properly and provide benefits to all Berjo Village people because the assets generated annually can reach hundreds of millions to billions of rupiah.

CONCLUSION

Berjo Village Tourism is showing significant development and can become one of the advanced tourist villages in Karanganyar Regency with annual revenues reaching billions of rupiah and the average number of tourist visits per month can reach 25 thousand tourists. Tourism management agents and village governments are aware and aware of the potential of their village as a means to realize village tourism sustainability so that tourism can be carried out and enjoyed by the community in the future. It can be said that the sustainability of the Berjo tourism village which is driven by a tourism agent has been going quite well. In the social aspect, the village community has been encouraged and participated in the development and management of tourism, the results of which can support the success of the economic aspect by increasing the community's economy and reducing the number of unemployed. However, the large economic income from the tourism sector is also an opportunity for corruption cases to occur which have cost the community and the state more than one billion rupiah. The sustainability of environmental aspects has also been carried out by carrying out greening and maintenance of the tourism environment as well as good tourism waste management.

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