

# Community-Based Village Management Independence In Efforts to Create Sustainable Tourism (Panglipuran Tourism Village Phenomena)

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**Abstract.** Tourist behavior change in choosing tourist attractions have made tourism villages the prima donna. The presence of a tourist village is interpreted as an integration between interest and social activity with the leading role played by the community. Through these activities, the part of tourism in community empowerment is something that needs attention. This study aims to find the meaning of Independence in managing tourist villages carried out by the community. This study uses a qualitative design through a phenomenon. This study tries to explore the community's experience as a tourist village manager and the impacts that arise. The data collection process was carried out through semi-structured interviews with five informants. This research showed the meaning of community independence and its impact on managing tourist villages, including community self-confidence, community commitment, community economic empowerment and knowledge transfer. Thus, good management will provide positive results for the village's and its people's development. Several studies strengthen the argument for the role of the community as managers of regional potential. However, only some studies have raised the issue of community independence in managing tourist villages. Besides that, the conclusions of this study can also provide the guidance needed to develop regional potential, especially in tourism villages.

## 1 Introduction

Through community empowerment, tourism is essential in developing regional potential [1–3]. More attention must be given to all parties in tourism development and its managing operator [4]. One of the developments in the tourism sector is marked by the presence of tourist villages as an alternative tourist destination. According to data released by the Ministry of Tourism and Creative Economy of the Republic of Indonesia, tourist behaviour has changed. This situation can be seen from the choice of tourist destinations which have shifted from mass tourism to alternative tourism, such as tourist villages [5]. This data is strengthened by a release issued by the Ministry of Villages of the Republic of Indonesia regarding the number of potential villages reaching 7,725 [6]. It is interesting to see how

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the growth of tourist villages in Indonesia has experienced significant developments in terms of numbers. It is okay if great hopes are pinned on the management of tourist villages [7,8].

Tourism villages are interpreted as acculturation between attractions, social life and the community as the leading managers [9,10]. In its development, the management of tourism villages is divided into several levels: pilot, developing, advanced, and independent [11]. Based on data released by the Ministry of Tourism and Creative Economy of the Republic of Indonesia in 2021, there are around 1,836 tourist villages. This number is divided into several tourism village clusters, including the pilot tourism village category (709 tourism villages), the developing tourism village category (967 tourism villages), the advanced tourism village category (158 tourism villages) and the independent tourism village category (2 tourism villages). This number will increase significantly in 2022 to 3,419 tourist villages. The Ministry of Tourism and Creative Economy received severe attention through the Indonesian Tourism Village Award (ADWI) [6].

Subsequent developments emphasize the vital role of the community in maximizing the potential of a tourist village [12,13]. Several studies strengthen the argument for the role of the community as managers of regional potential [14,15] so that they can maximize and empower the community's economy [12,16]. However, only some studies have raised the issue of community independence in managing tourist villages. This study explores the extent of community participation in developing the Panglipuran tourism village. Panglipuran tourism village has an attraction that can become a magnet for both local and foreign tourists in the province of Bali [17,18]. The findings in this study can provide policy and impact information and implications for the public. Besides that, the conclusions of this study can also provide the guidance needed to develop regional potential, especially in tourism villages.

## **2 Literature**

### **2.1 Community-Based Tourism**

Community-based tourism is essential to regional empowerment and development [19,20]. The emergence of these activities as a management response ignores environmental factors [21,22] and environmental authenticity [23,24]. Community empowerment as an instrument for managing tourism is not only in the area of village empowerment but has a broader scope [14]. Several additional areas of activity that can empower the community include the arts [25], culinary [26], to local cultural acculturation [27]. This study uses the terminology of tourism development through community participation as the prime mover. Community empowerment in tourism management will present various attractive offers to create prosperity and strengthen the economy. Thus, one of the sustainable tourism instruments will be made through the presence of the community as a drive.

The role of the community in tourism management is increasingly widespread and recognized by many countries [20,28]. This scheme can improve the quality and welfare of the community's economy. Several studies have strengthened the role of the community in managing and developing the regional economy [12,16]. Community-based tourism management embodies cultural wealth and agreements produced within the community. Management is carried out using mechanisms regulated by local community groups. The deals creates harmony and indicates the presence of tourists to policymakers [29,30]. However, community-based management needs help. Some inhibiting factors are differences in point of view [27] and management capabilities that have not been maximized [31]. Even though many parties give attention, the community should not be too

dependent. Communities must be independent and be determined to develop amidst existing limitations [20].

## **2.2 Tourism Village**

The tourism sector is experiencing developments in line with technological changes [32,33], tourist behaviour [34] to the attractions offered [35]. Management and marketing activities have also changed and can be seen from the opportunities and threats that come [36]. Various tourist attractions have emerged, ranging from cultural tourism, nature tourism, and agricultural tourism [35] to tourist villages that have distinctive characteristics and engaging social activities [11,37]. These attractions are valuable capital in community empowerment and efforts to increase the regional economy. On the other hand, sustainability in tourism must consider the economic and social environment and maintain its attractiveness. [38].

Tourism villages are increasingly showing their existence as new potentials in tourism development. Tourists are interested in the community's ability to manage tourism villages [39,40]. The terminology of tourism villages is interpreted as the relationship between attractiveness, accommodation and other things offered in a social system that is continuously maintained [11,37]. The development of tourist villages is increasingly competitive, as seen from their various potential to attract tourist visits [41]. The community's ability to manage and design a competitive tourism village must understand and adapt to various situations [29]. Various obstacles, such as consistency, originality and human resources, can be resolved [42]. It is interesting to know how a tourist village can solve many things contrary to the authenticity of the environment and create an understanding in the middle public [21,29,43].

## **2.3 Independence**

Independence is defined as the ability to rely on one's capabilities in a manner individuals to meet their needs [44]. Other literature explains that Independence is defined as a person's ability to meet basic needs such as security, education, health and the need to interact and socialize [45–47]. Independence is essential developing quality of society in the environment. Furthermore, the community needs to position itself and empower the region's potential [12]. As the prime mover, society's quality will face various problems. A self-concept is needed to be a driving force in tourism development [48]. Research on the Independence of the management of tourist villages has yet to be widely carried out, so this study is expected to fill the gaps in research on the impact of the development of tourist villages on community independence.

## **2.4 Community Empowerment**

People must have the skills and abilities to create prosperity and improve their quality of life [49]. Independence is interpreted as an activity to increase the confidence of both individuals and groups towards a better situation [50]. Through community empowerment, each individual and group will try to develop various things, including self-confidence [51]. Assignments involving the community can become a strong foundation for developing regional potential. Empowerment provides an opportunity for the community to design various things to meet their needs and make decisions to take action based on their initiatives. Thus, creating community-based sustainable tourism is something that can be realized.

## 3 Method

### 3.1 Research Design

This study uses a qualitative research design through a phenomenon. The interpretive philosophy was chosen to explore the various knowledge and experiences of the informants [52]. This study will analyze how practices and behavior occur. This stage will ensure that the inspection will be carried out thoroughly and in detail to get results that describe various factors [53]. This research seeks to see the community's Independence in managing tourism villages, developing and maintaining each process towards continuity.

### 3.2 Object of research

This study uses the Panglipuran tourism village as a research object. This tourist village is in Bangli Regency, Bali Province, Indonesia. Researchers chose this tourist village because of several achievements and unique characteristics. Various awards have been won by the Penglipuran tourism village, including the Asian Homestay Standard Tourism Village and the 2019 Green Destination Sustainable [54], as well as a non-tourism award as a Climate Village. This tourist village is also unique in the design of existing residential buildings and the strong community commitment to its management.

### 3.3 Data Collection

This study used a semi-structured interview technique with submitted questions to the public as informants. Teach This is to dig a variety of information and their experience. Various questions were prepared and asked to guide the interview process. The questions in the interview process were based on field observations and were supported by a literature review to obtain targeted research results [33,55]. Eighteen main interview questions were asked during the ongoing interview process. This activity created an atmosphere of dialogue between researchers and informants to find answers and explore various other essential aspects.

**Table 1.** Research Informants

No	Code	Gender	Role
1	I1	Man	Customary Institution
2	I2	Man	Service Institution
3	I3	Man	Tourism Village Manager
4	I4	Man	Security / Pecalang
5	I5	Woman	Public

Quality information must be supported by the determination of good informants [56]. Researchers have determined informants who are considered appropriate and represent the community. This study used five informants as research participants. The informants are people who have experience and are considered to be the driving force for creating community-based tourism village management. Informants in this study are parties who have direct involvement in the process of forming and managing villages tour. Researchers acquainted with the informants in the early stages of selecting data search. To strengthen the search for data, researchers settled for three days in the Panglipuran tourist village. This activity was carried out to establish communication and make further observations. The informants consisted of leaders of traditional institutions (I1), heads of service agencies (I2), managers of tourist villages (I3), security or pedalling (I4) and local communities (I5).

The informants are representatives of the community who are considered suitable as a source of data collection.

### 3.4 Data analysis

This research explores the informants' various experiences managing the Panglipuran tourism village and the resulting impact. The interview process in this study was recorded using a tape recorder and analyzed using the Phenomenological Interpretative Analysis method. This analysis is used to inspect the experience of life someone disclosed in their terms of use [57]. This analysis becomes a guide through to phenomena and their experiences \_ experience in detail [58].

## 4 Result and Discussion

The informants shared their experiences about their arguments against the management of the Panglipuran tourism village. This research focuses on self-management carried out by the community. The independence model found in the direction of Panglipuran Tourism Village includes (1) community confidence, (2) community commitment, (3) community empowerment and (4) knowledge transfer. Visually, community independence is presented in the following table:

**Table 2.** The Impact of Community Independence on the Management of Tourism Villages

No	Community Independence	Impact
1	Community Confidence	Pride Social status
2	Community Commitment	Cooperation Problem-solving Area Development
3	Community Economic Empowerment	Employment Community Economic Welfare
4	Knowledge transfer	Comparative study Cultural Preservation

### 4.1 Community Confidence

#### 4.1.1 Pride

The existence of tourist villages is currently experiencing quite good development. This condition shows changes in the behavior of tourists who make the village a tourist destination. Tourists are attracted by various authenticity and social activities carried out by the local community. This situation directly has a positive impact on society. They are proud of their conditions and actions that can give tourists a sense of wonder.

"We are proud of what we have even though the development outside is high-speed"  
(I1, I2)

"Tourists respect various things in this village, such as culture and life " (I3)

"Now tourists like to come here; they see our activities and all about our culture " (I5)

#### 4.1.2 Social status

The existing community in a tourist village becomes the driving force of tourism go continuation. How could they not? The different things they are doing are now bearing

fruit. They are no longer ashamed of their status as village people but are now considered village people. The various things they have tried and maintained are currently having a positive impact. Their daily activities are things tourists want to know. Panglipuran tourism village, which is increasingly famous, directly raises the dignity of the village community.

"Tourists come because we have something interesting, good, and we are still taking care of it" (I2)

"Village people have their status elevated because of the results of their hard work (I1, I3)

"We are grateful; the people around us are willing to work hard to build the village" (I4, I5)

## **4.2 Community Commitment**

### *4.2.1 Cooperation*

As one of the essential instruments for a tourist village, an understanding of the community needs to be maintained. Various arguments and desires to achieve a common goal. The Panglipuran community is committed to advancing their village through tourism activities without eliminating the existing culture. These conditions match the representation of their village name Panglipuran, which means remembering their ancestral land. As a manifestation of this, they work together to achieve goals that align with the existing culture.

"Village people are full of tolerance and cooperation; this needs to be maintained" (I2)

"If there is still an individual ego out there, then this is not allowed here (I3, I4)

"living in a village like this, helping each other neighbours or cooperation in other matters" (I5)

### *4.2.2 Problem-solving*

Like most other communities, village communities cannot be separated from social problems because each individual has different desires and opinions. These situations sometimes create friction that needs to be resolved. However, Panglipuran tourism village has a way to overcome this problem. They have a particular schedule and place to discuss solving problems. Thus, the seeds of differences of opinion can be resolved quickly.

"It is normal for people to have differences or problems, but we will solve them as much as possible according to custom" (I1-I2)

"Village people are like that, solving problems by sitting together for deliberations. Periodically, the people here gather to discuss various matters" (I3)

"Problems will be resolved, we have a regular schedule for gathering, and it is usually done at the meeting hall (I4, I5)

### *4.2.3 Area Development*

Tourism broadly impacts various sectors, including empowerment and regional development. The presence of a tourist village is interpreted as the implementation of sustainable tourism development. Tourist behavior that changes from mass tourism to special interest tourism is one of the drivers of the development of tourism villages. This opportunity certainly needs to be seized by various parties.

"Tourism is one of our ways to develop the region" (I1, I2)

"This village is growing, and the presence of tourists is one of the reinforcements (I3)

"Was in this area is only forest, but turned into villages and settlements (I4)

"The village community will accept the contribution made by tourists. We are assisted in renovating and repairing other facilities in this village" (I5)

### **4.3 Community Economic Empowerment**

#### *4.3.1 Employment*

Another impact of tourism development is the ability to absorb the community as managers. This condition indirectly becomes a solution for the government in creating jobs. The village community is the driving force as well as the manager of the attractiveness they have. People no longer need to leave their area to get a job. They can carry out activities while fulfilling their needs in their territory. Their pride in the village will be even more tremendous.

"This tourist village can absorb a productive workforce; the local village community runs various positions" (I1)

"For the community, the presence of a tourist village plays a role in the continuity of their lives; they can carry out various activities related to the economy" (I2)

"Indeed, not all of the people are absorbed, some want to migrate, and some want to survive because there are jobs they can do here" (I3)

"We are security officers here, guarding the activities and smooth running of Penglipur village" (I4)

"Being a foreigner also exists; surviving here as a manager is also a lot. Everyone has the right to determine whether to live here or elsewhere. This place opens opportunities for local people to become part of village management" (I5)

#### *4.3.2 Community Economic Welfare*

The increasingly strong tourism sector stimulates the presence of tourism-supporting instruments. Transportation, lodging, and souvenirs are several things in supporting sustainable tourism. The instrument can be carried out and provided by the local community. Thus, the economic potential will also be felt by the community. Showing what they have is a pride for themselves. The role of official and customary institutions is crucial in making policies and regulating various matters. Activities usually carried out by the village community now have another impact on their lives.

"The community can provide lodging for tourists who want to feel life in the village for a long time" (I1)

"Some people sell typical products, souvenirs or other things. This situation directly impacted the economic life community" (I2)

"In this village, there is also a kind of traditional market, but many people also sell various products in their homes" (I3)

"I sell several products such as drinks, food and some souvenirs. The results of the sale can add to family finances" (I5)

### **4.4 Knowledge transfer**

#### *4.4.1 Comparative Study*

The ability to manage a good tourist village will have a positive impact not only on the local community but also on the broader community. Penglipur tourist village, which has gone worldwide, is one of the capitals for creating continued success. This condition can be seen from the number of visits by tourists. Visits are not only made by individual tourists but also in groups, Good domestic and foreign. Along the way, many visits were made by

groups managing tourism villages in other areas. This condition further emphasizes the existence of the Panglipuran tourist village.

"Panglipuran tourist village is visited by many tourists, both local and foreign. They want to see the real face of Panglipuran" (I1)

"Panglipuran is frequently visited by tourist village groups from areas outside the province of Bali. They want to see community life and village management" (I2)

"I have had discussions with groups from Jakarta, Kalimantan and outside Indonesia, such as Japanese, American and several other countries. They come here to see the activities of the people here" (I3)

"Tourists who come ask many things such as; life, worship, activities to other things. They want to know various things in Panglipuran village" (I5)

#### **4.4.2 Cultural Preservation**

Tourists get many things when they visit tourist villages. Some of them can see the community's social activities and enjoy the arts to see the still upheld culture. Tourism can develop but not destroy the culture that is already rooted. The Panglipuran tourism village community adheres to this principle. Following the meaning of the name Panglipuran, namely remembering the ancestors, the local community always respects the culture that has existed for a long time. Various things and traditions that exist are still carried out according to belief. The community's ability to maintain cultural values and practices is a unique tourist attraction. Tourists see various things related to Panglipuran village culture and differences from their area. This condition is also interpreted as a way for the Panglipuran village community to introduce their culture.

"We have customary rules that must be maintained, respected and implemented. These various things are one of the ways to maintain the sustainability and harmony of society" (I1, I2)

"Panglipuran tourism village has customs and culture that are upheld; tourists admire this kind of community behaviour" (I3)

"Various behaviours and aspects of life have been regulated by tradition from generation to generation. If there are problems, they can be resolved with the existing provisions" (I4)

"We have a culture that must be maintained and preserved. Our different culture is interesting for tourists to know and learn about it" (I5)

This research shows that the Panglipuran village community has Independence. This situation is reflected in several aspects, including community confidence, commitment, economic empowerment and knowledge transfer. The local community firmly holds Independence and culture that go hand in hand with developing tourist villages. These things have been passed down from generation to generation as things that must be maintained. Following the meaning of Panglipuran, namely remembering their ancestors, the activities of the local community cannot be separated from the culture still being preserved. Development impact \_ tourists in a manner that will directly benefit the region's development [27]. However, these developments continue the community's traditions to preserve their culture.

Even though the community lives in the village, their ability to manage the area has a positive impact. Their success in maintaining tradition and culture gives confidence to the local community. In this condition, they believe that culture does not hinder tourism development [13]. The two are complementary parts of each other. Directly, the village community is no longer assessed as being left behind. They live during changing times but still maintain cultural values. Tourism turns their lives into a positive value full of meaning and pride. Few village people have changed their social status with tourism development, primarily through tourism villages.



Tourism has a significant impact on regional development. The emergence of various new tourist attractions marks this condition. This development can be interpreted as an effort to develop its potential. The multiple efforts made are implementing agreements in the community. As the primary mover, the presence of the community as a manager is something that needs attention [59]. The cooperation carried out by the community aims to create harmony and comfort in life. However, living in society is challenging. This condition also applies to the management of the Panglipuran tourism village. Leaders at the level of traditional and official institutions pay attention to this. They make use of rules that have been used for generations. The resolution of conflicts that exist in the community is driven by deliberation [56]. To reduce conflicts or differences in opinion, they have regular meetings to hear various things the village community wants to convey. This policy is carried out to maintain harmony in society.

Sustainable tourism is tourism that can have a broad impact. The development of tourism provides many opportunities that the community can achieve [14]. Tourism offers a change to be absorbed into the world of work. Tourism opens opportunities for the community to become a driving force for tourism. A similar situation also occurred in Panglipuran Tourism Village. The community has jobs from the growing development of tourism in the area. Some of the activities that the community can carry out include: being a manager, being a guide or providing various things tourists need. Tourists not only come to enjoy the attraction but also need multiple items such as lodging, transportation or souvenir products [60–62]. The local community can provide all the needs of these tourists. The village community ultimately enjoys improvements and improvements in the economy. This condition is one of the proofs that the development of regional potentials will ultimately have an impact on people's welfare.

The various positive impacts of potential regional development are undeniable evidence. The success of a region in developing a variety of things can attract the attention of all parties [12]. These results become a stimulus for various parties to follow the process carried out. As a tourist village with achievements and uniqueness, Panglipuran tourism village can become a magnet for tourists to visit. They do not just come to enjoy the attraction but learn many things like The characteristics and uniqueness of buildings, community activities, and culture. This tourist village also proves that the development of the era remains the same traditions and culture they maintain. They continue to carry out activities by placing culture as their characteristic. The development of tourism and regional development continues their habit of carrying out various traditional and cultural rituals that they usually do. It is interesting to see how in the end, culture becomes one of the attractions of tourism that is not eroded by time.

Community empowerment is the primary driver of regional development and aims to improve the quality of society [56]. The community will benefit from the products taking place in their area. In the end, the collaboration of various elements of society creates understanding and agreement in the community. The management of tourist villages needs to consider the benefits that the community will obtain. As the prime mover, the community must think critically but constructively about existing developments. The required village development pattern is good and gives positive results [56,63]. Some of the models found in this study can be used, including community confidence, community commitment, community economic empowerment, and knowledge transfer. This study can provide suggestions for the development of literature or the management of tourist villages.

This research has limitations in exploring the experiences of the Panglipuran tourism village community. Therefore, the researcher proposes the need to conduct qualitative research based on a phenomenological approach to look at the characteristics and culture of the community. This research is focused on tourist villages and investigating community

life or other social groups. This research can be used as a starting point or literature in community empowerment efforts.

## 5 Conclusion and Recommendation

The collaboration of various elements of society creates understanding and agreement in the community. The management of tourist villages needs to consider the benefits that the community will obtain. As the prime mover, the community must think critically but constructively about existing developments. The required village development pattern is good and gives positive results. Some of the models found in this study can be used, including community confidence, community commitment, community economic empowerment, and knowledge transfer. This study can provide suggestions for the development of literature or the management of tourist villages. This research has limitations in exploring the experiences of the Panglipuran tourism village community. Therefore, the researcher proposes the need to conduct qualitative research based on a phenomenological approach to look at the characteristics and culture of the community.

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