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Community Based Tourism As The Development Support Of Creative Economy In Situbondo Regency, East Java

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Abstract

Community Based Tourism (CBT) is a tourism development concept, which aim to increase the contribution or participation from the society. It is same line with creative industry, community-based tourism could contribute a benefit to push the economy regional improvement and the economic self-sufficiency of society in the village. The problem of community-based tourism in Situbondo Regency still impress the negative responses from the tourists. This research is done to observe how to manage community-based tourism in supporting the creative economy in Situbondo Regency. This research was done in three tourist destinations which is managed by the society around the Situbondo Regency, East Java. The model of the research was used qualitative method. The selection of the research objects were using purposive sampling technique. The research

informen consisted of tourism staffs, public figures, the village apparatuses, department of tourism staff in Situbondo regency, and the society around the research location. The research data were collected through the observation, depth-interview, and documentation. The data collection have been analyzed using qualitative descriptive analysis by interactive model. The result of the research showed that the managing of community based tourism have run as the community based tourism principles, although it could not yet contribute optimally.. The integration of community-based tourism and creative economy will be implemented into the tourism development program until it will be able to support the creative economy development in Situbondo regency. This research finds the involvement of the local government in managing community based tourism. The participation of the local government could encourage the community based tourism development continuously, so it will be able to push the creative economy and economy self sufficiency from the local society.

Keywords: *Community Based Tourism; Creative Economy; Tourism*

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Introduction

Tourism sector is the major sector as the biggest foreign trade exchange contributor of Indonesia's economic. In 2017 the foreign trade exchange gains around 536,8 trillion rupias or 4,1% from the total of gross domestic income (GDI) Indonesia and in the 2019 the result increase about 6,1% (Drajad, 2022). The first year of 2020 together with spreading of covid-19 pandemic have a huge impact to the state revenue from the tourism sector. Related with foreign trade exchange, the contraction occurs almost reach 90% or amount US\$ 3,4 billion. International tourist arrival has fallen almost 74,9% or approximately 4 million people, while the domestic tourist arrival has fallen almost 30% or approximately 198 million people (Rusiawan, 2022). This condition affects to another tourist destination such as tourism village, agrotourism, ecotourism as community-based tourism product.

In the past few years, community-based tourism was become the alternative of local tourism development to make a continuous building in Asia, Africa, and Latin America countries (Maldonado-Erazo, 2020). In the community-based tourism, public participation become the main element of community-based tourism as the way to reach the goal of sustainable tourism for development (Telfer & David, 2008). Some of the consideration to apply the community-based tourism is to increase economic activity and industry, preserve the culture, eradicate poverty, fulfillment of basic needs, and all (Setiawina, Utama, & Pringgana, 2020). The purpose of community-based tourism to design the tourism aspect the moment of keeping the cultural heritage and the natural heritage certain destination also to encourage the social welfare and social economy (Havadi Nagy & Espinosa Segui, 2020); (Sutresna, Suyana, Saskara, & Wiwin, 2019).

Community based tourism is called small scale tourism, since it is managed by local society and involve the local elements such as public organization, businessman and village administration (Leslie, 2012). Local society wish to design and manage the tourism according to the tourism potential where the society live. Besides those, the development of community-based tourism must be facilitated by the local administration and stakeholder in line with the ability in the tourism sector (Suganda, 2018). In Indonesia the development of community-based tourism in line with the mandate of law number 6 in 2014 about the village which provides a bigger role to the head of the village in the purpose of giving a social welfare to the society through the economy activity in the village.

The constraints of developing community-based tourism in the develop countries caused operational, structural, and cultural limitation (Tosun, 2000). A study by Wesnawa found that tourism potential in the village area did not develop yet optimally. It caused the limit of



interconnection between the society who manage the potential and the resources in those area as a fascinating tourism destination (Wesnawa, 2017). The key of managing the development of community-based tourism which based on six principles as follow: 1) there is lack of government support; 2) participation from stakeholder; 3) there is a fair profit sharing; 4) the usage of local resource continuously; 5) the amplifying of local institution; and 6) the relevance of regional and national market (Yaman & Mohd, 2004).

Tourism sector and creative economy are the two things influenced one another and being synergized if it is managed properly (Ooi, 2006). As the economy activity, creative economy will hang on the idea or creative contents to manage the resources in the certain environment to increase the additional economy value (Howkins, 2001). The development of creative economy basis on the potential from the village will create a field work and it will eliminate the villager's rate who are doing some work out of the village (Wesnawa, 2022). Community based tourism product is done effectively, based on the utilization wisely of natural resources or culture in the tourism destination and it could fill the demand of dynamic market (Adikampana, 2017). As a creative industry, the building of community based tourism plays a role in providing an additional value to the potential development and region's resources. In addition, it is able to encourage the development of tourism continuously from the social culture aspect, environment, and economy (Swesti, Soeprihanto, & Widiyastuti, 2020).

Situbondo regency is one of the areas which is located in the east of East Java Province and becomes the entrance gate the tourist will visit Banyuwangi and Bali. This place has many kinds of tourism destination started from natural tourism, village tourism, agrotourism, and ecotourism. Based on tourism, youth and sport department data in 2020 the total of tourist came to Situbondo is about 4327.806 tourist then in 2021 there are 2062.192 thousand tourist which is decrease because of covid-19 pandemic (Dinas Pariwisata, 2022). The decrease of the tourist influences the income of regional local revenue from Situbondo regency and the economy welfare of local society.

Based on the survey to the national tourist toward the tourism in Situbondo regency shows that several important things which gets negative response are infrastructure, transportation, restructuration of governance, and facility. Several potential in the village is not managed yet and developed optimally (Jawa Timur, 2019). This matter shows that tourism management need to be involvement of many parties. This research is aimed to know the community-based tourism management as the backing of the creative economy development in Situbondo regency.



Methods

The design of this research was using qualitative approach. In a qualitative approach, the researcher as the instrument key and the result of the qualitative research give more emphasis to the meaning of generalization (Sugiyono, 2014). This research was done in Situbondo regency East Java where there are some tourism destinations society basis, so that it might be done some depth - research related to this management of community based tourism. There are three tourism destinations chosen and using purposive sampling techniques (Idrus, 2002), there are Dubibir coast (natural tourism), Patemon village tourism (cultural tourism), and Cottok Inovation Park (the artificial tourism). Informen research such as tourism operators, the village apparatus, public figure, and also department of tourism.

The research data were collected from any observation, depth-interview, and documentation. The research data were analyzed descriptively qualitative with interactive model from Miles and Huberman (Idrus, 2002). Interactive model analysis was started by doing data reduction (choosing, classifying, and make an abstract from the data collected in field), presenting data (data which has been classified then analyzed and then it is shown in text mode), and the last was making a summary or verification. The activity of this data analysis was connected one another and continuously reach saturated point (data saturation).

Results (or Results and Discussion)

1. An overview of tourism in Situbondo Regency

The tourism, youth, and sport department of Situbondo regency (2021) registered 25 tourism destinations which is spread in Situbondo regency (Table 1). In this area there are 114 tourism potential unique and beautiful scenery but unfortunately do not growth yet. That tourism destination is managed by the government, third party, and the society around the location. There are seven tourism destinations is manage by society through Tourism Awareness Group (Table 2). In every tourism destination has their own fascinating and characteristic suit with the potential in each village or tourism destination. The tourism village Kampung Blekok as an ecotourism in Situbondo regency that been awarded as Tourism Village Award in 2021 as one of the best tourism village in Indonesia.

Overall, the tourism destination in Situbondo regency can be classified into three groups, there are natural, cultural, and artificial tourism. Natural tourism is one of the tourism area which utilizes natural resources potential such as forest, mountain area, and coast. The cultural tourism is a tourism destination which uses the culture aspect include relic site as the object. The form of cultural tourism gives a highlight point of the uniqueness in one village for example the way how



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people live, traditional ceremony, and the environment. The artificial tourism is a tourism destination is made on purpose to attract tourist by highlight the potential in those village such as give a beautiful scenery, education park, culinary, and also handicraft.

Table 1. Tourism Destination in Situbondo Regency

The Form of Tourism	Amount	The Tourism Destination
Natural Tourism	11	Baluran National Park; Kampung Blekok Ecotourism; Talempong Waterfall; Tampora Beach; Dubibir Beach; Kayumas Agrotourism; Situbondo Adventure Samir; Baongan Agrotourism; Pasir Putih Beach; Utama Raya Beach; Gunung Bunter Natural Tourism
Cultural Tourism	4	Patemon Village, Olean Sugar Factory; Islamic Boarding School Syalafiyah Syalafiyah; Syaikh Maulana Ishaq Cemetery
The Artificial Tourism	10	Kerapu Village; Rengganis Plaza; Bletok Beach; Grand Pathek Beach; Muara Kasih Beach; Karang Kene' 26 (KK26); Dawuhan Milenial Garden; Cottok Inovation Park; Barokah Park; Panceng Mountain.

Table 2. Tourism Destination Managed by The Community

The Tourism Destination	Description
Talempong Waterfall	The third-stage waterfall with height 50 meters river shaping with many big stones, beautiful scenery, and also a fresh air.
Dubibir Beach	Dubibir beach is the combination between coast and mangrove forest. This coast is facilitated by some attraction of wood bridge and photo section could be enjoyed by the tourists.
Kampung Blekok Ecotourism	This place is a conservation a many kinds of plants such as mangrove and a species such as an aquatic bird, the javan pond heron, the little egret, the cattle egret, the grey heron, and the red heron bird.
Patemon Village	This relic site of steep stone and a stone coffin sarcophagus era. In this site, there is a traditional house and the place where palm sugar is made.
Rengganis Plaza	Rengganis plaza is located in the slopes of mountain which serve the selfie spot with a background of Rengganis or Argoputo Mountain.



Grand Pathek Beach	In this place there a a beautiful scenery wide coast and also leafy trees. There are another facilities are served here such as freshwater pool, floating library and grilled fish culinary.
Cottok Inovation Park	Education tourism destination that is facilitated by swimming pool which utilizes solar power energy become electric energy and flower garden.

2. The Managing of Community Based Tourism in Situbondo Regency

The Community based tourism is tourism building involving some local elements like a society and local government. The construction of community-based tourism will grow if it is supported by local resources and creative economy so it could give direct impact for social economy of the society. The creative economy has an important part in the development of community based tourism through the ideas and creative concept in order to encourage the additional economic value from the tourism sector.

So that, the community-based tourism as a creative industry that must be managed and developed creatively by the local community. The research of tourism management community-based tourism basis in Situbondo regency shows that the managing process in line with community-based tourism principles, but it still not optimal. The assessment criteria from the community-based tourism principle using aspect/criteria (Yaman & Mohd, 2004) as shown in Table 3.

Table 3. The Result of CBT Management in Situbondo Regency

Aspect / Criteria	Indicator	Value				
		1	2	3	4	5
Government support	A form of government support					√
Participation from stakeholder	A form and kind of stakeholder involvement				√	
Fair of profit sharing	Transparency in managing and profit sharing				√	
The usage of local resources continuously	The attractiveness and types of local activity				√	
The strengthen local institution	The embodiment of restructuration of governance				√	
The relevance between the regional and national market	Types of tourism			√		

Note: Scale 1: very less ; 2: less; 3: fair; 4: good; 5; the best



Based on the aspect/criteria above towards the community based tourism management in Situbondo Regency could be described as follow :

a. Government support

Based on Pentahelix approach, the government becomes one of the main elements in tourism development (Rahu, 2021). The government has a direct role making a regulation, control the process, strengthen the institution to increase the capacity and capability tourism development sector. The government also has a role coordinating the stakeholder which contributes in develop of village potential (Kagungan, Duadji, & Meutia, 2021); (Rahu, 2021). The support from the government will involve all of government level that is started from the village administrator until the district level.

The support from the government could be seen on the district head regulation of Situbondo number 39 in 2021 about the guideline of convening village tourism. The village tourism as one of the community-based tourism products which is managed by involvement of society of tourism awareness group and the village-owner enterprise. The government in Situbondo Regency has design 25 tourism object as a tourist destination including the community-based tourism basis that has been established through under the district regulation number 5 year 2019. The regional government through Tourism Department to implement coaching to Tourism Awareness Group regularly in the moment of managing tourist destination. To support the development of creative economy, regional government carry out the exercise to the community and also The Small and Medium Enterprise as the service or product provider to support the tourism according to the tourism particularities.

b. The participation from the stakeholder

The tourism stakeholder is one of the groups from the individual or an organization that managing and finishing the matters also an issue related to the promotion and tourism strategies (Islam & Al-Amin, 2019). On the Pentahelix approach, stakeholder as one of the elements to build a tourism (Rahu, 2021). We can conclude that the Community Based Tourism stakeholder in the tourism area of Situbondo regency can be determined to the three groups, there are 1) stakeholder key; 2) primary stakeholder; 3) secondary stakeholder. The stakeholder key is the executive party (The District Head) and the legislative (Regional People's Representative Council) as the policy maker. The Tourism Department as a stakeholder in Situbondo Regency. As a secondary stakeholder, the other certain council in Situbondo Regency such as the Cooperative Department, Small and Medium Enterprise, Department of Transportation, and The Agency of Regional Development. There are another party include in it such as The University, the businessman, The Tourism Awareness Group, The Village-Owner Enterprise, and also Mass



Media. The secondary stakeholder will contribute directly as an accelerator coordinator and the develop implementor od Community Based Tourism in Situbondo Regency.

The community-based tourism partnership in Situbondo regency in line with tourism stakeholder has been established well, therefore still have a limitation. It means, not all the tourism stakeholder involves in the community-based tourism development. The community-based tourism partnership has an element such as The University, The Businessman, and mass media has been established for Dubibir Beach, Patemon Village Tourism, and Cottok Inovation Park. The partnership between the businessman could be seen on their contribution helping the facilitate provider in the tourist destination. Meanwhile the partnership with mass media could be seen from the publication frequency in printing and social media which up the news about the uniqueness of Dubibir Beach, Patemon Village, and Cottok Innovation Park. However, community-based tourism partnership has a limit community, both fomal community such as school or a non-formal community such as sport group and other.

c. The profit sharing

The fair profit sharing becomes one of the community-based tourism principle (Yaman & Mohd, 2004). In this case, the profit sharing is done by Tourism Awareness Group as the tourism operator is done professionally. The profit is divides fairly between The Tourism Awareness Group or The Village-Owned Enterprise, the community around the location, and also the regional government-based o the presented system has been dealing with before. The financial report mechanism undertaken by the accountability-meeting in the end of the year, and it is included The Tourism Awareness Group or The Village-Owned Enterprise, the community representative, and the regional government. Every month The Tourism Awareness Group and The Village-Owned Enterprise will arrange the monthly report related to the income and the outcome which is reported in every meeting. This mechanism is done to keep the transparency in financial management. In the first year The Tourism Awareness Group and The Village-Owned Enterprise will present the work planning, the work mechanism, and also the profit projection they will get.

d. The usage of local resources continuously

The Community Based Tourism gives an impact to the local resources, both of the society, the environment, and also the culture. The last research showed that economically had a positive impact in Situbondo regency, there are many fields work, the increase of the social welfare, the utilization of tourism facility by local society, help them to take some part of hold the burden of development and multiplier effect (Febrian & Suresti, 2020). Further, the community-based tourism is managed by The Tourism Awareness Group and The Village-



Owned Enterprise with using the facility in their village. The Community Based Tourism in Ketah Village same as Dubibir Beach using the coast potential and mangrove forest or Patemon Village which is known as cultural tourism and relic site of megalithic, the culture attraction, and Curah Cottok Village in the usage of solar power energy become the electrical energy. There is a traditional culinary from the people around there and a traditional food product called Javanese rice crackers and palm sugar.

In line with tourist's demand who need to renewal tourist destination, so it is needed synergy of management of community-based tourism and creative economy. The Tourism Awareness Group and The Village-Owned Enterprise as the facilitator could expand the ideas and innovative concept through the development of cultural performance, traditional culinary festival, or an original handicraft from the place. Manyara and Jones stated, the community-based tourism gives an direct impact to the social economy, increase the social economy quality, and keep the sustainability of the diversification from the life style society (Manyara & Jones, 2017).

e. The strengthen of local institution

The sustainability of an organization or an institute is influenced by the external and internal environment. The external environment such as physical environment include financial resource and the regulation. The internal environment such as mission and the strategy, technology, human resource, and the cultural organization (Liliweri, 2014). The management of community-based tourism cannot be separated from local institution as the facilitator. The Tourism Awareness Group has the big role managing the community-based tourism in Situbondo regency, except those things there are regional and The Village-owned enterprise in it. The Tourism Awareness Group as the facilitator of community-based tourism deal with any kind of management constraint both in the planning, the implementation, managing, the surveillance and the evaluation. The quality of human resource becomes the main obstacle in managing community-based tourism development. Managing of community-based tourism in Situbondo regency will still deal with the sectoral ego between the society as the organizer of community-based tourism. The strengthening of The Tourism Awareness Group must be synergized by the village regulation by emerge removal the sectoral ego in order to make community-based tourism give the impact to the creative economy growth and the economy independence for all the society in the village.

f. The relevance of regional and national market

The existence of community-based tourism in Situbondo regency attract the tourists. Dubibir Beach, Patemon Beach and Cottok Innovation Park are the example of the tourists



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destination. The tourists are coming from many regions, most of them come from district or city in Tapal Kuda such as Bondowoso, Jember, and Banyuwangi. However, there are tourist that come from some other city such as Probolinggo, Surabaya, Malang, even international tourist.

The improvement of the tourist will give positive and significant impact to the local economy growth (Wang, 2020). So that, The Tourism Awareness Group and The Village-Owned Enterprise as the organizer of the community-based tourism trying to increase the visitation of the tourist through the kinds of promotions. One of them are add some facilities for example photo spot for Instagram enthusiast in Dubibir beach and Cottok Innovation Park, or even create a program for creative tourism, for instance the traditional attraction release palm leaf rib and the way how to process of palm sugar in Patemon Village. This way is done to increase the tourist visitation also will be done through using information technology by doing some promotion in website and social media.

Conclusion and Recommendation

The community-based tourism management in Situbondo regency has worked based on the community-based tourism's principle although it is still not optimally yet. The government of Situbondo Regency has an important role in managing the community-based tourism through the regulations and support from the creative economy. The regional government by the Tourism department try to implement coaching system to The Tourism Awareness Group and The Village-Owned Enterprise as the part of the strengthening local institution. The community-based tourism partnership with the tourism stakeholder such as the university, the businessman, and mass media have been established well in the way of development creative economy, the facility provider, and tourism promotion. The support from the society towards the community-based tourism is being realized from their involvement in managing the tourism through the tourism awareness group and the village-owned enterprise. The community-based tourism is managed by using local resources such as mangrove forest in Dubibir beach and the relic site in Patemon village. The profit sharing is divided transparency, where the profit is divided fairly and equally into several part, The Tourism awareness group or the village owned enterprise, the community and regional government. However, the managing of community-based tourism in Situbondo regency will still deal with several obstacles regarding to the sectoral ego between the community as the organizer and the regional government. The limitation of the human resource as the tourism organizer, the limitation of collaborate with external party, and also there is not yet any potential tourism maximumly. Despite of the challenge, the managing of community-based tourism in Situbondo regency is being able to increase the tourist visitation, so that it can improve creative economy and economy independence of the society.



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