












Development of Wonosoco Village as a Fair, Healthy, and Productive Tourism Village in Kudus Regency

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Abstract

The development of Wonosoco Village as a fair, healthy, and productive tourist village in Kudus Regency has the potential to provide benefits for the community and enrich the tourism industry in the area. This activity aims to understand policies, clean and healthy living behavior, and marketing strategies, and empowerment of community businesses in tourist villages. This activity was carried out in November 2023 in Wonosoco Village, Undaan District, Kudus Regency. This activity was attended by 16 people consisting of village government, health cadres, youth groups, tourism awareness groups, and religious leaders. Delivery of material uses interactive lecture and focus group discussions in 3 sessions of 30 minutes/session. The material provided includes tourism village development policies, clean and healthy living behavior in public places, marketing strategies, and empowerment of community businesses in tourist villages. Service providers carry out assessments and evaluations using questionnaires on knowledge of clean and healthy living behavior in public places and perceptions of community participation in developing tourist villages. Data analysis is interpreted descriptively. The majority of the community has good knowledge about clean and healthy living behavior in public places (87%) and a perception of community participation in developing Wonosoco Village as a Tourism Village (50%). This activity is the first step in developing a just, healthy, and productive tourist village so it requires follow-up from local stakeholders. This follow-up takes the form of assisting in the development of tourist villages, monitoring and evaluating the success of developing tourist villages that are just, healthy, and productive.

A. Introduction

One example of how sustainable development, which is a global agenda, is being implemented is through tourism communities. A tourist village is made up of partnerships, community involvement and administration, tourism education, and growing community income. An area's ability to process tourism well might become its brand, attracting more tourists (Mumtaz & Karmilah, 2022). Village tourism is a form of tourism development that prioritizes community participation in the rural environment and preserving the environment of rural areas. Tourist villages have tourism products that have cultural value and strong traditional characteristics (Sutiani, 2021). The growth of tourist villages has increased recently.

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Additionally, according to BPS, there were roughly 1,302 tourist villages in 2014; by 2018, that number had increased to 1,734 settlements having the potential to be tourism destinations.

Kudus Regency currently has 28 tourist villages from 123 villages spread across several sub-districts. One of the tourist villages in Kudus is Wonosoco Undaan Village, Kudus Regency. Wonosoco Tourism Village has natural tourist destinations consisting of cave tourism, springs, and cultural tourism, namely Petilasan. The cultural activities offered by the people of Wonosoco regularly every year are the spring dance carnival which is an attractive tourist attraction for tourists. The three new caves are named Batu Cantik Cave, Keraton Cave, and Surodipo Cave. To reach the cave you need to cover a distance of about one kilometre on an uphill road. Apart from that, this village also has the art of wayang klitik and most recently there is the sarwono market which is located in the Alas Sewu teak forest near Sendang Dewot.

The results of the partner problem situation analysis, namely the management and management of tourist villages in Wonosoco Village, are still not good. The root of the problem is that residents' knowledge and understanding of tourist villages are still lacking, but residents' knowledge and understanding of fair, healthy, and productive tourist villages are still lacking. Based on the analysis above, shows that there is a need to develop Wonosoco Village as a just, healthy, and productive tourist village in Kudus Regency. Fair, healthy, and productive tourism village management is needed to increase the quality and quantity of benefits and effectiveness of the Wonosoco Tourism Village. So it can become a choice of tourist village destination in Kudus Regency. And can be used as an object for learning, research, and service for students, residents, and lecturers.

A just tourism village means ensuring that the economic, social, and environmental benefits of the tourism industry are distributed fairly to all members of society. Apart from that, counseling about Clean and Healthy Living Behavior is very important to maintain public awareness in improving the health and cleanliness of the Wonosoco tourist village. For tourist villages to be productive, education is provided about marketing strategies and empowering MSMEs in tourist villages to grow and develop MSME capabilities for the community. The existence of MSMEs will support the attractiveness of tourist villages apart from selling tourist attractions in them. To encourage Wonosoco Village as a tourist village to be known and acknowledged by the public, the tourist village manager also needs to design a marketing strategy. Knowledge and understanding of marketing for tourist villages is necessary to make tourist villages known, visited, and become regional icons. It is hoped that this community service can increase community participation in developing Wonosoco Village as a just, healthy, and productive tourist village in Kudus Regency. This activity aims to understand policies, clean and healthy living behavior in public places, and marketing strategies and empowerment of community businesses in Wonosoco Village as a tourist village.

B. Method

Community service activities in the form of community assistance in developing a just, healthy, and productive tourist village will be carried out in November 2023 in Wonosoco Village, Undaan District, Kudus Regency. Sixteen participants, including members of the local government, health cadres, youth organizations, tourism awareness groups, and religious leaders, attended this activity. There are three aspects handled by the service, namely tourism development based on empowering the entire community to increase economic growth, community awareness in implementing Clean and Healthy Living Behavior, especially in public places, and selecting marketing strategies for small and medium community businesses in developing businesses in tourist villages. The forms of activities carried out include education about the legal basis for developing tourist villages, drafting policies or regulations for tourist villages, clean and healthy living behavior in public places, and optimizing the role of small and medium community businesses as an effort to improve the economy of communities around tourist villages. Next, the service and the community held a focused discussion and asked questions. The public looked enthusiastic in the discussion and question and answer sessions. This activity is given in 3 sessions with each session lasting 30 minutes.

The service carried out assessments and evaluations using three questionnaires consisting of community characteristics questionnaires, knowledge of clean and healthy living behavior in public places, and the level of community participation in tourism development. The community characteristics questionnaire consists of age, gender, marital status, education level, occupation, and income. The knowledge questionnaire for clean and healthy living behavior in public places consists of 12 statements with right and wrong answer choices and a value range of 0-12 with a validity value = 0.633-0.947 and a reliability value

= 0.949. The questionnaire on the level of community participation in the development of tourist villages consists of 23 statements with answer choices of strongly disagree, disagree, neutral, agree, and strongly agree with a value range of 23-115 with a validity value = 0.402-0.813 and a reliability value = 0.742 (Nikmah, 2020). Data analysis uses frequency and percentage distributions for the variables gender, marital status, education, employment, income, knowledge of clean and healthy living behavior in public places, and perceptions of community participation in developing tourist villages. The age variable was analyzed using mean and standard deviation.

C. Result and Discussion

Characteristics of Society

Table 1 explains that the average age of the community is 33.38 years with an SD of 13.038.

Table 1. Community characteristics based on age (n=16)

Characteristics	Mean	SD
Age	33,38	13,038

Table 2 describes that half of the community is male, namely 9 people (56.3%), 9 people (56.3%) are married, and 7 people (43.8%) have a high school/equivalent educational background and are working. as laborers and others as many as 11 people (68.7%), 11 people (68.8%) had incomes below the Kudus Regency Regional Minimum Wage in 2023 (68.8%).

Table 2. Community characteristics based on gender, marital status, education, employment, and income (n=16)

Characteristics	F	%
Gender		
Man	9	56,3
Woman	7	43,7
Marital status		
Not/not married	7	43,8
Marry	9	56,3
Level of education		
Elementary school/equivalent	1	6,3
Middle school/equivalent	5	31,3
High school/equivalent	7	43,8
College	3	18,8
Work		
Doesn't work	5	31,3
Labourer	4	25
Others	7	43,7
Income		
Have no income	4	25
< IDR 2,290,995,-*	11	68,8
≥ IDR 2,290,995,-*	1	6,2
Total	16	100

Knowledge of Clean and Healthy Living Behavior in Public Places

Table 3 explains that almost all people have good knowledge about clean and healthy living behavior in public places, namely 14 people (87.5%).

Table 3. Description of knowledge of clean and healthy living behavior in public places (n=16)

PHBS knowledge in public places	f	%
Good	14	87,5
Not good	2	12,5
Total	16	100

Perception of community participation in developing tourist villages

Table 4 explains that half of the community has a good perception of community participation in developing tourist villages, namely 8 people (50%).

Table 4. Description of perceptions of community participation in developing tourist villages (n=16)

Perception of community participation in developing tourist villages	f	%
Good	8	50
Not good	8	50
Total	16	100

The average age of the community is 33.38 years. The results of this research are supported by previous research which states that age has a significant influence in influencing healthy living behaviour. As a person gets older, there will be changes in behavior where they will find it difficult to receive information, are less active, susceptible to disease, and tend to ignore PHBS (Kurniawati & Putrianti, 2020). The majority of people are male, namely 9 people (56.3%), 7 people (43.7%) are female. The implementation of Clean and Healthy Living Behavior between men and women has the same rights because health is needed not only by women or men. A study (Saputra & Suryani, 2021) showed that gender also showed that men had a 3,742 times greater risk of having poor Clean, and Healthy Living Behavior compared to women. The results of the research (Aviani et al., 2023) showed that gender and Clean and Healthy Living Behavior showed a significance value of $0.000 < 0.05$, so it can be interpreted that there is a relationship between gender and Clean and Healthy Living Behavior. Research conducted (Suryani & Syahputra, 2021) explains that there is a significant relationship between gender and clean and healthy living behavior. The relationship between the gender variable and Clean and Healthy Living Behavior is also significant (p value=0.005). Earlier studies also found a similar relationship between gender and Clean and Healthy Living Behavior. Male residents have a 3,742 times greater risk than female residents.

A total of 9 people (56.3%) were married. Judging from marital status, there are also significant differences in healthy living behavior, where the average for being unmarried is lower than for being married (Syafitri et al., 2021). The results of the research (Wardani & Cahya, 2013) show that the correlation coefficient between Clean and Healthy Living Behavior and marital satisfaction is 0.351 ($p = 0.000$; $p < 0.01$), and the coefficient of determination (R) is 0.123 ($p = 0.000$; $p < 0.01$), indicating a substantial positive link. This indicates that the effective contribution of clean and healthy living behavior is 12.3%.

Education was assumed to be related to the adoption of Clean and Healthy Living Behavior in the household, and 7 people (43.8%) had high school or equivalent education. This is in line with the theory that states that adults with higher educational attainment enjoy longer lifespans and better health compared to their less educated contemporaries (Raghupathi & Raghupathi, 2020). Research (Subagyo et al., 2022) shows that heads of families who have higher education, namely tertiary graduates, have better Clean and Healthy Living Behavior than heads of families who have high school, middle school, elementary school/no school education. This proportion shows that there is a very significant relationship between education level and clean and healthy living behavior with a p -value of 0.003. There is a correlation between health and education. The more educated a person is, the easier it is for them to embrace the idea of leading an autonomous, imaginative, and sustainable life that is clean and healthy. One reason for the poor knowledge of healthy living is a level of education that is not encouraging. Higher education correlates with increased

health understanding. Knowledge had a direct effect on attitudes (such as perceived threat and efficacy beliefs) as well as behaviors (like social distancing and personal hygiene routines). Efficacy belief was the most important and influential practice element among those influencing COVID-19 preventive actions. It served as a mediator in the interactions between knowledge and the three preventive measures (avoidance of crowded areas, hand cleanliness, and wearing face masks). The knowledge level differed according to sociodemographic factors. Higher educated persons ($\beta = 0.06$, $p < 0.05$) and females ($\beta = 0.06$, $p < 0.05$) showed higher levels of knowledge (Lee et al., 2021).

Work is one of the important things that supports a person's life. Different levels of knowledge will be influenced by different jobs. A person's work will affect the implementation of PHBS habits in their home environment. Clean and healthy living behavior habits at home improve physical and mental health. Increasing productivity also helps. There is a relationship between the clean and healthy living behavior pattern and the type of job, according to research conducted by (Usman et al., 2020). Clean and healthy living behavior increases with the socio-economic status of the family, including educational status, employment, and economic status in general.

A total of 11 people (68.8%) had incomes below the regional minimum wage for Kudus Regency in 2023. This is different from the research conducted (Adliyani et al., 2017) which showed that economic level did not affect respondents' clean and healthy living behavior ($p = 0.08$). Research (Subagyo et al., 2022) shows that the proportion of Clean and Healthy Living Behavior is based on income, those with income more than the regional minimum wage have better Clean and Healthy Living Behavior than those with income less than the minimum regional wage. This proportion shows that there is a significant relationship between income level and Clean and Healthy Living Behavior with a p-value of 0.002.

Clean and healthy living behavior is one of the main factors in maintaining a clean, healthy, and comfortable tourist village for visitors and local communities. Education, awareness, and active participation from all stakeholders, including local communities, tourism managers, and visitors, are very important in implementing clean and healthy living behavior in tourist villages (Ganiem & Pandjaitan, 2020). In increasing community awareness and participation in the Wonosoco tourist village, the community must be given knowledge about Clean and Healthy Living Behavior and apply Clean and Healthy Living Behavior in their daily lives. Community service activities by providing education about Clean and Healthy Living Behavior to the community in Wonosoco village will be carried out on November 14, 2023. Education will change the attitude of people who have a bad view of health to always carry out clean and healthy living behaviors in their daily lives. There is a significant relationship between knowledge and PHBS action (Wati & Ridlo, 2020).

Almost all people in the Wonosoco tourist village have good knowledge about clean and healthy living behavior in public places, namely 87.5%. By implementing Clean and Healthy Living Behavior in public places, managers and visitors can use public places safely, maintain their health, and not be infected or contagious. disease (Subagyo et al., 2022). This is in line with research (Ganiem & Pandjaitan, 2020) that people around tourist attractions tend to understand the importance of awareness of the role of people who care about a healthy environment and are willing to create it, some of them have even contributed to environmental health. The results of Duarsa's research state that people in tourism areas understand clean and healthy lifestyles. This can create and preserve living behavior that is oriented towards cleanliness and health in the community so that people can independently prevent and overcome the health problems they face which can improve the level of public health.

The community's impression of taking part in the development of tourist villages is positive, according to the findings of community service. A tourist town is an amalgam of lodging, attractions, and auxiliary services arranged in a way that is consistent with the customs and practices of the local community. For the locals to be able to respond to opportunities for tourism or places of interest for tourists in their area and provide excellent hospitality to guests, tourist villages were established with the express purpose of empowering the locals. It is also intended that the community would be aware of the potential and prepared to make use of the advantages that can arise from tourism-related activities to enhance the town's economic well-being (Mundra et al., 2023).

The principle of "unity" can ensure that the development of tourist villages will run well. Community unity is the key to achieving all these ideals. As expected, the existence of a tourist village can bring changes including changes in the livelihoods of residents which are then followed by changes in social structure, changes in the role of local leadership, cultural changes, and changes in the level of welfare of the community around the tourist village. In the development process, community involvement is needed to

achieve success or what we often call "participation". Participation is often given the meaning of people's voluntary involvement without pressure and far from orders. The conditions necessary for the community to participate in the development of tourist villages. These conditions can be grouped into three groups, namely the opportunity to participate in development, the willingness to take advantage of the opportunity, and the ability to participate.

Opportunities to be able to participate in development that leads to improving the quality of life can take various forms, but it is necessary to have natural resources that can be developed, the existence of markets, the availability of capital, and the availability of facilities and infrastructure. Meanwhile, the ability to take advantage of opportunities requires knowledge and skills as well as good physical/health condition. The realization of genuine community involvement in the Tourism Village development process is contingent upon three key elements occurring: public awareness, community capacity, and opportunities for community involvement. In this case, community enthusiasm and awareness are the main factors for community participation in activities that lead to village development and development by utilizing the potential or resources found in the village.

Wang et al (2021) enumerates several community approaches that emphasize the need for local communities to be "involved" for them to benefit from tourism and continue to support its development, wherein the community can impart knowledge and elaborate on its distinctiveness while fostering interest in the creation of sustainable tourism products. Forms of community participation are also essential for achieving sustainable tourism and for the realization of quality tourism. The tourism awareness group (Pokdarwis), which is one of the institutions that manages tourism activities in Wonosoco Village, should be a forum for community participation.

In addition to being a significant contribution, community involvement in protecting the natural resources they own has the potential to draw tourists. In addition, it is crucial to include the community in the process of developing tourism so that the community would feel accountable for protecting the potential of its natural resources. As the primary element of community-based tourism development, the community plays a crucial role in fostering the growth of tourism that aims to maximize local potential derived from the environment, sociocultural, or local economy. A significant contribution to the preservation of the natural and cultural resources owned by the community is community engagement, which also has the potential to draw tourists.

To prevent tourist villages from being cut off from local cultural values and environmental degradation and to enable tourism management to build a thriving community while maintaining environmental integrity, community involvement is essential to the development of tourist villages. Coordination between current stakeholders and synergistic (integrated and mutually reinforcing) active participation between the government, private sector or tourism industry, and the relevant local communities are fundamental components of the good tourism governance concept. The most pertinent type of community involvement involves keeping an eye on and managing the current state of tourism development by helping to define its goals and objectives as well as the resources that are developed, protected, and used in the creation and upkeep of tourism attractions.

Based on the results of the study of the potential development of the Wonosoco tourist village, the village still needs to increase its knowledge of human resources, so the role of academics is needed to provide tourism village literacy to the Wonosoco village community. The development of a tourist village certainly requires knowledge, especially in the field of law, so that it can be designated as a just tourist village, apart from that, knowledge about clean and healthy living behavior is also needed so that it becomes a healthy village and improves the community's economy through effective marketing strategies and empowering MSMEs with local products. The limitation of this research is the limited number of samples so the research results are less representative. There is a need for research development that involves all community members in the Wonosoco tourist village.



Figure 1. Clean and Healthy Living Behaviour in Tourist Villages



Figure 2. Fair Tourism Village Policy



Figure 1. Participants



Figure 2. Marketing Strategy and Empowerment of MSMEs

D. Conclusion

The majority of the people of Wonosoco Village have good knowledge about clean and healthy living behavior in public places and have a good perception of community participation in developing Wonosoco Village as a Tourism Village. The results of this activity show an increase in community understanding of clean and healthy living practices in improving the health and cleanliness of the Wonosoco tourist village, as well as increasing participation activities in efforts to develop the tourist village. The community is committed to developing Wonosoco Village as a just, healthy, and productive tourist village. The hope is that the tourist village can improve the economy of the local community. Because this is the first step in developing a just, healthy, and productive tourist village, local authorities must continue to accompany and assess the success of developing a just, healthy, and productive tourist village.

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