

The Role of CSR in Kampung Lawas Maspati in Maintaining Destination Sustainability Based on TALC

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ABSTRACT

Surabaya is a city in East Java that preserves a rich historical and cultural heritage. This potential has been utilized through the development of several special-interest tourism destinations. One destination that promotes educational and historical tourism is Lawas Maspati Village, located on Bubutan Street. The development of this village has been driven by community empowerment initiatives and government support through a Corporate Social Responsibility (CSR) program implemented by PT Pelabuhan Indonesia III. Through the preservation of local wisdom and creative community initiatives, which have received various awards from both governmental and private institutions, Lawas Maspati Village has become a role model for similar tourism villages in Surabaya. This study aims to analyze the development stage of Lawas Maspati Village based on the Tourism Area Life Cycle framework. The research employs a descriptive qualitative method. Data were collected through field observations to assess the physical condition of the kampung, interviews with the neighborhood head, and a

literature review. The findings indicate that this village is currently in the Consolidation phase. This success is supported by CSR initiatives that strengthen human capital, strengthen economies, and assess social cohesion. This study is expected to maintain the quality of services, community welfare, and harmonious social interactions through the integration of these three pillars.

Keywords: *CSR, Tourism Area Life Cycle, Tourism Village*

Background

Surabaya is known as the second-largest city in Indonesia, boasting a history of trade and port activity dating back to the Dutch colonial era. Furthermore, many old buildings and historical areas remain, such as the Red Bridge, Surabaya Old Town, and the Heroes Monument. Recognizing this potential, tourism in Surabaya has become a leading development sector, resulting in many historical buildings becoming major attractions and



being designated as cultural heritage sites, which are being revitalized by the Surabaya City government. One prominent tourist destination known for its historical story is Kampung Lawas Maspati. This village was established with the concept of educational and historical tourism. The development of Kampung Lawas Maspati is inseparable from the empowerment of the local community and the support of Corporate Social Responsibility (CSR) from PT. Pelabuhan Indonesia III (Pelindo). This company has contributed through several programs, including the renovation and improvement of public facilities, entrepreneurship training, a love of reading movement, city tours for international tourists, and more. Along with the growth of tourism, Kampung Lawas Maspati has experienced an increase in more formal management. Therefore, this study uses the Tourism Area Life Cycle theory to analyze the development phases of the destination from its inception to its success. This study aims to understand the dynamics of destination development, community perceptions, and the role of CSR in supporting sustainable tourism in Kampung Lawas Maspati.

Based on the background of the problem described, the research questions are as follows:

1) *What is the role of CSR in supporting the sustainability of Kampung Lawas Maspati?*

2) *How is Kampung Lawas Maspati developing as a tourist destination based on the Tourism Area Life Cycle theory?*

This research is expected to serve as a reference in maintaining the quality of tourism services and facilities and remaining attractive to tourists.

Literature Review

CSR

Corporate Social Responsibility, or CSR, is known as how a company manages its business operations and is accountable for its impact on society, including financial sustainability, legal compliance, ethical standards, social welfare, and environmental protection (Wong and Kim, 2020). In the tourism industry, CSR plays a crucial role in achieving sustainable development.

Tourism Village

A tourism village, based on Yogyakarta Mayoral Regulation Number 115 of 2016, is an area where the community carries out social and economic activities through the development of the tourism sector. This is based on the potential of natural and man-made attractions, including cultural heritage sites, the social structure of local community life, cultural values, traditional arts, crafts, culinary specialties, and accommodation facilities. (Wisnu Hadi, 2024). Tourism villages serve as a learning medium for visitors, providing knowledge about village life, ecosystems, and diverse cultures. Tourism village management depends heavily on the involvement of the local community and existing local policies. This is a

crucial element driving the development of the tourism industry and providing benefits to tourists.

Sustainable Tourism

Since the 1990s, the concept of sustainable development has been defined as a development process that optimizes natural and human resources, both in terms of physical and social aspects. To realize a sustainable development pattern, three policy steps are required: natural resource management, environmental impact management, and human resource development. The UNWTO defines sustainable tourism as a concept that fully takes into account current and future economic, social, and environmental impacts, addressing the needs of visitors, industry, the environment, and local host communities (Ministry of Tourism and Creative Economy, 2014).

Tourism Area Life Cycle

In the history of tourism, Butler (1980) wrote an article entitled "The Concept of a Tourist Area Cycle of Evolution: Implications for Management of Resources," which explains the stages of development of a tourism destination from its initial formation or discovery to its decline. This concept states that a tourism destination goes through six phases: exploration, involvement, development, consolidation, stagnation, and decline or rejuvenation. During the exploration phase, the destination is visited by a small number

of tourists. Next, during the involvement phase, the local community begins to provide facilities and supporting services for tourists, such as accommodation, restaurants, or local guides. Thus, the destination can be said to be becoming well-known. Next comes the development phase, where there is an increase in the number of visits, investment, and promotion at the tourism destination. Then, there is the consolidation phase, where the destination has successfully developed and matured, but the role of the local community decreases because companies control most of the management. Then,

a Stagnation phase occurs, where tourism growth stops due to a lack of innovation, and tourists seek other destinations.

Following this, a Decline phase occurs, which allows the destination to experience a decline or undergo a reset and innovation.

Research Method

This study uses a qualitative approach to analyze the development of Kampung Lawas Maspati within the Tourism Area Life Cycle Theory and the Doxey Irritation Index. Data was collected through observations of the physical condition and facilities of the destination. Interviews were then conducted with the heads of the neighborhood associations (RT) and neighborhood associations (RW). The interviews were semi-structured, with several questions related to the history, community participation, and



organizational structure. Interviewees were given the freedom to provide detailed explanations, and the researcher added follow-up questions to deepen the information relevant to the research.

Results and Discussion

Destination Profile

Maspati Lawas Village is one of the villages with an educational tourism concept in Bubutan, Surabaya. Since 2014, this village has been developed into a tourist village with historical significance. Before its establishment, in 1600, it was the administrative headquarters of the Surabaya palace. One of its inhabitants was Mbah Buyut Suro, the first ancestor to live in Maspati Lawas Village and who is buried there. To ensure sustainable tourism, this village decided to utilize the available land to create jobs by honing its unique charms. In 2015, Kampung Lawas Maspati began participating in environmental competitions in Surabaya, including "Green and Clean." It also gathered ideas from neighborhood associations (RT/RW) with the assistance of academics, community groups, and private parties such as the state-owned enterprise (BUMN), Pelindo (Pelindo), PLN (State Electricity Company), IndiHome (IndiHome), and others, for further development. Kampung Lawas Maspati is one of many villages in Surabaya that maintains its local wisdom. With its old-fashioned feel and various murals adorning every corner, this village is very pluralistic, yet still manages to harmonize its

perspectives on local wisdom within a framework of differences. The forms of local wisdom in Kampung Lawas Maspati are very diverse. For example, there are historical buildings from the era when Indonesia fought for independence. The "Omah Tua" (Old House) bears witness to how the people of Kampung Lawas Maspati remain conscious of preserving their historical heritage. Furthermore, Kampung Lawas Maspati also recognizes the importance of human resource development in facing the era of Industry 4.0. Various local products created by the community demonstrate the success of community empowerment in Kampung Lawas Maspati. Products such as processed grass jelly, aloe vera, herbal medicine, various crafts, and the cultivation of family medicinal plants are able to drive the economy of Kampung Lawas Maspati. Furthermore, the designation of Kampung Lawas Maspati as a role model for other villages has made Kampung Lawas Maspati an inspiring, creative, and innovative village.

The Role of CSR

PT. Pelabuhan Indonesia III's Corporate Social Responsibility (CSR) in Kampung Lawas Maspati is implemented through the Partnership and Community Development Program (PKBL). This program encompasses three pillars: Building Human Capital, which refers to the knowledge, skills, and experience of individuals who can create value in social and economic activities. In this case,



PT. Pelabuhan Indonesia III is able to empower the Kampung Lawas Maspati community through the Community Development Program, which includes infrastructure development, a sponsorship program involving MSMEs, and English language training. This training is crucial because Kampung Lawas Maspati frequently receives international cruise ship guests. Next, there is Strengthening Economies, which strengthens the economy to ensure resilience in the face of challenges and change. In CSR, this concept requires a focus on empowering the local community rather than taking economic matters personally. Therefore, the program implemented by Pelindo is capital loans for MSMEs.

Then there's Social Cohesion Assessment, which examines how the company can maintain harmony with the community and avoid conflict.

In this case, the community and the company have mutually beneficial interests for both parties. Pelindo has successfully implemented PKBL in Kampung Lawas Maspati.

Destination Development (TALC)

Maspati Lawas Village shows the development of the destination which is in line with Tourism Area theory Life Cycle by Butler. At first, this destination is in the Exploration phase openly accommodate ideas from each RT (Rukun Tetangga) to be included in competitions and taking part in events from Surabaya government so that output is not stop. From these activities,

tourists are starting to get to know the village Lawas Maspati as a tourist destination. However, the number of visits is still relative low and interaction between host and guest done personally.

Over time, Kampung Lawas Maspati is entering a phase Involvement. This phase is marked with availability of tourist facilities and services in the form of homestays, culinary delights and tour guides. The next development is Development, visible from the increase number of visitors and promotional activities via social media and websites news. This phase also includes attendance support from CSR PT. Port Indonesia III.

And currently, Kampung Lawas Maspati tends to be in phase Consolidation due to the number of tourists relatively stable, facilities and attractions are mature, and society is more experienced in dealing with interaction with tourists. Phase Consolidation depends on destination sustainability through synergy between Building Human Capital, Strengthening Economies, and Assessing Social Cohesion. By existing this approach, destinations can maintain the quality of the experience tourists, reducing the potential for conflict social, and maintain a positive image as inspiring village.

Conclusion

Kampung Lawas Maspati is currently in the Consolidation phase of the Tourism Area Life Cycle (TALC), demonstrating that the destination is mature, the facilities and attractions are ready,

and the community is experienced in interacting with tourists. This success is supported by PT Pelabuhan Indonesia III's CSR program, which operates through three pillars: Building Human Capital, Strengthening Economies, and Assessing Social Cohesion. These three pillars synergistically empower the community, strengthen the local economy, and maintain social harmony, enabling Kampung Lawas Maspati to maintain service quality, stimulate the local economy, and become a sustainable tourism destination. With this approach, the village can also serve as a model for the development of other tourism villages in Surabaya.

Limitations

This study has several limitations. First, the research was conducted only in Kampung Lawas Maspati, Surabaya. Therefore, the findings represent the development of a single heritage tourism destination and cannot be generalized to other heritage villages in Indonesia. Second, the study relied on qualitative data collected through interviews, observations, and documentation, which may reflect the perspectives of selected informants rather than the broader tourism community. Third, the study focused primarily on the role of Corporate Social Responsibility (CSR) and the Tourism Area Life Cycle (TALC), without examining other factors that may influence destination development, such as government policy, tourist satisfaction, or economic

performance.

Recommendations

Future research is recommended to compare the development of several heritage tourism destinations in different regions using the Tourism Area Life Cycle framework. Further studies may also employ mixed-methods or quantitative approaches to examine the relationship between CSR programs, community participation, tourist satisfaction, and destination sustainability. In addition, future researchers are encouraged to investigate the long-term impacts of CSR initiatives on local economic development and cultural heritage preservation.

Theoretical and Practical Contributions

This study contributes to the literature on heritage tourism by applying Butler's Tourism Area Life Cycle (TALC) theory to explain the development stages of Kampung Lawas Maspati. The findings demonstrate how community participation and Corporate Social Responsibility (CSR) initiatives have supported the destination's transition from the exploration stage to the consolidation stage. The study also expands the discussion of sustainable tourism development by highlighting the interaction between local communities, private-sector involvement, and destination management.

Practically, the findings provide valuable

insights for local governments, tourism managers, and private companies in designing sustainable tourism development strategies. The results suggest that collaboration between local communities and CSR programs can improve tourism facilities, strengthen community capacity, preserve cultural heritage, and enhance the overall visitor experience.

Contributions by Researchers

All authors contributed substantially to this research. The first author was responsible for conceptualizing the study, conducting fieldwork, collecting and analyzing data, and preparing the manuscript. The second author contributed to the research design, methodology, data validation, and manuscript revision. The third author supervised the research process, provided academic guidance, interpreted the findings, and reviewed the final manuscript. All authors have read and approved the final version of the manuscript.

Conflict of Interest

The authors declare that there are no conflicts of interest regarding the publication of this article. The research was conducted independently, and no external party influenced the research design, data collection, analysis, interpretation, or publication of the findings.

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INFORMED CONSENT

Informed consent was obtained from all participants before the interviews were conducted. Participants voluntarily agreed to participate in the study and were informed of the purpose of the research, the confidentiality of their responses, and their right to withdraw at any time.

DATA AVAILABILITY

The data used in this study are available upon request from the corresponding author. Access to the data may be subject to ethical or legal restrictions.

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