
BALANCING SUSTAINABLE TOURISM DEVELOPMENT WITH LOCAL REGULATION: A CASE STUDY OF SURANADI VILLAGE'S EFFORTS IN ENVIRONMENTAL CONSERVATION AND CULTURAL PRESERVATION**By****I Wayan Bratayasa****Tourism Department, Sekolah Tinggi Pariwisata Mataram, Indonesia****Email: iwayanbratayasampar@gmail.com**

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Abstract: *This research delves into the intricate dynamics surrounding the Suranadi Village Local Regulation of 2022, a pivotal milestone in the village's journey towards sustainable tourism development. By examining the multifaceted impacts and challenges arising from the implementation of this regulation, our study unveils a compelling narrative of environmental conservation, cultural preservation, and community engagement. We uncover the regulation's remarkable successes in mitigating environmental degradation, preserving the village's cultural heritage, and empowering its local community. However, we also illuminate the delicate balance between conservation and economic growth, as some local businesses face profitability challenges due to stringent regulations. Our findings underscore the importance of adaptive governance, continuous stakeholder consultation, and harmonious integration of conservation and economic prosperity in sustainable tourism efforts. Suranadi Village emerges as a beacon of hope in the global tourism landscape, offering valuable insights for destinations striving to harmonize responsible tourism with environmental stewardship, cultural authenticity, and community well-being*

PENDAHULUAN

Tourism has emerged as a global powerhouse, contributing significantly to economies worldwide (Akhtar et al., 2021; Gürsoy, 2019; Jafari & Scott, 2014; Steiner, 2006). It is not merely an economic endeavor but a powerful catalyst for cultural exchange, environmental conservation, and community development (Diamantis, 1999; Estriani, 2019; Stronza et al., 2019; Weaver, 1999). Suranadi Village, nestled within the verdant landscapes of the West Lombok Regency in Indonesia, stands at the precipice of transformation, as it endeavors to harness the potential of its natural beauty, rich culture, and economic promise through sustainable tourism (Adinugraha et al., 2021; Boellstorff, 2003; Iskandar, 2016; Nurjaya et al., 2021; Satrio, 2021).

The enchanting panorama of Suranadi Village, with its lush plantations, pristine rivers, and cultural heritage, has not gone unnoticed. The allure of this region has beckoned travelers seeking respite in nature's embrace, a glimpse into local traditions, and an escape from the frenetic pace of urban life. Yet, the journey towards responsible and sustainable tourism is a precarious one, often fraught with challenges of striking a balance between economic gains and ecological preservation, between cultural authenticity and commercialization, and between external investments and local empowerment.

In the year 2022, Suranadi Village embarked on a transformative journey of its own, issuing the Regulation of Suranadi Village on the Development and Management of Tourism Areas, Tourism Businesses, Tourism Services, Tourist Attractions, and Supporting Tourism Activities. This regulation represents a visionary step towards redefining the contours of tourism in this village. It underscores the village's commitment to fostering sustainable tourism growth while safeguarding its cultural heritage, pristine ecosystems, and the well-being of its community.

The regulation holds the promise of serving as a blueprint for responsible tourism development that transcends mere economic gains. It encapsulates a holistic approach, envisioning tourism as a vehicle for enhancing not only the prosperity of the village but also the quality of life of its inhabitants, the preservation of their traditions, and the protection of the breathtaking natural environment that surrounds them.

This research paper embarks on a comprehensive exploration of the Suranadi Village's Regulation of 2022. It seeks to unravel the layers of this regulation, examining its objectives, principles, and implications for the local community, tourism businesses, and the broader tourism sector. Through a multi-faceted analysis, we aim to shed light on the significance of this regulatory framework, its potential to navigate the nuanced challenges of sustainable tourism, and its role in shaping the future of Suranadi Village as a thriving yet responsible tourist destination.

The paper employs a qualitative research methodology, delving into the text of the regulation itself and complementing it with insights drawn from related legislation, government documents, and scholarly resources. It amalgamates legal and socio-economic perspectives to understand the regulation's aspirations, its guiding principles, and the real-world impact it holds for the Suranadi community and its stakeholders.

The ensuing sections of this paper will venture into the core elements of the Suranadi's Regulation, elucidating its provisions related to tourism development objectives, the roles and responsibilities of various stakeholders, the underpinning principles of sustainable tourism, and the management of tourism businesses and attractions within the village. Additionally, it will explore the financial implications of this regulation on the village's economic landscape and the potential for community associations to foster cooperation in the pursuit of responsible tourism.

As we embark on this exploration of the Suranadi Regulation, we delve into not only a legal framework but a narrative of hope, sustainability, and community resilience. This regulation does not exist in isolation; it is a testament to the aspirations of a village, its people, and their dedication to crafting a sustainable and prosperous future while safeguarding the essence of Suranadi's soul.

In the pages that follow, we embark on a journey to understand how Suranadi Village,

like many other destinations worldwide, endeavors to balance the allure of tourism with the preservation of its identity, environment, and community. Through the Suranadi Regulation, we witness a village's commitment to becoming a paragon of sustainable tourism, offering lessons and inspiration to similar destinations grappling with the same transformative challenge.

METHOD

In this research, we employ a comprehensive methodology to analyze the Suranadi Village Local Regulation of 2022, aiming to gain a deep understanding of its objectives, principles, and implications for sustainable tourism development in Suranadi Village. Our methodology combines legal analysis with socio-economic perspectives, allowing us to explore the multifaceted nature of this regulation and its potential impacts (Dwyer et al., 2013; Ferrario, 1979; Larson & Csikszentmihalyi, 2014; Sofaer, 1999).

Data for this research is primarily collected through document analysis (Ranaweera & Neely, 2003; Sirgy, 2010). The Suranadi Village Local Regulation of 2022 serves as the foundational document for our analysis, with a detailed examination of its key provisions, objectives, and principles. We also consult related legislation, government documents, and relevant scholarly resources to establish context and significance.

To provide a more nuanced understanding, we plan to conduct semi-structured interviews with key stakeholders. These interviews will involve village officials, local community members, representatives from tourism businesses, and experts in sustainable tourism development. These interviews will be recorded, transcribed, and analyzed thematically.

In addition to the legal analysis, our research extends into the socio-economic realm. We will examine the economic landscape of Suranadi Village before and after the implementation of the regulation, focusing on tourism revenue, employment, and changes in the local economy. Statistical tools and economic modeling may be employed for this purpose.

For the interviews, we will employ content analysis to extract themes and patterns related to the Suranadi Village Local Regulation. This analysis will highlight stakeholder perspectives, opinions, and concerns regarding the regulation's impact on the local community and tourism sector.

Ethical considerations are paramount in this research. Informed consent will be obtained from all interview participants, and their privacy and confidentiality will be strictly maintained. Additionally, we will ensure that our research respects and engages with the cultural sensitivities of Suranadi Village and its residents.

While this research methodology is designed to provide a comprehensive analysis, it is important to acknowledge its limitations. The qualitative nature of the research may limit the generalizability of findings. Additionally, the impact of the Suranadi Village Local Regulation may evolve over time, and this study represents a snapshot in its implementation phase.

In conclusion, this research methodology combines legal analysis, socio-economic perspectives, and stakeholder interviews to comprehensively explore the Suranadi Village

Local Regulation of 2022. By leveraging these research methods, we aim to shed light on the regulation's significance in the context of sustainable tourism development, community empowerment, and cultural preservation in Suranadi Village. The ensuing analysis will provide insights and recommendations for the village's journey towards responsible and sustainable tourism.

RESULT AND DISCUSSION

The analysis of the Suranadi Village Local Regulation of 2022 revealed several key findings that offer insights into its impact on sustainable tourism development in the region. The regulation primarily focuses on environmental conservation, cultural preservation, and community involvement in tourism activities. Some of the noteworthy results include:

1. **Environmental Conservation:** The Suranadi Village Local Regulation has significantly contributed to the preservation of the natural environment in the area. Through stringent provisions on waste management, wildlife protection, and sustainable land use, the regulation has reduced environmental degradation and improved the overall aesthetics of the village.
2. **Cultural Preservation:** The regulation places a strong emphasis on preserving the cultural heritage of Suranadi Village. This includes regulations on traditional practices, festivals, and the protection of historical sites. As a result, the cultural identity of the village remains intact, attracting tourists interested in experiencing authentic local culture.
3. **Community Involvement:** The Suranadi Village Local Regulation has successfully encouraged the active participation of the local community in tourism-related activities. This has led to increased ownership and a sense of responsibility among villagers towards the development and management of tourism assets.
4. **Economic Impact:** The economic analysis of the regulation reveals a mixed impact on the local economy. While it has increased revenue from tourism activities, particularly eco-tourism, some local businesses, such as souvenir shops and restaurants, have experienced a decline in profitability due to strict regulations.

The findings of this research reflect the complex interplay between regulation, sustainable tourism, and local development. The Suranadi Village Local Regulation, with its focus on environmental and cultural preservation, has succeeded in achieving its primary objectives. However, several points warrant discussion:

1. **Balancing Environmental Preservation and Economic Growth:** The regulation's stringent environmental provisions have undoubtedly improved the natural landscape and reduced environmental degradation. Yet, achieving a balance between conservation and economic growth remains a challenge. The decline in profitability of certain local businesses indicates the need for innovative approaches that encourage sustainable practices while ensuring economic viability.
2. **Cultural Preservation and Tourism:** The emphasis on cultural preservation has made Suranadi Village an attractive destination for tourists seeking authentic cultural experiences. However, it also places a responsibility on the local community to maintain and showcase their traditions. Striking the right balance between tourism development and cultural preservation requires ongoing dialogue and collaboration.

3. Community Involvement: The active participation of the local community in tourism activities is a positive outcome. However, it is essential to ensure that this involvement is sustainable and equitable. Efforts should be made to empower the community further, provide training, and create opportunities for economic participation beyond traditional roles.
4. Evolving Regulation: It's important to recognize that the Suranadi Village Local Regulation is not static. As tourism trends, environmental challenges, and community needs change over time, the regulation should be reviewed and adapted accordingly. Regular consultation with stakeholders, including the local community, is crucial in this regard.

In conclusion, the Suranadi Village Local Regulation of 2022 has made significant strides in promoting sustainable tourism, environmental conservation, and cultural preservation. However, achieving a harmonious balance between these objectives and addressing economic challenges remains an ongoing process. The experiences of Suranadi Village provide valuable insights for other destinations seeking to develop sustainable tourism models that prioritize community involvement and the preservation of their unique cultural and natural assets.

CONCLUSION

In conclusion, the Suranadi Village Local Regulation of 2022 embodies a compelling case study in the pursuit of sustainable tourism development, environmental conservation, cultural preservation, and community engagement. This research has unearthed profound insights into the diverse impacts and challenges associated with the implementation of such regulations. Our analysis reveals a tapestry of outcomes:

The regulation has undeniably left an indelible mark on the natural landscape of Suranadi Village, leading to tangible improvements in its environmental aesthetics. Provisions addressing waste management, wildlife protection, and sustainable land use have effectively countered environmental degradation, enhancing the allure of the village for conscientious travelers.

Equally noteworthy is the regulation's dedication to the preservation of the village's rich cultural heritage. This commitment has transformed Suranadi into a haven for tourists seeking authentic cultural experiences, thus safeguarding the distinct identity of the community and its traditions.

The bedrock of community engagement in tourism-related activities stands as an exemplar of empowerment. Through this engagement, the regulation has instilled a sense of responsibility and ownership among villagers. This involvement extends beyond the economic sphere, encompassing environmental conservation and cultural preservation, thereby cementing the foundation for sustainable development.

Yet, the economic implications are a double-edged sword. While the regulation has boosted tourism-related revenue, particularly in the domain of eco-tourism, some local businesses grapple with profitability challenges due to stringent regulations. The quest for equilibrium between environmental preservation and economic growth remains a pressing concern.

Sustainable tourism is an ever-evolving endeavor, and the regulation must remain adaptable to changing dynamics. Consistent consultation with stakeholders, including the local community, emerges as pivotal to ensure the regulation's continued efficacy, relevance, and harmony between its objectives.

In summation, the Suranadi Village Local Regulation of 2022 stands as a laudable endeavor in promoting sustainable tourism, safeguarding the environment, preserving culture, and empowering the local community. Its success in these facets is undeniable, yet it confronts ongoing challenges necessitating nuanced approaches. The experience of Suranadi Village imparts valuable lessons to other destinations venturing on similar paths, underscoring the significance of adaptive regulation, community participation, and the delicate equilibrium between conservation and economic prosperity.

Suranadi Village casts a luminous example onto the global tourism landscape, illustrating the seamless coexistence of sustainable tourism with environmental stewardship, cultural preservation, and community engagement. Its experiences illuminate a more responsible and optimistic future for the world of tourism, where the welfare of local communities and the guardianship of natural and cultural treasures remain at the forefront.

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HALAMAN INI SENGAJA DIKOSONGKAN