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Empowering a Tourist Village: The Role of Clean Water Access and Waste Banks in Promoting Healthy Behaviors in Sawahan Village

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ABSTRACT Sawahan Village, Watulimo Subdistrict, Trenggalek Regency, is one of the tourist village areas developed by the local community. Several tourism programs have been established by the local tourism awareness groups, including durian forest tourism. In 2023, a chlorine diffuser technology was implemented to support the development of the tourist village, ensuring access to clean water. This appropriate technology is not only designed to produce clean water but also serves as a strategy to meet the requirements of Clean and Healthy Behavior (CHB). In 2024, community service has focused more on waste management through a waste bank. The methods employed include Focus Group Discussions (FGD) on educational tourism through waste banks, education on the separation of organic and inorganic waste, and community assistance with Clean and Healthy Behavior (CHB). The activities conducted resulted in increased community knowledge about waste banks, from 10 people (10%) to 48 people (96%). Not only did the community's knowledge improve, but their behavior also changed, with the creation of separate waste containers for organic and inorganic waste increasing from 3 people (6%) to 38 people (76%). Additionally, the community's behavior regarding clean and healthy living improved, with handwashing facilities available in every home and throughout the tourist area, reaching 50 people (100%). These changes in knowledge and behavior indicate that community service activities can only succeed with the community's willingness and ability to achieve sustainability and self-sufficiency.

INDEX TERMS Tourist Village, Community Assistance, Waste Bank, Clean and Healthy Behavior

I. INTRODUCTION

More than 74,000 villages across Indonesia have the potential to be developed into tourist villages through various programs. Sustainable and self-sufficient tourist villages emphasize the importance of community behavior in preserving the environment while optimizing the benefits that can be gained by the surrounding community [1], [2]. Community involvement plays a crucial role in the sustainability of tourist villages, especially when the community is actively engaged with support from both government and private sectors. As a potential resource, the community cannot be separated from achieving a self-sustaining tourist village, particularly in terms of managing and preserving natural

resources and the environment [3], [4]. Sawahan Village is one of the 12 villages in Watulimo District, with nearly 2,500 households as of 2022. The village covers an area of 9,086 hectares and has a population of almost 75,000. Sawahan Village is a tourist village developed and initiated by the East Java Provincial Development Planning Agency (Bappeda) in collaboration with Poltekkes Kemenkes. Surabaya in 2015. In the same year, the Trenggalek Regency Government designated Sawahan as a tourist village.

Once again, the development and establishment of tourist villages cannot proceed on their own without community involvement. Awareness of development, utility, resource capabilities, leadership, and effective management significantly impact community participation [5], [6].

Moreover, the involvement of village heads as leaders and village committees plays a crucial role. The community's role as planners, managers, operators, and controllers is essential in the development of tourist villages. The benefits received by local communities include fostering improved, healthier, independent, and sustainable social living. Additionally, the presence of tourist villages creates job opportunities for residents, encourages entrepreneurship, and generates positive activities in areas such as agriculture, farming, and more [7], [8].

In developing a tourist village, it is essential to have a clear understanding, and objectives related to tourism. Additionally, resources that support the functioning of the tourist village are necessary. For international tourism, there needs to be a focus on developing tourism that impacts the local economy positively [9], [10], [11], [12], [13]. Therefore, a sustainable approach is crucial in the development of tourist villages. Moreover, the policies for developing tourist villages require support from various sectors, including accommodation, transportation, and environmental conservation. Even though tourism concepts may be aimed at international audiences, it is important to respect and honor existing local heritage and culture [14], [15], [16].

The development program for tourist villages in Sawahan Village has introduced a new dimension to tourism, going beyond merely enjoying natural beauty. This initiative not only enhances the tourism experience but also has the potential to boost local income and improve the economy of Sawahan Village. However, there are still areas in need of improvement, including the competency of tourist village managers, waste management from tourism activities, and promoting Clean and Healthy Living Behavior (PHBS). Addressing these issues is essential to creating a healthy, independent, and sustainable tourist village.

Based on the community service activities conducted in 2022, the main issues that persist are related to the competency of tourist village managers, waste management, and Clean and Healthy Living Behavior. Sawahan Village has significant potential to become a unique tourism destination with its friendly, eager-to-learn, and progressive community. Support from local government and village authorities will further facilitate the development of the tourist village in Sawahan, Watulimo District, Trenggalek Regency. The establishment of the Tourism Awareness Group (Pokdarwis) will help position Sawahan as a leading and reliable tourist destination in Trenggalek Regency. Active community participation in the tourism village can be further developed and encouraged through every tourism activity organized by the local community [17], [18].

Based on the mapping and situational analysis conducted in Sawahan Village, Watulimo District, a community service activity with various development programs for partner villages is needed. The expected outcomes of this activity are that the programs established for village development will

enhance welfare and establish Sawahan Village as a leading destination in tourism, health, self-sufficiency, and sustainable prosperity.

The objectives of this community service are to improve the management competence of tourist village administrators with various tourist attractions and guides, enhance community knowledge and skills related to waste management through waste banks, thereby creating new educational tourism related to waste banks, and increase community knowledge and skills related to Clean and Healthy Living Behavior (PHBS), leading to health, self-sufficiency, and sustainable prosperity.

The issues mentioned have led the community service team to focus on improving competence, educating on waste bank management, and guiding the community in practicing Clean and Healthy Living Behavior, including handwashing with soap.

II. METHODS

The methods used in this community service activity include Focus Group Discussions (FGDs) focusing on the competencies or management of tourist village administrators, which can be developed into new educational tourism. The activities also involve empowering the community through education on waste banks and Clean and Healthy Living Behavior (PHBS), as waste management is a key aspect of PHBS needed by the community. Additionally, community mentoring is employed to enhance the governance of the tourist village through educational waste bank tourism.

It is hoped that the waste bank activities will not only be implemented by the community but also taught to tourists, turning it into an educational tourism destination that demonstrates to the public how to manage waste and transform it into valuable economic products.

III. RESULT

A. FOCUS GROUP DISCUSSION (FGD) IN DEVELOPING A HEALTHY TOURIST VILLAGE

In the discussions held with the community, village government, and village officials regarding the development of a healthy tourist village, an increase in competency in tourist village management was identified as a need. The results from the pre- and post-tests related to the tourist village activities are as follows below.

Based on Figure 1, it is evident that there has been an increase in the indicators assessing community knowledge about waste management through the Waste Bank. Initially, only 5 people (10%) understood that tourist villages require management, but after counseling, this number rose to 42 people (84%). The understanding of the importance of Clean and Healthy Behavior (PHBS) in tourist villages increased from 10 people (20%) to 48 people (96%). Similarly, the awareness of the importance of Community- Based Total Sanitation (CTPS) in tourist villages grew from 9 people (18%) to 46 people (92%) following the counseling.

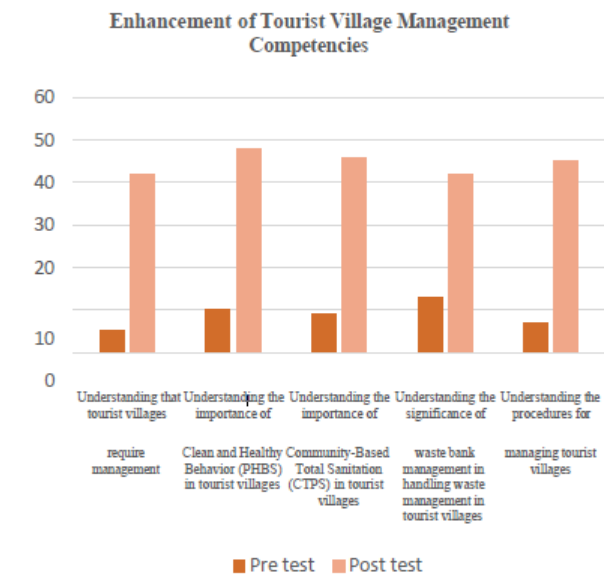


FIGURE 1. Enhancement of Tourist Village Management Competencies

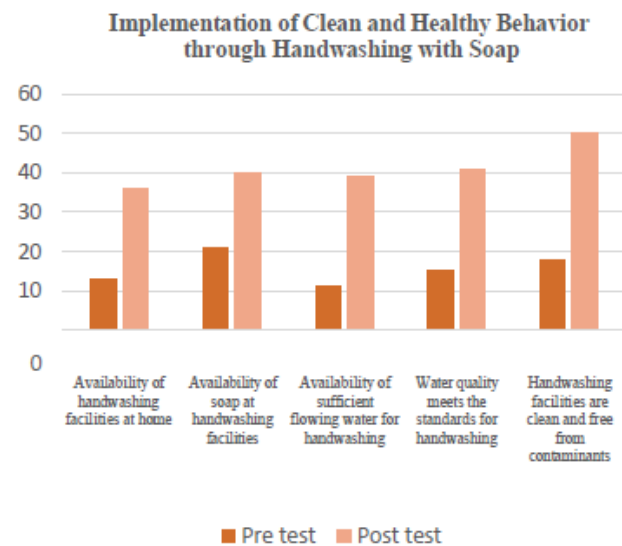


FIGURE 2. Implementation of Clean and Healthy Behavior through Handwashing with Soap

The number of individuals who understood the management of Waste Banks for handling waste in tourist villages increased from 13 people (26%) to 42 people (84%) after the counseling and post-test assessment. Furthermore, understanding of the procedures for managing tourist villages increased from 7 people (14%) to 45 people (90%) in the post-test.

B. COMMUNITY EDUCATION ON CLEAN AND HEALTHY BEHAVIOR

Education on clean and healthy behavior has been provided to the community through activities focused on handwashing with soap. In this context, knowledge assessments on the implementation of clean and healthy

living practices were conducted as follows. Based on Figure 2, the implementation of Clean and Healthy Behavior (PHBS) through handwashing with soap has shown significant improvements. The number of people with handwashing facilities at home increased from 13 individuals (26%) to 36 individuals (72%). The number of people who have soap at these facilities rose from 21 individuals (42%) to 40 individuals (80%). Access to adequate flowing water for handwashing improved from 11 individuals (22%) to 39 individuals (78%). The number of individuals with water quality that meet handwashing standards increased from 15 (30%) to 41 (82%). Additionally, the number of people with handwashing facilities free from contaminants rose from 18 individuals (36%) to 50 individuals (100%).

C. COMMUNITY ASSISTANCE ON WASTE MANAGEMENT THROUGH WASTE BANKS Waste management is essential because every human activity inevitably produces waste, including in tourism activities. This assistance activity began with educating the community about waste banks. The following are the results of the waste bank education provided to the community.

The community showed enthusiasm for the material on recycling waste into more economical and aesthetic items. This was evident from the example of recycling bottles into lanterns that we presented during the community service activity, which helped them better appreciate the concept. The community was also motivated to form a Waste Bank group to reduce the volume of recyclable inorganic waste. Additionally, the benefits of the waste bank can be utilized by the Empowering Family Welfare organization in Sawahan Village, Watulimo District, Trenggalek Regency. Based on FIGURE 3, there was an increase in the indicators of community knowledge regarding waste management through the Waste Bank. Initially, only 5 people (10%) understood waste sorting, but after the training, this number rose to 42 people (84%). The number of people who understood waste sorting increased from 10 people (20%) to 48 people (96%). Furthermore, 9 people (18%) understood waste management using the Waste Bank, and this number increased to 46 people (92%) after the training.

The community is responsible for setting goals and strategies to realise the expectations that have been set. Desa Menang has potential human resources in the form of a tourism awareness group that manages the potential of its natural resources.

The results of the FGDs showed that the attraction of Sawahan Village lies in the durian and clove gardens, which are harvested every season. This attraction was then developed into a tourist attraction. Not only existing resources, but also various facilities, facilities, and infrastructure that support become an important part in the development of tourism.

The community agrees that the existence of facilities,

facilities, and infrastructure strongly support the success of tourism. Given the basic human need for water, Application of the Waste Bank in the Sawahan Tourism Village, Watulimo District, Trenggalek Regency There was also an

Adequate infrastructure related to water provision is essential to meet the community's needs in practicing Clean and Healthy Behavior (PHBS) as well as supporting tourism requirements.

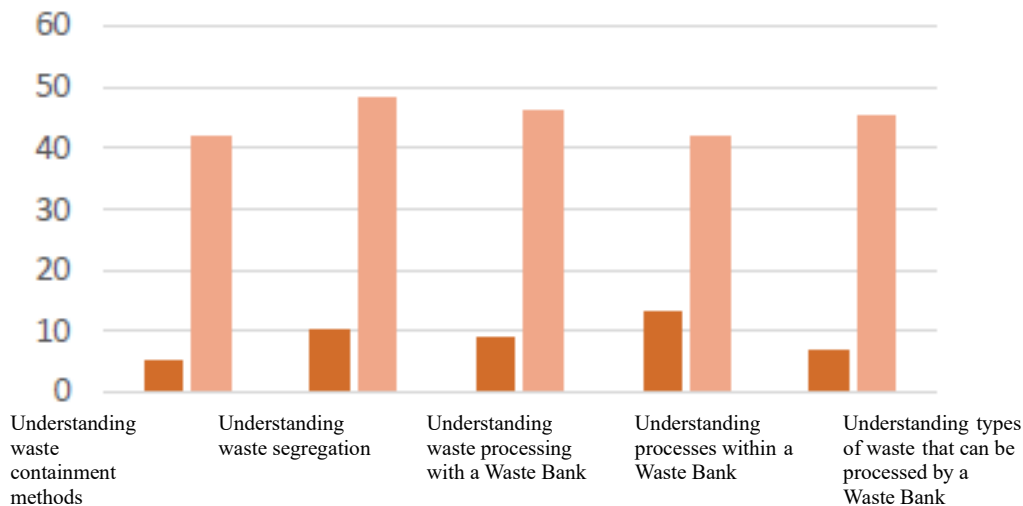


FIGURE 3. Application of the Waste Bank in the Sawahan Tourism Village, Watulimo District, Trenggalek Regency

improvement in understanding the Waste Bank management process, with 13 people (26%) before the training and rising to 42 people (84%) after the training and post-test evaluation. Lastly, the number of people who understood the types of waste that need to be processed through the Waste Bank increased from 7 people (14%) to 45 people (90%) in the post-test

IV. DISCUSSION

A. FOCUS GROUP DISCUSSION ON ENHANCING MANAGEMENT COMPETENCE TOWARDS A HEALTHY, INDEPENDENT, AND SUSTAINABLE TOURISM VILLAGE

The results of the Focus Group Discussion (FGD) with the community in Sawahan Village, Watulimo Subdistrict, Trenggalek Regency indicate an agreement on the development of the tourism village. The discussion resulted in the understanding that each village has diverse and valuable natural and human resources, including Sawahan Village [19]. Tourism villages should have a variety of attractions, facilities, and accessibility that can integrate with local community traditions [20]. Human resources in this village are considered to have potential, human resources in this village are considered to have important potential, qualities and skills, and each member of the community is responsible for setting goals and strategies to realise the expectations that have been set. Desa Menang has human resource potential in the form of a tourism awareness group that manages its natural resource potential. A tourist village should have various attractions, facilities, and accessibility that can integrate with the local community's traditions [20]. The human resources in this village are considered to have potential.

Moreover, waste management through a Waste Bank motivates the community to develop and establish the Waste Bank. It is hoped that waste management with the Waste Bank will not only serve as a means for waste management but also as an educational tourism tool that brings positive benefits, both in improving the community's economy and in maintaining the health and aesthetics of the environment [21].

B. HANDWASHING BEHAVIOR WITH SOAP IN THE PRACTICE OF CLEAN AND HEALTHY LIVING IN A HEALTHY TOURIST VILLAGE

Washing hands with soap is a simple and effective practice towards achieving a healthy tourism village through clean living behaviors. This community service activity was conducted at the Pendopo of Sawahan Village, Watulimo District, Trenggalek Regency, focusing on outreach, education, and interactive communication regarding the use of soap for handwashing. The event was attended by 60 participants, including community members, village government officials, health center staff, and village officers, all of whom support the creation of a healthy, independent, and sustainable tourism village.

During the event, participants and guests received souvenirs such as toothbrushes and toothpaste, bath soap, and towels. Throughout the community service activity, participants showed great enthusiasm by actively asking questions and engaging in discussions.



FIGURE 4. Community Service Activities

Attitudes are individual responses to stimuli or objects, shaped by various factors such as personal experiences, culture, the influence of important people, mass media, and one's emotions. An individual's knowledge significantly affects their discipline and willingness to practice handwashing. In the PHBS program, there are ten main activities provided to the community, including handwashing or hand hygiene. Maintaining hand hygiene is one of the ways to enhance personal cleanliness [22].

D. Waste Bank Management to Realize a Healthy and Independent Tourist Village

Waste management requires community participation characterized by creativity, innovation, and an entrepreneurial spirit. Poor waste management can lead to negative consequences and disasters. Changing community behavior to consistently sort waste by type and move away from the "collect-transport-dispose" paradigm is not an easy task. This transformation necessitates continuous education, firmness, and collaboration from various stakeholders, including the government [23].



FIGURE 5 Picture with the community of Sawahan Village

Community awareness of household and environmental waste management has long been recognized as a key factor influencing the success of household waste recycling. The community is subsequently provided with training on waste management through various activities such as waste sorting, composting, and crafting. Once they have mastered these skills, they regularly implement these activities on a weekly basis.

Active community involvement in the waste bank program represents a form of participation aimed at building and empowering the community to take an active role in all

processes within the waste bank program [24]. In implementing the waste bank program, the 3R concept (Reduce, Reuse, and Recycle) is applied as an effective method to address the problem of household waste accumulation. "Reduce" means minimizing anything that can lead to waste buildup; "Reuse" involves using waste materials that are still functional; and "Recycle" refers to processing waste into useful and economically valuable products [25].

V. CONCLUSION

The community has become aware of the importance of developing a tourist village utilizing the natural potential of Sawahan Village, Watulimo Subdistrict, Trenggalek Regency. There has been a significant increase in the competency and management of the tourist village through waste management via the Waste Bank program. Initially, only 5 people (10%) understood the need for proper management in a tourist village, but after the outreach activities, this number increased to 42 people (84%). The understanding of the importance of Clean and Healthy Living Behavior (PHBS) in the tourist village rose from 10 people (20%) to 48 people (96%). Likewise, understanding the importance of Handwashing with Soap (CTPS) in the tourist village improved from 9 people (18%) to 46 people (92%) after the outreach. The comprehension of managing the Waste Bank to handle waste in the tourist village increased from 13 people (26%) to 42 people (84%) after the outreach and post-test assessment. Furthermore, the understanding of village tourism management rose from 7 people (14%) to 45 people (90%) after the post-test.

Additionally, the community's practice of clean and healthy living has improved, as evidenced by the increase in the number of people with access to handwashing facilities free from contaminants, rising from 18 people (36%) to 50 people (100%). In terms of waste management through the Waste Bank, the number of people who understood the process increased from 9 people (18%) to 46 people (92%). Beyond these improvements, the community of Sawahan Village, Watulimo Subdistrict, Trenggalek Regency, initiated and formed a team for the management of the Waste Bank, which can be developed into an educational waste management tourism attraction for visitors.

VI. ACKNOWLEDGMENT

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