



EXAMINING THE COLLABORATION AMONG ACTORS IN MANAGING SUSTAINABLE TOURISM: A CASE STUDY OF KASONGAN TOURISM VILLAGE

Edward Phabiano^{1*}; Antonius Sumarwan²

¹St. Augustine University of Tanzania, ²Universitas Sanata Dharma (USD), Yogyakarta

Email: ^{*}phabianoedward@yahoo.com; ²marwansj@usd.ac.id

ABSTRACT

Striking a balance between external stakeholders' interests and local communities' needs is crucial for responsible tourism development. The vital to sustaining Kasongan tourism village lies in effective collaboration among various actors, aligning their interests for mutual benefits. This research examines the collaboration among actors in managing sustainable tourism through the lens of the Strong Structuration Theory (SST). A qualitative approach involved 39 respondents by utilizing interviews, focused group discussion, and open-ended questionnaires for data collection. Thematic data analysis was conducted with the assistance of NVivo version 12 software. The findings indicate strong collaboration between village leaders and the government in Kasongan tourism village while there is a weak collaboration between the government and other internal actors (i.e., artisans, households, business owners, and showroom workers). This implies less involvement of the low-level community members on the decision making. The findings suggest policymakers should educate the local community on the importance of collaboration and involving them in decision making. To the local community members results help to identify the key actors within and outside the community and collaborate with each other to manage sustainable tourism. For academics, this study extends research on community involvement of its different actors for sustainable tourism.

Keywords: Actors, Collaboration, Local community, Sustainable tourism.

1. Introduction

The idea of sustainable tourism has been recognized at many international levels, as an approach that should result in environmental, social-cultural and economic benefits to all types of tourism. Environmental, social-cultural and economic terms are now applied as the aspects or dimensions of sustainability, each of which involves specific practices and considerations. The World Tourism Organization described “sustainable tourism” as tourism that fully considers its present and future economic, social, and environmental effects while considering the needs of travellers, the tourism sector, the environment, and host communities (WTO, 2004). Achieving the sustainability requires different actors from within and outside the host community who comes with different interests. Sustainable tourism development requires a careful balancing between the interests of external actors and the needs of the internal actors (local communities). Various actors must effectively collaborate in order to align these interests for long-term sustainability and mutual gain.

Taking opportunities in assessing the Kasongan tourism village. Saputra and Rindrasih (2012), identified that Kasongan has a geographical position advantage to run the tourism activities. Kasongan tourism village is located in Bantul Regency in Yogyakarta Province. Tourism in Bantul is relatively famous because it is found in the old town and central heritage

of Yogyakarta which is recognized as the second tourist attraction destination in Indonesia after Bali (Pradana et al., 2020). Because of its many colleges and universities that draw students from all across Indonesia and International students, Yogyakarta is frequently referred to as a student city. The potential for tourism extends to adjacent to Yogyakarta regencies, including Sleman, Kulon Progo, Gunungkidul, and Bantul. There are 72 artisan centres in Bantul, and the local government suggested that five of them serve as destinations for village tourism. Five village tourism centres are listed by the Bantul Tourism Board (2011): Pundong village, Kasongan village, Krebet village, Tembi village and the Village of Kebonagung. Kasongan tourism village was nominated as the most developed tourism village among the five listed villages. It attracted many people nationwide and internationally from a long time up to the eruption of pandemic disease (COVID 19). During the COVID-19 and after, the business has definitely dropped down (Asri, et al., 2022).

The Kasongan tourism village is well-known for its unique attractiveness, which is derived from its rich artistic and traditional heritage. Kasongan, known as "*the village of Artisans*," (Karmilah et al., 2014; Ismail, & Prajanti, 2020). It is distinguished by a large group of talented artisans who specialise in pottery, wood carving and other traditional arts. The hands-on experience that Kasongan offers its guests is what makes it unique; it lets them see the complex processes involved in creating handcrafted items, interact with local producers, and even take part in workshops where they can make their own products (Gustami et al., 2014). In Spite of its operation Kasongan tourism destination still sustainable tourism development is essential for the progression of tourism activities. Diverse actors from within and outside the operating village tourism destination, such as village leaders, government authorities, artisans, business owners, and community members, must work together to navigate this complex landscape and ensure that tourism has positive effects while minimizing its negative effects.

Since then, the Kasongan tourism village (Desa Wisata Kasongan) has gone through numerous histories, marked as the most visited village Tourism Attraction since the last five years (Utama et al., 2023). Whereas sustainability is a vital issue around the world, in tourism or else, most developing nations have yet to catch up with its concept and instead focused on the utilisation of social-cultural clays' product destinations for financial benefits. The Indonesian tourist town Kasongan (Desa Wisata Kasongan) serves as an excellent example of the benefits and difficulties involved in coordinating cooperative efforts to manage sustainable tourism.

Some of the research like Bahar, et al., (2023); Andjanie et al., (2023); and Sutawa, (2012) conducted in Kasongan and other areas lack cohesive collaboration between the stakeholders and leaves behind some important actors in sustainable tourism of the tourism village. Fostering stronger synergies and open communication channels between these diverse actors, the researcher intended to explore the important actors and the way they collaborate to manage sustainable tourism in Kasongan tourism village. Drawing upon the lens of the Strong Structuration Theory (SST) (Stones, 2005). This theory facilitates not only the exploration of local community collaboration in sustainable tourism, but also actors contributing to sustainability of their destination.

The researcher expected to examine the collaboration among actors in managing Sustainable tourism. In order to achieve this goal, the researcher set two specific objectives, (1) who are the actors in sustainable tourism? (2) how do they collaborate in managing their tourism destination?

2. Literature Review

2.1. Strong Structuration theory (SST)

In this exploration of sustainable tourism research, the researcher intended to employ the strong structuration theory (Sumarwan, 2022) in order to aid the interaction of different factors and showing the way in which local communities become integral participants, shaping and being shaped by the dynamics of sustainable tourism practices. The theory contributes the interactive concepts between structures and active agency (the local community) to produce the outcome of collaboration. The theory includes the quadripartite nature of structuration which are (1) external structure, (2) internal structure, (3) active agents’ practices and (4) outcomes. All the quadripartite nature of structuration were applied as stated below.

According to Jack (2017), strong structuration is a development of Giddnes’ structuration theory. The Structuration theory was much based on the duality of structure, that means it is concerned with social processes and events at a particular work. Simply, structuration theory has a bigger sense of being situated in the originality of ontology. Giddens began working on structuration theory in 1976, and his book *The Constitution of Society* (1984) provides the fullest statement of the idea at that time. Fundamentally, structuration theory explains the relationship between structure and agency in the evolution of social behaviour. Societies take the shape they have because of the ontology-in-situ (back-and-forth) between social structures and human actions.

By using the ideas of structure and agency and making them compatible with empirical research, Rob Stones (2005) developed Giddens' structuration theory. Stones proposes a quadripartite (four parts) cycle of structuration using Strong Structuration Theory (SST), which consists of action, outcomes, internal structures, and outward structures (Stones, 2005).

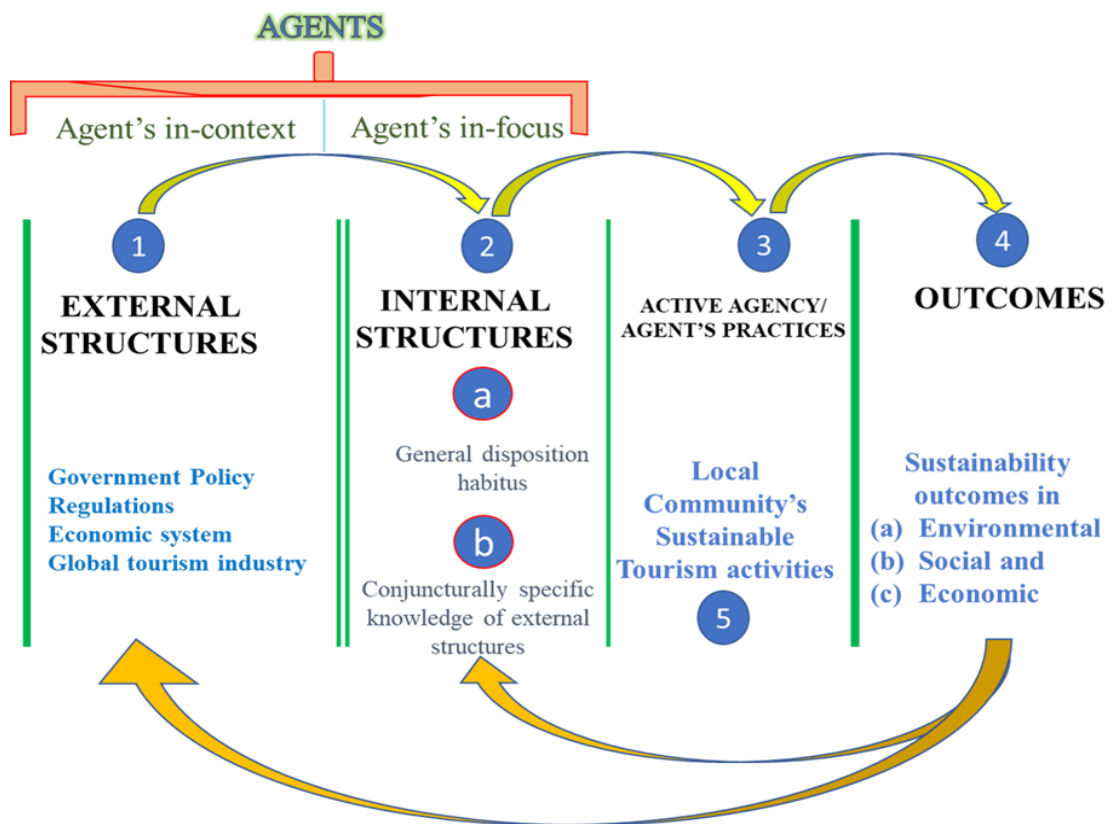


Figure 1: Quadripartite model of structuration

Source: Adapted from Stones, (2005); Sumarwan, (2022); and Kennedy, et. al., (2021).

The researcher decides to use the strong structuration theory to apply it in tourism and hospitality industry because most of the previous papers shows that the theory was applied in the sociology and accounting industry like Sumarwan, 2022; Hughes, et, al., 2022; Jack, 2017; Feeney & Pierce, (2016); Coad, et, al., 2015; Jack & Kholeif, 2007. Therefore, the researcher intends to use strong structuration theory (SST) in order to investigate the applicability of the quadripartite (the four components of the theory) in the tourism and hospitality industry.

In applying the strong structuration theory (SST) to local community collaboration in sustainable tourism, it is important to understand how these four elements interact and influence each other. Community members' actions are shaped by both external and internal structures, and the outcomes of these actions can, in turn, feed back into these structures, potentially reinforcing or challenging existing norms and practices.

External structures are conditions for action. They refer to the physical and economic context within which action is contemplated and enacted. Internal structures, also referred to as the "terrain of action," are social contexts such as laws, policies, rules, and directions. The situated agent's knowledge of the fundamentally interconnected components of structures is referred to as internal structures (Stones, 2005, p. 87). The term "active agency" describes how agents use their internal structures and adapt their understanding and awareness to the circumstances in which they find themselves. It captures the observable behaviour in which an agent decides to act in a way that opposes his outward structures, driven by his internal structures (Stones, 2005, p. 100).

Outcomes are the result of active agency. This condenses the effect of action and interaction. The outcomes resulting from the agency's action can either be positive or negative depending on the application of the knowledge and understanding to the situation they are acting upon. In the context of sustainable tourism, the researcher is expecting to apply the theory for examining structures as the external forces and systems that influence local communities. This includes government policies, regulations, economic systems, and the global tourism industry.

On the other hand, the internal forces (structures) rules can be the legal and ethical guidelines for environmental conservation and community participation within the community. General Dispositions or Habitus stands as tourism village habits or internal dispositions within the organisations, such as a commitment to insist on environmentally friendly activities or promoting sustainable tourism practices. It also includes resources such as funding, knowledge, and support available to the local community. These structures provide the framework within which local communities operate. The Conjunctural Specific Knowledge of External Structure aims to focus the specialised understanding within a tourism destination (like a village) and tourism organisations about external factors. This includes knowledge about government policies, regulations, the global tourism industry, and economic trends. That means the concept is discussing specialised knowledge within a tourism destination and organisations. It focuses on understanding external structures like government policies, regulations, global tourism industry, and economic trends, specifically within a village.

Active agencies are the local community individuals' practices within the local community. This includes community participation in decision-making, entrepreneurial activities, and cultural preservation.

Actions that were considered in this research were the practices and behaviours of local community individuals and groups within the community. In the context of sustainable tourism, actions included: social, environmental and economical friendly actions. These actions are the ways in which the community interacts with external and internal structures, and they are shaped by the interplay of these structures.

Outcomes represent the results and consequences of community actions in sustainable tourism. These outcomes included improved environmental conservation and preservation,

increased economic benefits to the community, enhanced social cohesion and empowerment within the community, changes in the broader tourism industry towards more sustainable practices. The outcomes of community actions feed back into the internal and external structures, potentially influencing future practices and decisions.

Agents in this Strong Structuration Theory were grouped into two categories; The first group of agents were the agents’ in-focus specifically in this study, were those who are local residents within the Kasongan tourism village such as village leaders, artisans, shop-owners, households and showroom workers. The second group of agents were the agents’ in-context; this included groups specifically the stakeholders outside the local community who influence the tourism activities within the village to be performed or not by providing for instance, financial support, tourism policies and so forth. Such agents were non-government organisations, tourism boards (government), banks, media representatives, academicians or university agents and tourists.

The contribution of the findings will be aligned to the following responsible figures;- For policy purposes: This paper will help the Indonesian government to educate the local community on the importance of collaboration and accepting different actors to manage sustainable tourism in the village that conducts tourism activities For Practitioners: The findings will help the local community members to identify the key actors within the community and outside the community and the ways of collaborating to manage sustainable tourism and for Academic: It can be used as a reference for more research about the tourism sector.

3. Research Methods

This qualitative study adopted a constructivist paradigm and used a single case research design as well as the purposive sampling as a technique of selecting respondents. This research aimed to examine the dynamics of collaboration among actors involved in managing sustainable tourism in Kasongan. By exploring the interplay between these actors and their respective roles, interests, and power structures, this study focused to unlock the complexities and differences underlying effective collaboration for sustainable tourism development.

To achieve the intended research goal the following three basic questions were applied. (1) Who are the actors (both agents in focus and agents in the context of sustainable tourism in Kasongan)? (2) What are the attitudes of local communities towards sustainable tourism? (3) How do they collaborate to manage sustainable tourism in Kasongan tourism village? Data were collected from 39 respondents in seven different groups which were (1) Private tourism organization workers, (2) Village leader (3) Artisans (4) Tourism board officers (5) Households (6) Showroom workers and (7) Individual shop owners using interviews, focus group discussions, and open-ended questionnaires as the techniques for data collection. The respondents were sorted as shown in the table 4.1 below:

Table 1: The categorization of respondents with the respective tools used to collect data

Private Tourism Organization worker	Village head	Tourism board officer	Artisans	Shop owners	Households	Showroom workers
R1-R2	R3	R4-R5	R6-R15	R16-R20	R21-R35	R36-R39
Interviews			FGD and Observation	Open-ended questionnaires		

Source: Field Data, 2024

This research delves into the perspectives and experiences of various actors. By analyzing the collected data using thematic analysis facilitated by NVivo software version 12,

the study sheds light on the strengths and weaknesses of existing collaborative efforts, as well as potential avenues for improvement. Ethical issues, trustworthiness and limitation of the research were highly observed.

4. Research Findings and Discussion

The findings of this study have been arranged to describe the researcher's intended goal of examining the collaboration of different actors with the alignment of Strong Structuration Theory. The researcher based on the major theme on the research question *who*, *what* and *how* regarding members are aware to recognize the key actors and the way how they collaborate to sustain Kasongan tourism village. Respondents categorized the key actors in sustainable tourism as follows:

4.1. The actors (both agents in focus and agents in the context of sustainable tourism in Kasongan

Here the researcher asked questions to respondents to assess if the local communities are aware about the key actors internally and externally from the Kasongan village who should be or are involved for the success of sustaining the village for tourism purposes. Moreover, the researcher here intended to grasp the ideas from the respondents about the collaboration in sustainable tourism of the Kasongan tourism village. Based on the respondents' answers, the word cloud image below, presents the key actors that were identified by the respondents who are directly responsible for sustainability in Kasongan tourism village.



Figure 2: NVivo Word Cloud presenting Actors responsible for sustainable tourism identified by the respondent in Kasongan tourism village.

Source: Field Data, 2024

Figure 2, indicates that village officials and households as the internal actors who were highly recognized by the respondents confirmed are directly involved in sustainable tourism, while artisans, shop owners, and showroom workers were the second internal actors to be recognized. Moreover, community association, neighbourhood association, business owners and village citizen associations were mentioned by few numbers of respondents. On the other hand, external actors, government was highly recognized to be the main actors who contributed to sustainable tourism, while private tourism organizations, academicians or universities, media presenters, banks, non-government organizations, tourists, raw material suppliers, cooperatives and customers were recognized in less numbers of respondents.

4.1.1. *Agent in Focus (internal actors)*

The internal actors who have been recognized by the respondents from the field are Village officials, Village leader or village officials, Artisans, Showroom workers, Households, Business owners, Shop owners, Cooperatives, Neighbourhood, Village citizenship associations. These actors are directly part of the local community and are involved in the day-to-day operations, decision-making, and management of the tourism village from within. The internal actors are critical for maintaining the authenticity, cultural heritage, and sustainable practices within the village itself. They have a direct stake in preserving the local environment, traditions, and livelihoods.

4.1.2. *Agents in the Context (External Actors)*

The external actors who were recognized by the respondents from the field when the researcher collected data were; Government, Tourism board officers, Private tourism organizations, Media representatives, Universities or Academicians, Non-Government Organization, Raw material suppliers, Banks and Tourists. These actors are considered external as they are not part of the immediate local community but play a role in promoting, regulating, and influencing the tourism activities in the village. The external actors, while not directly part of the village, can provide valuable support, guidance, and resources for sustainable tourism development. They can help in marketing, setting industry standards, and raising awareness about the destination on a broader scale. Effective collaboration and coordination between both internal and external actors are essential for achieving long-term sustainability and responsible tourism management in the Kasongan Tourism Village.

The results of this study highlights the importance of identifying and recognizing the key actors, both internal and external, who play a crucial role in sustaining the tourism activities in the Kasongan village. The researcher has effectively categorized these actors based on the responses obtained from the participants. As per respondents’ results village officials and the households were mostly recognized, while artisans, shop owners, and showroom workers were the second internal actors to be recognized as it was indicated in the study of Ndeche et al., (2021). Community association, neighbourhood association, business owners and village citizen associations were mentioned by a few numbers of respondents as internal actors. This indicates that local community members were aware of the internal actors who have roles to sustain the tourism village. For instance, Village officials and government provide leadership, policies, and regulations to guide sustainable practices (Tolkach, & King, 2015). This point was supported by Waligo et al., (2013). Artisans and showroom workers are responsible for preserving and promoting local crafts and cultural heritage (Ruhanen et al., 2022). Households and their family members contribute to maintaining the village's authentic character and hospitality. Business owners, including shop owners and cooperatives, adopt eco-friendly practices and offer sustainable tourism products and services.

Tourism board officers and tourism organizations oversee marketing, planning, and management of tourism activities in a responsible manner. Neighbourhood village associations

encourage community participation and representation in decision-making processes. Media representatives help to raise awareness and promote sustainable tourism initiatives. By working together and balancing economic, environmental, and socio-cultural aspects, these key actors collectively ensure the long-term sustainability of the Kasongan Tourism Village as a destination.

Despite the fact that the local community shows an awareness of key actors in the sustainability of the tourism village, there is less awareness about the role of different actors rather than mentioning their daily activities as the role to sustain the village. The results showed that local community members were mostly aware of the village officials (internal actors) and the government (external actors) and mentioned the role that was required to be played by these actors.

4.2. Local Community's attitudes towards the sustainable tourism

Here the researcher asked questions to respondents to assess the attitudes of the respondents about sustainable tourism in Kasongan tourism village. The question intended to extract respondents' attitudes towards sustainable tourism in Kasongan tourism village. The following data presents the positive and negative attitudes gathered from the respondents. The findings from Kasongan tourism village respondents revealed a complex dynamic between positive and negative attitudes towards sustainable tourism development and preservation of the local pottery heritage. The findings were similar with the study of Khalifah et al., (2019) which revealed the tourism views as a source of economic growth and opportunity, while others raised concerns about its impact on the environment, local culture, and religious sites.

There were some community members who expressed their positive attitudes of willingness to collaborate, provide input, and work jointly to promote Kasongan's pottery and attract more visitors. They recognized the importance of sustaining tourism for future benefits and stimulating Kasongan's reputation as a vibrant pottery destination. Local community members went far by providing suggestions towards sustainability including encouraging active communication with customers, collaborating on pricing and work, cleaning the village, promoting Kasongan through government assistance, and opening up job opportunities for locals.

However, the data also highlighted several negative attitudes. Some producers prioritized quantity over quality focusing solely on sales without considering the broader impact on the community or environment. There was a lack of visible community involvement, with some merely providing jobs without further contribution. Social issues like jealousy and prejudice were mentioned as the factors that hindered some community members from collaborating with their community members. Additionally, the pollution caused by burning pottery is seen as a normal occurrence, indicating a lack of environmental consciousness. Decreasing customer numbers and inadequate marketing efforts are also mentioned as concerns. Significantly, some community members appear disengaged or unaware of sustainable tourism initiatives and the challenges faced by Kasongan, preferring to focus only on their individual businesses.

4.2.1. Positive Attitudes

4.2.1.1. General Disposition/Habitus for Internal Actors

The findings from the respondents reveals that local communities show willingness to collaborate and provide input for the management of building systems. The community members show that they are open to receiving input and collaborating with the government and other stakeholders for improvement on pricing, marketing and working together as a single entity rather than individually. Some suggest encouraging active communication and feedback from customers.

The local community are willing to collaborate with the government in management of building systems and packaging for pottery (Tourism board officer 1, interview on 29th February, 2024)

4.2.1.2. *The Conjunctural specific knowledge for Internal actors*

The findings from the respondents reveals that local communities have an idea on the importance of collaborating with different stakeholders by building a joint pottery business and designing a reasonable packaging for pottery. There is also a desire to preserve and promote Kasongan's pottery heritage and make it famous again like before COVID-19. Some community members are showing the awareness or recognition of sustaining the destination for the better attraction and benefits for both tourists or customers and the present as well as future Kasongan local community generation. Some respondents suggest that, to improve cleanliness in the village, promote Kasongan, and open up job opportunities for the community. For example,

There is a need of willingness to collaborate and provide input with the locals and NGOs, and a desire to preserve and promote Kasongan's pottery heritage and making Kasongan famous again like it was before COVID 19 (Village leader in Kasongan, interview on 29th February, 2024)

The findings indicated that there was a general recognition among some respondents about the importance of sustaining tourism in Kasongan for future benefits and preserving the village's pottery heritage. Some respondent's express willingness to collaborate and provide input with the local community, Non-government organizations, and the government. Some respondents provided suggestions such as active communication, feedback mechanisms, collaborative pricing, and working together as a tourist village. Moreover, making an effort towards village cleanliness, promotion, and job creation for the community.

These findings align with other studies for the positive attitudes on sustainable tourism development, which emphasizes the importance of stakeholder collaboration, community engagement, preservation of cultural heritage, and addressing environmental concerns (UNWTO Sustainable Tourism for Development Guidelines, 2021). Effective collaboration among local communities, businesses, non-government organizations, and government agencies are crucial for aligning interests, pooling resources, and developing cohesive strategies for responsible tourism growth (Waligo et al., 2013). Community-based tourism initiatives that prioritize local participation, capacity building, and empowerment have been advocated as pathways towards sustainable.

4.2.2. *Negative Attitudes*

4.2.2.1. *The conjunctural specific knowledge*

Some children tend to choose jobs other than pottery craftsmen. Some producers focus only on quantity and sales rather than quality of pottery products. There is a lack of visible community involvement in decision making, with some only providing jobs without considering other aspects. Social jealousy and prejudice exist among some community members. Some community members rarely contribute to environmental efforts or sustainable tourism initiatives, citing being too busy with work. For example

Children tend to choose other jobs than pottery craftsmen and also some families they prevent their children for further studies to prosper their family business (Private tourism worker 1, interview conducted on 23rd February, 2024)

I only focus on sales, I don't know about the quality of the product. (Individual shop owner 3, open-ended questionnaires on 8th March, 2024)

We sell, just sell. If a friend provides input, please listen to it, we take an advice but no addition cost of the product (Individual shop owner 2, open-ended questionnaires on 8th March, 2024)

4.2.2.2. *General Dispositions/habitus*

On the other hand, some local community members argue that Burning pottery causes pollution, but it is considered normal and not addressed. There is a lack of collaboration and

an isolation approach by some pottery producers. Some community members are unsure or unaware of sustainable tourism efforts or challenges in Kasongan. Decreasing customers and a lack of promotion or marketing efforts are mentioned as concerns. For example, “*Smoke from burning pottery has become common in the places here in Kasongan*” (Household 3, open-ended questionnaire on 24th February, 2024). Another group of respondents mentioned the same point that “*Burning smoke but that is normal in Kasongan*” (Households 7, 9, and 12, open-ended questionnaires on 24th February, 2024).

Generally, the findings suggest a mix of positive and negative attitudes towards collaboration, sustainable tourism, and the preservation of Kasongan's pottery heritage seen as the conjunctural specific knowledge. While some recognize the importance of these efforts and are willing to participate, others seem disengaged, focused solely on their individual businesses, or unaware of the challenges faced by the community are the general disposition of the local community in Kasongan. Concerns are raised about children choosing jobs other than pottery crafting and a lack of focus on product quality over quantity. Some respondents cited a lack of visible community involvement, social prejudices, and environmental pollution from pottery burning being considered normal. Disengagement, unawareness, or dismissal of sustainable tourism efforts and challenges are expressed by several respondents. Issues like decreasing customers, lack of promotion, and siloed approaches by individual producers are mentioned. Other studies highlighted the need to address environmental issues such as pollution and waste management in tourism destinations, particularly those with handicraft production (Su et al., 2020; Seow et al., 2020). Promoting eco-friendly practices (Manihuruk, & Pratomo, 2023), raising awareness, and implementing sustainable production techniques can help mitigate negative impacts and preserve the cultural and natural assets that attract visitors.

4.3. Collaboration between the actors

The following are the findings that shows the outcome of collaboration between the key actors identified who play part in sustainable tourism in Kasongan tourism village in sustaining the destination

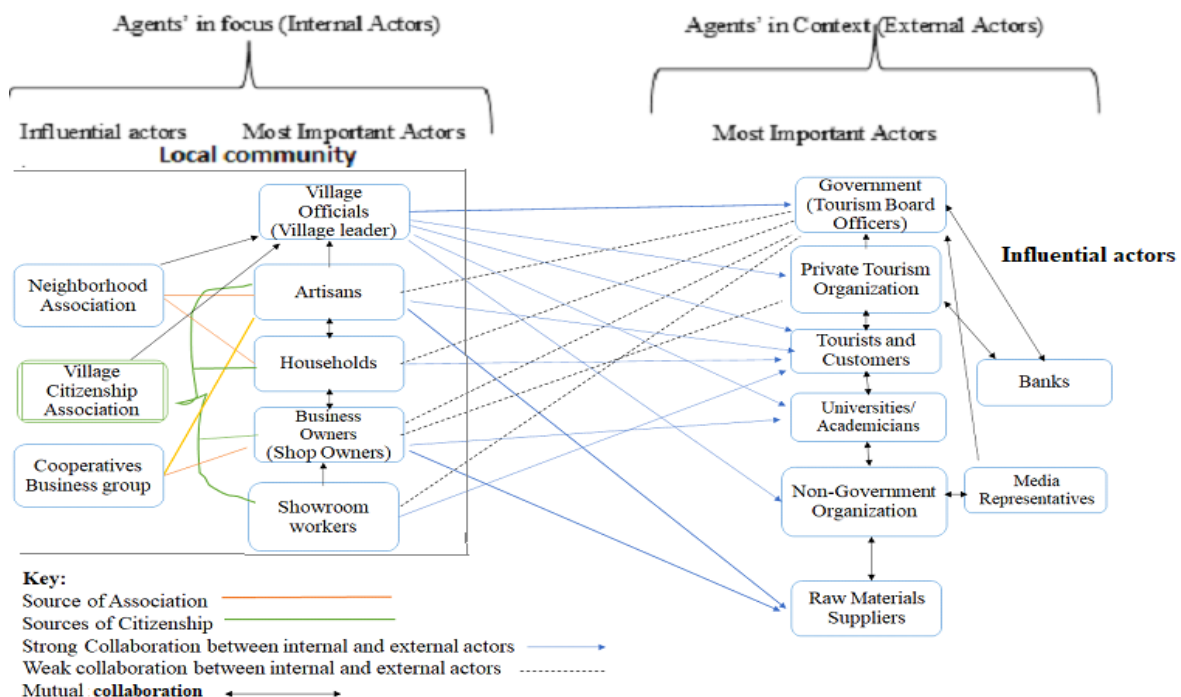


Figure 3: The diagram showing collaboration between actors

Source: Field Data, 2024

From Figure 3, the results indicate that there is a great collaboration between the village leader and the government while the other internal actors do not feel the sense of collaboration with the government as the result respondents don't see the contribution of the government. On the other hand, there is a diverse collaboration between internal stakeholders and other external stakeholders apart from the government. Perhaps this diversity is brought by the interest of each actor in creating a relationship. For instance, Shop owners and artisans collaborate with the raw material suppliers to continue producing and selling products.

No Collaboration with local people but only village leader and those who needs assistance since some local people still want to work alone and not in group (Tourism board officer 5, interview on 29th February, 2024)

There isn't any stakeholder who participate with us at all because we normally work alone (Artisans, Focused group discussion on 3rd March, 2024)

Another group of respondents argues that they don't know if there is a collaboration between the government and the local community. This group is occupied by the households, for example;

I don't know that is there is a collaboration between the local community and the government in Kasongan (Household 1, open-ended questionnaires, 2024)

I don't know the collaboration; village officials know this (Household 8, open-ended questionnaires, 2024)

I don't know that the government help Kasongan (Household 11, open-ended questionnaires, 2024)

On the other hand, 28% of respondents stated that there is a collaboration between the government with the local community but it is not effective. Taking an example one of the artisans

The Collaboration is not very effective between the artisans and government may be the village officials (Artisan 5, Focused group discussion, on 1st March, 2023)

Individual shop owners say;

Occasionally the Tourism Department helps us but we mostly go alone (individual shop owner 5, open-ended questionnaire on 8th March, 2024)

Moreover, village leaders, tourism board officers and private tourism organization, some artisans and shop owners recognise the contribution or collaboration of the government with the local community, For example

“There is a great collaboration between the government and the local community in Kasongan by Creating a tourist village as a legal entity and building systems and packaging for pottery” (Tourism board officer 1, interview on 29th February, 2024)

Table 2: The findings of the theme Collaboration of key actors to sustain the destination

Actors Position	The Findings of the themes of Collaboration	Respondents' Code Names	Number of Occurrence	Percentage of Occurrence
Internal Actors	There is a collaboration between government and local community/ There is a great collaboration by Creating a tourist village as a legal entity and building systems and packaging for pottery (R4)	R1, R2, R3, R4, R6, R11, R16	7	18%
	I Don't know that is there is a collaboration between the local community and the government in Kasongan/I don't know the collaboration; village officials know this (R28)/ I Don't know that the government help Kasongan (R31)	R21, R22, R23, R24, R25, R26, R27, R28, R29, R30, R32, R33, R34,	13	33%
	The Collaboration is not very effective between the artisans and government may be the village officials/Occasionally the Tourism Department helps us but we mostly go alone (R20)	R7, R8, R9, R10, R12, R13, R14, R15, R17, R18, R20	11	28%
	There isn't any stakeholder who participate with us at all/No Collaboration since some local people still want to work alone and not in group (R5)	R5, R12, R13, R14, R15, R21, R22, R25, R27, R29, R30, R31, R32, R34	14	36%

External Actors	There is a collaboration between government and other stakeholders to sustain Kasongan tourism village	R1, R2, R6, R7, R8, R9, R10, R11, R16, R18, R19, R28, R5, R17, R33,	13	33%
	The government only provides minimal attention to other stakeholders (R17)/ I only know that village officials are taking care of it. I don't know about the government (R33)		2	5%
	I don't know if there is collaboration of other stakeholders /Nothing, because I don't pay attention to things like that to investigate collaboration (R26)	R23, R24, R3, R4	4	10%

Source: Field Data, 2024

These findings indicated in table 2, suggested a lack of consensus and clear communication regarding collaborative efforts among internal and external actors in sustaining Kasongan as a tourism destination. While some collaborative initiatives were reported by some respondents, a significant number of respondents seem unaware or not really feel about their involvement to collaborate with external stakeholders. From table 1, presents the collaboration of key actors who are needed to sustain the destination. The following were the discussion from the findings.

4.3.1. Internal Actors

There were mixed views among respondents about collaboration between the government and local community in Kasongan tourism village. As it was reported in table 2, that some respondents indicated that there is collaboration, with efforts like creating a tourist village legal entity and systems for pottery packaging. However, there is also information to some respondents stating that they didn't know if such collaboration exists, and some respondents felt the collaboration is not very effective. While a significant number of respondents claimed that there is no collaboration at all, with some local people preferring to work alone rather than in groups. The findings contrast with the suggestions of UNWTO Sustainable Tourism for Development Guidelines, 2021; Rasoolimanesh, et al., 2019 who insist on strong collaboration between the local community, government and non-government organizations as key actors in sustainable tourism.

4.3.2. External Actors

Some respondents acknowledged collaboration between the government and other external stakeholders to sustain Kasongan tourism village. While some respondents stated that the government provides minimal attention to other stakeholders. Moreover, other respondents expressed lack of knowledge about collaboration with external stakeholders. Some studies that emphasized the importance of stakeholder collaboration and community involvement in sustainable tourism development (example, Seyfi et al., 2023; Spadaro et al., 2023). Effective collaboration between government, local communities, businesses, and other stakeholders is crucial for aligning interests, pooling resources, and developing cohesive strategies for responsible tourism growth.

On the other hand, the findings in figure 3, indicates that the collaboration between actors, that local community members felt that they are not involved in collaboration with the government as the key external stakeholder except their village leader, as the result most of them confirmed that they didn't feel if there is a collaboration with the government and other stakeholders but local community members agreed that they collaborate each other within the community. For instance, Artisan 10, said "The Collaboration is not very effective between the artisans and government, maybe the village officials/Occasionally the Tourism Department

helps us but we mostly go alone”. Addressing the roles and interactions of internal and external actors in achieving sustainable tourist practices, particularly in the context of the Kasongan tourism village, local community members showed the awareness of the roles to be played by each actor. This is supported by other studies (Farmaki et al., 2020; Moscardo et al., 2021) states that maintaining a sustainable tourism destination requires collaboration and involvement from various stakeholders.

5. Conclusions

The results showed that important parties, such as the local community, the government, and other groups, were not effectively collaborating. Strategies to enhance these actors' cooperation, communication, and joint decision-making processes might have to be investigated in more detail. This can entail looking into and customizing best practices from other prosperous sustainable tourist locations. Examining the need for training and capacity-building: The results emphasized the necessity of developing the local community's skills and capacity in order to manage tourism sustainably. Subsequent investigations may pinpoint particular knowledge deficiencies and formulate customized educational initiatives to augment the community's comprehension and execution of sustainable practices. This could cover subjects like trash management, environmental monitoring, sustainable tourism planning, and eco-friendly pottery production methods.

One major issue that the research pointed out was a lack of financing and support. In order to assist sustainable tourism projects in Kasongan, more research might look into sustainable finance structures and investment prospects. Partnerships with governmental bodies, businesses, or international development agencies may be necessary for this.

6. Acknowledgement

First and foremost, I thank God Almighty for His blessings and guidance throughout this research journey. I would like to express my sincere gratitude to the following individuals and institutions for their invaluable contributions to this research: Antonius Sumarwan SJ, my supervisor, for his guidance, support, and insightful feedback throughout the research process. Universitas Sanata Dharma through the department of Magister Management (MM), for issuing the official introductory letter enabling me to conduct this research. The tourism officials in Kalurahan Bangunjiwo, for providing the necessary introduction letter facilitating access to the research site. Pak. Nansib, the esteemed village leader of Kasongan tourism village, for his cooperation and for granting me the opportunity to study the tourism dynamics of this unique village. Special thanks goes to Mr. Soni, for his excellent translation services between Bahasa Indonesia and English, ensuring effective communication and understanding. Their assistance and cooperation were instrumental in the successful completion of this research endeavor.

References

- Andjanie, I. F., Asyifa, N., Pratama, R. K., & Furqan, A. (2023). Strengthening Community Involvement: An In-Depth Exploration of the Community-Based Tourism (CBT) Approach in Lamajang Tourism Village, Bandung Regency. *Jurnal Kepariwisata Indonesia: Jurnal Penelitian dan Pengembangan Kepariwisata Indonesia*, 17(2), 182-205. <https://doi.org/10.47608/jki.v17i22023.182-205>
- Asri, D. P., Sriyono, E., Hapsari, M. A., & Syahrin, S. A. (2022). Valuing local heritage: Issue and challenges of geographical indication protection for local artisans in Indonesia Kasongan village heritage. *The Journal of World Intellectual Property*, 25(1), 71-85. <https://doi.org/10.1111/jwip.12206>

- Bahar, T. K., Rauf, M. H., & Hidayatullah, M. L. (2023). Identification Of Actor Roles in Endogenous Development Of Rural Areas: Kasongan Village Study Case. *Jurnal Tata Kota dan Daerah*, 15(2), 119-128. <https://doi.org/10.21776/ub.takoda.2023.015.02.3>
- Coad, A., Jack, L., & Kholeif, A. O. R. (2015). Structuration theory: reflections on its further potential for management accounting research. *Qualitative Research in Accounting & Management*, 12(2), 153-171. <https://doi.org/10.1108/QRAM-01-2015-0013>
- Farmaki, A., Khalil, S., & La Vien, K. D. (2020). Exploring the deterrents to stakeholder participation in sustainable tourism development. *Journal of Sustainable Tourism*, 28(5), 743-764. <https://doi.org/10.1080/09669582.2019.1708919>
- Feeney, O., & Pierce, B. (2016). Strong structuration theory and accounting information: an empirical study. *Accounting, auditing & accountability journal*, 29(7), 1152-1176. <https://doi.org/10.1108/AAAJ-07-2015-2130>
- Gustami, S. P., Wardani, L. K., & Setiawan, A. H. (2014). Craft arts and tourism in the ceramic art village of Kasongan in Yogyakarta. *Journal of Arts and Humanities*, 3(2), 37-49.
- Hughes, G., Shaw, S. E., & Greenhalgh, T. (2022). Why doesn't integrated care work? Using Strong Structuration Theory to explain the limitations of an English case. *Sociology of Health & Illness*, 44(1), 113-129. <https://doi.org/10.1111/1467-9566.13398>
- Ismail, K., & Prajanti, S. D. W. (2020, January). Strategy for Empowerment of Pottery Craftsmen in Kasongan Tourism Village, Bantul Regency. In *3rd International Conference on Innovative Research Across Disciplines (ICIRAD 2019)* (pp. 81-86). Atlantis Press. <https://doi.org/10.2991/assehr.k.200115.014>
- Jack, L. (2017). Strong structuration theory and management accounting research. *Advances in Scientific and Applied Accounting*, 211-223.
- Jack, L., & Kholeif, A. (2007). Introducing strong structuration theory for informing qualitative case studies in organization, management and accounting research. *Qualitative Research in Organizations and Management: an International Journal*, 2(3), 208-225.
- Karmilah, M., Nuryanti, W., Soewarno, N., & Setiawan, B. (2014). Community involvement in tourism development: As strategy for poverty alleviation after the earthquake (Case study: Kasongan Village Yogyakarta). *International Journal of Scientific and Research Publications*, 4(12), 1-7.
- Kennedy, A., O'gorman, C., & Lee, K. (2021). Have your cake and eat it? Combining structure and agency in management research. *European Management Review*, 18(4), 433-444.
- Khalifah, Z., Nilashi, M., Ismail, H. N., & Skare, M. (2019). Religious Concerns and Residents' attitude Toward Tourism Development: A Comparative Study. *Transformations in business & economics*, 18(3), 48.
- Manihuruk, S. V., & Pratomo, L. A. (2023). The Antecedents Of Ecotourism Intention. *Jurnal Ekonomi Trisakti*, 3(1), 1057-1068. <https://doi.org/10.25105/jet.v3i1.16031>
- Moscardo, G., Konovalov, E., Murphy, L., & McGehee, N. G. (2021). Tourism communities and sustainable community development: A convergence economy perspective. *Journal of Sustainable Tourism*, 29(12), 1925-1942. <https://doi.org/10.1080/09669582.2021.1912654>
- Ndeche, K. K., Kariuki, D. A., & Ndubi, E. (2021). Stakeholders' Level of Involvement and Achievement of Sustainability Tourism and Hospitality Industry in Kakamega County. *Journal of Hospitality and Tourism Management*, 4(1), 107-122.
- Pradana, C. S., Iban, C., & Setyastama, R. (2020). Tourism impact on conservation and utilization of Borobudur temple after being declared as Ten New Bali tourist destination in Indonesia. *Journal of Indonesian Tourism and Development Studies*, 8(2), 79-84. <https://doi.org/10.21776/ub.jitode.2020.008.02.03>
- Rasoolimanesh, S. M., Roldán, J. L., Jaafar, M., & Ramayah, T. (2019). Partiality or objectivity? Introducing a new concept to ethnic tourism studies. *Tourism Management*,

- 75, 357-367. <https://doi.org/10.1016/j.tourman.2019.06.008>
- Ruhanen, L., Moyle, C. L., & Moyle, B. (2022). Reconceptualising sustainable tourism development: Centring cultural values and human connections. *Journal of Sustainable Tourism*, 1-24. <https://doi.org/10.1080/09669582.2022.2092687>
- Seow, A. N., Choong, Y. O., Lau, L. S., Choong, C. K., Loh, C. T. I., Go, Y. H., ... & Jing, Y. K. (2020). Are environmentally responsible behaviours shaped by environmental facilitating conditions and antecedent of attitudes? The case of Perak in Malaysia. *International Journal of Environment and Sustainable Development*, 19(3), 269-283. <https://doi.org/10.1504/IJESD.2020.108158>
- Seysi, S., Hall, C. M., & Saarinen, J. (2023). Rethinking sustainable substitution between domestic and international tourism: a policy thought experiment. *Journal of Policy Research in Tourism, Leisure and Events*, 1-15. <https://doi.org/10.1080/19407963.2022.2100410>
- Spadaro, I., Pirlone, F., Bruno, F., Saba, G., Poggio, B., & Bruzzone, S. (2023). Stakeholder participation in planning of a sustainable and competitive tourism destination: The Genoa Integrated Action Plan. *Sustainability*, 15(6), 5005. <https://doi.org/10.3390/su15065005>
- Stones, R. (2005). *Structuration theory*. Palgrave London.
- Su, L., Hsu, M. K., & Boostrom Jr, R. E. (2020). From recreation to responsibility: Increasing environmentally responsible behavior in tourism. *Journal of Business Research*, 109, 557-573. <https://doi.org/10.1016/j.jbusres.2018.12.055>
- Sumarwan, A. (2022). *How does Credit Unions' accountability affect their performance and mission achievement? Multiple-case studies of credit unions in Indonesia* (Doctoral dissertation, Queensland University of Technology). <https://doi.org/10.5204/thesis.eprints.229057>
- Sutawa, G. K. (2012). Issues on Bali tourism development and community empowerment to support sustainable tourism development. *Procedia economics and finance*, 4, 413-422. [https://doi.org/10.1016/S2212-5671\(12\)00356-5](https://doi.org/10.1016/S2212-5671(12)00356-5)
- Tolkach, D., & King, B. (2015). Strengthening community-based tourism in a new resource-based island nation: Why and how? *Tourism Management*, 48, 386-398. <https://doi.org/10.1016/j.tourman.2014.12.013>
- UNWTO. (2021). *Sustainable Tourism for Development Guidebook*. Madrid: UNWTO.
- Utama, I. G. B. R., Krismawintari, N. P. D., & Ruspendi, I. W. (2023). Visitor Segmentation of Heritage Tourist Attraction in Indonesia Using Google Trend Analysis. <https://doi.org/10.29210/020221673>
- Waligo, V. M., Clarke, J., & Hawkins, R. (2013). Implementing sustainable tourism: A multi-stakeholder involvement management framework. *Tourism Management*, 36, 342-353. <https://doi.org/10.1016/j.tourman.2012.10.008>
- WTO. (2004). Indicators of Sustainable Development for Tourism Destinations. *A Guidebook*. World Tourism Organization, Madrid.