



Sustainable Tourism Village Based on Community Participation in Lembang Nonongan, North Toraja Regency

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Abstract. Gluebang Nonongan Tourism Village is a tourist village in the North Toraja district; this tourist village applies community-based tourism or CBT, where the community is the main point in implementing this (CBT) so that the community is optimally empowered in running tourism. The tourist village of Lembang Nonongan has beautiful cultural diversity and is wrapped in beautiful nature, making people's lives very attractive to tourists. A pure life results in the application of community-based tourism in the tourist village of Lembang Nonongan and sees how the participation of the community in this application so that existing problems can be solved. Visible in the area and can be overcome. In this study, the researcher used a research method, namely a qualitative method in which the researcher conducted interviews with related parties such as the head of the culture and tourism department of North Toraja district, the head of the tourism facilities section of the tourism service business, the head of the tourist village, the head of the tourism awareness group and community leaders. In addition, the authors also made observations in the tourist village of Lembang Nonongan and conducted a study of documentation and literature studies to support this research; the analysis was the SWOT analysis used in the discussion of the results of this study.

Keywords: CBT, The Role of Society, Culture, Toraja,

INTRODUCTION

The Indonesian Tourism Industry is actively building and developing the potential in each region, one of which is to be used as a tourist village. Tourist villages are used as tourist attractions that are useful not only for visiting tourists but also to improve the quality of human resources (HR) and the welfare of local communities through empowerment towards sustainable tourism.

The development of tourism in Indonesia is growing quite rapidly because of the many benefits it provides. According to Pendit (Choridotul Bahiyah, Wahyu Hidayat R, 2018), tourism is divided into several types, namely: health tourism, cultural tourism, social tourism, political tourism, agricultural tourism, convention tourism, commercial tourism, industrial tourism, sports tourism. Currently, there is quite a shift in the perception of world tourism to the nature tourism model, this is due to the level of saturation of tourists who live in dense cities and more often visit artificial tourist attractions. Of course this is an opportunity for Indonesia which has beautiful natural charm and is combined with cultural customs in each region. If developed countries more often market their artificial tourist destinations using sophisticated technology, then Indonesia also has the ability to be developed through local community-based tourism with a blend of natural resource and cultural concepts that are often found in Bali. Various natural potentials that are attractive to tourists can be found in Bali such as beaches, beautiful landscapes, and a culture that is very thick with customs and local community life with its social religious style. Balinese people who in their daily lives are accompanied by Hindu spirituality have unique customs, as well as traditional arts that can attract the interest of visiting tourists. The outbreak of the Covid-19 virus in Indonesia has made the government take strategic steps by establishing Large-Scale Social Restrictions (PSBB) regulations. The impact of implementing these regulations has disrupted community activities such as learning activities carried out at home, restrictions on accessibility, trading activities in traditional markets, religious activities, and other activities (Nawawi, 2021). In developing sustainable tourism, an effective and efficient strategy is needed which of course cannot be separated from the support of the local community. Therefore, POKDARWIS (Tourism Awareness Group) maximizes the potential of the village. The factors owned by a tour can be analyzed using the SWOT (Strength, Weakness, Opportunity, Threat) analysis tool. From the background above, it can be concluded that the researcher conducted the study with the aim of finding out the plans made by Bakas Tourism Village in dealing with the problem of decreasing local community income due to the Covid-19 pandemic. So this research is entitled "Development Strategy of Bakas Tourism Village in Increasing Local Community Income Post Covid-19 Pandemic & Supporting G20 Agenda"

LITERATURE

This study used the theory of tourism destination development by Cooper (1993). The theory proposed by Cooper (1993) is to prioritize four components, namely Attraction, Amenities, Access, and Ancillary services, which can be abbreviated as the 4A formulation. This theory is used to introduce and observe the Bakas Tourism Village area in developing tourism, especially to find out what potential it has so that its management and development will be more directed effectively and efficiently.

Definition of Tourism

Tourism activities will increase with the increase in an individual's free time and be supported by increasing income (Yuwana, 2010). Furthermore, tourism, according to a broad definition, is a journey from one place to another, temporary, carried out by individuals or groups, to find balance or harmony and happiness with the environment in social, cultural, natural, and scientific dimensions (Smith & French, 1994).

Furthermore, tourism is defined as various forms of tourism activities supported by facilities and services provided by entrepreneurs, the community, the central government, and the regional government (Suryadana & Vanny, 2015, p. 31). Yoeti emphasizes another definition in Yulesti (2017:1246) that tourism is a journey that is carried out for a temporary period and is organized from one place to another, with the intention not to earn a living in the place visited but to enjoy the trip which plays a role in meeting various needs such as sightseeing and recreation. From the explanation above, it can be concluded that tourism is a process or journey at a specific time and destination carried out by a person or group with the hope that the process that is gone through can be a lesson and an experience that can help psychological health.

Definition of Strategy

Strategy comes from the Greek "strategos," taken from the word Stratos which means military, and "Ag," which means to lead. Strategy is a generalship, which a general does to prepare to make the opponent retreat and win the war. Here are strategies according to several experts such as Stephanie K. Marrus's strategy is the determination of a planning process for leaders to have a high position and then focus on the long-term goals of the organization, followed by the preparation of an effort on how to achieve these goals effectively and efficiently. Furthermore, according to Hamel and Prahalad, what is meant by strategy is an action that is incremental (always increasing) and continuous, which is carried

out based on the perspective of what consumers expect in the future. After that, according to (Nedela and Paun, 2009), strategy is a work context for everything important, such as entrepreneurship, function, and competition, that will be applied to create company goals along with the company's position to achieve sustainable success. Then, the last strategy can be defined as the goal of managing the organization's resources in the long term to create benefits or advantages for the organization itself (Yasar Fatih, 2010). Tourism development strategies can be seen through tourism development and internal relations. The management must consider five things so that tourists are interested in the attractions offered (Spillane, 1994, pp. 63-72): Attractions, Facilities, Infrastructure, Transportation, and Hospitality.

Development Strategy

As emphasized by Suwanto (1997), development is a process or way to make something good, advanced, perfect, and useful. Gunn's statement (1994) states that tourism development must involve three sectors: the business sector, the nonprofit sector, and the governmental sector. The better the awareness and involvement of these three sectors, the better tourism development will be over time.

Tourism Strategy during the Pandemic

Some of the targets targeted by the government are improving the quality of the tourism sector infrastructure, developing human resources in the tourism sector, innovating tourism products, and maximizing the potential of special interest tourism such as halal tourism and ecotourism. In addition, the government will also encourage increased diversification of tourism types that include nature tourism (ecotourism, marine tourism, adventure tourism), cultural tourism (heritage tourism, historical tourism, culinary tourism, village tourism), artificial tourism, and sports tourism. As an effort to improve the image strengthen nation branding, and diversify tourism marketing, the government has taken real steps to optimize the potential of the tourism sector through the Ministry of Tourism and Creative Economy by changing the tourism strategy during the COVID-19 pandemic. During the COVID-19 pandemic, the tourism campaign's main logo and slogan, 'Wonderful Indonesia,' were no longer used and replaced with 'Thoughtful Indonesia. To optimize the tourism sector during the COVID-19 pandemic, the government has also created a program to launch CHSE-based tourist destination certification (cleanliness, health, safety, and environmental sustainability) or, in other words, cleanliness, health, safety, and environmental sustainability. This is intended so that the mobility of regional tourists does

not create new clusters in the increase or spread of the COVID-19 virus through compliance with health protocols implemented by tourism actors in various tourist destinations.

Tourism Village Theory

The relevant tourism development theory is the development of rural tourism objects and attractions, namely by using a community approach or community-based development. It can be concluded that this theory prioritizes the development of tourist villages by empowering the community itself to achieve better economic, social, and cultural conditions. This is because the local community will build, manage, and make the village a source of income in an effort to improve economic welfare.

Mature and strategic planning is necessary for tourism development so that it can run effectively and efficiently. According to Mill (2000: 193), if a tourist destination is not planned, it can negatively impact the area.

According to Richardson and Fluker (2004: 51), the purpose of the destination lifecycle model is as follows: A model that characterizes each stage in the lifecycle of a destination (and destination areas and resort areas), including introduction, growth, maturity, and decline and/or rejuvenation. As explained in the quote above, the life cycle of a tourist area is marked by several stages. Namely the introduction stage, development (growth), and maturity (maturity). From here, there are two possibilities: decline due to saturation or rejuvenation. Furthermore, according to Yoeti (1999: 35), ecotourism is an environmentally conscious tourism through activities related to nature; tourists are invited to see nature up close and enjoy the authenticity of nature and its environment so that it will arouse a real love for nature.

From this explanation, ecotourism is a tourism activity that blends with nature, studies culture and society, enjoys natural phenomena and admires flora and fauna. Local communities play the main role in its management and implementation.

Local Community Participation

As emphasized by Selo Soemardjan (in Soerjono Soekanto, 2006: 22), local communities live together and have the same culture, territory, habits, traditions, attitudes, and feelings of unity. The active role of local communities in developing tourist villages is huge because that is one of the essential components of the existence of tourist villages. The involvement of local communities will also be seen in the facilities and infrastructure maintained. Development and Development of Community-Based Tourism

In essence, according to Sunaryo (2013), community-based Tourism (CBT) is closely related to the active participation of local communities in the development and development of existing tourism. Therefore, there are three main principles in the strategy of community-based tourism development planning (CBT): Involving community members in decision-making, ensuring that local communities receive benefits from tourism activities and Tourism education for local communities.

Natori (in Madiun 2008) emphasized that the benefits that can be anticipated through the development of local community-based tourism are: community-based tourism development helps develop a sense of community involvement with clear goals in community life; Tourism is very useful for regional development. Various natural and cultural riches that are owned can be utilized by the community to provide opportunities for tourists to learn about the past of these assets.

METHOD

Dalam: This research design or method that the author uses (approach) is qualitative research because the problems raised by the researcher are complex and dynamic and are still temporary or tentative. Hence, they require researchers to conduct exploration activities to understand and explain the problems that are the focus of this research. This problem will also develop when the researcher is directly in the field. According to Bogdan and Taylor, "Qualitative research is a research procedure that produces descriptive data in the form of written or spoken words from people or observable behavior" (qtd. in Moleong, 2007: 4). Sugiyono (2014: 9) also defines it in the same sense, namely:

"PeQualitative research is research based on the philosophy of post-positivism, used to research natural object conditions, where the researcher is the key instrument, data source sampling is done purposively, and snowball, data collection techniques with triangulation or combination, data analysis is inductive/qualitative, and the results of qualitative research emphasize meaning more than generalization".

DadIn this study, the researcher used a descriptive qualitative research method to describe the current conditions at the location of the research object based on the facts in the field. In analyzing this study, SWOT analysis was used as an analysis medium. SWOT analysis is used to measure and see the factors that will be the strengths of tourist attractions (strengths), weaknesses (weaknesses), opportunities (opportunities), and the possibility of external factors that will be threats (threats) Rangkuti, 2011 in (Hermawan, 2017

Sukmadinata (2006:10) puts forward the definition of the descriptive research method as follows:

“Descriptive research method is a method that attempts to describe and interpret something, for example, existing conditions or relationships, developing opinions, ongoing processes, consequences or effects that occur, or ongoing trends.

Based on these theories, it can be concluded that the research method

Descriptive qualitative can be interpreted as a research method based on the philosophy of postpositivism that quantitative procedures cannot explain because the natural conditions of objects depend on time, place, and circumstances, so it is more appropriate to be explained with descriptive data or described in words. For that reason, in this study. The researcher chose to use this method because this study describes and summarizes all situations and conditions of phenomena regarding the potential of the Lembang Nonongan tourist village located in Sopai District, South Lembang Nonongan Village, North Toraja Regency, South Sulawesi Province.

Research Variable Table

No	Variable Types	Variables	Operational Definition	Size
1	Independent	<i>Community Tourism(CBT)</i>	Community Tourism (CBT) Planning in Lemang Nonongan Village	Unit
2	Pending	Nonongan Tourism Village	Nonongan Tourism Village	Unit

From Operational Variable Finish

Kusmayadi (2013:25), in the Final Project Guidelines, said that "an Operational definition is a definition given by researchers to people, groups, and events being researched in the form of criteria or indicators that can be tested empirically."

Sampling Procedure

The sample is part of the number and characteristics possessed by the population (Sugiyono, 2012, p. 120). Although it is only part of the population, the sample obtained must be able to describe clearly and truly represent a population.

In this study, researchers took samples using the technique nonprobability sampling data collection from Sugiyono (2016:218), has a definition, namely "A sampling technique that does not provide equal opportunities or chances for each element or member of the population to be selected as a sample which includes several sampling approach techniques." The researcher used purposive sampling and accidental sampling techniques in this data collection.

DISCUSSION

Dadda guidebook discusses community-based tourism or (CBT) Lembang Nonongan tourist village has not been optimal in implementing the concept of community-based tourism; this can be seen in the points issued by the Coordinating Ministry for Maritime Affairs and Investment of the Republic of Indonesia as follows. In addition to the above description in planning community-based tourism in Lembang Nonongan tourist village, some obstacles must be overcome to become a destination with optimal community-based tourism goals. It takes a long time because the government and managers will face directly with the different nature and habits of the community; the obstacles in the community encountered in the Lembang Nonongan tourist village are awareness (awareness), which is quite inhibiting because this awareness will move each community to contribute and be aware of tourism, how to manage a tourist village that has an identity as a tourist village based on local communities (CBT) if community awareness of tourism already exists then it will be easier for managers and the government to develop further.

Smoked human resources are the obstacles in developing the appeal of tourist villages; in human resources, the community must master several factors such as knowledge, skills, and attitudes. These three factors will help a community understand what a tourist village is, what tourist attractions are, and what tourist objects are. From here, the community understands its duties and responsibilities.

The community must fully understand community-based tourism—community insight into maintaining and preserving nature for the sustainability of tourism activities. Furthermore, community skills are still the task of the tourist village anagement group; the tourist village managers continue to strive so that the community can produce unique works of art of good quality so that tourists who do not feel bored and want to return to the Lembang Nonongan tourist village and the community can compete with craftsmen from economic actors in North Toraja Regency.

SWOT Matrix Table		Weakness
Internal strength		
	<ol style="list-style-type: none"> 1. The original life of the tourist village community, which still applies customs from generation to generation 2. Beautiful natural panorama 	<ol style="list-style-type: none"> 1. Dalam Lembang Nonongan tourist village certainly has weaknesses that Firstly, from the human resources side, the community in general is still less aware or understanding because tourism has not become a part of everyday life. 2. Public awareness, this becomes weakness because not all people are aware of tourism, 3. Lack of community skills in making products
External		
Opportunities	SO	WO
<ol style="list-style-type: none"> 1. Lembang tourist villages Nonongan has tourism opportunities well, already you know things make something opportunity for privileged community better still in manage 	<ol style="list-style-type: none"> 1. Community life: The King is wrong. One attraction is yourself, so that the village tourism Lembang Nonongan is already familiar with the beauty style and is awake to creating a tourist village. Glue Brother Nonongan has a chance to enter the list of destination tourism. 	<ol style="list-style-type: none"> 1. Klak of human resources competent in Lembang tourism village Nonongan in the middle your familiarity with the area Lembang tourist village then Nonongan strengthens of human resources will be the main one of what are the opportunities the arrival of tourism in the future may you need to manage activity guide with form tourism in the general mass continuously
<ol style="list-style-type: none"> 2. There will be many tourists visiting both locally and overseas, which makes the village tourism Lembang Nonongan become a list of tourist destinations with attraction tourism unique one 	<ol style="list-style-type: none"> 2. From with beauty style which is awake to create a tourist village Glue Brother Nonogan chance to enter the list 	<ol style="list-style-type: none"> 2. What is the opportunity the arrival of tourist big in the future may you need the manager activity guide with from tourism in general mass continuously
THREAT	ST	WT
<ol style="list-style-type: none"> 1. Village competition tourism in Toraja which to choose what character which is not much different 	<ol style="list-style-type: none"> 1. Even though there is a tourism village competition in Toraja the village tourism Lembang Nonongan has ready in this attraction of community life 	<ol style="list-style-type: none"> 1. The Lembang Nonongan tourism village needs to improve due to a lack of human resources and competition in Toraja.
<ol style="list-style-type: none"> 2. Damaged natural factors caused by the use of natural resources (SDA) result in people still relying on wood and bamboo for every event. 	<ol style="list-style-type: none"> 2. Despite the natural beauty of Lembang Nonogan tourist village, environmental damage has occurred. The sequences of massive resource use are also visible. This will threaten the sustainability of the tourist village area. 	<ol style="list-style-type: none"> 2. Lack of tourism awareness among local communities and lack of environmental awareness, which impacts the sustainability of tourist destinations, will threaten tourism, which impacts the economy and the environment.

And attitudes as time goes by, people's attitudes will start to form; people's character must also change in a positive sense, willing to help channel new ideas so that tourist attractions continue to develop with the aim of there being no sense of social jealousy between the people of Lembang Nonongan tourist village.

The inhibiting factors above will continue to be related because this is what is needed in implementing community-based tourism. If, over time, the community still has shortcomings regarding the above matters, it can be said that the Lembang Nonongan tourist village has not been able to implement CBT because its community is still underdeveloped.

Deca Lembang Nonongan tourism is still included in the pioneering tourism village and is starting to develop; therefore, researchers use Batler's theory to measure this village's stage. Lembang Nonongan tourism village is already at the Involvement stage because the number of visitors is starting to grow and the local community has started to provide facilities that can be used by tourists, the community is open to tourists from various regions, tribes, races, etc.

A SWOT analysis

To strength

1. The original life of the tourist village community which still applies customs from generation to generation
2. Community expertise in presenting typical North Toraja cuisine.

Weaknesses

1. Dalam Lembang Nonongan tourist village certainly has weaknesses. The first is from the human resources side; the community, in general, is still less aware of or understanding tourism because it has not become a part of everyday life.
2. Kesacomunity awareness: this is a weakness because not all people are aware of tourism,
3. Lack of community skills in making new products. Opportunities
4. Lembang Nonongan tourism has well-known tourism opportunities, which make it an opportunity for village communities to improve their management.
5. Many tourists, both local and foreign, visit the Lembang Nonongan tourist village, which has unique attractions.

A Threats

1. The competition between tourist villages in Toraja has a character that is not much different.
2. Natural factors that are damaged due to the use of natural resources (SDA) result in people still depending on wood and bamboo in every activity.

CONCLUSION

Based on the results of the research conducted by the author that: Lembang Nonongan tourist village is a tourist village located in North Toraja district. Community based tourism planning in Lembang Nonongan tourist village can be applied, but in its implementation it is not optimal because there are still many things that must be resolved to make Lembang Nonongan tourist village a complete tourist village and based on the community, This tourist village implements community-based tourism where the community becomes the planner and driver of this tourist village. All tourism activities involve the local community in the tourist village area. In addition, community-based tourism is carried out based on the principles of community-based tourism development that look at social, economic, environmental, political and cultural aspects. The implementation of community-based tourism is going quite well but still needs improvement and assistance from the community; related organizations such as PHRI and HPI have begun to look at the Lemang Nonongan tourist village in the implementation of community-based tourism so that the Lembang Nonongan tourist village becomes a tourist village that has character (CBT). In addition, community involvement in the Lembang Nonongan tourist village area has not been fully implemented; the lack of awareness of tourism awareness makes the implementation of community-based tourism not run optimally; the community needs to be stimulated so that they are willing to participate in tourism activities. However, the interesting thing about the role of the community in the Lembang Nonongan tourist village is the togetherness of the social life of the community, which is still strong, the life of cooperation in preserving the environment and helping each other in the community in the Lembang Nonongan tourist village is very well established so that this is also one of the roles of the community that helps the implementation of community-based tourism. On the other hand, implementing community-based tourism still has quite big obstacles, such as community awareness that cannot be changed quickly, it takes time in this case so that the community will be more aware that the area where they live has great tourism potential. In

addition to public awareness, they also do not understand what tourism is and its impacts, many of them do not understand sustainable tourism and what its effects will be in the future so this is what causes several places to be over-exploited, this will certainly have an impact on the sustainability of the tourism area.

Based on the results of the description above, the researcher has suggestions for actors who have an interest in building community-based tourism in the Lembang Nonongan tourist village with the aim that this tourist village can implement what has become the provision in CBT. The Lembang Nonongan tourist village manager must continue to hold training concerning human resources (HR) to strengthen the knowledge, skills and attitudes of the community, and the community must continue to participate in every training activity, both educated and limited education, because in reality the Lembang Nonongan tourist village will develop if its people are willing and participate in changing their mindsets and previous habits. The need to build public awareness that tourism activities have become part of people's lives; of course, this one thing will be quite a difficult task for the managers of tourist villages and related organizations. In addition, the community must be more creative in making handicrafts that are starting to look boring for tourists because cloth and souvenir craftsmen in North Toraja are spread across every sub-district and village, new innovations need to be created again so that the Lembang Nonongan tourist village does not stop and experience an economic decline that will have an impact on the local community itself.

The researcher also has suggestions for the Tourism Awareness Group (POKDARWIS) to continue to direct the community by providing assistance to continue to strengthen customs, arts, and culture and must have a local economic network so that the works of art produced by the community can be sold outside the Lembang Nonongan tourist village. In addition, the community must also be involved in seeing tourist objects and attractions outside the tourist village so that they can have new ideas and knowledge that are more creative and should be able to be applied in their own tourist village. In the government sector, especially the Department of Culture and Tourism of North Toraja Regency which oversees the Lembang Nonongan tourist village, it must pay more special attention to holding guidance on sustainable tourism, tourism awareness, all of which are aimed at anticipating that the appeal of the tourist village is not boring, because this can have an impact on the number of tourist visits to North Toraja which will decrease, not only that, support for reforestation activities or conservation activities from the government in

the environment must continue to be considered because the use of bamboo and wood as materials for making houses and events for rambu solo and rambu tuka is a problem in how to maintain the natural ecosystem, if the bamboo forest continues to be cut down, the environment of the Lembang Nonongan tourist village will be damaged and can cause new problems and disasters.

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