

ABSTRAK

Pengelolaan destinasi pariwisata yang tidak berkelanjutan berisiko memicu degradasi lingkungan serta persoalan sosial ekonomi masyarakat lokal. Desa Wisata Krebet, Kabupaten Bantul, dikenal sebagai wisata edukasi batik kayu dan telah menunjukkan capaian kelembagaan dan sumber daya manusia, namun masih menghadapi tuntutan pemenuhan indikator destinasi berkelanjutan khususnya pada pengelolaan. Penelitian ini bertujuan mengidentifikasi peran pemangku kepentingan dan menganalisis kesesuaian serta kesenjangan pengelolaan Desa Wisata Krebet terhadap indikator pengelolaan berkelanjutan pada Peraturan Menteri Pariwisata dan Ekonomi Kreatif Nomor 9 Tahun 2021 tentang Pedoman Destinasi Pariwisata Berkelanjutan. Urgensi penelitian ini adalah untuk menghasilkan pemahaman baru yang dapat dipakai sebagai rujukan perbaikan tata kelola, mekanisme umpan balik, serta strategi kolaborasi dan pendanaan yang lebih berkelanjutan. Penelitian menggunakan pendekatan kualitatif deskriptif dengan desain studi kasus tunggal. Data dikumpulkan melalui wawancara mendalam semi-terstruktur, observasi non-partisipan, dan studi literatur. Informan dipilih secara purposif. Analisis dilakukan melalui reduksi, penyajian, dan verifikasi data serta triangulasi sumber. Pengelola menjadi pusat manajemen destinasi yang mengatur paket, jadwal, peran, dan promosi, namun harus menyesuaikan birokrasi serta perubahan kebijakan. Dukungan pemerintah, perguruan tinggi, dan pengunjung masih insidental. Umpan balik penduduk rapi tapi operasional, sedangkan masukan fasilitas tertahan anggaran. Temuan khas Krebet ialah mekanisme rolling antar-RT dan rekrutmen pengurus berbasis KTP untuk menjaga pemerataan manfaat. Secara garis besar, penelitian ini menyarankan untuk melakukan penguatan kelembagaan melalui legalitas, SOP, dan administrasi data atau MoU, serta kolaborasi lintas sektor untuk mendapatkan pelatihan rutin, penguatan SDM, dan diversifikasi pendanaan agar perawatan fasilitas tetap berkelanjutan.

Kata kunci: Pemangku Kepentingan, Pengelolaan Destinasi Pariwisata, Pariwisata Berkelanjutan, Desa Wisata, Krebet.

ABSTRACT

Unsustainable tourism destination management risks triggering environmental degradation and socio-economic problems for local communities. Kreet Tourism Village in Bantul Regency is known for its educational wooden batik tourism and has demonstrated institutional and human resource achievements; however, it still faces demands to meet sustainable destination indicators, particularly in the management dimension. This study aims to identify the roles of stakeholders and to analyze the alignment and gaps in Kreet Tourism Village's management practices against the sustainable management indicators set out in Regulation of the Minister of Tourism and Creative Economy of the Republic of Indonesia Number 9 of 2021 concerning Guidelines for Sustainable Tourism Destinations. The urgency of this study lies in generating new insights that can serve as a reference for improving governance, feedback mechanisms, and more sustainable collaboration and funding strategies. This research employs a descriptive qualitative approach using a single-case study design. Data were collected through semi-structured in-depth interviews, non-participant observation, and literature review. Informants were selected purposively. Data were analyzed through data reduction, data display, and conclusion drawing/verification, supported by source triangulation. The destination management organization acts as the central manager, regulating tour packages, schedules, stakeholder roles, and promotion, yet it must adapt to bureaucratic procedures and policy changes. Support from government agencies, higher education institutions, and visitors remains incidental. Community feedback is well organized but largely operational, while proposals related to facilities are constrained by budget limitations. A distinctive finding in Kreet is the rolling mechanism among neighborhood units and the recruitment of management members based on local identity cards to ensure a more equitable distribution of benefits. Overall, this study recommends strengthening institutional capacity through legal status, standard operating procedures, and systematic data administration or memorandum of understanding (MoU), as well as cross-sector collaboration to secure regular training, enhance human resources, and diversify funding sources so that facility maintenance can be sustained over the long term.

Keywords: Stakeholder, Tourism Destination Management, Sustainable Tourism, Tourism Village, Kreet.