

ENVIRONMENTAL SUSTAINABILITY: EVENT INAUGURATION OF TOURISM VILLAGE AS AN INITIAL STAGE IN THE BUILT ENVIRONMENT

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Abstract. This study aims to see how the steps taken by the management of the tourism village to preserve the natural environment, community empowerment in the embung puri idaman tourism village, this is important to know because looking at the conditions in the embung puri idaman tourism village it looks a lot of deforested land. The inauguration of the Tourism Village is a formality activity that initiates the steps of the management of the dream puri embung tourism village to preserve the natural environment and community empowerment. This research was conducted with a qualitative approach of Interview, Observation to answer research problems. Based on the findings in the field and interviews with the interviewees, the speakers found that the management of Embung Puri Idaman Village has good steps in preserving the environment. The step taken by the manager is to combine the inauguration of the dream embung puri tourism village with the program of planting fruit types planted on barren land. The impact of environmental sustainability is as a management tourism village and the surrounding community has plantation land produced and has income for tourism villages and helps the community as sellers around the ideal embung puri tourism village, besides that it is important to maintain environmental sustainability to be useful even more. Implications for education are new science, for practitioners in the field is an addition to management science

Keywords: events; environment; sustainability.

I. INTRODUCTION

This research is a study of the steps of the only tourism village manager in East Oku district, South Sumatra. To see the steps or strategies of the manager of the ideal embung puri tourism village in preserving the natural environment in its area and empowering the community in the zone of the ideal embung puri tourism village. The problems that arise are in the form of environmental denudation in the Embung puri dream tourist village zone and the benefits received by the community for tourism in their area. According to (Ida Ayu Putu Widiati & Indah Permatasari [1]). Environmental imbalances and damage can threaten the availability of natural resources essential for life, such as clean water, clean air, fertile soil, and biodiversity. It is also highly relevant in the context of economic development and social development. Efforts to achieve sustainable development require effective and efficient management of natural resources, as well as the reduction of negative impacts on the environment. Research in this field can help develop ideas for management steps in maintaining and managing the environment and provide knowledge to other tourism village managers about better methods or ways of managing natural resources through case studies that have been conducted in embung puri idaman tourism village, as well as increasing public awareness about the importance of environmental sustainability.

Other benefits of the study may also help reduce risks to natural disasters and climate change. Environmental

sustainability is very important to maintain the survival of humans and planet Earth. This also has the impact of helping to develop better technology and methods of natural resource management, improve the overall quality of human life, reduce the risk of natural disasters and climate change in line with this Maryani, E. [2] in the inauguration of Professors; We are often faced with spatial problems both globally, nationally and locally. Global problems in the form of global warming of the earth's temperature (global warming) In addition, it promotes sustainable economic development, as well as increasing public awareness and participation in maintaining environmental sustainability. This research was conducted to see steps that can help overcome complex environmental problems Environmental problems often involve many interrelated and complex factors, such as economic, social, and political factors in the dream puri embung tourism village, in line with this statement according to Maryani, E. [2] in the confirmation of the Professor; In everyday life, we are often faced with spatial decision making and spatial behavior that requires spatial intelligence in deciding it, such as where we choose a high place and carry out activities in it. We all live on the same planet, and a negative impact on the environment in one place can have an impact on other places around the world. Therefore, it is necessary to do. collaboratively and in a joint movement to create effective and sustainable solutions.

Research activities that examine the scope of research conducted in tourism villages are not much researched, there

are several previous studies (Danang Wahyudi [3]) this examines the steps to develop green tourism in srimalyo tourism villages for environmental conservation. This study is a service study conducted in Bantul district and resulted in a) improvement of tourism supporting infrastructure (embossed letters), b) Economic development by coaching local communities with the title "various processed ketupat". C) Environmental conservation with renewable energy. D) tourism promotion. Having a conclusion of the PKW (Regional Partnership Program) program was successfully carried out. In the future, the environmental challenges we face are increasingly complex and serious, such as climate change, forest and land destruction, air and water pollution, and declining biodiversity. Therefore, this research becomes increasingly important and urgent to ensure human survival and the environment around the dream embung puri tourism village in the face of environmental sustainability threats. In line with the above opinion in the study (Danang Wahyudi [3]) Sustainable tourism is tourism that refers to sustainable principles that take into account current and future economic, socio-cultural and environmental aspects and impacts, and can be applied to all forms of tourism activities that aim to maximize positive impacts and minimize negative impacts to ensure long-term sustainability.

In addition, this activity can promote public awareness and participation in efforts to maintain environmental sustainability. With increased public awareness and participation, synergy and collaboration will be created in maintaining environmental sustainability. In line with that (Ayuningtyas [4]) the upper layer of the population is busy working in the ecotourism sector, such as being a guide or going to various places to promote ecotourism". It is also very important in the context of sustainable economic development. In an era of globalization and global competition, companies oriented towards environmental sustainability will have a significant competitive advantage. This in this area can help develop more sustainable business models and reduce negative impacts on the environment. The interest in the world of tourism this research is very important because it is closely related to efforts to maintain sustainability and environmental sustainability. The dream embung puri tourism village, as well as events held in a village, can have a great impact on the surrounding environment, both positively. The uncontrolled growth of the tourism industry raises various environmental problems that question the sustainability framework of conventional tourism (Hwang & Lee [5]), this research will also help increase awareness and understanding of the importance of preserving the environment among tourism industry players, including parties involved in organizing events such as events held in a village. By increasing this awareness and understanding, it is hoped that tourism industry players will be more proactive in taking actions to minimize the negative impacts caused and promote environmental sustainability. This research is very important in maintaining the sustainability of tourism and the environment. By minimizing negative impacts and promoting environmental sustainability, tourism can become a more

sustainable resource and provide long-term benefits to local communities.

In addition, this research can also help improve the tourism image of an area. If a region successfully promotes itself as an environmentally friendly and sustainable tourism destination, it can attract tourists who are increasingly aware of the importance of preserving the environment and are looking for travel experiences that have a positive impact on the environment and local communities. Thus, tourism can be an important factor in promoting awareness and concern for the environment among local communities and tourists. This research can also help improve coordination and cooperation between various parties involved in tourism, including the government, tourism industry players, and local communities. By strengthening this cooperation, it is hoped that it will be easier to implement sustainability strategies and minimize the negative impacts caused by tourism. In the context of an event held in a village, this research can help ensure that the event provides maximum benefits to the environment and local community, as well as minimizing negative impacts that may arise. This will help improve the sustainability of tourism in the area and open up opportunities for the development of more sustainable and environmentally friendly tourism in the future. In addition to the benefits mentioned earlier, this research will also help identify new potentials in the development of more sustainable tourism. In the context of events, this research can help identify types of events that are more environmentally friendly and have the potential to have a greater positive impact on the environment and local communities. This will open up opportunities to develop more sustainable and environmentally friendly events in the future.

The research is also likely to help improve the overall sustainability of tourism, thereby providing greater economic and social benefits to local communities. By maintaining environmental sustainability and promoting tourism sustainability, it is hoped that tourism can become a more sustainable resource and provide long-term benefits for local communities. In addition, research on environmental sustainability can also help in the development of more sustainable tourism policies and strategies. By knowing the impact of tourism on the environment and local communities, as well as the factors that influence the successful implementation of sustainability strategies, So the government and tourism industry players can develop more effective policies and strategies to maintain the sustainability of tourism in the region. Sustainable development of policies and strategies can strengthen the competitiveness of a region's tourism and improve the quality of the tourist experience. In addition, the development of sustainable policies and strategies can also help reduce social and economic inequality, as well as increase the participation of local communities in tourism management.

Thus, this research is very important in the context of tourism and events, as it can help improve tourism sustainability and promote the development of more sustainable and environmentally friendly tourism in the future. The purpose of this study is to know how the steps of the manager of the embung puri idaman tourism village in

preserving the environment in its geographical location? Because The built environment is very beneficial for humans and nature according to (Pangarso [6]) explained in the introduction If we go back to the time before independence, it is a fact in the archipelago that the planning of the built environment began around 1293 AD. when His Highness Sri Kertaradjasa Djajawardhana (Raden Widjaja), founder of Majapahi Kingdom. opened the Scorching Forest, more precisely on the land of the current city of Trowulan. 3 Environmental planning can be seen at several fields, namely: Canals, reservoirs, ponds, fountains, temples and gates. In fact, the design of the built environment is the second stage after the design stage which includes several things, namely goals, objectives and objectives; Identify the various possibilities and available resources; Conformity of technology, material, and implementation of management and maintenance models.

The word "strategy" comes from the Greek "strategos" (stratos = army and ag = lead), meaning "general staff" or something military generals do when they plan to win a war. In general, strategy is defined as a means to an end. Strategy consists of the essential activities needed to achieve the goal. Strategic management is the ability and expertise to formulate, implement and evaluate cross-functional decisions that enable an organization to achieve its goals. (David [7]). Strategic management focuses on setting organizational goals, developing and planning policies to achieve goals, and allocating resources to implement policies and plans to achieve goals in the interests of the organization. Strategic management is the combination of activities from various functional parts of a business to achieve organizational goals. Some notions of strategic management from according to experts: 1. According to Laamanen [8], strategic management is a set of management decisions and actions that determine the long-term success of a company. This activity consists of strategy formulation/ planning, implementation/ implementation and evaluation. 2. According to Bambang Haryadi [9] The implementation of management strategy is a management process that is planned systematically to formulate strategies, implement strategies, and evaluate strategies so that all customers get the best value to achieve the organization's vision. 3. According to Muazir [10] Stated Management in strategic is the process used by managers and employees to formulate and implement strategies to provide the best customer value and achieve the organization's vision. From the 3 discussions above, we can conclude that strategic management is the art and science of formulating, implementing and evaluating cross-functional decisions to serve as guidelines in the functions of HR, marketing, finance, production, etc. to achieve goals. Tourism development means that strategy is a set of steps or plans to explore and develop the tourism potential of an area. This can be achieved through improvements to existing infrastructure, both physical and non-physical.

In research (Muazir [10]) the attractiveness of a specialized built environment can be developed through design, and in the design process one of the communication tools, "architectural design", responds to this through approaches to change ideas, relationships, and feelings .

When associated with the built environment, it is inseparable from everything that exists in the same area, in maintaining and managing the surrounding environment as explained by (Pangarso [6]) in the built environment study explained that the built environment is a term / term for the condition of an area or area in which there are community groups that live through housing construction in buildings / buildings and infrastructure Its supporters, as simple. The notion of design ("design") is closely related to the element of design ("design") as the first step in a unified development process ("development"). While explaining further The purpose of all this is to improve the welfare of the community around tourist destinations. The purpose of the tourism development strategy is to develop high-quality, balanced and advanced products and services. In research it is written that environmental analysis and resource analysis are carried out during the strategic planning of a tourist destination. The purpose of this analysis is none other than to find out and identify steps, especially regarding the strengths and weaknesses of organizations or institutions responsible for tourism development in these tourist destinations. As for the things that must be considered in managing the ideal Embung puri tourism village?

II. RESEARCH METHODS

This study uses qualitative descriptive research methods with frank observation data collection techniques and direct interviews conducted by researchers on local communities (Sugiyono [11]). This method is the right thing in seeing the steps of the manager of the dream castle Embung tourism village located in East OKU Regency, South Sumatra Province, in managing and developing its tourism.

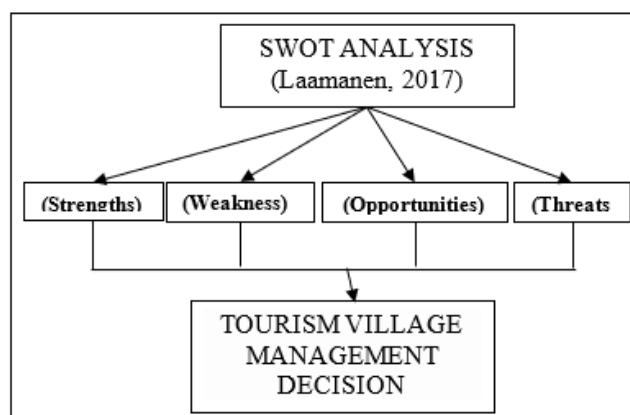


Figure 1. Swot Analysis

III. RESULTS AND DISCUSSION

Ecological quality is a condition related to environmental conditions as the main element in attracting tourists. (Nike Kusumawati [12]) with this the importance of

the environment for tourists and tourism village managers. The strength that exists in the embung puri idaman tourism village has a fairly large land, but the weakness in the existing land in this tourist village zone is not managed even to the point of being bare. SWOT (Strengths, Weaknesses, Opportunities and Threats) Analysis is one of the oldest and most widely adopted strategy tools worldwide. However, in academic circles, SWOT analysis (or approaches, frameworks, matrices, models, techniques or tools) is often criticized with titles such as SWOT analysis: It's time for a product recall (Hill and Westbrook [13]). The strength that exists in Purwosarasi village, East Oku Regency in South Sumatra Province, the ideal castle embung tourism village is the only one in East Oku Regency. Munurut (Bps 2022) With an area of area: 275 Ha, according to data obtained by field observations and interviews with the Head of Purwosari Village, Belitang 2 District, 200 Ha is the plantation area and 75 Ha is a residential area. This village is one of the underdeveloped villages in the Belitang II area. The village whose community was mostly self-employed transmigration in 1965 and had a population of 300 family cards, a few years after the transmigration many people moved for the reason of migrating and moving to other areas, so that now there are only 62 family cards with a population of approximately 223 people, 114 men and 109 women.

Purwosari Village was formerly known as Purwowiroto Village, because there was no inauguration over time an idea emerged from the community to change Purwowiroto Village to Purwosari Village and was inaugurated in 1969. Which means, Purwo means "kawitan/prefix" and Sari means "Core". According to information from the website (Sarana Prasarana – Porwosari, n.d.) Purwosari Village is included in the category of underdeveloped villages, but this village has the potential to become a developed village because of a tourist attraction that used to die once due to the construction of a dam and in 2018. The dam or it was transformed by the community into a tourist attraction that is widely known in the community as Embung Puri Idaman and is now the icon of the village. When viewed from the readiness of Purwosari village which is an administrative area in supporting the tourism needs of Embung Puri Idaman can be seen from the following picture:



Figures 2 Village Chief's Office

The village office that has been established with this permanent building is very feasible to do Meetings for tourists.



Figure 3. Location of PKK Team Secretariat

In Purwosar village, there is also a PKK Mobilization Team



Figure 4. The Feasibility of Support the Health

In the picture above, it is the feasibility of this region being ready to support the health needs of tourists.



Source: Observations of Researchers

The condition of the mosque building in Purwosari village, Belitang 2 District is enough to accommodate up to 100 worshippers. In the spirit of awakening in strategic planning research' (Laamanen [8]), this paper shows how important the origins of SWOT are for effective strategy making. The questions guiding this paper are: What are the origins of SWOT analysis and how can they be used for scholars and practitioners of strategies today? By tracing the birth and early development of SWOT, we discover the beginning of why and how, as well as when and by whom it was created. We argue that this tool can still be used in its original form (partially digital), and can benefit the quality of

the company/organization's strategy. Then it is associated with the strategy of the manager of the Embung Puri Idaman tourism village in managing the area/zone/tourism destination in Purwosari village is related to the denudation of the Embung area which is a weak point in the Embung Puri Idaman Tourism village. According to the village manager of Embung Puri Idaman, the manager carried out a collaboration strategy carried out by collaborating with the Head of Purwosari Village in overcoming this problem.

This opportunity in the SWOT theory is applied through the strategy carried out by the manager of the Embung puri idaman tourism village is to make the seminal event of the Embung puri idaman tourism village as a medium for preserving the deforested natural environment, not only that the inauguration of the Embung puri Idaman tourism village as a medium for fostering community empowerment so that the results of community creativity can be marketed in the tourism area of Embung puri idaman tourism village. In addition, maintenance of animal habitats in the Embung Puri Idaman Area is carried out by scattering seeds of gold and catfish in cages that have been provided



Figure 6. Fish Cage
Source: Researcher, Observation.

Based on (Village Map – Porwosari, n.d.) Geographically, Purwosari Village is located:

1. North : Bordered by Sukoharjo Village, Belitang Mulya District, East OKU Regency.
2. South : Bordered by Nusa Agung Village, Buay Madang Timur District, East OKU Regency.
3. West : Bordered by Karya Maju Village, Belitang III District, East OKU Regency.
4. East : Bordered by Sribantolo Village, Belitang II District, East OKU Regency.

Having different results of citizen creativity in this community empowerment concept, the results of residents' creativity are traded at the event and even provided a place for MSMEs to sell in the local area [14]. The threat that exists in the SWOT theory is that environmental sustainability is overcome by carrying out tourist attractions by planting fruits in deforested forest areas. After fruiting, these fruits can be a package offered to tourists.

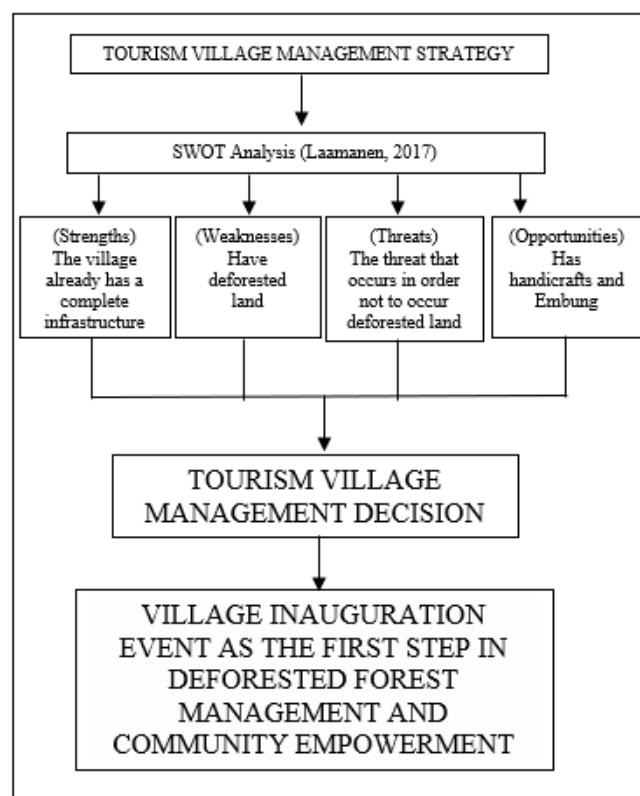


Figure 7. Tourism Village Management Strategy
Source: Processed by researchers

Based on the above framework, the steps taken by the management of the Embung puri idaman tourism village in overcoming the problem of the deforested forest environment and community empowerment are the first steps at the inauguration of the Embung puri idaman tourism village. This is proof that the event has a positive impact on the environment and society. Because at the inauguration of the tourism village there was planting fruit tree seeds, freshwater fish nurseries and the community around the tourist village was provided with a selling area in the inauguration of the tourism village and empowered into tourism village activists participating in planting fruit tree seedlings. To the next researcher, of course, this article still has many things that can be reviewed and the latest in the world of education. The hope of researchers after writing this is that there are many writings related to the built environment that can provide scientific benefits.

IV. CONCLUSION

Based on the findings in the field and interviews with the interviewees, the speakers found that the management of Embung Puri Idaman Village has good steps in preserving the environment. The step taken by the manager is to combine the inauguration of the dream embung puri tourism village with the program of planting fruit types planted on barren land. The impact of environmental

sustainability is as a management tourism village and the surrounding community has plantation land produced and has income for tourism villages and helps the community as sellers around the ideal embung puri tourism village, besides that it is important to maintain environmental sustainability to be useful even more. Implications for education are new science, for practitioners in the field is an addition to management science

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