
The Impact of the Development of the Sasak Sade Traditional Tourism Village Destination in Rembitan Village, Pujut District, Central Lombok Regency

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Abstract. The Sade Traditional Tourism Village is one of the mainstay tourist villages on Lombok Island, especially in the Central Lombok region. With local traditions, villages that are still natural and complete with traditional buildings, as well as ancestral heritage that continues to be maintained today, the privilege and added value of tourism for this village, are still being maintained. Tourism development in an area will have an impact on society, both positive and negative. This research was conducted in the Sasak Sade Traditional Tourism Village, in Rembitan Village, Pujut District, Central Lombok Regency. This study aims to determine the impact of tourism development on the economy, socio-culture and environment for the local community of the Sasak Sade Traditional Tourism Village, both positive and negative. This study uses qualitative data, with secondary and primary data sources, data collection through observation, documentation and in-depth interviews and literature studies. This study also used descriptive qualitative data analysis with the determination of informants carried out using a purposive sampling technique with key informants including: Head of Rembitan Village, Head of Management of Sasak Sade Traditional Tourism Village, Head of Local Guides, Traders, Hamlet Heads, Academics, and Communities involved in the development of the Sasak Sade Traditional Tourism Village. The results of processing data from 13 indicators, research results from the development of Sasak Sade Traditional Tourism Village tourism are considered to have a positive impact on economic, socio-cultural development and no negative impacts on the environment were found.

Keywords: Economic, Socio-Cultural and Environmental Impacts, Tourism Village Development, Sasak Sade Traditional Tourism Village

Introduction

Indonesia is a very large and sprawling archipelago nation, home to diverse races and ethnicities, and each region has its own advantages, including natural potential. Indonesia is also known for its diverse tourism potential. From natural attractions such as beaches, waterfalls and mountains to cultural tourism where the cultural practices of Indonesia's various tribes and cultures are still rich. One of Indonesia's tourist attractions that still has great tourism potential is Lombok. Lombok is one of her islands in West Nusa Tenggara (NTB), Indonesia. This island has a lot of very interesting, exotic and attractive tourist attractions, especially in West Nusa Tenggara. This is evidenced by the variety of attractions the island has to offer, including the traditional tourist village of Sasak Sade.

Dusun Sade is one of 21 villages located in Rembitan village which has become a major tourist village in Lombok island, especially Central Lombok region. Tourism in the village is maintained due to its ancestral heritage, which is a privilege and added value that has been preserved to this day, complemented by local traditions, a pristine rural atmosphere and traditional buildings. Tourists are starting to prefer tourist attractions that emphasize culture as well as natural beauty. Therefore, this type of tourism, namely cultural tourism villages, began to develop. This cultural tourism village not only offers tourism activities that emphasize Sasak cultural elements, but also offers tourists an active form of tourism to

interact with the traditional tourist village people of Sasak Sade. It is hoped that by highlighting the local cultural characteristics, this tourist village will be able to compete with other tourist attractions (<http://catperku.com/desa-Sade-kearifan-local-suku-sasak/>).

Current Regulations of West Nusa Tenggara Province, No. 7 of 2013 on Regional Tourism Development Master Plan 2013-2028 Chapter 3 Development of Regional Tourism Destinations Part 1 Article 13 (1) Regional Tourism Destinations (DPD) The Strategic Region (KSPD) includes Dusun Sade as a Cultural Tourism Region. In this regard, the West Nusa Tenggara Provincial Government has designated Sade Village as a Cultural Tourism Village in accordance with West Nusa Tenggara Governor's Decree (SK) No. 2 of 1989 on Designating 15 Villages of Tourist Areas as Tourist Areas (Dinas Pariwisata Lombok Tengah).

Dusun Sade is known as a tourist village that nurtures the culture of the Sasak tribe, and has been a tourist village visited by domestic and foreign tourists since 1975. The NTB provincial government declared Sade village a cultural tourism village in 1989. Since the opening of Lombok Phraya International Airport in November 2011, an increasing number of tourists have started to visit the traditional tourist village Sasak Sade. This was due to the large distance from the airport to the village. Sasak Sade, a traditional tourist attraction, is just 15-25 minutes away. This tourist village covers an area of 5 hectares with 150 houses. Each house consists of a head of household and has a population of about 750 people, all belonging to the Sasak tribe of Lombok. The characteristic of Sasak Sade Traditional Tourist Village is that the residents of Sasak Sade Traditional Tourist Village are mainly craftsmen of textiles and neckties, and most of them are women. It is not. Crafts are like jewelry. Sasak Sade Traditional Tourist Village features traditional Sasak houses with floors made of buffalo mixed with cow dung and earth and walls made of woven bamboo (bedek). The traditional tourist village art and culture of Sasak Sade, or Peresean, is a male martial art practiced by two players (pepadu), using a rattan as a bat and a leather shield as a shield. Gendang balek is his art of more mundane entertainment, beating animal skin drums and playing gamelan music as accompaniment.

The Sasak Sade Traditional Tourist Village has fluctuated annual visitor numbers based on the number of tourists visiting the Sasak Sade Traditional Tourist Village from 2017 to 2021. From 2017 to 2021, the number of domestic and foreign tourists visiting the Sasak Sade Traditional Village has increased, with a growth rate of 2.74% in 2018. In 2019, this figure was 33.58%. -100.7% in 2020. It will increase from 22.16% of domestic travelers in 2021. On the other hand, the growth rate of foreign tourists in 2018 was 45.75%. In 2019, it was 36.31%. In 2020 it was - 942.9%. It will be -87.15 in 2021 (Source: Adat Sasak Sade Tourist Village, 2022).

The presence of tourism is expected to open a variety of jobs, ranging from tourism services and tourism accommodation businesses. Likewise, the development of tourism in the Sasak Sade Traditional Tourism Village which brought changes such as the transformation of jobs from the beginning the community was engaged in agriculture until they changed to having jobs in the tourism sector. With no certainty of recovery from the existing Covid -19 outbreak, most of the people of Sade Village have returned to work in the agricultural sector due to the low number of visiting tourists. Local people in the Sasak Sade Traditional Tourism Village depend on agricultural products to meet their daily needs after the pandemic. However, tourism in West Nusa Tenggara, especially the Central Lombok district, has experienced a slight increase or is starting to revive as events and activities are being held at the KEK Mandalika Moto GP circuit in early 2021. This is also supported by the slightly loosening of rules related to health programs, the implemented Covid-19 task force. Of course, it is hoped that this will be a good start to increase the level of tourist visits and start developing the development of better tourist support facilities and later it is hoped that this

will further attract potential tourists to visit and travel longer in Lombok and especially visit the Sasak Sade Traditional Tourism Village. Seeing this, it is interesting to know how the Impact of the Development of Tourism Destinations in the Sasak Sade Traditional Tourism Village, in Rembitan Village, Pujut District, Central Lombok Regency.

Literature Review

Tourism Potential

Tourism potential according to Mariotti in Yoeti (1983: 162) is everything that is in the destination tourist area and is an attraction so that tourists want to visit these tourist attractions. Tourism potential according to Nawangsari (2018: 32) is a variety of resources owned by an area or place that can be developed into a tourist attraction that can be utilized both for economic interests while considering other aspects. Tourist attraction according to Cooper (1993) in Suwena and Widyatmaja (2010: 86). The tourism product component consists of four points which include: (1) Attraction – Attraction is a significant component in which it has its own uniqueness where the uniqueness will attract tourists who visit an area that has a tourist attraction. (2) Amenities (Facilities) – These amenities are a form of all kinds of facilities and infrastructure needed by tourists if the tourists are in the tourist destination area. The facilities and infrastructure referred to here include places to eat, places to stay, places of worship, and others. (3) Accessibility – Accessibility is very important in a tourism activity. All kinds of public transportation services become an important thing in tourism. 4. Ancillary (Additional Services) – These additional services are services that must be provided by the local government from a tourist destination, both for tourists and for the tourism actors themselves, both on the highway and in tourist attractions properly.

Tourism Management

In tourism management, Law No. 32 of 2009 on Environmental Protection and Management, Article 1, requires a systematic and integrated approach to maintain environmental functions and prevent pollution and damage to the environment. It is stipulated. Four main considerations should be considered when developing community-based tourism:

- 1) Accessibility with a focus on comfort and fitness.
- 2) Environmental protection is the main theme of performance and business cycle.
- 3) Economic progress in key themes of performance and business cycles.
- 4) Ongoing control of the purpose and methods of the main subject.

Tourism management should refer to management principles that emphasize the value of protecting the natural environment, communication and social values so that tourists can enjoy tourism activities and benefit the well-being of local communities. According to Dowling and Fennel (I Gde Pitana, 2003), tourism management must comply with the following principles: (1) The development and development of tourism should reflect the uniqueness of cultural heritage and the uniqueness of the environment and should be based on local wisdom and regional characteristics. (2) Conserve, protect and improve the quality of resources that form the basis for the development of tourist areas. (3) Development of new tourism resources based on local cultural properties. (4) Tourism services that take advantage of the characteristics of the local culture and environment. (5) Provide legitimate support for the development and development of tourism where it is proven to have positive effects; if standards are exceeded, control or stop tourism activities, even if this improves people's quality of life on the one hand; earn income.

Impact of Tourism Development

WTO (1980) Pitana and Dialta (2009: 202-203) explain that the cultural impacts caused by tourism are the development or loss of local culture, the protection or destruction of cultural heritage. The presence of tourism can raise awareness of the need to protect local cultural heritage. In some areas, increased tourism to the area, protection or destruction of natural contours, protection or destruction of monuments of historical value, and damage to cultural heritage due to contamination of the presence of traditional architecture is occurring. The socio-cultural impacts arising from tourism development, both positive and negative, are described according to Pitana and Diarta (2009; 202-203) of WTO (1980) as follows: (1) Preservation of culture by communities. (2) Practicing clean behavior. (3) The way people dress is starting to change. (4) Conflict is more likely. (5) Increased promiscuity in society.

In addition to the positive impacts, there are also negative impacts from tourism development, including: worsening income disparities between community groups, worsening disparities between regions, loss of control of local communities over economic resources, emergence of neo-colonialism, and so on. Pizam and Milman classify the impact of tourism on socio-culture into six, namely: impact on demographic aspects (population, age, changes in the population pyramid), impact on livelihoods (change in employment, distribution of work), impact on cultural aspects (tradition, religion, language), the impact on the transformation of norms (values, norms, sex roles), the impact on modification of consumption patterns (infrastructure, commodities) and the impact on the environment (pollution, traffic congestion). Tourists who come to a destination within a certain period of time, use resources and facilities usually spend money for certain purposes, then leave the place to return to his country. "If tourists come to a destination, it will have an impact on the economic life of the area, both directly and indirectly. The resulting economic impact can be positive or negative" (Pitana & Putu, 2009). Tourism development is the steps that must be taken to achieve predetermined development goals and objectives. In developing tourist objects and attractions, according to Yoeti (1997: 2) the requirements for a tourist attraction are something to see, something to do and something to buy.

Tourism Village

Nuryanti (1992) defines a tourism village as a form of integration between attractions, accommodations, and supporting facilities presented in a structure of community life that is integrated with prevailing procedures and traditions. Tourism Village is a concept of developing sustainable tourist destinations, involving local wisdom, and encouraging active community participation. This concept has several main components that are interrelated and can be applied in the development of Tourism Villages. Environmental Sustainability: Tourism Village aims to maintain the natural environment and ecosystem sustainability. This can be achieved by practicing environmentally friendly waste management, using renewable energy, and conserving natural resources. In addition, Tourism Villages can also promote environmental education to visitors and the local community. Local Wisdom and Culture: The Tourism Village concept is based on local wisdom and unique culture. Tourism Village promotes traditional cultural activities, such as dance, music, handicrafts and regional specialties. Local people can act as managers, tour guides, or mentors who help preserve and introduce local wisdom to visitors. Community Empowerment: Tourism Village involves the active participation of the community in the development, management and management of destinations. Local communities are encouraged to become key stakeholders, play a role in decision making, and manage existing tourism businesses. Government support, skills training, and fair distribution of benefits are important factors in community empowerment.

Research Method

Data Collection: Qualitative methods involve collecting in-depth and descriptive data. Commonly used data collection techniques include in-depth interviews, participatory observation, field observations, and document analysis. Data can be in the form of interviews, transcripts, field notes, or relevant documents. The technique of determining informants was carried out by purposive sampling technique (by having inclusion criteria) and key persons. This key person is used if the researcher has obtained initial information about the object of research, thus requiring a key person to conduct in-depth interviews, this key person is the manager and management responsible for that field (Bungin, 2003).

Results and Discussion

The Economic Impact of Tourism Development in the Sasak Sade Traditional Tourism Village

The development of a tourist village is one of the ways to create a change in people's lives with the aim of a change in general to create a social welfare or in the economic aspect.

Increasing Community Income

Tourism development in the Sasak Sade Traditional Tourism Village has a positive impact on people's income. Increased income occurred in various areas of community livelihoods such as traders, tourism service workers and so on. Tourism development in the Sasak Sade Traditional Tourism Village also opens up many new opportunities for the community to earn additional income apart from the agricultural and livestock sectors. Before becoming a tourist destination, the Sasak Sade Traditional Tourism Village was a settlement where most of the people were farmers and ranchers. The daily life of the people of the Sasak Sade Traditional Tourism Village is only preoccupied with agricultural and animal husbandry activities which are their main job or livelihood. This can be seen from excerpts from interviews with the following informants:

"Before there were tourism activities in the Sasak Sade Traditional Tourism Village, most of the people only relied on the agricultural and livestock sectors in the economy and after tourism, the community switched professions to the tourism sector which was able to improve their economy" (Source: Village Head Interview, 2023).

The development of the tourism sector has a positive and significant influence on increasing people's income in the Sasak Sade Traditional Tourism Village. The results of interviews with the hamlet head informant also agreed and confirmed the opinion of the previous informant who said that the income of people involved in the tourism sector received increased benefits and felt the impact. In addition, an increase in the number of tourist visits to the area has also contributed to an increase in local community income in the Sasak Sade Traditional Tourism Village.

Employment

The development of tourism is an activity that involves the community directly, causing various impacts on the local community, especially on the absorption of existing workforce in the Sasak Sade Traditional Tourism Village. The development of tourism in the Sasak Sade Traditional Tourism Village has a very positive contribution which can provide employment that can be occupied by the community. As shown in excerpts from interviews with hamlet heads and local tour guides as follows:

"Those who used to live in the middle of rice fields or fields, now they become tour guides, traders, parking attendants and work as handicraft makers such as woven fabrics, bracelets and other accessories." (Source: Hamlet Head Interview, 2023).

Agree with the results of the interview with the head of the tour guide said:

"There are currently 54 tourism actors in the Sasak Sade Traditional Tourism Village as local guides, and of the 54 people, only a few can speak English and then they are the ones who guide foreign tourists with their abilities. Then guides who only use or use Indonesian, they only guide local guests in receiving visits " (Source: Local Tour Guide Interview, 2023).

From the opinions of the informants, it can be concluded that the impact of tourism on the absorption of the resulting workforce is one of the benefits that can be felt by the people in the Sasak Sade Traditional Tourism Village. The benefits that are felt directly are being able to create job opportunities for the people who are there such as tour guides, performers, parking attendants, cleaners, guest book clerks and traders. There are 54 people belonging to local guides or tour guides, 4 guest book keepers, 5 people as parking attendants, 56 traders, 50 more craftsmen, 2 people as Civil Servants who also help in tourism development and some people who sometimes help in activities tourism in the Sasak Sade Traditional Tourism Village.

Increasing Village Income

Increasing village income is one of the important goals in tourism development in rural areas. With tourism, it is hoped that the village community will be able to obtain a sustainable new source of income and encourage economic growth in the Sasak Sade Traditional Tourism Village. However, the reality on the ground often does not meet these expectations. Based on the results of interviews related to increasing village income, the village head of Rembitan said the following:

"We can say that there is no increase in village income, for example there is no distribution that we get from the hamlet, nothing at all. The income is only for that hamlet and the economic turnover is just there and there, it seems that way. So, the impact of economic growth has not been felt by the village and the Rembitan village community." (Source: Interview with the Head of Rembitan Village, 2023).

Based on the income management system that exists in the Sasak Sade Traditional Tourism Village, starting from entry fees for tourists who use the Donation System in Entrance Tickets: Sasak Sade Traditional Tourism Village uses a donation system in entry tickets as part of efforts to support village development and maintenance. Tourists visiting this village will be given the opportunity to make a voluntary donation on top of the entrance ticket price as a form of their contribution in advancing the village and maintaining valuable local culture. This donation system can be implemented with high transparency, where tourists are given clear information about the purpose of fundraising and the use of the donation.

Increasing Demand for Local Products

In tourism development, the existence of local products has an important role in attracting tourists and providing a unique experience to them. However, not a few local people face problems in marketing their local products. Therefore, the increased demand for local products is an important factor in improving the economic welfare of the local community. Interview statements related to the demand for local products before and after the development of tourism in the traditional tourism village of Sasak Sade with informants said:

"You could say it depends on demand or depending on the buyer. But it's always there and if there's a big event, there's bound to be a lot of people who visit and buy it, but sometimes they do and don't buy it. But if there is an event like yesterday during the Moto GP event, we can say that the demand for local products has increased" (Source: Interview with the Head of Management, 2023).

Improving Facilities for the Community Stimulates the Surrounding Land to Be Productive

In the development of the tourism sector, the role of the local community is very important. Local communities can become strategic partners in building infrastructure and facilities that support sustainable tourism development.

Interview statements related to improving facilities for the community to spur surrounding land to be productive in the Sasak Sade Traditional Tourism Village with informants saying:

"After tourism is here, supporting facilities are also increasingly being improved to meet the needs of visiting tourists so that they feel comfortable" (Source: Interview with the Head of Tour Guide, 2023).

Statements about improving facilities for the community are increasing. Based on the results of interviews with the manager of the Sasak Sade Traditional Tourism Village, he said he strongly agreed that after the development of tourism, community facilities had increased. Based on the research results, the intended community facilities include a prayer room, parking area, public and special toilets for tourists, electricity network, and a source of drilled water springs made through a government program. The available community facilities are inseparable from the development of tourism in the Sasak Sade Traditional Tourism Village. Improving facilities for the community can spur the surrounding land to become productive and increase tourism potential in the Sasak Sade Traditional Tourism Village.

Other Expenses Arise

In developing the tourism sector, there are often other costs that arise and must be borne by the local community. These costs can be in the form of environmental, social and economic costs which are sometimes unpredictable and affect people's daily lives. Interview statements related to the emergence of other costs in the local economy in the Sasak Sade Traditional Tourism Village with informants said:

"Yes, like it or not, we have to have motorbikes and cellphones for the needs of our children who are in school, especially now that everything is all technology now" (Source: Interview with Traders and Chief Managers, 2023).

The increase in other costs in daily life is a statement of negative impact on the people in the Sasak Sade Traditional Tourism Village. Based on the results of interviews with tourism actors in the Sasak Sade Traditional Tourism Village, such as the head of management, traders and the head of the tour guide, they agreed, regarding the increase in other costs, such as the impact of tourism development which causes an increase in other costs in daily life. As was the case before the development of tourism, the need for motorized vehicles, electricity, clothing and household equipment only relied on traditional equipment.

Unequal Income Distribution

In a society, unequal distribution of income can be a serious problem that affects people's welfare and daily life. This problem can occur in various sectors and industries, including in the tourism sector. Tourism development can provide great economic and social benefits for the people of the Sasak Sade Traditional Village, but if not managed properly, it can also increase social and economic inequality. The results of interviews with informants said:

"In terms of income sharing, yes, the problem depends on the income of each of their kiosks from their respective groups as well. It depends on each cooperative, for example in one kiosk there are 5 heads of households, so they share it evenly and they usually share it at the end of the month." (Source: Trader Interview, 2023).

Socio-Cultural Impacts of Tourism Development in Sasak Sade Traditional Tourism Village

The existence of tourism can increase awareness of the protection of cultural heritage in an area. In some areas too, there is damage to cultural heritage with an increasing number of tourist visits to the area, there is protection or destruction of social contours that are positive or negative. The emergence of new habits brought by tourists and patterns of social life in a tourist destination. Tourism development in an area can have a significant impact on the socio-cultural life of the local community. As a tourist area, the Sasak Sade Traditional Tourism Village has uniqueness and cultural values that are an attraction for tourists.

Preservation of Culture by the Community

Culture is an integral part of the identity of a society. Therefore, maintaining the continuity of the culture of an area is very important to maintain the values that have been passed down from generation to generation. The Sasak Sade Traditional Tourism Village is an area that has a unique culture and tradition that is different from other regions. The results of interviews with informants said:

"Here is the commitment of the Rembitan village community as a whole and the Sade hamlet. So since here it has been proven that there is tourism and no tourism in one of the tourist hamlets, for example, Sade hamlet, the community remains committed to and maintains existing cultural traditions and preserves them, and also in villages in other hamlets in Rembitan village. Because we are a village that can be said to still adhere to existing cultural customs or traditions that have existed for a long time" (Source: Village Head Interview, 2023).

Statement of impact following tourism, there has been an increase in cultural preservation. From several informants said they strongly agreed, they said they agreed that after tourism there was an increase in cultural preservation in the Sasak Sade Traditional Tourism Village. The Sasak Sade Traditional Tourism Village is a tourist destination which is famous for its unique culture and local traditions. The local community is very concerned about the preservation of their culture, so that the continuity of culture in this village has been maintained to this day.

Potential Conflict

Tourism is one of the economic sectors that has great potential to increase economic growth and people's welfare. However, tourism development can also trigger conflicts, both between local communities and tourism managers and tourists and local communities themselves. Conflicts can occur due to various factors, such as the struggle for natural resources, differences in interests and views between local communities and tourism managers, or social and cultural changes that occur as a result of tourism. Conflicts that occur can affect the image of tourism, reduce tourist visits, and have a negative impact on the economy and people's welfare. The results of interviews with informants said:

"What to do about conflict, I don't think there is one. because we still hold on to the customary village awik-awik that have been passed down by our ancestors to maintain our culture or traditions so that they are not degraded by the influence of globalization. We always promote making events so that our younger generations take part in the cultural events that we create" (Source: Rembitan Village Academics, 2023).

Statement regarding the increase in community conflict following the development of tourism in the Sasak Sade Traditional Tourism Village. The informants agreed that there was no increase in conflict during the tourism development of the Sasak Sade Traditional Tourism Village. However, it is still necessary to remember that the potential for conflict in tourism development is always there, especially if there is no proper management. Therefore, measurable and effective conflict prevention measures are needed, such as participatory

management and capacity building of local communities in dealing with social and cultural changes that occur as a result of tourism.

Customs That Begin to Change

Culture is the identity of a nation that must be maintained and preserved. However, the times and the influence of globalization often make customs and traditions begin to erode and even change. This can also happen in the Sasak Sade Traditional Tourism Village which is rich in culture and customs. The results of interviews with informants said:

"So, one of the ways to protect the customs is to strengthen the existing rules or customary awik-awik. For example, suppose the way of dressing is the most easily degraded or affected, so here our people in this village still apply a system of customary sanctions, for example when there are cultural customs activities, then the people who attend, wear clothes that are inadequate or not in accordance with our customs, then we will give sanctions" (Source: Interview with Rembitan Village Academics, 2023)

The impact of tourism development in the next social aspect is the change in customary cultural values of the Sasak Traditional Tourism Village after the development of tourism. The informant said he did not agree. The reduction in the value of cultural customs after tourism was seen from the way the people of the Sasak Sade Traditional Tourism Village dress themselves and can also be seen from the cultural performances that are shown to tourists.

The Rise of Free Association in Society

Free association is a social problem that often occurs in various circles of society, including in the Sasak Sade Traditional Tourism Village. This can damage the existing morals and culture and can affect the image and sustainability of tourism in the village. Therefore, efforts are needed to avoid rampant promiscuity in the Sasak Sade Traditional Tourism Village community. The results of interviews with informants said:

"And especially in our village, for a member of the community to commit a violation, the sanctions are very severe if, in quotation marks, yes, promiscuity occurs. But so far it has never happened, even though it is in line with the development of tourism in this village." (Source: Interview with the Head of Rembitan Village, 2023)

Finally, from the impact statement from the development of Sasak Sade Village tourism regarding increasing the promiscuity of the community. Informants said they did not agree. Efforts are made by involving the community, tourism managers, and local governments in forming strong awareness and morals in society. In addition, socialization regarding the dangers of promiscuity and local wisdom values can be carried out intensively and continuously to the public and tourists. Apart from socialization, another effort that can be made is to strengthen the role of the family in shaping the character of children as the next generation who have good morals and ethics. This can be done by teaching local wisdom values and carrying out strict supervision of children's activities.

Environmental Impact of Tourism Development in Sasak Sade Traditional Tourism Village

Tourism is a very important sector in the Indonesian economy, especially in tourist areas. However, the development of tourism also has an impact on the environment around tourist attractions. Therefore, efforts need to be made to minimize the environmental impact of tourism development, including in the Sasak Sade Traditional Tourism Village.

Impact of Development of Tourism Facilities

Development of tourism facilities is one of the efforts made to improve the quality and attractiveness of tourism destinations. However, the construction of these facilities also has an impact on the surrounding environment. Therefore, it is necessary to have good

management to minimize the negative impacts that arise. The results of interviews with informants said:

"Because if we talk from a tourism perspective, there is no impact on other hamlets. Or maybe in terms of other infrastructure, it's not from the tourism sector, but from the PUPR Ministry or from the PUPR Service, such as social assistance, for example, if there are houses that are uninhabitable but won't go to Sade. Because it is impossible for us to build buildings that are modern in nature because we have committed that we will continue to make it a destination that is culture-based or sells culture, so that we can maintain the buildings and their lives as they were before" (Source: Hamlet Head Interview, 2023).

The results of the interviews explained that the development of tourism facilities can bring many benefits to an area such as improving the economy, improving people's quality of life, as well as introducing tourists to culture and natural beauty. However, on the other hand the development of tourism facilities also has the potential to have a negative impact on the surrounding environment. These impacts can be in the form of environmental damage, decreased air and water quality, and increased volume of waste.

Environment

Tourism is a very important sector for the Indonesian economy. The Sasak Sade Traditional Tourism Village is one of the famous tourist destinations for its unique culture and local traditions. However, the development of tourism can also have a negative impact on the environment and cleanliness in the village. The results of interviews with informants said:

"That is the role of our village government. So, since I served as village head in 2019, I have programmed Rembitan village to be free of waste. So, in the years prior to that, waste was indeed one of the things that really scared the village with the presence of tourists and from the daily behavior of the people. So, since 2019 I have been determined to make this a waste-free village, so we created a program and invited all elements of society to maintain cleanliness. One of our commitments together here is to buy and trash trucks and thank God, with this we invite all the community and are aware of what cleanliness is and how we are free from disease" (Source: Village Head Interview, 2023).

Statement regarding improving cleanliness in the Sasak Sade Tourism Village area. The results of several interviews with informants stated that they quite agreed that after the development of tourism, the level of community cleanliness began to increase. The Sasak Sade Traditional Tourism Village community also has an awareness of the adverse effects that garbage and waste can have on the environment and human health. Therefore, they always try to keep the environment clean and apply clean behavior in daily life such as cooperation once a week and waste management training. Increasing the number of points for distributing garbage dumps to maintain cleanliness and later they will be picked up by garbage trucks that have been provided by the village.

Conclusions and Suggestions

Conclusion

Based on the results of the previous discussion, it can be concluded that,

Tourism development in the Sasak Sade Traditional Tourism Village has a positive impact economically. The existence of tourism generates new jobs for the local community, such as tour guides, woven fabric craftsmen, handicrafts or souvenirs, traders and provides work for artists in the Sasak Sade Traditional Tourism Village. This increases people's income and contributes to local economic growth. In addition, tourism also encourages economic growth and increases demand for local products in the Sasak Sade Traditional Tourism Village.

Tourism development in the Sasak Sade Traditional Tourism Village has a positive impact on socio-cultural aspects such as maintaining and enriching local culture. Through tourism, people can promote and introduce their customs, arts and culture to tourists. This raises pride in socio-cultural identity and increases appreciation of the cultural heritage owned by the people of the Sasak Sade Traditional Tourism Village. In addition, tourism also strengthens social relations between local communities and tourists through positive cultural interactions and exchanges.

Tourism development in the Sasak Sade Traditional Tourism Village has a significant positive impact on environmental aspects. These impacts include; Increasing Environmental Awareness Tourism development has succeeded in increasing public awareness about the importance of keeping the environment clean. Through interaction with tourists, the community understands more and more the negative impact that garbage and waste have on the environment and human health. Good Environmental Management; The Sasak Sade Traditional Tourism Village community is actively involved in efforts to preserve nature and the existing environment. This aims to maintain natural beauty, ecosystem balance, and environmental sustainability for future generations and protect the natural environment which is an asset for the future.

Suggestion

Based on the discussion in this study, the researchers made suggestions for the Government, the Manager of the local Sasak Sade Traditional Tourism Village as follows:

Government

- a. The central and local governments are expected to pay special attention to the Sasak Sade Traditional Tourism Village for expanding the parking area because it sometimes gets stuck when tourists visiting are busy.
- b. Support tourism development by providing adequate attention and resource allocation, including infrastructure funds, and training for the people of the Sasak Sade Traditional Tourism Village.

Manager of the Sasak Sade Traditional Tourism Village

- a. Preparing human resources for local English-speaking tour guides to increase the number of tour guides who are ready to welcome foreign tourists who visit.
- b. Continue to improve the management of Sasak Sade Traditional Tourism Village tourism destinations by prioritizing environmental preservation, cultural preservation, and the welfare of local communities
- c. Maintaining the existence of existing culture such as Gendang Beleq music by providing opportunities for the younger generation to learn and pass on culture.
- d. Maintaining local wisdom such as unique local culture and traditions, such as art, dance, music, crafts, and customs of the Sasak Sade Traditional Tourism Village community.

Academic Advice

Future researchers are expected to be able to develop further research that examines the impact of tourism development on socio-cultural, economic and environmental aspects by using cross tabulation as a future research method.

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