

# Evaluation of Villa Cendana's Management in Pakem Kaliurang, Yogyakarta: Its Impact on Local Economic and Environmental Development

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KEYWORDS	ABSTRACT
environmental development, management, villa Cendana, local economic,	This study aims to evaluate the management of Villa Cendana in Pakem Kaliurang Yogyakarta, especially regarding its impact on local economic and environmental development. As one of the developing tourist destinations, Villa Cendana is expected to contribute positively to attracting tourists, improving the local economy, and maintaining environmental sustainability. This study uses a qualitative descriptive approach with in-depth interview techniques, field observations, and documentation. Data were collected from villa managers, local communities, and visiting tourists. This study evaluates several management aspects, including the villa's contribution to local employment, natural resource management, and the environmental impacts of villa operations. The analysis technique in this study uses the Milles and Hubberman approach consisting of data reduction, data presentation and drawing conclusions. The study results indicate that Villa Cendana has succeeded in creating economic opportunities for the surrounding community through job creation and increasing local income. However, several environmental issues, such as waste management and the impact of water use, require further attention so that villa management remains in line with sustainability principles. This evaluation provides essential insights into how good management can positively impact local economic development while minimising negative environmental impacts.

## INTRODUCTION

Sustainable tourism management is one of the main concerns in developing tourist destinations, especially in areas with unique natural and cultural potential. Tourism can positively impact local communities' economy and social life by creating jobs, increasing regional income, and introducing local culture to a broader scale (Surwiyanta, 2003). However, without proper management, tourism development can have negative impacts, such as environmental damage, decreased quality of life of local communities, and degradation of cultural values (Butler, 1980). Research by Liu (2003) emphasises the need for a holistic approach in evaluating tourism's social, economic, and environmental impacts to create long-term sustainability. Thus, effective and strategic management is key to maintaining a balance between the benefits and impacts caused.

One area that requires sustainable tourism management is Villa Cendana in Pakem Kaliurang, Yogyakarta. This destination has great potential to support the local economy by providing quality tourist accommodation that utilises the surrounding area's natural beauty. A study by Aji et al. (2018) showed that the accommodation sector significantly contributes to local economic growth in Yogyakarta, including increasing local revenue and employment opportunities in the service sector. In addition, Rahmawati et al. (2016) found that community-based accommodation in Yogyakarta can directly contribute to poverty alleviation and a more equitable distribution of economic benefits. Therefore, the management of Villa Cendana needs to be

optimised to become a catalyst for the local economy while maintaining the region's competitiveness in facing regional tourism competition.

A community-based management approach has been recognised as an effective strategy for achieving sustainability. This approach involves local communities in every management stage, increasing a sense of ownership and responsibility for the area's sustainability. Murdiyanto (2011) stated that local community participation in managing tourist destinations can improve social welfare and strengthen the relationship between the community and the tourism industry. In addition, research by Tosun (2000) emphasised that community participation can overcome the challenges of tourism development, such as economic inequality and exploitation of natural resources. With community involvement, Villa Cendana can be managed more inclusively and sustainably.

On the other hand, environmental impact is also a significant concern in managing tourist destinations, especially in areas such as Pakem Kaliurang, which has sensitive ecosystems. Mitchell (1997) emphasised the importance of wise resource management and sustainability strategies in destination operations. In addition, Swarbrooke (1999) also emphasised that implementing environmentally friendly principles, such as waste management, energy efficiency, and tourist education, can minimise environmental damage. Research by Bramwell and Lane (1993) also highlighted the importance of collaboration between the government, private sector, and community sectors to ensure the sustainability of the destination environment. Therefore, the management of Villa Cendana must consider the environmental impact as a whole so that the area remains sustainable. Through a comprehensive evaluation, this study aims to analyse the impact of Villa Cendana management on local economic and environmental development. This evaluation will identify areas that need improvement and provide strategic recommendations to improve management effectiveness. This study is in line with research by Lane (2009), which emphasises the importance of a comprehensive evaluation approach in measuring the operational impact of tourist destinations. Thus, this research is expected to guide Villa Cendana managers to develop destinations more strategically, inclusive, and sustainably, which ultimately provides maximum benefits for the community and the environment.

### **Sustainable Tourism Management**

Sustainable tourism is an important concept in developing tourist destinations in the modern era. Effective tourism management prioritises economic growth and involves environmental and social aspects. According to Saarinen (2006), tourism sustainability must consider the balance between economic benefits, environmental protection, and the welfare of local communities. Previously, Hunter (1997) also emphasised that sustainable tourism models must be adaptive to each destination's unique characteristics to ensure their relevance in the local context. The study showed that the success of sustainable tourism is greatly influenced by resource management and stakeholder participation.

### **Economic Impact of Tourism**

Tourism contributes significantly to the local economy through job creation and increasing regional income. Research by Dwyer et al. (2004) identified the direct, indirect, and induced economic impacts of tourism activities, including increased tourist spending and its impact on related sectors. Meanwhile, research in the Southeast Asian region by Hampton and Jeyacheya (2015) highlighted that community-based accommodation can increase the economic inclusion of local communities. However, its sustainability depends on good governance. Therefore, strategic management is a key factor in maximising the economic benefits of tourism.

### **Community Participation in Tourism**

A participatory approach to tourism management has increased the sense of community ownership of tourist destinations. For example, Tosun (2000) identified that a lack of access to information and policy limitations often constrain local community participation. However, research by Scheyvens (1999) shows that a community-based approach can strengthen the relationship between local communities and the tourism sector. This is an important foundation for integrating communities in decision-making related to tourism destination management.

### **Environmental Impact of Tourism**

Poorly managed tourism activities often cause environmental damage. According to Gössling and Hall (2006), tourism contributes to climate change through carbon emissions from tourist transportation. Another study by Buckley (2012) shows that applying environmentally friendly technology and waste management policies in tourist destinations can reduce negative environmental impacts. Therefore, tourist destinations like Villa Cendana must adopt mitigation measures to maintain environmental sustainability.

### **Tourism Management Evaluation**

Destination management evaluation is an important step to ensure the effectiveness of the implemented strategy. Research by Papatheodorou and Song (2005) emphasised the importance of using quantitative and qualitative data in evaluating destination performance, including its impacts on the economy, society, and environment. In addition, a study by Becken and Simmons (2002) proposed an evaluation framework that includes policy analysis, community perception, and long-term impacts to improve destination sustainability.

## **METHOD**

This study uses a qualitative approach with a descriptive method. This approach aims to deeply understand the phenomenon related to the management of Villa Cendana in Pakem Kaliurang Yogyakarta and its impact on local economic and environmental development. The data analysis model used is the interactive model of Miles and Huberman (1994), which includes three main stages: data reduction, data presentation, and concluding/verification. This study was conducted at Villa Cendana, Pakem Kaliurang, Yogyakarta. The study subjects included villa managers, local communities, and visiting tourists. The subjects were selected purposively based on their direct involvement in the operation and the impact of villa management on the local community and environment. Data in this study were collected through In-depth Interviews, Direct observation, and documentation. The validity of the data in this study was through method triangulation (interviews, observations, and documentation), source triangulation (managers, communities, and tourists), and re-checking of the analysis results by competent parties. The data analysis technique in this study used the Miles and Huberman (1994) model, which consisted of data reduction, data presentation and drawing conclusions.

## **RESULTS AND DISCUSSION**

### **Research Results**

Based on the results of interviews with the Villa Cendana manager, the surrounding community, and tourists, it was found that the management of this villa has had a significant economic impact on the local community. The villa manager reported increased labour demand for villa operations, including cleaning, security, and

culinary services. In addition, most of the villa's logistical needs, such as food and household equipment, are obtained from local suppliers.

However, from an environmental perspective, direct observation showed several challenges. Several areas around the villa experienced increased waste volume due to tourist activities. Although the manager has implemented a waste management policy, such as providing separate trash bins for organic and inorganic waste, tourist compliance with this policy is still low. The reduced data is presented in two main themes:

1. **Economic Impact:** Data shows that the villa provides a direct economic contribution through job creation and local tax contributions. In addition, the manager involves the local community in marketing and promotional activities, such as a local product bazaar.
2. **Environmental Impact:** Observations show environmental impacts, including increased plastic waste and high water consumption. The environmental policies implemented by the manager have not been fully effective in addressing this problem.

Based on the analysed data, it can be concluded that although Villa Cendana has positively contributed to the local economy, environmental challenges remain an issue that needs to be addressed immediately. Environmental mitigation efforts, such as tourist education and improving waste management infrastructure, are needed to ensure the long-term sustainability of the villa.

## **Discussion**

The study results indicate that Villa Cendana has a significant economic impact, which aligns with research by Dwyer et al. (2004), which states that the tourism sector can provide direct, indirect, and induced contributions to the local economy. In addition, the involvement of local communities in the operation of the villa reflects the implementation of a community-based approach proposed by Scheyvens (1999). This community-based management provides economic benefits and strengthens social relations between managers and the surrounding community.

### **1. Environmental Impact**

These findings indicate that waste management and tourist education are significant challenges from an environmental perspective. These findings are consistent with research by Gössling and Hall (2006), which states that tourism often harms the environment, especially regarding waste and resource consumption. In this context, Villa Cendana needs to adopt environmentally friendly technologies and strengthen sustainability policies, as Buckley (2012) suggested.

### **2. Policy Implications**

The results of this study highlight the need for closer collaboration between villa managers, communities, and local governments to address environmental challenges. Stricter policies on waste management and training and education programs for tourists could be effective solutions. In addition, managers could consider implementing regular environmental audits to monitor the impacts of villa operations.

### **3. Contribution to the Literature**

This study supports previous findings on the economic and environmental impacts of the tourism sector while providing new insights into the importance of continuous evaluation in the context of rural tourism accommodation. The Miles and Huberman approach used in this study also proved effective in systematically analysing qualitative data.

## Recommendations

To improve the sustainability of management, Villa Cendana can consider:

1. Environmental Infrastructure Improvement: Provide more sophisticated waste management facilities.
2. Tourist Education: Conduct environmental awareness campaigns for tourists.
3. Strengthening Collaboration with the Community: Increase community involvement in decision-making related to villa management.

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