

The Role of Corporate Social Responsibility in Local Community Empowerment in Nglanggeran Tourism Village

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ABSTRACT

This study aims to explore the role of corporate social responsibility (CSR) in strengthening the well-being of local communities in Nglanggeran Tourism Village. Research on CSR in the tourism sector typically focuses on the hotel industry, while studies conducted in the context of community-based village tourism are still limited. This study employed a qualitative approach by observing and reviewing the literature, including ten international journals indexed by Scopus, two books, and three relevant news articles. The study demonstrated that CSR practices help enhance community participation, strengthen the local economy, and preserve the environment. These findings demonstrate that CSR serves as a strategy that helps encourage sustainable tourism growth and improve community well-being.

Keywords: *corporate social responsibility, local community empowerment, tourism villages, community-based tourism, sustainable tourism.*

Background

The tourism sector plays a vital role in driving regional economic growth by creating job opportunities and increasing community income. However, the advancement of the tourism sector also brings about social and environmental impacts that must be managed responsibly. In this context, CSR serves as a crucial mechanism for maintaining a balance between economic interests and social responsibility. Garay and Font [1] state that the way companies implement CSR in the tourism industry is driven not only by the desire for economic gain but also by a genuine concern for the surrounding environment.

Holcomb, Upchurch, and Okumus [2] state that tourism companies are increasingly driven to report their

social activities as a means of fulfilling their responsibilities to society. Furthermore, Font et al. [3] highlight the discrepancy between CSR reporting and actual implementation in the field. Consistent CSR implementation can strengthen the relationship between tourism operators and local communities. Social, economic, and environmental programs form part of the strategy to ensure the long-term survival and continuous development of tourism destinations. Consequently, the study of CSR within the tourism sector is becoming increasingly important. Empowering local communities is a crucial element in building sustainable tourism.

Scheyvens [4] explains that empowerment encompasses four aspects: economic, social, psychological, and political. Local communities play a crucial role as resource owners and primary managers of tourism activities. Rasooli Mesh and the research team [5] note that community involvement reinforces positive perceptions regarding the progress of the tourism sector. Lee [6] also states that community support depends on the direct benefits experienced by the residents. Active community participation helps ensure a more equitable distribution of benefits at the local level. Without empowerment, tourism development can lead to social and economic inequality. Therefore, integrating CSR with community empowerment is a suitable approach for developing tourism villages. A tourism village is a tourism development model that leverages local potential as its primary attraction.

Jamal and Getz [7] state that collaboration with various stakeholders is essential when planning community-based tourism. Nunkoo and Ramkissoon [8] indicate that the level of community satisfaction can influence the extent of support for tourism sector

development. Nglanggeran Tourism Village serves as an example of a community-based tourism village; it has flourished because the local community actively participates in managing homestays and preserving the environment. This progress demonstrates that a community-based approach is highly relevant to regional development.

Meskipun begitu, penelitian tentang CSR di bidang pariwisata masih lebih banyak fokus pada sektor perhotelan dan perusahaan besar. Penelitian tentang peran CSR dalam konteks desa wisata yang berbasis pada pariwisata berbasis masyarakat masih belum terlalu banyak. Oleh karena itu, penelitian ini bertujuan untuk mengevaluasi peran tanggung jawab sosial perusahaan dalam meningkatkan kesejahteraan masyarakat setempat di Desa Wisata Nglanggeran.

Literature Review

Corporate Social Responsibility (CSR) is a company's or organization's commitment to conducting its activities in an ethical and fair manner while considering its impact on the economy, society, and the surrounding environment. CSR aims not only to generate profit but also to fulfill responsibilities toward relevant stakeholders. According to Carroll's CSR Pyramid theory, a company's responsibilities are categorized into four aspects: economic, legal, ethical, and philanthropic. The economic dimension underscores the importance of business viability, while the legal and ethical dimensions require the company to operate in accordance with established rules and norms. The philanthropic dimension complements these responsibilities by making social contributions to the community. Furthermore, the Triple Bottom Line concept introduced by Elkington emphasizes the importance of balancing people, planet, and profit as the foundation for sustainable development. In the tourism sector, CSR ensures that tourism activities generate economic benefits while maintaining positive social conditions and preserving the environment.

Community-based tourism involves local people as the main actors in planning, managing, and monitoring tourism activities. The main principle of Community-Based Tourism (CBT) is active community participation, local control over resources, and equitable economic benefits. With this approach, communities are not only part of development but also play an active role

in determining how destinations are developed. CBT also emphasizes the importance of strengthening communities by enhancing individual capabilities, strengthening local institutions, and developing community-based businesses, thereby increasing economic independence.

Sustainable tourism is a tourism development concept that meets the needs of the present without compromising the ability of future generations to meet their own needs. This principle focuses on balancing economic growth, environmental protection, and social well-being in all tourism activities. Therefore, integrating CSR, CBT, and sustainable tourism creates an appropriate conceptual framework for analyzing resident empowerment in tourism villages, as all three prioritize sustainability, community engagement, and the improvement of the local population's quality of life as primary development goals.

Research Method

This study employs a qualitative approach utilizing a literature review method. This approach is used to examine from conceptual and theoretical perspectives the role of CSR in strengthening local communities within tourism villages based on Community-Based Tourism. The qualitative approach facilitates a deeper understanding of CSR within the context of sustainable tourism development. The study relies on secondary data obtained from Scopus-indexed international journals, books addressing CSR and sustainable tourism theories, and news reports from credible media outlets relevant to CSR practices in tourism village development. These sources were selected due to their alignment with the research topic and their relevance to the concepts of CSR, Community-Based Tourism, and sustainable tourism.

Data collection was conducted by identifying, selecting, and reviewing literature in a structured manner. The gathered data were subsequently analyzed using content and thematic analysis methods to categorize and interpret the research findings within a predefined conceptual framework. The analysis results are presented both descriptively and analytically to elucidate the relationship between CSR implementation and local community empowerment in the context of village tourism. This approach aims to provide a clear picture of the role CSR plays in fostering

community-based and sustainable tourism development.

Results and Discussion

The implementation of Corporate Social Responsibility (CSR) in the development of Nglanggeran Tourism Village demonstrates the integration of social responsibility with community-based tourism development strategies. CSR goes beyond merely providing social aid; it entails a long-term commitment to generating positive benefits for the economy, the community, and the environment. In the context of this tourism village, CSR initiatives involve engaging the community as the primary managers of the destination, establishing locally-owned homestays, providing training for local small and medium-sized enterprises (SMEs), and implementing conservation programs for the Ancient Volcano area, the village's main tourist attraction.

Community involvement in managing tourism destinations demonstrates that local residents have control over these tourism resources. Villagers serve as tour guides, manage accommodations, sell local culinary specialties, and craft signature products from their village. Training and business mentoring programs aim to enhance human resource capabilities, particularly in areas such as customer service, financial management, and product development. Thus, CSR acts as a vehicle for sustainably improving the community's capabilities.

From an economic perspective, the implementation of CSR helps boost income and create local employment. Developing diverse tourism products such as educational packages, nature tourism, and culture-based activities creates more entrepreneurial opportunities for the community. A community-based economic benefit distribution system helps reduce inequality and enhances village self-reliance in managing tourism potential.

Socially, CSR encourages the community to become more actively involved in planning and decision-making. This engagement fosters a greater sense of ownership over the destination and strengthens unity among residents. Capacity building through training also helps shift mindsets, making the community better prepared and more flexible in adapting to developments within the tourism sector.

From an environmental perspective, efforts to preserve the Ancient Volcano, effective waste

management, and limits on tourist numbers demonstrate a commitment to sustainability. These practices show that tourism development does not overlook the environment's role as the village's primary asset.

In theory, these activities align with the Triple Bottom Line concept, which emphasizes a balance between people, the planet, and profit. The principles of community-based tourism are evident in local management and the equitable distribution of benefits, while the sustainable tourism approach is reflected in the balance between economic, social, and environmental aspects. Thus, CSR serves as a strategic tool for fostering the development of tourism villages that are self-reliant, inclusive, and sustainable.

Discussion

This study demonstrates that Corporate Social Responsibility (CSR) plays a strategic role in empowering local communities by integrating economic, social, and environmental dimensions. The findings indicate that CSR implementation in Nglanggeran Tourism Village extends beyond philanthropic activities to include community capacity building, support for local enterprises, environmental conservation, and increased community participation in tourism management. These findings suggest that CSR has evolved into a sustainable development strategy rather than merely serving as a corporate charitable initiative.

From an economic perspective, community involvement in managing homestays, culinary businesses, local handicrafts, and tourism packages demonstrates that CSR contributes to job creation and increased household income. These findings are consistent with Lee (2013), who argued that local residents are more likely to support tourism development when they receive direct economic benefits. Furthermore, the community-based distribution of economic benefits strengthens local independence in managing tourism resources and enhances the long-term sustainability of the destination.

From a social perspective, the study reveals that CSR encourages active community participation in tourism planning, decision-making, and destination management. Capacity-building programs, including training and business mentoring, improve local skills, self-confidence, and entrepreneurial capabilities. These findings reinforce the principles of Community-Based

Tourism (CBT), which emphasize local communities as key stakeholders and decision-makers in tourism development rather than passive beneficiaries.

Regarding environmental sustainability, conservation initiatives at the Ancient Volcano area, proper waste management, and visitor control policies demonstrate a strong commitment to preserving natural resources. These practices support the Triple Bottom Line concept by maintaining a balance among economic growth, social well-being, and environmental protection. Consequently, sustainable tourism development in Nglanggeran is achieved through the integration of CSR principles with community participation and environmental stewardship.

Overall, the findings suggest that integrating CSR, Community-Based Tourism, and sustainable tourism principles creates a comprehensive framework for local community empowerment. Therefore, CSR should be viewed as a long-term strategic investment capable of generating sustainable economic, social, and environmental value for tourism destinations.

Conclusion

This study concludes that Corporate Social Responsibility (CSR) plays a significant role in empowering local communities in Nglanggeran Tourism Village by enhancing economic well-being, strengthening social capacity, and promoting environmental sustainability. CSR implementation not only creates employment opportunities and supports local businesses but also encourages active community participation in tourism management while fostering environmental conservation.

Furthermore, the study demonstrates that integrating CSR with Community-Based Tourism (CBT) and sustainable tourism principles provides an effective framework for developing inclusive, resilient, and sustainable tourism villages. Therefore, CSR should be recognized not merely as a corporate obligation but as a strategic approach to promoting long-term community welfare and sustainable destination development..

Limitations and Recommendations

This study has several limitations. First, it employs a literature review approach based entirely on secondary data without conducting field observations or interviews with local stakeholders in Nglanggeran Tourism Village.

Second, the analysis relies on a limited number of academic journals, books, and relevant news sources, which may not fully capture the complexity of CSR implementation in tourism villages. Third, the study focuses exclusively on Nglanggeran Tourism Village; therefore, its findings cannot be generalized to other tourism villages with different socio-economic and institutional characteristics.

Recommendations

Future research is encouraged to adopt empirical approaches, such as case studies, in-depth interviews, surveys, or mixed-methods designs, to obtain a more comprehensive understanding of CSR implementation and its impacts on local communities. Comparative studies involving multiple tourism villages are also recommended to identify the key factors influencing successful CSR implementation. From a practical perspective, local governments, tourism village managers, and private sector organizations should strengthen collaboration in designing CSR programs that prioritize community empowerment, local business development, and environmental conservation to support sustainable tourism development.

Theoretical and Practical Contributions

This study contributes both theoretically and practically to the understanding of Corporate Social Responsibility (CSR) in community-based tourism development. From a theoretical perspective, it enriches the existing literature by integrating Corporate Social Responsibility (CSR), Community-Based Tourism (CBT), and sustainable tourism into a comprehensive conceptual framework for analyzing local community empowerment. Furthermore, this study addresses the research gap concerning CSR implementation in tourism villages, as previous studies have predominantly focused on the hospitality sector rather than community-based tourism destinations.

From a practical perspective, the findings provide valuable insights for policymakers, tourism village managers, and private organizations in designing CSR programs that effectively enhance community capacity, strengthen local enterprises, and promote environmental conservation. The study also offers practical guidance for developing tourism policies and

collaborative CSR initiatives that encourage active community participation while supporting sustainable tourism development and improving the long-term welfare of local communities.

Contributions by Researchers

All authors actively contributed to every stage of this research. The first author was responsible for the conceptualization of the study, literature review, data collection, data analysis, interpretation of the findings, and manuscript preparation. The second author contributed to the literature review, data analysis, manuscript writing, and editing. The third author contributed to the research supervision, conceptual refinement, validation of the research findings, and critical review of the manuscript. The fourth author contributed to methodological guidance, interpretation of the results, manuscript revision, and final approval of the manuscript. All authors have read and approved the final version of the manuscript.

Conflict of Interest

The authors declare that there were no conflicts of interest in the conduct of the research, the preparation of the manuscript, or the publication of this article. The entire research process was conducted independently, without any influence from any party that could potentially affect the results or interpretation of the research.

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