

Green Tourism Village Education: A Public Participation-Based Innovation in Munggangsari Village, Kaliangkrik District, Magelang Regency

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Abstract. Community service activities in tourism village education were conducted to provide assistance and foster innovations, particularly those based on community participation. The limited involvement of Karang Taruna Sari Muda Manunggal in optimizing the existing tourism potential highlighted the necessity for such activities. Therefore, the community service team organized workshops featuring professional practitioners from Padjar School, an independent organization addressing public issues related to tourism village development. These workshops aimed to enhance community engagement and develop sustainable tourism innovations. The results demonstrated that collaborative participation played a significant role in improving the effectiveness of tourism village development. In conclusion, community assistance involving active public participation was found to accelerate the achievement of sustainable tourism development goals.

Keywords: education, tourism village, innovation, community participation

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INTRODUCTION

The development of tourist villages has garnered significant attention from diverse stakeholders, including the government, community leaders, and researchers. Tourist villages contribute substantially to the welfare of local communities and national revenue streams (Musleh & Rosa, 2024). The issuance of Law Number 6 of 2014 on Villages has further strengthened the role of villages in self-management and development, offering unprecedented opportunities for optimizing natural and human resources. This regulation enables villages to leverage their unique attributes—such as natural landscapes, cultural heritage, and traditions to improve community welfare and attract tourism (Nurbaeti et al., 2021).

Despite the promising prospects, the development of tourist villages is not without challenges. Over-exploitation of natural resources, often accompanied by insufficient consideration of environmental sustainability, has hindered the long-term viability of many tourist villages (Andyani et al., 2021). This is in stark contrast to the principles of green tourism, which emphasize a

balanced approach encompassing environmental preservation, social inclusivity, and economic growth (Titisari et al., 2022). Addressing these challenges necessitates a shift toward green tourism village development, particularly in Munggangsari Village, Kaliangkrik District, Magelang Regency.

Munggangsari Village boasts remarkable potential as a green tourism destination, with its array of natural attractions, including waterfalls, natural forests, entrustments, and mountain parks. However, community participation, particularly that of the Sari Muda Manunggal Youth Organization, remains insufficient (Rahayu, Whyudi, & Aulia, 2024). Active involvement from the local community is critical for the sustainable management of natural resources and for enhancing tourism appeal (Mahamadu & Salia, 2020).

In addition to being based on empirical data, a situation analysis conducted by the guidance team revealed that while Munggangsari Village has significant tourism potential, the lack of active community participation hinders its development. Effective tourism village development requires a collaborative effort involving government authorities, community leaders, youth groups, and academic institutions (Gautama et al., 2020). Community participation is crucial, as it serves as

the primary driver of tourism village activities through the utilization of resources and the preservation of local traditions and culture (Hailudin & Qolby, 2022).

The presence of academics is essential to provide literacy and capacity-building programs that educate the community on optimizing public participation in sustainable tourism development. Participation is a critical prerequisite for the success of tourism villages; without it, development efforts risk marginalizing the local community (Nahar et al., 2024). Therefore, community service activities focused on green tourism village education, emphasizing innovations based on public participation, are urgently needed.

This study aimed to identify the factors limiting community participation in the development of green tourism villages in Munggangsari Village; develop educational programs and innovative strategies to enhance public participation in sustainable tourism; foster collaboration among local stakeholders, including government bodies, youth organizations, community leaders, and academics, to achieve a unified approach to green tourism village development; provide actionable recommendations for the sustainable management of natural and cultural resources in Munggangsari Village.

METHODS

Community service activities were conducted to provide understanding and knowledge to the Village Apparatus and Karang Taruna Sari Muda Manunggal in Munggangsari Village, Kaliangkrik District, Magelang Regency. The approach utilized a workshop method by involving practitioners with expertise in environmental issues. The implementation of these activities followed three main stages: the preparation stage, the implementation stage, and the evaluation stage. Each stage was designed to ensure the success and sustainability of the community service initiatives. Below is a detailed description of the stages:

Preparation Stage

The preparation stage involved several key activities:

- 1) The community service team conducted internal meetings to align on themes, target participants, and proposal preparation. This step ensured clarity and focus among team members before the call for community service proposals.
- 2) The team collaborated with the Munggangsari

Village Apparatus to discuss the objectives, timeline, and expected outcomes of the community service activities. This coordination ensured alignment with the village's priorities and needs.

- 3) The final step in this stage involved drafting and submitting community service proposals, which detailed the objectives, methods, and anticipated outcomes of the activities.

Implementation Stage

During the implementation stage, the Padjer School team, along with the community service team, conducted workshops for the Village Apparatus and the Management of Karang Taruna Sari Muda Manunggal. Key activities included:

- 1) Sessions focused on enhancing participants' knowledge of environmental preservation and green tourism principles.
- 2) Interactive discussions and one-on-one mentoring provided deeper insights and practical guidance.
- 3) Additional resources and case studies were shared to reinforce the learning process.
- 4) These were used to foster engagement and a collaborative atmosphere among participants.

Evaluation Stage

The evaluation stage was critical for assessing the effectiveness of the community service activities. This stage involved:

- 1) Surveys were distributed to gather feedback from participants regarding the implementation and impact of the workshops, particularly in relation to the development of green tourism villages as an innovation based on public participation.
- 2) Meetings with the Village Apparatus and the Karang Taruna management team were held to discuss follow-up activities and ensure the continuity of initiatives in Munggangsari Village.

Measuring Success

The success of the community service activities was measured through:

- 1) Analysis of survey responses to determine the level of understanding and satisfaction among participants.
- 2) Monitoring the increased participation of the Village Apparatus and Karang Taruna in green tourism activities.
- 3) Evaluation of follow-up plans and commitments from stakeholders to ensure the sustainability of efforts.

RESULTS AND DISCUSSION

Community service activities were conducted in Munggangsari Village, Kaliangkrik District, Magelang Regency, an area highly suitable for development as a green tourism village. The village offers significant potential for proportional management of its natural and human resources.

Preparation Stage

During the preparation stage, the service team conducted a formal visit (*sowan*) to the Head of Munggangsari Village to introduce and explain the objectives and scope of the community service initiative focused on tourism village education. The team outlined the importance of fostering community awareness and participation in the development of Munggangsari Village as a green tourism destination. The Head of Munggangsari Village expressed strong support for the collaboration with the FISIP UNNES Service Team, emphasizing its relevance in educating the community on optimizing the village's tourism potential seen in Figure 1.



Figure 1. Community Service Team Conducts Survey and Coordination in Munggangsari Village

During the preparation stage, the service team conducted internal coordination to discuss the theme, objectives, and technical aspects involved in preparing activity proposals. This step was essential to ensure that the concept of tourism village innovation could be developed effectively. Additionally, the team coordinated and planned implementation strategies to achieve the desired goals efficiently. Coordination was also undertaken with the Munggangsari Village apparatus to determine the target location for service activities, outline the objectives and timeline, and develop a follow-up plan. Effective coordination at this stage was critical in laying the groundwork for the success of the community service activities (Sembel, Monintja, & Kumayas, 2023; Artawan, Imbayani, & Prayoga, 2023).

As part of the preparation process, the service team visited several potential tourist locations in and around Munggangsari Village. The locations included Kembang Silawe Waterfall, Nepal Van Java, and Silancur Highland. Among these, Kembang Silawe Waterfall was identified as the least developed, despite its potential as a tourism destination. The waterfall, situated along a river fed directly by water from Mount Sumbing's slopes, offers clean water and scenic beauty that could attract tourists. However, the site remains underdeveloped, with minimal infrastructure and widespread litter, detracting from the natural aesthetic. Addressing these issues through community education and participation is crucial to unlocking the waterfall's potential as a sustainable tourism destination can be seen in figure 2.



Figure 2. The condition of garbage around the Kembang Silawe Waterfall, Munggangsari Village, Kaliangkrik District, Magelang Regency

Implementation Stage

At this stage of implementation, the community service team collaborated with the Padjar School team. The focus of the activities was on environmental issues and their relationship to the concept of green tourism villages. Participants included representatives from the Village Apparatus and the Management of Karangtaruna

Sari Muda Manunggal in Munggangsari Village, Kaliangkrik District, Magelang Regency. This phase represented the core activity of the community service initiative, encompassing sessions to strengthen initial understanding, interactive discussions, mentoring, material deepening, and ice-breaking activities. Below is a description of the activities conducted can be seen in figure 3.



Figure 3. The Service Team discusses with PPKn Alumni of the Pedjer School Management

In the understanding strengthening session, the service team and Padjer School delivered materials related to the concept of green tourism villages. Participants were provided with comprehensive insights into the importance of balancing tourism development with environmental conservation (Cahyani et al., 2024) to promote sustainable tourism. Additionally, discussions highlighted the critical role of public participation as the foundation for building a sustainable tourism village. This concept, known as community-based tourism, emphasizes direct community involvement in managing village resources and potential (Sudibya, 2018; Chamidah et al., 2021). Effective integration of local community efforts with village potential can significantly enhance community welfare (Djatkiko et al., 2021).

In the interactive discussion activity, the trainees were encouraged to develop ideas,

perspectives, and challenges encountered in developing tourist villages. The service team, in collaboration with Padjer School, facilitated these discussions by guiding the dialogue, offering practical solutions, and broadening participants' understanding through case studies of successful tourism village implementations from other regions. Furthermore, this activity aimed to foster and enhance collaboration between village officials and the Karangtaruna organization, thereby strengthening their collective efforts in realizing the potential of the village.

The next session was the mentoring session. This session aimed to ensure participants' understanding of the principles of green tourism village development and public participation. This understanding was directed toward real-world application through practical implementation. Participants were also encouraged to develop strategic plans tailored to the unique potential of their village. Additionally, this mentoring session provided a platform for discussing potential challenges and strategies for overcoming them.

The following session focused on deepening the material, which involved activities to reinforce the concept of sustainable tourism. Participants learned about several critical criteria for sustainable tourism, including (1) the presence of a management structure and stakeholders, (2) economic benefits for local communities, (3) the preservation of local culture and traditions, and (4) environmental conservation and waste management (Fujihasa, Midawati, & Mahadewi, 2022). This session also explored strategies for actively involving the community in tourism development through activities such as mutual cooperation, local community education, and the promotion of local wisdom. The deepening of material helped participants plan concrete actions to be implemented in their villages.

The final session was ice-breaking, which served to ease tension among participants and foster more open interactions. These activities created a dynamic atmosphere, encouraging active participation and closer collaboration between village officials and youth organization administrators. As a result, the discussions became more engaging, and the relationships among stakeholders were strengthened.

Evaluation Stage

The evaluation stage is an important phase in community service activities that aims to assess the success of the program, identify areas that need improvement, and plan for sustainable follow-up.

The evaluation in this activity focused on the effectiveness of the development of tourism villages based on public participation in Munggangsari Village, Kaliangkrik District, Magelang Regency. Key evaluation activities included:

- 1) Surveys were distributed to measure the impact and effectiveness of the service activities. The evaluation covered participants' understanding of the concept of green tourism villages, public participation, environmental conservation, the quality of materials provided, and the activities' impact on community motivation.
- 2) Follow-up coordination was conducted with village and Karangtaruna officials to discuss survey results and determine actionable next steps. These discussions focused on follow-up activities, collaboration plans, and the establishment of mentoring schedules and periodic evaluations to ensure the sustainability of the initiative.

CONCLUSION

Service activities carried out in Munggangsari Village, Kaliangkrik District, Magelang Regency can be effectively implemented to enhance public awareness and understanding of the importance of active participation-based tourism development. Through well-prepared activities, the implementation of service initiatives can be conducted successfully. Additionally, the service activities provided insights into the challenges faced by the tourism village community in developing green tourism villages. These challenges are not limited to issues within the local community but also include the lack of government support, which significantly impacts tourism development. To ensure the sustainable development of tourism villages in Munggangsari, follow-up actions are necessary. These include enhancing community capacity through periodic training and developing more effective tourism promotion strategies. Furthermore, community involvement in maintaining cleanliness and environmental sustainability, especially in tourist areas, must be optimized through regular mutual cooperation activities and environmental education. Collaboration between the village government, youth organization administrators, and relevant communities and institutions is essential to overcome obstacles and design follow-up programs that prioritize improving the welfare of local communities.

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