

Implementation of Triplehelix Collaboration in the Development of Tempur Tourism Village and its Impact on Improving the Community's Economy

Kirun Stiyoaji¹, Rahma Dewi Agustina², Restu Afrianto Rahman³, Windi Novia Ratri Wardhani⁴, Ratih Pratiwi⁵

^{1,2,3,4,5}Wahid Hasyim University, Semarang, Indonesia

Corresponding email: kirunstiyoaji12@gmail.com

Received: December,2, 2024 | Revised: December,18, 2024 | Accepted: December,20, 2024

Abstract. This research discusses the implementation of the Triple Helix collaboration involving the government, academics, and industry in the development of Tempur Tourism Village, as well as its impact on improving the local community's economy. The primary focus of the research is the level of local community participation in this development process. The findings reveal that the involvement of Tempur Village residents in the planning phase of development is minimal, with most decisions being made by external parties. This lack of participation leads to resistance and a diminished sense of ownership towards the program, thereby reducing the effectiveness and sustainability of the tourism village development project. The research identifies factors influencing the low level of participation and provides recommendations to enhance community involvement in achieving long-term success and A fairer allocation of economic advantagesEmploying a qualitative case study methodology, information was gathered through literature reviews, interviews, and observations of tourism village managers and local residents. The conclusion of this study emphasizes the importance of local community Participation in the design and execution processes of tourism village development to create positive and sustainable impacts.

Keywords : Triple Helix Collaboration; Local Community Participation; Tempur Tourism Village; Tourism Village Development; Economic Sustainability

INTRODUCTION

Village tourism in Indonesia has a strategic role in developing the local economy and becoming a tourist attraction that emphasizes local wisdom (Agung Ayu Yuliantika Dewi, 2024). As a form of community-based tourism, village tourism aims to empower the surrounding community to be able to manage and develop existing tourism potential, such as natural beauty and traditional culture. However, in its implementation, there are challenges such as limited human resources and lack of adequate infrastructure facilities (Universitas et al., 2018).

In an effort to overcome these challenges, a collaborative Triple Helix model involving government, academia, and the business world is an ideal solution. The Triple Helix model emphasizes synergy between the three actors To build an atmosphere that promotes and sustains innovation and sustainable development. he government holds a significant responsibility in providing regulati ons as well as policies that encourage tourism development, academics serve to provide research and training for the community, while the business sector helps provide funding and managerial expertise (Utami et al., 2019). This collaboration is believed to be able and to improve the quality of economic Community welfare through the development of tourism villages. The implementation of Triple Helix collaboration in the development of tourism villages in Tempur Village involves the important role of the government, which provides basic infrastructure and training for residents. The role of the business world includes funding and developing tourism services, while academics help improve the quality of local human resources by providing training on tourism management and developing local culture as a tourist attraction. Through this collaboration, economic potential can be maximized, as tourist villages not only attract tourists, but also open up new business opportunities involving local communities, such as homestays, crafts, and traditional culinary (Agung Ayu Yuliantika Dewi, 2024).

Research on the implementation of Triple Helix collaboration in tourism village development has also shown that this model is effective in promoting local economic growth. The direct economic impact of tourism village development can be seen from the increase in community income and the emergence of new jobs. In addition, this collaboration also encourages communities to protect the environment and improve the quality of tourism services to support the sustainability of tourism villages (Megilan, n.d.). Other relevant studies show that the Triple Helix approach has been applied in various tourism villages in Indonesia with positive results in economic improvement and empowerment of local communities. This model creates synergy between the public, private and academic sectors, which is fundamental to the development of sustainable community-based tourism.

METHOD

This research method uses a qualitative case study approach to explore the implementation of Triple Helix collaboration in the development of Tempur Tourism Village. Data were collected through a literature review, interviews, and observations of the tourism village manager and local community. The data collection process aimed to understand the level of community participation in the planning and implementation phases of tourism village development. The findings of this study are expected to provide insights into the factors that influence low community involvement as well as recommendations to increase their participation, in order to achieve long-term success and a more equitable distribution of economic benefits. This research uses a qualitative approach with a case study design to analyze the implementation of Triplehelix collaboration in the development of Tempur Tourism Village and its impact on improving the community's economy. The qualitative approach was chosen because it can explore in-depth understanding of the dynamics of collaboration between government, industry and universities in the context of tourism village development. The case study design allows researchers to explore in detail the phenomena that occur in the Tourism Village.

The data collection process was conducted through in-depth interviews with various stakeholders involved in the development of tourism villages, namely local governments, tourism village managers, local communities, and academics involved in tourism research and development. These interviews aimed to understand the perceptions of each party regarding the implementation of Triplehelix and the economic impact felt by the community. In addition, researchers also collected secondary data through literature studies. Overall, this research aims to provide an understanding of the effectiveness of Triplehelix collaboration in tourism village development and provide recommendations to improve the economic impact for the local community. The research results are expected to be a reference for sustainable tourism village development policies in Indonesia.

RESULTS AND DISCUSSION

This research examines in more depth how the Triplehelix collaboration model, which involves synergy between the government, adherents, and the private sector, can encourage the development of Tempur Tourism Village into a competitive and competitive tourism destination. Through this collaboration, various program strategies are implemented with the aim of increasing tourist attractiveness, supporting local economic growth, and increasing community involvement in the tourism sector. By optimally involving the role of each actor, Triplehelix not only focuses on tourism growth, but also makes a real contribution to the economy and community welfare (Dani Rahu & Suprayitno, 2021).

The results showed that the implementation of the Triplehelix model brought very significant positive impacts in various aspects, including the improvement of tourism infrastructure and facilities, innovation and extinction of resource management, as well as increased investment and promotion of tourism villages. This collaboration not only succeeded in creating new jobs for local

communities but also opened up business opportunities for them to be directly involved in the provision of tourism services, such as accommodation, tour guides and others.

1. Improvement of Tourism Village Infrastructure and Facilities

The government plays a strategic role in strengthening basic infrastructure that is very important to support the accessibility, comfort, and attractiveness of tourists visiting Tempur Tourism Village. Infrastructure such as road repairs, public facilities, transportation networks, and the development of other supporting facilities are gradually improved. This aims to facilitate access for visitors, who previously may have been constrained by road conditions or limited transportation facilities. With adequate infrastructure in place, the village is increasingly attracting tourists to come and explore its beauty and richness. In addition, the local government also organizes training programs for local communities to improve their ability to manage and develop community-based tourism. The program includes training on how to welcome and serve tourists, maintain the cleanliness and beauty of the tourist environment, and better and sustainable tourism management techniques. The impact of this initiative is the creation of a more tourism-ready and aware community, which in turn plays a role in improving the image of the village as a tourist destination.

2. The Role of Academics in Tourism Innovation and Sustainability

Academics from various universities also take part in the development of Tempur Tourism Village through research and community service activities. They conduct studies that focus on the sustainable management of natural and cultural resources, which is crucial for the long-term sustainability and attractiveness of tourism villages. The recommendations of this study generally include innovative tourism object management, the use of environmentally friendly technology, and strategies to increase community capacity in managing community-based tourism activities. One form of faculty contribution is to design skills training programs needed by the community in supporting the tourism sector, such as training to become professional tour guides, skills to develop handicrafts that have local cultural values, and good homestay management. These programs are designed not only to improve the technical capabilities of the community, but also to build awareness of the importance of maintaining the environment and local culture as an integral part of tourist attraction.

3. Private Sector Contributions in Investment and Promotion

The private sector, both local and national companies, plays a significant role in strengthening the competitiveness of Tempur Tourism Village through investments made in various tourist facilities and extensive and innovative promotional efforts. These companies are involved in the construction of facilities such as restaurants, cafes, souvenir centers, and lodgings that not only increase tourist convenience, but also open up new economic opportunities for the community. In addition, the private sector also has the ability to promote more effectively through various digital platforms, such as social media, cooperation with travel agents, and even the creation of special tour packages. These efforts not only increase the number of visits, but also increase tourists' awareness of the potential of Tempur Tourism Village. With the help of the private sector, this tourism village has gained access to wider promotion, attracting more domestic and foreign tourists to visit.

4. Direct Impact on the Community Economy

Triplehelix collaboration between the government, academia, and the private sector has proven to have a direct impact on the local economy. The development of the tourism sector opens up many new business opportunities that were previously unavailable to village communities, such as the provision of homestays, local management, tour guide services, and souvenir shops offering local products. In addition, the increase in the number of tourists also triggers the growth of related sectors, such as local agriculture that supplies food ingredients for the needs of restaurants and homestays managed by villagers.

Communities that previously depended on the agricultural sector can now earn additional income from various businesses in the tourism sector. With this diversification, the community's income increases significantly, and they have the opportunity to improve their quality of life (Pratiwi et al., 2023). In addition, training and empowerment programs held by the government and

academics equip communities with relevant skills to support tourism, such as guest services and local product management, which improve the quality of services for tourists and strengthen competitiveness. The Triple Helix model above illustrates the strategic collaboration between the government, academia, and the private sector in developing tourism in Tempur Tourism Village, which serves to maximize local community engagement and the resulting economic impact.

5. Implementation of Triplehelix Collaboration in Tourism Village Development

Government: The government plays a key role in drafting policies that support the development of the local tourism sector, such as regulations for infrastructure investment and facilities that improve tourist accessibility. These policies create a conducive climate for tourism players to invest and strengthen the attractiveness of tourism villages. Government support also includes training programs for communities to improve their skills in community-based tourism management, from guiding services to maintenance of public facilities. Such programs have been proven to improve the quality of services as well as the economic sustainability of tourism villages in various places in Indonesia (Ramin, 2023).

Academia: Universities and research institutions contribute by providing knowledge and innovations that support sustainable resource management. In Tempur Tourism Village, for example, academics are involved in research that aims to preserve local culture and promote environmental sustainability. Recommendations from this research provide innovative solutions in tourism management, including the application of environmentally friendly technologies and capacity building strategies for the community. In addition, academics are often involved in trainings that equip communities with skills such as tour guiding, homestay management, and the manufacture of local products that can enhance tourism attractiveness.(Suryaningsih & Nugraha, 2018).

Private Sector: The private sector has an important role in providing investments that support infrastructure development and promotion of tourism villages. Investments in tourist facilities such as restaurants, souvenir shops, and lodging not only add to the attraction of tourists but also create business opportunities for the surrounding community. In addition, the private sector plays a role in destination promotion through various channels, including social media and cooperation with travel agents. With proper promotion, the private sector helps increase the number of visitors, which in turn has an impact on local economic revenue.

In the center of the graph, where the three circles meet, synergies are realized that enable inclusive and sustainable economic growth in Tempur Tourism Village. The impact can be seen in the improvement of community skills, the opening of new jobs, and the birth of community-based business initiatives oriented towards sustainability and preservation of local culture. This model also demonstrates how Triple Helix collaboration can serve as a development model for other tourism villages in Indonesia to achieve significant economic impact through empowering local communities.



The results showed that the implementation of Triple Helix collaboration in the development of Tempur Tourism Village experienced significant challenges related to the level of local community participation. Community involvement in the planning phase was very low, with key decisions being made by external parties, resulting in resistance and decreased ownership of the program. In

addition, in-depth analysis identified several factors influencing low participation, such as a lack of socialization and understanding of the long-term benefits of tourism village development. Recommendations include the need to improve communication between all stakeholders and actively involve the community in every stage of development to achieve more sustainable success and a fairer distribution of economic benefits to local communities. This research emphasizes the importance of community involvement in the planning and implementation process to create sustainable positive impacts.

CONCLUSION

This research reveals that the implementation of the Triplehelix collaboration model involving the government, academia and the private sector is able to have a significant positive impact on the development of Tempur Tourism Village, especially in improving the economy of the local community. This collaboration serves as the basis for creating an environment conducive to innovation, sustainable resource management, and the development of community-based tourism that can attract more tourism. The government plays a key role through policies that support infrastructure, investment-friendly regulations, and training for local communities. Academia contributes through research, education, and the provision of technology that enables sustainable management of tourism villages. Meanwhile, the private sector plays a role in funding, facility development, and promotion that expands market access.

The impact of the implementation of this collaboration is seen in increased employment in the tourism sector and related sectors such as handicrafts, organic farming, and local investment services. An increase in the number of visitors enjoying the beauty and cultural richness of Tempur Village brings direct economic impacts, including increased local income and new business opportunities. Local communities also benefit in the form of skills training and participation in tourism development programs. Overall, this Triplehelix model demonstrates that cross-sector collaboration is an effective and sustainable approach to optimizing the potential of tourism villages in rural areas. In order to maintain this positive impact journey, it requires a long-term commitment from all stakeholders to continue working together, maintain a balance between economic development and cultural preservation, and guarantee the government involved.

REFERENCES

- Agung Ayu Yuliartika Dewi, I. G. (2024). KOLABORASI TRIPLE HELIX DALAM PROGRAM INOVASI DESA (Studi Kasus : Desa Sanur Kaja, Kecamatan Denpasar Selatan, Kota Denpasar). *Jomantara: Indonesian Journal of Art and Culture*, 15(Volume 15 No. 02 Juni 2024), 253-262. <https://doi.org/10.23969/kebijakan.v15i02.13762>
- Dani Rahu, P., & Suprayitno. (2021). Kolaborasi Model Pentahelix Dalam Pengembangan Desa Wisata Sei Gohong Kecamatan Bukit Batu Kota Palangka Raya. *Journal Ilmu Sosial, Politik Dan Pemerintahan*, 10(1), 13-24. <https://doi.org/10.37304/jispar.v10i1.2286>
- Megilan, L. (n.d.). *51087-Article Text-100682-1-10-20230129*.
- Pratiwi, R., Trihandari Widyatania, D., Luthfi, J., Kustanti, R., Yulinar Maulidya, S., & Baharrudin, S. (2023). Pengembangan SDM untuk Desa Wisata Papringan Ngadiprono Desa Ngadimulyo Kecamatan Kedu Kabupaten Temanggung Jawa Tengah. *Jurnal Abdidas*, 4(2), 173-178. <http://abdidas.org/index.php/abdidas>
- Ramin, M. (2023). Kolaborasi Perguruan Tinggi Dan Masyarakat Dalam Peningkatan Ekonomi Lokal Di Desa Pangereman Pamekasan. *Jurnal Ngejha*, 2(2), 272-284. <https://doi.org/10.32806/ngejha.v2i2.363>
- Suryaningsih, O., & Nugraha, J. T. (2018). Peran Lembaga Desa dalam Pengembangan Desa Wisata Wanurejo dan Dampaknya terhadap Perekonomian Masyarakat Lokal. *Jurnal Mahasiswa Administrasi Negara*, 02(01), 120-128. <https://jom.untidar.ac.id/index.php/jman/article/view/229>
- Universitas, K. A., Dan, I., Mukhlish, B. M., Konsep, M., & Tantangan, I. D. A. N. (2018). Kolaborasi

Antara Universitas, Industri Dan Pemerintah Dalam Meningkatkan Inovasi Dan Kesejahteraan Masyarakat: Konsep, Implementasi Dan Tantangan. *Jurnal Administrasi Bisnis Terapan*, 1(1). <https://doi.org/10.7454/jabt.v1i1.27>

Utami, H. N., Sandra, S., & Ruhana, I. (2019). Pemberdayaan Masyarakat dengan Pendekatan Triple Helix untuk Pengembangan Kompetensi Wirausaha Masyarakat Desa Mandiri Energi. *Jurnal Ilmiah Administrasi Publik*, 5(3), 294–302. <https://doi.org/10.21776/ub.jiap.2019.005.03.5>