

The Role Of Local Non-Governmental Organization In Managing Kahianga Tourism Village

^a Agung Edi Rustanto; ^b Nina Nurrahmah; ^c M. Havidz Aima

^{a,b} Esa Unggul University; ^c YPTK Putra Indonesia University

ABSTRAK

Tujuan utama penelitian ini adalah menganalisis secara mendalam mengenai peran NGO lokal dalam mewujudkan tata kelola desa wisata Kahianga yang berkelanjutan. Penelitian ini menggunakan pendekatan kualitatif dengan teknik pengumpulan data melalui wawancara mendalam, observasi dan studi dokumentasi. NGO lokal dalam hal ini Wakatobi Sintasu mempunyai peran penting dalam mewujudkan tata kelola desa wisata Kahianga yang berkelanjutan dengan meningkatkan kapasitas masyarakat melalui pelatihan dan pendampingan teknis yang berpedoman pada Peraturan Menteri Pariwisata nomor 14 tahun 2016 tentang pedoman tata kelola pariwisata berkelanjutan yaitu pengelolaan destinasi pariwisata berkelanjutan, pemanfaatan ekonomi bagi masyarakat lokal, pelestarian budaya bagi masyarakat sekitar, dan pelestarian lingkungan. Wakatobi Sintasu meningkatkan kapasitas masyarakat melalui pelatihan dan pendampingan teknis bertema pariwisata berkelanjutan, pengolahan pangan lokal, pengelolaan homestay, pengembangan organisasi masyarakat dan pengelolaan keuangan, pengorganisasian di desa wisata, pengembangan produk wisata dan pengelolaan perjalanan di desa wisata serta pengelolaan pemandu wisata, kebersihan, keamanan dan kelestarian lingkungan desa wisata serta praktik dasar pengelolaan sampah di desa wisata.

ABSTRACT

The main aim and objective of this research is to carry out and in-depth investigation of the role of local NGOs in realizing sustainable governance within the Kahianga tourist village. This research employs a qualitative approach, utilizing data collection techniques such as in-depth interviews, observation, and documentation studies. In this case, local NGOs, exemplified by Wakatobi Sintasu, play a vital role in achieving sustainable governance of Kahianga tourist village by enhancing community capacity through training and technical assistance. This assistance is guided by Minister of Tourism Regulations number 14 of 2016, focusing on guidelines for sustainable tourism governance, encompassing sustainable tourism destination management, economic utilization for local communities, cultural preservation for surrounding communities, and environmental conservation. Wakatobi Sintasu enhances community capacity through training and technical assistance covering themes such as sustainable tourism, local food processing, homestay management, community organization development, financial management, and organization in tourist villages. Additionally, they focus on basic waste management practices within these areas.

INTRODUCTION

To give appreciation to the community driving the tourism sector and accelerating village development and sociocultural and village economic transformation, the Ministry of Tourism and Creative Economy is rolling out a superior program, namely the Indonesian Tourism Village Award (ADWI) (Kustiani, 2022). ADWI also supports regional governments in developing tourist villages to increase economic growth, people's welfare, and poverty, overcome unemployment, preserve nature, the environment, and resources, and advance culture.

ARTICLE HISTORY

Submitted: 09 11 2023

Revised: 28 12 2023

Accepted: 29 12 2023

Published: 1 2 2024

KATA KUNCI

Kolaborasi; Tata Kelola; NGO; Desa Wisata

KEYWORDS

Collaboration; Governance; NGO; Tourism village

According to the Indonesian Tourist Village Award program, 1,831 tourist villages in Indonesia can potentially market their tourist attractions to tourists (Kemenparekraf, 2022). One of the Indonesian tourist villages included in the Top 100 Indonesian Tourism Village Awards is Kahianga Tourism Village, located in East Tomia District, Wakatobi Regency, Southeast Sulawesi. The Kahianga tourist village is a traditional village that still maintains its local wisdom through traditions and culture (Kemenparekraf, 2023).

However, until now, the phenomenon in the field shows that the Kahianga tourist village still needs to offer more tourist attractions. So far, the tourist attractions are limited to just taking fun selfies. Apart from that, there are still obstacles to accessibility to the main attractions of the Kahianga tourist village. Tourists still have to go through the streets behind residents' houses, filled with rubbish, to get to the main tourist attraction of Kahianga village. The Kahianga tourist village also needs public toilets, and souvenir traders and tour packages must be better coordinated. This village also needs more human resources competent in English to become local guides who can accompany foreign tourists visiting Kahianga village. If this is allowed to continue to happen, the tourism potential of Kahianga village will not be managed well and will not have any positive impact on the surrounding community (Kemenparekraf, 2023)

The success of developing the tourism sector indeed cannot be separated from the synergistic collaboration of various parties, namely the government, private sector, academics, media, and, of course, the community, so that they can manage tourist villages optimally (Tjilen et al., 2023). Collaboration with various parties can provide new perspectives to tourism village managers in solving the current problems (Zheng, 2023). Apart from that, collaboration can also strengthen relationships between stakeholders to work together in making decisions to implement public policies (Barandiarán et al., 2019; Benedetto et al., 2016).

In this case, the government makes regulations, monitors and evaluates development, and integrates tourism programs in villages with programs from stakeholders (Ardika et al., 2020; Scott & Marzano, 2015). The Kahianga village government has made policies related to the development and management of Kahianga village tourism, namely community-based where the arrangement and management are by the community and for the community, which is carried out functionally by the Kahianga village tourism management group (PERDES KAHIANGA, 2020). Meanwhile, NGOs collaborate with other parties to create quality tourism human resources by empowering the community through government programs (White et al., 2022). Therefore, researchers are interested in raising the topic of the role of local NGOs in the governance of the Kahianga tourist village. The topic discussed in this research is critical because in realizing tourism village governance, NGO involvement is an essential factor in realizing sustainable tourism governance (Burbano et al., 2022; Rocca & Zielinski, 2022; Sørensen & Grindsted, 2021). NGOs can be intermediaries that unite various stakeholders to collaborate in villages to be better (White et al., 2022). The approach used by NGOs plays a significant role in empowering the community. The process of building knowledge, creativity, competence, thinking power, utilizing resources and attitudes or actions better than before is the main target of NGOs (Razzaq et al., 2013)

In this research, the researcher focuses more on the role of local NGOs in realizing the governance of the Kahianga tourist village. The problem formulation in this research is the role of local NGOs in the governance of the Kahianga tourist village. This research aims to analyze the role of local NGOs in building optimal collaboration with other stakeholders to realize sustainable governance of the Kahianga tourist village.

Literature Review

Collaboration Between Stakeholders

Implementing a tourism program requires collaboration between stakeholders such as the government, private sector, community, academics and the media (Tjilen et al., 2023). The government plays an important role in developing tourism by formulating policies and regulations that can be used as a guide for all parties in developing tourism in an area (Scott & Marzano, 2015). The Kahianga village government has made a policy regarding the development and management of Kahianga village tourism, namely community-based where the arrangement and management is by the community and for the community which is carried out functionally by the Kahianga village tourism management group (PERDES KAHIANGA, 2020).

Furthermore, the private sector plays a role as a supporting agent that contributes to providing other resources such as providing capital, technology and innovations that are created and synergized with all stakeholders so that they are beneficial for the development of tourism in a region (Andhita et al., 2020). Conceptually, the basic principle of community-based tourism is involving the community as the main actor through various empowerment activities (Rocca & Zielinski, 2022). This is where NGOs play a role in creating quality tourism human resources through empowering local communities (Andhita et al., 2020; Arfani, 2022; White et al., 2022).

Meanwhile, academics have a role in providing research-based data which can later be used as input for policy makers, so that the policies they make can become complete policies (Arfani, 2022; Nurulwahida et al., 2020; Vani & Priscilia, 2020). The role of media in tourism development is to provide support in disseminating information, digital tourism marketing, creating creative tourism content (Ardika et al., 2020; Nurulwahida et al., 2020; Vani & Priscilia, 2020). Without support from all stakeholders, all existing programs will not run optimally (Burbano et al., 2022).

From the opinions of the experts above, it can be concluded that collaboration between stakeholders is very much needed in realizing sustainable governance of the Kahianga tourist village. With collaboration between stakeholders, it can increase community involvement in the tourism sector, build awareness, role and empowerment of the community in managing their tourist village and help with marketing to build the image of the village as a competitive tourist destination.

The Role of NGOs in the Tourism Sector

In general, NGOs have a role in encouraging increased collaboration between various actors to jointly develop sustainable tourism (Burbano et al., 2022; Sørensen & Grindsted, 2021). NGOs can be intermediaries that unite various stakeholders to collaborate in developing tourism in villages for the better (White et al., 2022). The approach used by NGOs plays a very important role in empowering the community. The process of building knowledge, creativity, competence, thinking power, utilizing resources and attitudes or actions better than before are the main targets of NGOs (Kusuma et al., 2023; Razzaq et al., 2013).

In particular, NGOs have roles including providing input to the government and community regarding tourism program initiatives and policy making, providing financial resources, namely in the form of access to funding and/or physical resources such as providing building materials and educational materials, further collaborating

with local communities, building capacity. community and government officials through education and training in managing tourist attractions, and building public awareness about the uniqueness of surrounding tourist destinations and connecting local communities with external organizations (White et al., 2022). Apart from that, NGOs also have a big role in the management and marketing activities of a tourist attraction (Kusuma et al., 2023). NGOs also play a role in explaining environmental issues, mobilizing and increasing local community participation, and providing technical expertise among local communities (Ghasemi & Hamzah, 2013).

From the opinions of the experts above, it can be concluded that NGOs have a role in helping the government to increase community empowerment, create quality tourism human resources, run programs that are in line with government programs, establish partnerships with other parties, and motivate the community to participate actively for the progress of the village. The role of NGOs is very important in realizing sustainable tourism village governance because NGOs can be a connecting organization that can unite various actors to collaborate to help the community develop tourism in the village through various training and mentoring programs according to the community's needs in managing their tourist villages.

Guidelines for Sustainable Tourism Governance

In the principles of good tourism governance according to Cox, tourism development and development must be based on local wisdom that reflects the unique cultural heritage of the environment. Apart from that, good tourism governance also consists of maintaining, protecting and improving the quality of resources which are the basis for developing tourism areas. The development of new tourist attractions with local cultural characteristics has also become one of the benchmarks for good tourism governance (Pradana et al., 2021).

Several good tourism governance ideas are also applied to overcome the challenges faced in managing tourist villages in the Kampung Lampion Kode 18 area in Yogyakarta, such as stakeholder involvement, community participation and training related to sustainable resource use, environmental carrying capacity and promotion (Pradana et al., 2021).

A study of good and sustainable tourism governance at an ecological resort in Taiwan identified indicators of sustainable tourism governance consisting of the level of guest satisfaction, management of natural and human resources, as well as environmental, socio-cultural and economic management by creating jobs for local communities (Lee et al., 2021).

In Cameroon West Africa's Campo Ma'an National Park (CMNP), local community involvement is considered the most significant indicator of tourism governance to increase tourism's contribution to sustainable resource management (Forje & Tchamba, 2022). Apart from that, in tourism management in Kampung Kopi Gombongsari, community empowerment based on good tourism governance is carried out by involving all stakeholders, sustainable use of resources, and advocacy for local cultural values (Hernanda et al., 2018).

Minister of Tourism Regulation Number 14 of 2016 concerning guidelines for sustainable tourism destinations as a reference for realizing management of protection, utilization and development of areas as sustainable tourism destinations

contains guidelines for sustainable tourism management, namely management of sustainable tourism destinations, economic utilization for local communities, cultural preservation for the community and visitors, and environmental preservation (Permenpar Nomor 14, 2016).

From the opinions of the experts above, it can be concluded that the guidelines for sustainable tourism management include the development and development of tourism based on local wisdom, local cultural traditions and environmental preservation, the community as the subject or main actor in village tourism development, and being able to increase the economic income of local communities.

Many previous studies have been conducted regarding the role of local NGOs in tourism village governance (Ardika et al., 2020; Kusuma et al., 2023; Nurulwahida et al., 2020; Purba & Setiawan, 2022; Razzaq et al., 2013; Suherlan et al., 2022; Wahidah & Suherman, 2022; White et al., 2022; Winarno et al., 2021). However, these studies mostly talk from the perspective of the government's role as a policy maker and very little talk about the involvement of NGOs in the tourism sector, let alone tourist villages, especially the Kahianga tourist village. So that in this way the originality of the research carried out by the researcher can be seen.

RESEARCH METHODS

This research used a qualitative approach by conducting in-depth interviews, observations, and documentation studies of informants. Primary data collection techniques used by researchers are observation and interviews. The researcher made observations by taking several field notes during the observation, positioning himself as an observer, and analysing the actual conditions in the field. Meanwhile, interviews were carried out by asking informants several semi-structured questions. Meanwhile, to obtain secondary data, researchers conducted documentation studies by studying regulations, SOPs, and websites that were relevant to the research.

Data analysis techniques used in this research include data reduction, data display, and verification. Data reduction is done by sorting relevant data, focusing on essential things, searching for themes, and finding patterns. Data display is done by systematically understanding and compiling the data obtained to obtain an overview of the problem or situation. The presentation of data in qualitative research is usually in narrative text, making it easier to understand what happened and design further work based on what has been understood. Concluding/verification is the process of drawing conclusions, which are new findings that have not previously existed. Findings can be in the form of a description or picture of an object that was previously still vague or dark so that after examination, it becomes clear. After obtaining data that is considered valid by the researcher, the researcher must then carry out a validity test on the data. The strategy chosen by researchers in this study was triangulation. Triangulation can improve understanding of complex phenomena, where agreement between multiple sources confirms their validity. This research will use the triangulation strategy by triangulating data sources. Researchers tested the validity of the data obtained by comparing data obtained through observation, interviews, and documentation studies. Apart from that, the researcher will also compare the results of interviews between informants until the researcher obtains saturated data. Using a triangulation strategy of data sources, researchers assume that the data from the analysis can have higher validity. So that the research results are accurate or valid, researchers also conducted regular interviews with the same informants to ensure the accuracy of the interview data obtained by previous researchers.

RESULTS AND DISCUSSIONS

In this research, the researcher discusses the role of a local NGO, namely Wakatobi Sintasu, in the governance of the Kahianga tourist village. Wakatobi Sintasu is a non-governmental organization initiated by social activists representing representatives from the islands, namely Wangi-Wangi, Kaledupa, Tomia, and Binongko in Wakatobi Regency, Southeast Sulawesi Province. One of Wakatobi Sintasu's roles is to carry out community development, (community coaching), organizing and empowering village communities, including strengthening community organizations, financial management/financial literacy, developing local products, and managing homestays. Furthermore, training and coaching in the tourism sector include destination management training programs and TOTS (Tourism Skill Training) training for tour guides. Wakatobi Sintasu has expertise in destination marketing through digitalizing social media marketing and website management, familiarizing trip media and national tour operators, branding, segmenting, targeting, selling, and positioning processes.

One of Wakatobi Sintasu programs carried out in the Kahianga Tourism Village is Community Coaching on Sustainability (COCOS). Community Coaching on Sustainability (COCOS) or community mentoring on sustainability aspects is a capacity building program for tourist villages to prepare tourism products that are relevant to market needs.

In realizing sustainable management of the Kahianga tourist village in accordance with Minister of Tourism Regulation Number 14 of 2016, namely sustainable tourism destination management, economic utilization for local communities, cultural preservation for surrounding communities, and environmental preservation. The COCOS program has 9 training and mentoring workshop themes, namely introduction to sustainable tourism, cleanliness, health, safety and environmental sustainability (CHSE), development of community organizations in tourist villages, financial management of organizations in tourist villages, development of tourism products and travel management in tourist villages, strengthening the skills of tour guides in tourist villages, local food processing in tourist villages, basic waste management practices in tourist villages, and homestay management in tourist villages.

1. Sustainable Tourism Destination Management

In realizing sustainable tourism destination management, Wakatobi Sintasu increases community capacity through training and technical assistance with the theme of sustainable tourism.

Some of what is taught in the training and mentoring on the topic of sustainable tourism are about tourism and its impacts, such as the definition of tourism and the scope of the tourism business, tourism objectives, elements of the tourism Penta helix, tourism systems, tourism impacts, demand for new tourism markets and the four pillars of sustainable tourism.

Therefore, Wakatobi Sintasu's role in increasing community capacity through training and technical assistance related to sustainable tourism can realize one of the indicators of sustainable tourism governance, namely the management of sustainable tourism destinations in Kahianga village.

2. Economic Utilization for Local Communities

In realizing economic benefits for local communities, Wakatobi Sintasu increased community capacity through training and technical assistance related to local food processing, homestay management, development of community organizations, and financial management of organizations in tourist villages.

The training content package offered on this topic is getting to know local food and the role of organizations in the preparation stage of local food processing, such as identifying food ingredients and their availability, identifying tourists' tastes or food needs, making food recipes, coordinating with food providers, and controlling the cleanliness of kitchens and areas. Eating and toileting, the responsibilities and appearance of cooks and food servers, good kitchen practices, cooking, serving food, and managing food waste.

Furthermore, homestay management in tourist villages provides a general overview of accommodation businesses, mainly homestays in tourist villages, from preparation to implementation. In this topic, we are taught to get to know the homestay business and the role of village community organizations in managing homestays, such as creating a homestay database, making reservations and being a liaison between guests and homestay owners, making homestay regulations in the village, making security and safety regulations. Next, get to know the role of the homestay owner in managing the homestay in a sustainable manner, namely identifying needs in managing the homestay, checking family readiness, dividing tasks, providing good service, implementing sustainability practices, and procedures for receiving and serving guests, cleanliness and sustainability practices in the homestay, as well as how to communicate well with guests, handle complaints, determine selling prices and share profits and implement CHSE in homestays.

Then, develop community organizations in tourist villages. Through this topic, tourist village communities are starting to form community organizations and strengthen existing ones by paying attention to the village vision and mission and each organization administrator's primary duties and functions. The content package offered in this topic consists of definitions of village community organizations and organizations, pre-formation of tourist village community organizations (CBT), socialization of CBT programs in villages, formation of CBT organizations in villages, strengthening organizational or institutional capacity, main tasks and functions, SOP (Standard et al.) for tourist village organizations and organizational work programs.

Lastly, the financial management of organizations is in tourist villages. Through this topic, community organizations can have knowledge and skills in managing organizational finances. Good, correct, and orderly financial management will help improve the operations of organizations and tourist villages and their business units. The training content package offered in this topic is about COCOS financial management of organizations in tourist villages, the function of money and financial management, financial planning in organizations, cooperation in financial management, simple bookkeeping, accountability reports to organizations, and determining selling prices.

The local food processing training from Wakatobi Sintasu made the people of the Kahianga tourist village start to develop local food in the form of Kahianga coffee into a delicious, healthy, clean product and become a culinary tourism attraction for every tourist who visits Kahianga tourism village. Now, almost all residents grow coffee on their respective plantations and process it themselves into tourism products with economic value because coffee is the most sought-after product by tourists as souvenirs from the Kahianga tourist village.

1. Cultural Preservation for the Surrounding Community

The people of Kahianga Village still prioritize simplicity and maintain the cultural values their ancestors passed down in various aspects of life. Apart from agricultural and fishing activities as the primary source of economic income, the community also has various very productive

activities, from developing bamboo-based handicraft arts to processing coffee beans and local food types based on diversification.

In realizing cultural preservation for the surrounding community, Wakatobi Sintasu increases community capacity through training and technical assistance related to tourism product development, travel management in tourist villages, and tour guide management.

The approach contained in this training and mentoring theme is the development of market-based tourism products so that tourist villages will be more focused by paying attention to market segmentation of the potential possessed by tourist villages. Therefore, training and mentoring on this theme seek to provide insight into the role of village organizations in designing tour packages and managing travel risks and human resources in tourist villages while still implementing sustainability aspects. At the end of the training, the administrators of tourist village organizations and their respective fields became more confident in developing and promoting their villages to the broader tourism market. Some of the things taught in this training and mentoring are the concept of tourism products, which consists of the definition of tourism products and classification of tourism products, how to design sustainable tour packages according to market needs, which introduces the definition of tour packages and steps for designing sustainable tour packages and according to market needs, managing tourist trips such as how to connect villages with tour operators, managing tour package bookings, as well as creating and managing guest response sheets, managing risk, safety and first aid in case of accidents, managing human resources (HR) for tour guides in the tourist village.

Tour guides are also essential in implementing tourism, especially in tourist villages. This form of service is also an essential value for tourists so that they can enjoy tourism products at a destination. Therefore, training and mentoring on this theme seek to provide insight into the role of integrated tour guides in village organizations, the technical skills of tour guides, and the implementation of sustainable tourism. At the end of the training and mentoring, the administrators of tourist village organizations and their tour guides are expected to become more confident in providing services to tourists and bringing their villages to a broader tourism market. Training and management assistance for tour guides in this tourist village is focused on improving scouting skills and techniques and implementing sustainability aspects. Some of the things that are trained and accompanied in this training are the duties and roles of tour guides in guiding tourists, which consist of the definition of a tour guide, general categories of tour guides, the function of tour guides in the organizational structure of tourist village communities, the character of tour guides, how to look professional, tour guide behavior, tour guide ethics and how to manage emergencies.

Next, how to build relationships with tourists, such as how to build good relationships with tourists, how to communicate verbally and non-verbally, listening skills when communicating, how to shake hands, how to manage emotions in communicating, what are good topics to talk about, and getting to know the nature/ tourist characteristics. Then, I learned how to handle complaints when guiding using the HEAT method (Hear them out, empathize, apologize, and take action). Finally, how to develop skills in tourist guiding activities such as preparations that must be prepared before starting tourist activities, how to welcome guests and introduce yourself, directing tourist activities, carrying out tourist activities, storytelling techniques, primary photo, and video documentation techniques, instructions for managing changes to travel plans, and how to end tourism activities.

Therefore, it is hoped that Wakatobi Sintasu's role in increasing community capacity through training and technical assistance related to tourism product development and travel management in tourist villages and tour guide management can realize one of the indicators of

sustainable tourism governance, namely cultural preservation for the community around Kahianga village.

Environmental Conservation

In realizing environmental preservation for the surrounding community, Wakatobi Sintasu increases community capacity through training and technical assistance related to cleanliness, safety, and environmental sustainability for tourist villages and basic waste management practices in tourist villages. All the training topics related to cleanliness, safety, and environmental sustainability for tourist villages provide an overview of environmental conservation by planting trees in protected forest areas every year.

Furthermore, the training topic on basic waste management practices in tourist villages aims to help tourist villages manage their waste. The topics in this training discuss the relationship between tourism and waste, a general overview of waste and its types, 5R waste management, and action plans. Through this training, the tourist village community can learn the importance of maintaining cleanliness and managing waste properly, starting from the village community organization administrators and passing it on to the village community. In this way, tourist villages can stand out with their sociocultural uniqueness and clean and healthy village appearance. This training teaches a general overview of waste, the role of organizations in waste management in tourist villages, and the principles and application of 5R (Reduce, reuse, recycle, repair, replant) in waste management. Basic environmental conservation practices have also been carried out by recycling plastic waste and making liquid and solid organic fertilizers.

DISCUSSIONS

This research analyzes in depth the role of local NGOs in building optimal collaboration with other stakeholders to realize sustainable governance of the Kahianga tourist village. The results of this research show that the role of Wakatobi Sintasu in realizing sustainable governance of the Kahianga tourist village is carrying out community development (community coaching) organizing and empowering village communities including organizing strengthening village community organizations, financial management/financial literacy, developing local products and managing homestays. This is consistent with a study conducted by (Razzaq et al., 2013) which explains that the role of NGOs in realizing sustainable tourism village governance leads to increasing community capacity, namely by building community awareness, knowledge, skills and understanding of tourism activities. This finding is also strengthened by a study (White et al., 2022) which states that NGOs also play a role in providing empowerment to the community to create quality and motivating tourism human resources, educating the community to actively participate in supporting sustainable tourism village governance.

This study also found that in realizing sustainable governance of the Kahianga tourist village, Wakatobi Sintasu has a Community Coaching on Sustainability (COCOS) program or community assistance in aspects of sustainability which is a capacity building program for tourist villages to prepare tourism products that are relevant to market needs. The concept of sustainable tourism village governance is the background for the development of this program with four pillars as the foundation for tourism development, namely destination, social, economic and environmental governance. This is in line with social exchange theory (Lee et al., 2021) which states that local community empowerment is an indicator of good and sustainable tourism governance. These findings are also supported by a study of good and sustainable tourism governance at an ecological resort in Taiwan which identified guest satisfaction, natural

resource management, human resource management, environmental management, and socio-cultural management, as indicators of sustainable tourism governance (Lee et al., 2021)

The next thing found in this research is that in realizing sustainable tourism destination management in Kahianga village, Wakatobi Sintasu increased community capacity through training and technical assistance with the theme of sustainable tourism. Overall, this sustainable tourism training topic provides a detailed overview of the concept of sustainable tourism and examples of its application in managing tourist villages. Through training and mentoring with this theme, tourist village communities can have an interest and awareness about the importance of implementing sustainable tourism in tourist destinations. Tourist villages can also be active contributors to realizing sustainable tourism and at the same time supporting government programs. These findings are supported by a study (Burbano et al., 2022) which explains that the role of NGOs in the tourism sector should be maximized to jointly build sustainable tourism. This is also in accordance with the tourism governance study conducted in Campo Ma'an National Park (CMNP) Cameroon, West Africa, which involved the participation of all stakeholders in tourism development, especially local communities, to increase the contribution of tourism to sustainable resource management (Forje & Tchamba, 2022). In addition, the results of this research reinforce previous findings in the management of tourist villages in the Kampung Lampion Kode 18 area in Yogyakarta that stakeholder involvement, community participation and training related to sustainable resource use, environmental carrying capacity and promotion can support the realization of sustainable tourism village governance (Pradana et al., 2021).

In this study it was also found that to realize the economic use of local communities, Wakatobi Sintasu increased community capacity through training and technical assistance related to local food processing, homestay management, development of community organizations, and financial management of organizations in tourist villages. Through this training, the community can start developing delicious, healthy, clean and safe local food, as a culinary tourism attraction in their village. Furthermore, homestay management in tourist villages provides a general overview of accommodation businesses, especially homestays in tourist villages, from the preparation stage to implementation, and emphasizes the importance of the existence of village community organizations and how to manage these organizations so that they can support the sustainability of tourist villages and business units within them. These findings are in accordance with a study conducted by (White et al., 2022) which explains that NGOs have a role in providing empowerment to the community in order to create quality and motivating tourism human resources, educating the community to actively participate in supporting sustainable tourism village governance. The results of this research also strengthen studies conducted by (Andhita et al., 2020; Made et al., 2021) in Pecatu village and Pejeng village, Bali, which stated that village financial management carried out in a transparent, accountable and participatory manner is a form of governance. manage a sustainable tourist village.

Wakatobi Sintasu also increases community capacity through training and technical assistance related to tourism product development and travel management in tourist villages and tour guide management to realize cultural preservation for the surrounding community. Training and mentoring on this theme seeks to provide insight into the role of village organizations in designing tour packages and managing travel, risks and human resources in tourist villages while still implementing sustainability aspects. Apart from that, training and mentoring on the theme of tour guide management also seeks to provide insight into the integrated role of tour guides in village organizations, the technical skills of tour guides and the implementation of sustainable tourism. The results of this research also strengthen the study conducted by (Kusuma et al., 2023) regarding the role of NGOs in supporting community-based tourism

programs and working under the coordination of local governments.

The results of this study also provide a scientific contribution regarding the role of Wakatobi Sintasu in increasing community capacity through training and technical assistance related to cleanliness, safety and environmental sustainability for tourist villages and basic waste management practices in tourist villages in realizing environmental preservation for the surrounding community. The training topic on basic waste management practices in tourist villages aims to help tourist villages manage their waste. Through this training, the tourist village community can learn the importance of maintaining village cleanliness and how to manage waste properly, starting from the village community organization administrators and passing it on to the village community. These findings strengthen previous research conducted by (Ghasemi & Hamzah, 2013) in Ulu Geroh Village, Gopeng, Malaysia which identified that in realizing sustainable tourism village governance, NGOs play a role in explaining environmental issues, mobilizing and increasing community participation. locally, and providing technical expertise among local communities.

CONCLUSIONS AND SUGGESTIONS

Local NGOs, in this case Wakatobi Sintasu, have an important role in realizing sustainable governance of the Kahianga tourist village by increasing community capacity through training and technical assistance guided by Minister of Tourism Regulations number 14 of 2016 concerning guidelines for sustainable tourism governance, namely sustainable tourism destination management, economic utilization for local communities, cultural preservation for surrounding communities and environmental preservation. Wakatobi Sintasu increases community capacity through training and technical assistance with the themes of sustainable tourism, local food processing, homestay management, community organization development, and financial management, organization in tourist villages, tourism product development and travel management in tourist villages and tour guide management, cleanliness, safety and environmental sustainability for tourist villages and basic waste management practices in tourist villages. In realizing sustainable tourism destination management in Kahianga village, Wakatobi Sintasu increases community capacity through training and technical assistance with the theme of sustainable tourism. To realize the economic use of local communities, Wakatobi Sintasu increases community capacity through training and technical assistance related to local food processing, homestay management, development of community organizations, and financial management of organizations in tourist villages. Wakatobi Sintasu also increases community capacity through training and technical assistance related to tourism product development and travel management in tourist villages and tour guide management to realize cultural preservation for the surrounding community. Wakatobi Sintasu's role is to increase community capacity through training and technical assistance related to cleanliness, safety and environmental sustainability for tourist villages and basic waste management practices in tourist villages in realizing environmental preservation for the surrounding community.

There are still a number of issues with this study that require correction. This research was conducted in the Kahianga tourist village, which is a newly established tourist village and is just learning to realize sustainable tourist village management. So that future research can be carried out in different tourist villages to gain broader insight into sustainable tourism village management. Second, this research only looks at the role of local NGOs without identifying the role of NGOs from outside Wakatobi which have contributed to realizing the governance of the Kahianga tourist village. Therefore, further research can enrich this literature by adding the role of NGOs outside Wakatobi in realizing the governance of the Kahianga tourist village.

REFERENCES

- Andhita, C., Kirana, D., & Artisa, R. A. (2020). *Pengembangan Desa Wisata Berbasis Collaborative Governance di Kota Batu* (Vol. 6, Issue 1). Jurnal Administrasi Publik. <http://journal.unismuh.ac.id/index.php/kolaborasi>
- Ardika, I. W., Ardhana, I. K., & Setiawan, I. K. (2020). Pentahelix Model Application for Tourism Development Strategy. *International Journal of Linguistics, Literature and Culture*, 6(2), 12–20. <https://doi.org/https://doi.org/10.21744/ijllc.v6n2.864>
- Arfani, M. (2022). Kolaborasi Pentahelix dalam Upaya Pengurangan Risiko Bencana pada Destinasi Wisata Di Desa Kalanganyar Sidoarjo. *Jurnal Syntax Transformation*, 3(1), 104–120. <https://doi.org/10.46799/jst.v3i1.497>
- Barandiarán, X., Restrepo, N., & Luna, Á. (2019). Collaborative governance in tourism: lessons from Etorkizuna Eraikiz in the Basque Country, Spain. *Tourism Review*, 74(4), 902–914. <https://doi.org/10.1108/TR-09-2018-0133>
- Benedetto, G., Carboni, D., & Corinto, G. L. (2016). Governance of Sustainable Tourism in a Vast Area Surrounding a National Park. *Procedia Environmental Sciences*, 32, 38–48. <https://doi.org/10.1016/j.proenv.2016.03.010>
- Burbano, D. V., Valdivieso, J. C., Izurieta, J. C., Meredith, T. C., & Ferri, D. Q. (2022). “Rethink and reset” tourism in the Galapagos Islands: Stakeholders’ views on the sustainability of tourism development. *Annals of Tourism Research Empirical Insights*, 3(2). <https://doi.org/10.1016/j.annale.2022.100057>
- Forje, G. W., & Tchamba, M. N. (2022). Ecotourism governance and protected areas sustainability in Cameroon: The case of Campo Ma’an National Park. *Current Research in Environmental Sustainability*, 4. <https://doi.org/10.1016/j.crsust.2022.100172>
- Ghasemi, M., & Hamzah, A. (2013). *BIMP-EAGA Journal for ASSESSING THE EXECUTIVE SUCCESS OF NON-GOVERNMENTAL ORGANIZATIONS IN IMPLEMENTING COMMUNITY-BASED ECOTOURISM PROJECTS: A CASE STUDY OF MALAYSIAN NATURE SOCIETY (MNS) WITHIN ORANG ASLI COMMUNITY AT ULU GEROH VILLAGE, GOPENG, MALAYSIA*.
- Hernanda, D. W., Mindarti, L. I., & Riyanto, R. (2018). Community Empowerment Based on Good Tourism Governance in the Development of Tourism Destination (Case Study of Kawah Ijen Tourism Buffer Zone “Kampung Kopi” Gombongsari Village, Kalipuro District, Banyuwangi Regency). *Journal of Indonesian Tourism and Development Studies*, 6(2), 126–135. <https://doi.org/10.21776/ub.jitode.2018.006.02.08>
- Kemenparekraf, K. P. dan E. K. (2022). *Anugerah Desa Wisata*. Kemenparekraf.Go.Id. <https://jadesta.kemenparekraf.go.id/>
- Kemenparekraf, K. P. dan E. K. (2023, July 27). *Desa Wisata Kahiana (Dewi Kahyangan)*. Kemenparekraf.Go.Id. https://jadesta.kemenparekraf.go.id/desa/kahiana_dewi_kahyangan
- Kustiani, R. (2022). *3 Program Unggulan Kementerian Pariwisata dan Ekonomi Kreatif di 2022*. Tempo.Co. <https://travel.tempo.co/read/1562572/3-program-unggulan-kementerian-pariwisata-dan-ekonomi-kreatif-di-2022>
- Kusuma, A., Praja, A., Chairuddin, B., & Dewi, M. P. (2023). THE ROLE OF STAKEHOLDERS IN SUPPORTING THE HOSPITAL TOWARDS MEDICAL TOURISM SERVICES. *The Seybold Report*, 17(11), 719–730. <https://doi.org/10.5281/zenodo.7350769>
- Lee, T. H., Jan, F. H., & Liu, J. T. (2021). Developing an indicator framework for assessing sustainable tourism: Evidence from a Taiwan ecological resort. *Ecological Indicators*, 125. <https://doi.org/10.1016/j.ecolind.2021.107596>
- Made, I., Komang, S., & Saputra, A. K. (2021). SOCIALIZATION OF THE IMPLEMENTATION OF GOOD VILLAGE GOVERNANCE AND SUSTAINABILITY VILLAGE CREDIT INSTITUTIONS:

- COMMUNITY SERVICE IN PEJENG VILLAGE, TAMPAKSIRING DISTRICT, GIANYAR REGENCY, BALI. *International Journal of Business, Economics and Law*, 24.
- Nurulwahida, S., Syafriyana, Y., & Sukmana, O. (2020). Journal of Local Government Issues Collaboration with Pentahelix Model in Developing Kajoetangan Heritage Tourism in Malang City. *Journal of Local Government Issues*, 3(1), 1–17.
- PERDES KAHIANGA. (2020). Perdes DESA KAHIANGA TENTANG DESA WISATA,,,,,. *Peraturan Desa Kahiyanga*.
- Permenpar Nomor 14. (2016). *Peraturan Menteri Pariwisata Republik Indonesia Nomor 14 Tahun 2016 Tentang Pedoman Destinasi Pariwisata Berkelanjutan*.
- Pradana, G. W., Rahman, A., & Haryono, H. (2021). Tourism Village Management Requires Good Tourism Governance: Study in the Kampung Lampion Code 18 Yogyakarta area. *JPSI (Journal of Public Sector Innovations)*, 6(1), 20–27. <https://doi.org/10.26740/jpsi.v6n1.p20-27>
- Purba, A. S., & Setiawan, I. (2022). Analisis Konsep Penta Helix dalam Pengembangan Potensi Wisata di Kampung Bekelir Tangerang. *Formosa Journal of Multidisciplinary Research*, 1(4), 919–930. <https://doi.org/10.55927>
- Razzaq, A. R. A., Mohamad, N. H., A.Kader, S. S. S., Mustafad, M. Z., (Dr), M. Y. Ab. H., Hamzah(Dr), A., & Khalifah(Dr), Z. (2013). Developing Human Capital for Rural Community Tourism: Using Experiential Learning Approach. *Procedia - Social and Behavioral Sciences*, 93, 1835–1839. <https://doi.org/10.1016/j.sbspro.2013.10.126>
- Rocca, L. H. D., & Zielinski, S. (2022). Community-based tourism, social capital, and governance of post-conflict rural tourism destinations: the case of Minca, Sierra Nevada de Santa Marta, Colombia. *Tourism Management Perspectives*, 43(July). <https://doi.org/10.1016/j.tmp.2022.100985>
- Scott, N., & Marzano, G. (2015). Governance of tourism in OECD countries. *Tourism Recreation Research*, 40(2), 181–193. <https://doi.org/10.1080/02508281.2015.1041746>
- Sørensen, F., & Grindsted, T. S. (2021). Sustainability approaches and nature tourism development. *Annals of Tourism Research*, 91. <https://doi.org/10.1016/j.annals.2021.103307>
- Suherlan, H., Adriani, Y., Evangelin, B. C., & Rahmatika, C. (2022). Keterlibatan Masyarakat dalam Mendukung Program Desa Wisata : Studi Deskriptif Kualitatif pada Desa Wisata Melung , Kabupaten Banyumas. *BARISTA: Jurnal Kajian Bahasa Dan Pariwisata*, 9(1), 99–111. <https://doi.org/10.34013/barista.v9i01.623>
- Tjilen, A. P., Tambaip, B., Cara, I., & Phoek, A. (2023). Planning of Collaborative Governance in Tourism Management; A Perspective. In *International Journal of Research Publication and Reviews* (Vol. 4, Issue 1). www.ijrpr.com
- Vani, R. V., & Priscilia, S. O. (2020). Model Pentahelix Dalam Mengembangkan Potensi Wisata di Kota Pekanbaru. *Jurnal Ilmu Administrasi Publik*, 8(1), 63–70. <https://doi.org/10.31289/publika.v8i1.3361>
- Wahidah, I., & Suherman, D. (2022). Penta Helix Collaboration in Increasing Regional Tourism Competitiveness of Bandung City. *Jurnal Manajemen Pelayanan Publik*, 06(01), 15–29. <https://doi.org/https://doi.org/10.24198/jmpp.v6i1> Vol.
- White, C. M., Mangubhai, S., Rumetna, L., & Brooks, C. M. (2022). The bridging role of non-governmental organizations in the planning, adoption, and management of the marine protected area network in Raja Ampat, Indonesia. *Marine Policy*, 141(February). <https://doi.org/10.1016/j.marpol.2022.105095>
- Winarno, T., Said, M. M., & Hayat, H. (2021). Pengembangan Desa Wisata Adat Using Kemiren melalui Pendekatan Penta Helix. *Journal of Governance and Local Politics (JGLP)*, 3(2), 137–145. <https://doi.org/10.47650/jglp.v3i2.298>