



## Community Participation in the Development of the Tourism Area of Segunung Indigenous Village in Carangwulung Village, Wonosalam District, Jombang Regency



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### Abstract

Wonosalam, a sub-district in Jombang Regency, East Java Province, is located at the foot and slopes of Mount Anjasmoro with an average height of 500-600 meters above sea level. Wonosalam District is located 35 km southeast of Jombang District. In addition, the Wonosalam area also has great tourism potential, especially agro-tourism, because the majority of the population's livelihood is farmers. This program was initiated because of the need to build villages into Tourism Villages according to the direction of the President in 2017 for the movement to develop tourist villages by combining villages with tourism to build a people's economy and create national resilience through independent villages. The results showed that: first, community support was realized in the form of community participation in the planning process of tourism development. Second, participation in planning. Third, participation in implementation is participation in decision-making. Fifth, participation in receiving benefits and participation in evaluating. Sixth, as well as participation in the subsequent development.

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## 1 Introduction

The United Nations World Tourism Organizations (UNWTO) recognizes that the tourism sector is a leading sector and is one of the essential keys in regional development in a country and improving welfare for the community. The increasing number of tourism destinations and investments makes the tourism sector a critical factor in increasing foreign exchange, job creation, business, and infrastructure development. The sustainable tourism approach puts forward social principles where communities around tourist destinations can revive existing local potentials. Without direct participation from the community in tourist destinations, tourism cannot run sustainably. This concept is known as community-based tourism. [Tosun et al. \(2007\)](#), also emphasized that an essential aspect of sustainable tourism development is community-based tourism ([Swanson & Timothy, 2012](#); [Tsai, 2012](#)).

This approach focuses more on tourism participation. With the involvement of the community in a destination, tourism can directly benefit the local community. Studies on community-based tourism and the role of tourism-aware communities have been carried out both domestically and abroad. Researchers from abroad [Kontogeorgopoulos et al. \(2014\)](#), from the University of Puget Sound, Tacoma, USA, conducted a similar study on 30 respondents using a semi-structured interview method. It was found that geographical conditions, external support, and leadership transformation in Mae Kampong Village, Chiang Mai Province, Northern Thailand are the most critical factors for the success of community-based tourism ([Amerta et al., 2018](#); [De Romario et al., 2019](#)).

[Tolkach & King \(2015\)](#), from the School of Hotel and Tourism Management Hong Kong conducted a study entitled *Strengthening Community-Based Tourism in A New Resource-Based Island Nation: Why and How?*. The research was conducted in Timor Leste using the interview method. It was found that the community-based tourism network in Timor Leste can support tourism development and assist the private sector in dealing with the challenges of lack of knowledge, funding, and marketing, and increase the income of rural communities. Lack of knowledge, funding, and marketing, as well as increasing the income of rural communities. Meanwhile, researcher [Rahayu et al. \(2016\)](#), from Yogyakarta State University conducted a study entitled *Development of Community Based Tourism as a Strategy for Community Economic Empowerment in Kulon Progo Regency, Yogyakarta Special Region*. Using the method of exploration, implementation, and dissemination, the study results show that the Government of Kulon Progo Regency is making efforts to develop Community Based Tourism through the Tourism Destination Development Program, Tourism Marketing Development, and Partnership Development. Types of tourism that can be developed as community-based tourism include nature tourism, agro, religion, education, culture, crafts, and culinary ([Craft et al., 1996](#); [Deeds & Hill, 1996](#)).

[Suparwoko \(2010\)](#), the relationship between tourism and the creative economy is that tourism and the creative economy are two things that are interrelated and synergize if appropriately managed. Creative economy-based tourism utilizes resource reserves that are renewable but not limited, such as ideas, ideas, and creativity. The creative process that creates innovative products and services with economic value, such as making souvenirs, can become a tourist attraction that will never run out to be developed. Connectivity between the creative economy and tourism can take the form of sales outlets located in tourist areas. The results of innovative products or crafts in the form of souvenirs provide memories or memorabilia for visiting tourists and open up opportunities for tourists to visit again. The development of the creative economy as a driver of the tourism sector in Indonesia has not been implemented optimally. In reality, bringing the concept of sustainable tourism and community-based tourism is not as easy as one might think ([Cantor et al., 2004](#); [Heinz et al., 2000](#)).

For this reason, the leadership aspect also dramatically influences the process of developing tourist destinations. Likewise, with the conditions and potential of Wonosalam, which is a sub-district in Jombang Regency, East Java Province, this sub-district is located at the foot and slopes of Mount Anjasmoro with an average height of 500-600 meters above sea level. Wonosalam District is located 35 km southeast of Jombang District. Wonosalam sub-district is one of the largest durian producers in East Java. In addition, the Wonosalam area also has great tourism potential, especially agro-tourism, because the majority of the population's livelihood is farmers. Besides durian, the Wonosalam area is also a producer of cloves, coffee, and bananas. This program was initiated because of the need to build villages into Tourism Villages according to the direction of the President in 2017 for the movement to develop tourist villages by combining villages with tourism to build a people's economy and create national resilience through independent villages ([Whiteneck et al., 2011](#); [Tammelin et al., 2003](#)).

Meanwhile, many experts realize that tourism, although it requires a good environment, if in its development it does not pay attention to the carrying capacity of the environment and the vulnerability of the environment to the number of tourists, will have a negative impact. With the high number of tourists with Nature-Based characters, on the one hand, it is very positive and helpful. However, on the other hand, it seems that there is no deepening of

environmental functions, or there are still many people who are not aware of the importance of "Nature Related Tourism." namely by changing the behavior of visitors from just knowing to an understanding of the linkage of the flow with human life, and deepening of living natural resources or their ecosystems becomes a top priority compared to just thinking about the area or the beauty of the area (Galea & Tracy, 2007; Gil-Pareja et al., 2007).

The principle of developing a tourist village is as an alternative tourism product that can provide the impetus for sustainable rural development. It has management principles, including (1) utilizing local community facilities and infrastructure, (2) benefiting the local community, (3) on a small scale to facilitate the establishment of reciprocal relationships with local communities, (4) involving local communities, (5) implementing rural tourism product development, and several underlying criteria such as (1) Provision of facilities and infrastructure owned by local communities that Usually encouraging community participation and ensuring access to physical resources is a stepping stone for the development of a tourist village. (2) Encouraging an increase in income from the agricultural sector and other traditional economic activities. (3) The local population has an influential role in the decision-making process regarding tourism that utilizes the environmental area, and the local population obtains a fair share of income from tourism activities. (4) Encouraging the development of local community entrepreneurship. (5) Relating to cultural groups or communities that essentially attract visitors. (6) Have the opportunity to develop both in terms of basic infrastructure and other facilities (Botti et al., 2008; Boniface, 1998).

Tourism planning in the village is not an easy task, especially in a situation that has a sensitive natural and cultural environment. Meanwhile, the planning principles that need to be included in the "preliminary planning" are (1) even though they are in a tourism area, not all places and environmental zones must become a tourist attraction and (2) the potential of a tourist village also depends on the willingness of the local community to act creatively, innovative, and cooperative. Not all tourism activities carried out in the village are genuinely tourist villages, therefore in order to become the center of attention of visitors, the village, in essence, essential must-have things, including Uniqueness, authenticity, distinctive nature, Location adjacent to the area extraordinary nature, relating to cultural groups or communities that essentially attract visitors and have opportunities to develop both in terms of basic infrastructure and other facilities. Thus, the study of this research is to look at the form of participation of the Segunung Indigenous Village community, Carangwulung Village, Wonosalam District, Jombang Regency in making tourism development decisions that utilize their environmental area, and so that they are guaranteed to get a fair share of income from tourism activities.

## 2 Materials and Methods

This research is descriptive qualitative and analyzed qualitatively Phillippi & Lauderdale (2018); Holliday (2010); Marshall et al. (2013); Harris et al. (2016); Hu et al. (2015); Reay (2014); Sgier (2012); Grbich (2012); Boddy (2016), carried out in 6 (six) months, planned for March-July 2021. This research activity will focus on identifying types of tourism, community attitudes, community roles, the role of MSMEs and the development of tourist areas, and identification of potential strengths, constraints, opportunities, and threats from the tourist area of Segunung Traditional Village, Carangwulung Village, Wonosalam District, Jombang Regency. This identification will be used as a reference in implementing environmental development planning and optimizing the empowerment of MSMEs and the community.

In compiling this study, a series of complementary activities will be carried out, including; Field Survey, conducting in-depth interviews related to the potential of MSMEs and their innovations that can be developed in the role of supporting the region and Focus Discussion Groups with MSME actors and the people of the Segunung Traditional Village, Carangwulung Village, Wonosalam District, Jombang Regency. The data used in this study were obtained from primary data; data collection activities in this research activity used several techniques, namely questionnaires, interviews, and documentation. The study data used was qualitative analysis, namely by describing the findings of the field data descriptively and extracting various qualitative data collected through interviews with MSMEs and the Segunung Indigenous Village Community, Carangwulung Village, Wonosalam District, Jombang Regency (Valentin & Spangenberg, 2000; Tosun, 2006; Chen et al., 2017).

### 3 Results and Discussions

#### *Community support*

Community support for the development of the traditional village tourism area A mountain of Carangwulung Village. This is shown in the following table:

Table 1  
Community support for tourism development

Information	Total	Persentase
Most agree	40	81,3
Agree	10	18,7
Total	50	100

Source: Data processed

This table shows that the Segunung traditional village community provides support for tourism development. Community support is manifested in community participation in the tourism development process; this can be in activities that support and uphold local culture, traditions, knowledge, and skills and create pride in heritage. Public. The purpose of community participation is to improve communication between stakeholders to facilitate better decision-making and sustainable development. Community participation is also a mechanism for active community involvement in partnership work, decision-making, and representation in community structures.

It should be noted that community participation often means the involvement of people or communities with the government. However, we emphasize community participation as the involvement of local communities in the tourism development process. One of the core elements of tourism development is to encourage community participation as it is central to the sustainability of the tourism industry. Therefore, tourism development will be meaningless if the socio-economic and environmental benefits do not flow to the community.

#### *Participation of the community of segunung traditional village in decision-making planning*

The results of the questionnaire show that community involvement is as follows:

Table 2  
Community participation in planning

No	Character	Presents
1	high	43,8 %
2	medium	31,3 %
3	Low	25 %

Source: Research result

Community involvement is low because they still prioritize work as farmers who have to go to coffee plantations or raise livestock every day. The table above shows the enthusiasm of the community towards tourism development in the traditional village of Segunung. This participation is mainly concerned with determining alternatives with the community regarding ideas or ideas that concern common interests. The forms of participation in decision-making include contributing ideas or thoughts, attending meetings, discussions and responding to or rejecting the programs offered.

#### *Participation in implementation*

This participation includes mobilizing financial resources, administrative activities, coordination, and program elaboration. Because most of the drivers of the development of traditional villages are aged 26-45, their ideas or ideas are very relevant to the development of this tourist village; coordination is carried out at any time with regularly scheduled meetings to discuss ideas and execute these ideas, this cannot be separated from the role of the chairman.

Traditional villages and the encouragement of bp will regent; the community is willing to make material sacrifices and is supported by a strong level of cooperation. The establishment of the pavilion evidences this. The event that started establishing this suggestion was accompanied by a procession of residents carrying tumpeng or produce. There are three sessions of Adhek Saka Guru. Namely, the first session of 'jaman' with the aim of the goods to be erected (pillar Pendapa) in a clean and holy condition, both from the goods and personal self. The second session, namely the procession, saw two sugarcane stalks starting the procession, followed by a Pendapa pole carried by male residents, followed by a procession of tumpeng and all kinds of crops brought by women. The procession symbolizes the culture of "gotong royong" and the togetherness of the residents of Segunung Hamlet. The third session is praying together at the place where the Pendapa will be built. The goal is what is desired and aspired to in building a Pendapa that can be useful.

Moreover, pray for workers to be free from danger or harm. Traditional village residents have the principle of trihitakarana with three virtues. Namely, doing good with the creator, doing good to fellow humans, and doing good to nature. The implementation participation includes:

Table 3  
Figure of Participation in implementation



The pavilion, which is used for attraction activities as well as for meetings and community meetings, is carried out in cooperation.



Omah coffee is used as a business to become a trademark for a traditional village of a mountain whose land is owned by residents but is used for tourism development activities, and the construction is carried out in cooperation.



Making gazebos in every corner of the traditional village that tourists will enjoy nature and the construction is carried out in cooperation.



Making photo spots and their construction is done in cooperation.

In addition to physically participating in the implementation, SMEs are also carried out with various processed products worthy of being sold, which are creative ideas in the form of products, among others.

Table 4  
Figure of Participation in implementation



Traditional coffee is one of the coffee farmers' businesses with various flavors, Robusta, Arabica,





Mountain traditional village batik



Instant spices, various spices that farmers produce, do not need to be brought to the market because they can be sold to instant spice SMEs; even with the existence of these SMEs, farmers get a higher selling price.



Banana chips, banana products can be processed by these SMEs.



Packaged milk that tourists can enjoy



Milk candy, the result of a cow breeder that is processed into candy and can be used by tourists



Ice cream produced by processed cow's milk that tourists can enjoy

### *Participation in benefits*

Participation in benefit-taking cannot be separated from the implementation results that have been achieved both in terms of quality and quantity. The existence of the covid pandemic has caused the output of the development of the traditional village of Segunung not to be optimal because the number of tourists is still tiny; before the covid pandemic, free coffee drinking activities were carried out for 2200 people and also when this shows the quality of the output, while in terms of quantity it can be seen from the percentage the success of the program with the emergence of creative business ideas developed by MSMEs that support tourism, even services in supporting tourism have sprung up which are used as livelihoods, among others, residential houses that are used as homestays have 18 rooms.

### Participation in evaluation

Participation in the evaluation relates to the implementation of the previously planned program. Participation in this evaluation aims to determine the achievement of the previously planned program. Every time there is the development of this tourist area. The results of the questionnaire and interviews are shown in the following table.

Tabel 5  
Community participation in evaluation

No	Category	presents
1	Cultural Tourism	37,5
2.	Nature reserve tourism	37,5
3.	agrotourism	25

Source: Research result

The village government and youth formed Pokdarwis to spur tourism development in this village. Almost all young people, the Polaris retainers, immediately cultivated various other potentials to turn their village into a tourist village with various tourism objects at once. The development of traditional villages is directed to cultural tourism, nature conservation tourism, and agro-tourism, culture-based tourism is one type of tourism activity that uses culture as its object, in the mountains of traditional villages that can attract tourist arrivals, among others: Gotong royong, which is still strong. The Segunung Traditional Village offers rural specialties, including Ampok rice or rice mixed with corn kernels and rice mixed with cassava or Tiwul rice. For vegetables, visitors or tourists can get a vegetable menu from taro trees, bamboo shoots, and various vegetables available in the neighborhood where residents live.

In addition to serving rural specialties made by residents, Kampung Adat Segunung also serves the residents' friendliness and beautiful countryside views. Nature reserve-based tourism, nature reserves are part of a conservation area (Natural Reserve Area), then tourism activities or other activities of a commercial nature may not be carried out within the nature reserve area. The traditional mountain village is located on the slopes of Mount Anjasmoro., which has a bamboo post-spring that must be preserved. The traditional village of a mountain can be used as a base camp for Wonosalam in climbing to Anjasmoro. In addition, there are Grojogan Selo Gonggo tourist destinations, Banyumili water tourism, and Tirta Village and Bukit Pinus natural attractions. The distance from the Segunung Traditional Village to the four natural tourist sites is less than 3 kilometers.

*Agrotourism* is a tourism activity involving agricultural land or related facilities (e.g., silos and cages) that attract tourists. Agrotourism has various variations, such as fruit picking tours, feeding livestock. Agrotourism is one of the potentials in developing the tourism industry globally, with many residents who work as farmers and breeders; this can be developed by agrotourism.

### Activities

Activities that take place in the segunung traditional village include several activities that are classified into several functions, namely:

- Residential activities  
Residential activities are the daily activities and main activities of the Segunung traditional village community, as a place to live for all family members. This residential activity is manifested into residential settlements in the traditional village area.
- Social activities  
Social activities that often occur are mutual cooperation and meetings
- Cultural activities  
Traditional village residents have the principle of trihitakarana with three virtues. That is to do good with the creator, do good to fellow humans, and do good to nature.

### Technical evaluation

Evaluation of technical aspects involves the technical aspects of the building and the state of the physical environment. This evaluation includes the building factors of the linkages in question, namely the reciprocal relationship between

housing and the environment seen from economic, social, cultural, and cultural aspects to support housing development as tourist accommodation.

#### *Environmental conditions*

Environmental conditions are still not done much, especially in the area of supporting tourist areas. Because it is still in the early stages, there is a coffee house; a gazebo has been established for tourists, utility lines are perfect in terms of water and electricity. Parking space is still minimal. In front of the hermitage.

#### *Behavioral evaluation*

In the behavioral aspect, the behavior of the traditional village community is evaluated. The community still adheres to the customs of going royong. The community very much supports the activities that take place in the traditional tourism villages, but not all of the people play a role because they go to the gardens. Therefore, for equitable distribution of community activities, it is necessary to support tourism activities.

#### *Potential that can be boost from traditional villages*

Potential that can be raised:

##### *Physical Potential*

The physical potential possessed by is described as follows:

- The location of the Traditional Village is easy to reach due to paved road access and an adequate utility network that allows for the development of tourist accommodation
- Plantation areas and mountains are used as tourist attractions, and tourist activities are still beautiful; the sound of splashing water in the area is very supportive for tourists to enjoy it.

##### *Non physical potential*

The non-physical potentials that can be raised from traditional villages are:

- The traditional mountain village is one of the tourist destinations in the Carangwulung Village area.

##### *Expansion plan*

Aspects of content/ performance;

- In welcoming tourists, the Segunung traditional village must prepare themselves with various performances such as Remo dance, kerawitan, and amok rice culinary tours, along with the side dishes that are ready at any time.

##### *Cultural product management*

The segunung traditional village Remo dance has been taught to young women because this dance is a dance to welcome guests.



Figure 1. Remo dance

##### *Existence of cultural infrastructure*

- The venue for the show is in one location in front of the pavilion, of course, what must be prepared is equipment such as; gamelan, costumes, sound system and other performance equipment.



- Branding the Segunung Indigenous village as a tourist village through discourse products  
We are strengthening the authenticity of cultural products through the documentation of various community activities.
- Electricity, clean water, public facilities, and wifi network  
The traditional village of Segunung has electricity, clean water from Mount Anjasmoro spring, so this is an advantage; public facilities that have not been prepared, such as public toilets, parks, and transit points, are not yet available. A required communication network that can be accessed easily.

#### *Human resources aspect*

Artists in the traditional village of Segunung currently still do not consider the potential of art in their village as their main livelihood; they have other livelihoods, such as farmers, ranchers, traders. This condition causes a lack of initiative from artists to attract tourists. The potential of art has not been utilized as a creative industry. So it is necessary to build the elements of Sapta Pesona (safe, orderly, calm, beautiful, friendly, and memorable), which has not become a shared commitment and responsibility.

#### *Cooperation aspect*

Government cooperation. Cooperation with the tourism office has been established through drinking free coffee, but there is no funding subsidy. Conducting non-governmental cooperation because non-government cooperation has not been established. Development plan for providing TTG assistance to MSMEs to improve the quality and quantity of production Assistance and training to improve the quality and standardization of MSME products. Training on making t-shirt merchandise, keychains, and sticker bags.

One of the tourist attractions in Wonosalam is the tradition of salvation accompanied by the free durian sharing event, which is held as an expression of gratitude for the abundant durian harvest. Wonosalam also holds a durian party every year, usually held in March. One of the villages in Wonosalam is Carangwulung Village, which has potential with its agricultural and livestock products, which encourages the community to make one of their villages, the Segunung Indigenous Village as a tourist destination. The residential village in the mountainous area of Anjasmoro Wonosalam offers a friendly, beautiful, and interesting village atmosphere to visit, with the concept of a rural environment-based tourist destination in a mountainous area.

The Segunung Traditional Village offers rural specialties, including ampok rice or rice mixed with corn kernels and rice mixed with cassava or tiwul rice. For vegetables, visitors or tourists can get a vegetable menu from taro trees, bamboo shoots, and various vegetables available in the neighborhood where residents live. This village is inhabited by 230 families (KK) with a population of more than 800 people. The livelihoods of the population, the majority are garden farmers with the primary production of robusta coffee. In addition to being coffee-producing garden farmers, the majority of the population also works as farmers. In Segunung Traditional Village, every resident is a guide and a servant for tourists visiting the village. In addition to serving rural specialties made by residents, Kampung Adat Segunung also serves the residents' friendliness and beautiful views of the countryside. The Segunung Traditional Village in Wonosalam, Jombang Regency, also provides a place to stay for tourists who want to enjoy the atmosphere of living in the countryside on the mountain slopes. Currently, he said, there are 18 rooms rented for accommodation. The dozens of rooms are spread over several houses of the residents of Segunung Hamlet. The Segunung Traditional Village is close to several natural tourist destinations in Caring Wulung Village and other villages in Wonosalam District. Not far from the Segunung Traditional Village, there is a tourist location for De Durian.

Park, which is about 1 kilometer away, and Kebun Si Mbok at the same distance. In addition, there are Grojogan Selo Gonggo tourist destinations, Banyumili water tourism, and Tirta Village and Bukit Pinus natural attractions. The distance from the Segunung Traditional Village to the four natural tourist sites is less than 3 kilometers. As for getting to the Segunung Traditional Village, the available road access is quite adequate. Cars or motorbikes can enter the village. The Segunung Traditional Village is located in the mountainous region of Anjasmoro Wonosalam, 30 kilometers from the Jombang square. To arrive at the location, he can use google maps or follow the route from Mojoagung Terminal to Wonosalam while monitoring the directions at several points. The Segunung Traditional Village is managed and developed independently by the war who live in the village based on local wisdom.

Many people think it will be challenging to develop a tourist village without a good tourism knowledge base. As a result, many tourist facilities have been built but ended up stalled. Many tourist villages have been inaugurated but cannot continue their business. For this reason, the institutions that have been formed must develop work programs related to the development of human resource capacity. The development of a tourist village can be said to be successful if the manager already has a visitor management system in the attraction zones to preserve, protect, and increase natural resources and cultural heritage. From the explanation above, there are 6 (six) indicators that can be used to measure the quality of attractions, accommodation, and human resources in tourist villages. Among them are the quality of service and expertise of local guides, Sapta Pesona can be applied sustainably, Quality of food and beverages, Quality of homestay services, Visitor management system (Visitor Management Policy), and Being able to improve the local economy.

## 4 Conclusion

Based on the results of research conducted by the research team, it can be concluded as follows:

- Community participation  
The participation of the Segunung traditional village community in planning and decision-making is outstanding. This participation is mainly concerned with determining alternatives with the community regarding ideas or ideas that concern common interests.
- Participation in implementation.  
This participation includes mobilizing financial resources, administrative activities, coordination, and program elaboration. Because most of the drivers of the development of traditional villages are aged 26-45, their ideas or ideas are very relevant to the development of this tourist village; coordination is carried out at any time with regularly scheduled meetings to discuss ideas and execute these ideas, this cannot be separated from the role of the chairman. Traditional village and the encouragement of the deputy regent.
- Participation in benefit-taking cannot be separated from the implementation results that have been achieved both in terms of quality and quantity; it can be seen the emergence of creative business ideas developed by MSMEs that support tourism, even services in supporting tourism have sprung up which are used as livelihoods, among others, a residential house converted into a homestay.
- Participation in evaluating activities, the village government and youth form Pokdarwis to spur tourism development in this village. Almost all young people, the Polaris retainers, immediately cultivated various other potentials to turn their village into a tourist village with various tourism objects at once. The development of traditional villages is directed at cultural tourism, nature conservation tourism and agro-tourism.
- The potential that can be raised is the physical potential and non-physical potential.
- The community's tourism village development plan is to develop cultural arts, which continues to be improved, and cooperation with the Tourism office has been established through the free coffee drinking agenda, but there is no subsidy. Development plan for providing TTG assistance to MSMEs to improve the quality and quantity of production.

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