



LOCAL COMMUNITY MANAGEMENT OF SUSTAINABLE CULTURAL TOURISM: EVIDENCE FROM KASONGAN TOURISM VILLAGE, INDONESIA

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ABSTRACT

Local community manages sustainable cultural tourism development. Kasongan tourism village as a cultural destination in Indonesia that has been attracting many visitors in the past five years. The study adopts a strong structuration theory to explore structures influencing local communities, how they interact agents of tourism, and how they contribute to the sustainability of their destination. The study aims to fill the gap in the literature on local community involvement in sustainable cultural tourism with the application of Strong Structuration Theory, which has mostly focused on the impacts of tourism on the social, economic, and environmental aspects of the locals. The study also provides insights and recommendations for policy makers and practitioners on how to enhance local community participation and empowerment in sustainable tourism. 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. Kasongan tourism village respondents revealed a complex dynamic between positive and negative attitudes towards sustainable tourism development and preservation of the local pottery heritage. They recognized the importance of sustaining cultural tourism for future benefits and reviving Kasongan's reputation as a vibrant pottery destination. This study adopted constructivist paradigm, with a qualitative research approach and single case research design that used purposive sampling, data were collected by involving forty (39) respondents from seven (7) different groups such as; village leaders (1), resident-artisans (potter's maker) (10), showroom worker (4), individual shop owners (5), tourist board officers (government) (2), private tourism organization workers (2), residents (Household) (15) through data collection methods such as observation, open ended questionnaires, focused group discussion and interview collection techniques, descriptive and thematic data analysis method was employed, and ethical issues, trustworthiness and limitation of the research were highly observed.

Keywords: Cultural tourism, Local community, Sustainable tourism, Kasongan tourism village

1. Introduction

The tourism industry is one of the largest and fastest-growing sectors in the world economy. Two years ahead of schedule, an incredible 1.4 billion tourists traveled throughout the world in 2018 (Fang, 2020). According to the World Travel and Tourism Council (WTTC, 2019b), the global travel and tourism sector created 319 million jobs and generated a record \$8.8 trillion in revenue, with an annual growth rate of 3.9% (Cade et al., 2020). This figure, which was predicted to rise over the next several years, shows that travel and tourism are still popular forms of fun and relaxation. Additionally, this number demonstrates how keen people are to travel outside of their claimed countries or home compounds (Dickson, 2019). Tourists perform different activities when they are at the destination simply called tourism activities.

Tourism activities are categorised into several forms. Adventure tourism, ecotourism, wine-tourism, dark-tourism, geo-tourism and cultural tourism are a few of them to mention (Cunha, 2012; Maria, 2016, Fang, 2020). Among these forms, cultural-tourism takes for quite significant percentages of 40% (Hapsari, 2021). That means four out of ten tourists are thought to be inspired by cultural attractions

and are primarily interested in cultural offers when they travel (Hapsari, 2021; Štátná et al., 2020). The term cultural tourism is difficult to get a clear definition, since different authors provide different views according to the thing that motivated the customer to visit the destination.

Dorcheh and Mohamed (2013) argue that there is a universal agreement in the tourism industry that cultural tourism is an incredibly difficult thing to define and maintain its beauty and scenery for the future generation's benefits. It seems that there is little agreement on what constitutes cultural-tourism and how to control its sustainability (Dorcheh & Mohamed, 2013, 31). In 1999, during the General Assembly in Mexico, the International Council on Monuments and Sites (ICOMOS) introduced the notion of "cultural tourism" in the Cultural Tourism Charter in 1976, modified the definition and integrated new aspects. "Cultural tourism" was defined as any activity that allows visitors experience and or discovering other people's ways of life, allowing them to experience on the one hand their customs, traditions, physical environment or ideas, and on the other, access to places of architectural, historical, archaeological or any other type of cultural value (Galí-Espelt, 2012).

Cultural tourism has been nominated as the most used kind of tourism that works much in the community surrounding the destination. The importance of cultural tourism does not only lie on the economic benefits received by a region. Cultural tourism can play an important role in learning about the people and customs in different regions and countries.

Indonesia boasts a diverse range of cultural tourism attractions, such as crafts, which originate in different regions and eventually become the local pride of their individual areas. The Pottery Handicraft Center, situated in Kasongan Bantul Village, Yogyakarta Special Region, is one of the well-known craft centres in Indonesia. Other potential craft and pottery centres are found in the following regions: Pleret craft centres in West Java Province, Dinoyo in Malang, and Cawas in Klaten. Kasongan pottery and crafts have a lengthy history.

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*," 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. Since it encourages a close relationship between visitors and the locals, Kasongan is a special location where sustainable tourism, artistic expression, and cultural preservation all can coexist together. The village's uniqueness is enhanced by its dedication to preserving its cultural identity while adopting environmentally friendly methods. According to Gustami, et al. (2014), the history of the Kasongan tourism village dates back to the 1825–1830 Diponegoro War, during which the Kasongan people continued to practise their culture and craft of making pottery to suit their everyday necessities. These pottery crafts include, but are not limited to: *Cowèk*, *Kendhil*, *Kuwali*, *Pengaron*, and *Anglo*. This leads to the next development: the peasants start making pottery that sells well financially. This includes products meant to be purchased by tourists. For example, the community produces inexpensive, handcrafted pottery that may be purchased as gifts or souvenirs as well as handicrafts for shipping to other places around the world, most favourable places are Australia, Italy, German and Netherland in Europe, India, and China in Asia. Few markets in America and South Africa.

In Spite of its operation Kasongan tourism destination still sustainable cultural 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.

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). There have been numerous researches done on Kasongan tourism village, though mainly focusing on the effect of

tourism on the local community, economy or the cultural tradition of the locals (Karmilah et al., 2014; Gustami et al., 2014; Ismail, & Prajanti, 2020). There are some researches about the local communities in Kasongan tourism village like Saputra and Rindrasih (2012), Karmilah, et al. (2014), Gustami et al., (2014), and Utama et al. (2023). However, there is limited or no research that talks about the way the local communities are involved in the issue of sustainability of the Kasongan tourism village. Accordingly, this study seeks to moderately address those gaps and extend local community involvement research by adopting strong structuration theory (Stones, 2005) that highlights recursive dynamics between agents and structures. This theory facilitates not only the exploration of local community involvement in sustainable tourism, but also activities contributing to sustainability of their destination. Therefore, this study intends to explore how local communities manage sustainable cultural tourism when operating tourism activities in the local community tourism destination. 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 main purpose of this study was to investigate the local community's management of cultural tourism when operating tourism activities in the Kasongan tourism village, Yogyakarta, Indonesia. In order to achieve the goals, there were five specific objectives that helped the researcher to achieve the purpose. 1. To identify the key actors from both the local community and outside the local community that contribute to sustainable development in Kasongan tourism village. 2. To examine the attitude of key actors towards the sustainability of Kasongan tourism site. 3. To identify challenges and opportunities provided by the external environment in sustaining Kasongan tourism village. 4. To identify the tourism activities that contribute to sustainable development performed by local people. 5. To identify the results of sustainable tourism activities.

2. Literature review

In this exploration of sustainable cultural tourism, the study intends to employ the strong structuration theory (Sumarwan, 2022, Phabiano & Marwan, 2024) 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 outcomes. 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 Giddens' 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).

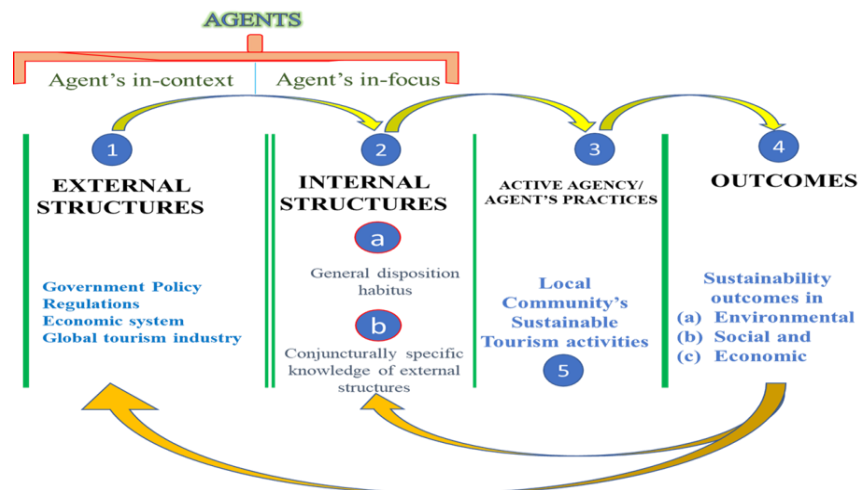


Figure 1: Quadripartite model of structuration

Source: Adapted from Stones, (2005); Sumarwan, (2022); and Kennedy, et. al., (2021), Phabiano & Sumarwan, (2024).

The researcher decided 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 participation 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 applied 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 who decide how they want to engage with tourism and what kind of sustainable practices they wish to implement. This includes community participation in decision-making, entrepreneurial activities, and cultural preservation.

Actions that were considered in this study are 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 may include 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 are grouped into two categories; The first group of agents are the agents' in-focus specifically in this study, 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 are the agents' in-context; this group specifically in this study includes 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 are like private tourism organisations, tourism board (government) and tourists.

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 study aimed to examine the way how local community manage cultural tourism in Kasongan. By exploring the interplay between the agents and their respective roles, interests, and power structures, this study focused to dig deep on the way how the local community members manage the sustainable cultural tourism destination.

To achieve the intended study goals the following five basic questions were applied. 1. Who are the actors from both the local community and outside the local community that contribute to sustainable development in Kasongan tourism village? 2. What are the attitudes of local people towards the tourism sustainability in Kasongan tourism village? 3. What are the challenges and opportunities provided by the external environment in sustaining Kasongan tourism village? 4. What are the activities that contribute to sustainable development performed by local people? 5. What are the results of sustainable tourism activities at 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		
	5		10	24		

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 way how the local community manage the sustainable cultural tourism with the alignment of Strong Structuration Theory. Respondents were categorized as 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 cultural tourism*

Here the researcher asked questions to respondents to assess the attitudes of the respondents about sustainable cultural tourism in Kasongan tourism village. The question intended to extract respondents' attitudes towards sustainable tourism in Kasongan tourism village. 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 invite to build a joint pottery business. There is a recognition of the importance of sustaining cultural tourism in Kasongan for future benefits. There is a desire to preserve and promote Kasongan's pottery heritage and make it famous again like before COVID-19. There are suggestions to clean the village, promote Kasongan, and open up job opportunities for the community. For example,

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 community members shown the willingness to collaborate and provide input for the management of building systems and packaging for pottery. Some suggest encouraging active communication and feedback from customers, collaboration on pricing and work, and working together as a tourist village rather than individually. Some community members are open to receiving input and collaborating with the government and others for improvement.

The local community are willing to collaborate with the government in management of building systems and packaging for pottery (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 products. There is a lack of visible community involvement, 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. Activities that contribute to sustainable development performed by local people

The following are the tourism activities conducted in Kasongan tourism village that needs sustainable knowledge to develop the scenery and beauty of the village.

4.3.1. Major theme: Agents' practices

Based on the provided information, the following are the economic, environmental and social-cultural related tourism activities contribute to the sustainable development of the Kasongan tourism village:

4.3.1.1. Economic Activities:

Selling pottery products, including exporting them abroad: These economic activities help to generate income and revenue for the local community and pottery makers. Provides employment opportunities and supports the local pottery industry. These activities also help to promote the pottery products and cultural heritage internationally when selling the products abroad. For example, *Sell pottery made from clay, export abroad the pottery products, just sell and then tourists will come themselves to learn because they are interested in the crafts, we make* (Individual shop owner 1, Open-ended questionnaire on 3rd March, 2024). *Selling in the shop and accompanying visitors who want to buy pottery crafts and sell it to visitors* (Showroom worker 1, Open-ended questionnaire, on 26th February, 2024)

Lending business capital to pottery making beginners: Some stakeholders and local community members conduct the lending business capital to assist the emerging entrepreneurs within the community or for any society individual who wishes to start a business but doesn't have a capital especially the one related with the pottery products. For example, *We engage in clay sales, firewood sales extracted from the local communities for burning ceramics, and lending business capital for the beginners* (Private tourism organization 1, Interview on 23rd March, 2024)

Buying and selling activities related to pottery and other crafts: Most of the local community members engage in buying and selling activities of either pottery products, raw materials for pottery makers and processing materials like firewood, and paints. For example, *I always practice in selling pottery for sure, apart from that I don't know any other activities in tourism* (Household 14, Open-ended questionnaire, on 24th February, 2024)

4.3.1.2. Environmental Activities

Modifying pottery processing methods to reduce environmental impact: Some respondents mentioned about the environmental tourism activities they are doing in order to sustain the environment for the present and future benefits of the society by reducing noise pollution from pottery making machinery, although the environmental problems still exist in the society of Kasongan. For example; *Pottery entrepreneurs modify pottery processing, and also the sound of the engine grinding is silenced but still the problem exists* (Private tourism organization, interview on 23rd February, 2024).

Cleaning and maintaining the village environment: Some local community members participate in environmental cleanliness in order to maintain the environment of the Kasongan tourism village. This activity seems to be organized by the village officials because, some of them said they are involved in environmental cleanliness when they are needed. For example, *The environmental activity I am doing is cleaning the environment* (Artisan 5, Focused group discussion, on 2nd March, 2024).

Reducing smoke pollution from pottery burning processes: Another environmental activity mentioned by some of the local community members is the process of reducing the smoke pollution in Kasongan tourism village. The following example exemplify the environmental activities concerning with smoke pollution reduction. “*We are cleaning the village environment to reduce smoke*” mentioned by Private tourism organization worker 1, during the interview on 23rd February, 2024 and also repeated by village leader during the interview on 29th February, 2024

4.3.1.3. Social-Cultural Activities

Providing education and training on pottery making to visitors: This activity has dominated the social-cultural activities mentioned by the local community members since it help to promotes cross-cultural understanding and appreciation for local traditions, ensures the transfer of knowledge and skills to future generations especially when involving the local youth in giving training to visitors. It also helps to Creates opportunities for interactive and immersive cultural experiences for tourists. For example, *Providing education on making pottery and pottery making training to visitors* (Artisan 3, Focused group discussion on 1st March, 2024). *Making pottery and teaching pottery making to tourists if needed* (Household 6, Open-ended questionnaire on 24th February, 2024). *Pottery making training provides information about types of pottery to visitors* (Showroom worker 2, Open-ended questionnaire, on 26th February, 2024).

Allowing visitors to learn and experience making pottery: Some of the local community members mentioned the social-cultural activity of allowing visitors to get trained and get experience of how to make pottery products. The respondents said that through doing this help the community to provides an authentic and engaging cultural experience for tourists, encourages respect and appreciation for the local craft traditions, and creates a sense of connection and belonging between visitors and the community. For example, *Getting information about how to make pottery and types of pottery, provides training, outreach, strategic procedures in processing pottery that presents tourism values, the community as workers, distributors and also promoters of tourism activities here at Kasongan, and People come to buy the handicraft items we make and they also learn about how to make clay-based pottery* (Individual shop owner 4, open-ended questionnaire, on 8th March, 2024)

Offering guided tours and information about pottery making processes: Some local community members offer tour guiding services to visitors that helps to educates visitors about the cultural significance and techniques involved, promotes awareness and understanding of the local heritage and then, enhances the overall visitor experience and satisfaction. For example, *Presenting a guide association to introduce Kasongan products to new people, and Providing education to the general public regarding pottery making* (Private tourism organization, interview on 23rd February, 2024)

Organizing community involvement in tourism events: Some of the respondents mentioned about organizing community events by involving members from the community like participating in exhibition and bazaars are nominated as the social-cultural events. Through doing this help to Fosters a sense of ownership and participation among community members, provides opportunities for cultural exchange and interaction with tourists and generates income and economic benefits for the local community. Moreover, the village officer added that, the community also do preserve and promote the pottery making heritage and cultural values and facilitating research and knowledge-sharing about pottery making. For instance, *Organize and coordinate tourism activities in Kasongan, allow tourists to learn to make pottery, coordinate for students who want to do street vendors in Kasongan, allow researchers to collect data in Kasongan and Local communities are always involved in all events, for example bazaars outside the city* (Village leader 1, Interview on 29th February, 2024)

Providing homestay accommodations for visitors: Some local community members serve homestay to visitors; the homestays are designed and decorated using the pottery products found in Kasongan tourism village. Hence, through doing this, sustainability is attained by offering an immersive cultural experience for tourists, generating additional income for local households and promoting cultural exchange and understanding between hosts and guests. For example, “*we provide homestay, clay, and painting in our houses*” (Household 15, Open-ended questionnaires, on 24th February, 2024)

4.4. Impacts of sustainable cultural tourism activities at Kasongan tourism village

The outcomes were discussed in three aspects as follows

4.4.1. Environmental Outcomes

The respondents repeatedly mentioned issues related to air pollution caused by smoke from burning pottery, environmental degradation due to improper waste disposal, and noise pollution from pottery production activities. These environmental challenges appear to be significant concerns arising from the tourism activities in Kasongan tourism village. Taking an example: *Smoke from pottery factories and the sound of grinding machines* (Private tourism organization, interview on 23rd February, 2024). *Burning pottery makes the village dirty and Often throw rubbish in the river* (Tourism board officer, interview on 29th February, 2024).

4.4.2. Economic outcomes

Most of the respondents highlighted the positive economic impacts of tourism activities in Kasongan tourism village. They mentioned improved economic conditions, income generation, employment opportunities, market expansion, and the economic dependence of local communities on the pottery business. The tourism activities related to pottery production and sales were seen as beneficial for the local economy and livelihood of the residents in Kasongan tourism village.

Improved Economy and Income Generation: Some respondents mentioned Sustainable tourism practices provide economic benefits to the community and provides a source of income and employment opportunities for local communities like Village leader 1, interview on 29th February, 2024, said “tourism activities in Kasongan provides economy improves and provides job opportunities” likewise Artisans 5,6,7,8,9 and 10 repeated the following words “sustainable practices provide benefits across economic”.

Market Expansion and Promotion: Some local community members identified another outcome resulted from tourism activities by making wider market for pottery and crafts, *Tourism activities provide a wider market for pottery and crafts and creating employment opportunities. After the market drops in here, we started finding trust family who are important in exporting manufactured goods to Australia, America, France, India, Germany, the Netherlands and South Africa and providing voluntary social assistance* (Private tourism organization 2, Interview 23rd February, 2024)

Economic dependence and livelihood: Moreover, in the economic outcome some respondents detected the economic dependence and livelihood for the local community members. That means they depend on tourism activities in order to sustain their livelihood. This has been exemplified by Household 9, in the open-ended questionnaire, on 24th February, 2024 when said “communities dependent on the pottery business to sustain our life”

4.4.3. Social-Cultural outcome:

The respondents highlighted various social and cultural outcomes, such as the promotion and preservation of Kasongan's unique pottery-making culture, community engagement and support systems, economic and social vibrancy in the village, education and skills development, and the reinforcement of cultural values and traditions. Tourism activities appear to have played a role in fostering these positive social and cultural outcomes

Cultural Promotion and Preservation: Promoting and preserving the unique Kasongan culture, which is closely tied to pottery-making. Cultural Identity: Kasongan village has developed a strong cultural

identity centered around its traditional pottery-making practices. By promoting and preserving this unique aspect of their culture, the villagers are able to maintain their distinct cultural heritage and pass it down to future generations. *Tourism activities have developed a habit of Promoting Kasongan the culture of Kasongan* (Private Tourism Organization worker 1, interview on 23rd February, 2024).

Community Engagement and Support: Provides socialization and training opportunities related to tourism. Emphasis on community service, helping friends in pottery-making, and voluntary social assistance. Availability of cooperatives to provide capital for those in need. *Socialization and Training Opportunities:* Tourism activities in the village have provided opportunities for socialization and training programs related to tourism. These programs likely aim to educate and involve community members in tourism-related activities, enhancing their skills and knowledge to better cater to visitors and manage tourism initiatives for instance, “*Tourism activities in Kasongan have resulted to provides socialization and training regarding to tourism related activities*” (Individual shop owner 1, Open-ended questionnaire on 8th March, 2024).

Economic and Social Vibrancy: The buying and selling of pottery products make Kasongan village feel more alive and vibrant. In essence, the buying and selling of pottery products in Kasongan village generate economic opportunities, social interactions, and a lively atmosphere that help the community to gather different people from different places. For instance, *With the buying and selling of Kasongan it feels more alive* (Showroom worker 4, Open-ended questionnaire, on 26th February, 2024).

Education and Skills Development: Teaching children about pottery marketing management and business skills. Preparing facilities and infrastructure needed by the community (R3). The emphasis on education and skills development demonstrates the community's commitment to empowering its members, particularly the younger generation, with the knowledge and resources required to sustain and grow the pottery-making industry. By teaching children marketing and business skills, the community aims to equip them with the necessary expertise to promote and commercialize their products successfully. This point is exemplified by this “*Teaching children to understand pottery marketing management and managing a business*” (Individual shop owner 5, Open-ended questionnaire, on 8th March, 2024.)

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. Kasongan tourism village respondents revealed a complex dynamic between positive and negative attitudes towards sustainable tourism development and preservation of the local pottery heritage. On one hand, there are community members who express a willingness to collaborate, provided input, and work jointly to promote Kasongan's pottery and attract more visitors. They recognized the importance of sustaining tourism for future benefits and reviving Kasongan's reputation as a vibrant pottery destination. Suggestions include 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 highlights several negative attitudes and challenges. Some producers prioritize quantity over quality, focusing solely on sales without considering the broader impact on the community or environment. There is a lack of visible community involvement, with some merely providing jobs without further contribution. Social issues like jealousy and prejudice hinder collaboration efforts. 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. Crucially, 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.

This dichotomy of attitudes underscores the need for cohesive efforts to address the challenges and leverage the positive sentiments towards preserving Kasongan's pottery heritage and developing sustainable tourism. Fostering a shared vision, open communication, and collaborative approaches that

involve all stakeholders, including the government, NGOs, and the community itself, will be crucial in overcoming the negative attitudes and capitalizing on the positive willingness to work together for a more sustainable and prosperous future for Kasongan.

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.

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