

INTISARI

Penelitian ini mengkaji penerapan prinsip keberlanjutan di Desa Wisata Tamansari, Kabupaten Banyuwangi, Jawa Timur dengan menganalisis tiga aspek utama: sosial budaya, ekonomi, dan lingkungan. Tujuan penelitian adalah untuk melihat sejauh mana upaya prinsip keberlanjutan telah diterapkan dalam pengelolaan Desa Wisata Tamansari. Penelitian menggunakan pendekatan deskriptif kualitatif dengan melibatkan 13 narasumber dan 100 responden melalui kuesioner. Hasil penelitian menunjukkan bahwa dari aspek sosial budaya, tingkat kepuasan masyarakat terhadap pariwisata sangat tinggi, namun ditemukan kelemahan fundamental berupa ketiadaan dasar legislasi yang mengatur perlindungan aset budaya dan tidak adanya pengakuan formal untuk situs bersejarah. Dari aspek ekonomi, pariwisata telah memberikan kontribusi positif yaitu responden mendapat tambahan penghasilan, namun hanya 21 % dari total penduduk yang aktif bekerja di sektor pariwisata dan belum terdapat layanan sosial formal yang dibangun dari pendapatan pariwisata. Dari aspek lingkungan, TPS3R telah beroperasi dengan baik namun baru melayani 18,4% kepala keluarga, dan terdapat kelemahan kritis berupa ketiadaan regulasi pengendalian pembangunan serta tidak adanya mekanisme pengendalian intensitas kunjungan wisatawan. Penelitian ini menyimpulkan bahwa meskipun Desa Wisata Tamansari menunjukkan beberapa pencapaian positif, penerapan prinsip keberlanjutan masih menghadapi kelemahan serius terutama dalam aspek kelembagaan, regulasi, dan sistem yang memerlukan perbaikan segera untuk menjamin keberlanjutan jangka panjang.

Kata kunci: desa wisata, pariwisata berkelanjutan, prinsip keberlanjutan, Desa Wisata Tamansari

ABSTRACT

This study examines the implementation of sustainability principles in Tamansari Tourism Village, Banyuwangi Regency, East Java, by analyzing three main aspects: socio-cultural, economic, and environmental. The purpose of the study was to determine the extent to which sustainability principles have been implemented in the management of Tamansari Tourism Village. This study used a qualitative descriptive approach, involving 13 key informants and 100 respondents through a questionnaire. The results showed that from a socio-cultural perspective, the level of community satisfaction with tourism was very high; however, fundamental weaknesses were identified in the absence of a legislative basis governing the protection of cultural assets and the lack of formal recognition for historical sites. From an economic perspective, tourism has made a positive contribution, with respondents receiving additional income; however, only 21% of the total population works in the tourism sector, and there are no formal social services built from tourism revenues. From an environmental perspective, TPS3R has been operating well but only serves 18.4% of households, and there are critical weaknesses in the absence of development control regulations and mechanisms to control the intensity of tourist visits. This study concludes that although Tamansari Tourism Village has shown some positive achievements, the implementation of sustainability principles still faces serious weaknesses, especially in institutional aspects, regulations, and monitoring systems, which require immediate improvement to ensure long-term sustainability.

Keywords: tourism village, sustainable tourism, sustainability principles, Tamansari Tourism Village