

# LOCAL COMMUNITY MANAGEMENT OF SUSTAINABLE TOURISM: KASONGAN TOURISM VILLAGE, YOGYAKARTA, INDONESIA

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## ABSTRACT

*This qualitative study, guided by a constructivist paradigm and utilizing a single case study design, investigates how local communities manage sustainable tourism in Kasongan Tourism Village, Yogyakarta, Indonesia. It employed a local community involvement conceptual framework whereby its weaknesses were covered by strong structuration theory. 39 respondents were purposively obtained. Both primary and secondary data were involved in this study, primary data were collected through observation, open-ended questionnaires, focused group discussion and interview collection techniques, while secondary data were collected from documents. The data analysis method employed was thematic data analysis method with the aid of NVivo Version-12 Software, and ethical issues, trustworthiness, limitation of the research were highly observed. The findings revealed a mix of positive and negative attitudes towards sustainable tourism practices, with challenges related to environmental issues, lack of skills and funding, and coordination among stakeholders. Key actors, both internal (village officials, artisans, households) and external (government, tourism organizations), were identified, but collaboration was found to be limited. Economic activities like pottery sales, environmental initiatives like pollution reduction, and socio-cultural efforts like promoting cultural experiences contributed to sustainable development. The study highlighted the need for capacity-building, stakeholder collaboration, sustainable financing, and addressing environmental concerns. Contribution of the study includes fostering a shared vision, enhancing communication, promoting eco-friendly practices, and implementing cultural preservation programs. Moreover, the thesis contributes to decision-makers, practitioners, and academicians by providing insights into sustainable tourism management in craft villages.*

**Keywords:** *Tourism; Sustainable tourism; Kasongan tourism village; Local community; Strong structuration theory; actors' collaboration.*