

IMPLEMENTATION OF SUSTAINABLE TOURISM IN SUPPORTING QUALITY TOURISM IN TIPANG VILLAGE

Rosianna Sianipar¹, Juliana², Nova Bernedetta Sitorus³, Rosdiana Pakpahan⁴, Meitolo Hulu⁵

^{1,2} Hospitality Management, Tourism Faculty, Pelita Harapan University, Tangerang

^{3,4} Medan Tourism Polytechnic, Medan

⁵ Master of Tourism, Pelita Harapan University, Tangerang

ARTICLE INFO

Keywords:

Village,
Tipang,
Sustainable Tourism

ABSTRACT

This study aimed to examine the tourism potential of Tipang Village and the implementation of sustainable tourism. This research uses qualitative methods. The data collection technique used in this study was an interview. The resource persons in this interview were the Pokdarwis of Tipang Village and the local community. Observations were made of the potential tourist attraction in Tipang Tourism Village. Sustainable Tourism in Tipang Village is still a potential. This potential needs to be increased and managed more optimally with collaboration and synergy from various stakeholders. Based on information from the management of the Tipang Tourism Village, it is known that the need for more support from various parties is the current obstacle. Lack of funding is also a major obstacle currently experienced by Tipang Village. To keep it running, operational costs are obtained from the sales of homestays and coffee shops. Management of the coffee shop itself capital is still needed to manage it, so for now, the management of the coffee shop is stopped and focuses on homestay marketing. Another obstacle is needing to increase the number of visits. The Tipang Village manager needs to have village regulations governing the payment of entrance tickets so that they are not considered illegal levies. Some of the discussions that were carried out resulted in the statement that Tipang Village still needs to be eligible for an entrance fee because the facilities are also inadequate at the tourist attractions in Tipang Village. Thus, according to the manager of Tipang Village, implementing sustainable tourism still requires a long journey.

E-mail:

rosianna.sianipar@uph.edu

Copyright © 2023 Economic Journal. All rights reserved.
is Licensed under a [Creative Commons Attribution-NonCommercial 4.0 International License \(CC BY-NC 4.0\)](https://creativecommons.org/licenses/by-nc/4.0/)

1. INTRODUCTION

Sustainable tourism is of quality if it can provide a quality experience for visitors, improve the quality of life of local communities, and protect the quality of the environment used. Quality tourism must also guarantee the continuity of the natural and cultural resources of the local community with a satisfying experience for visitors. The distinctive feature of sustainable tourism is tourism that adheres to consistency with the community's natural, social and cultural values, which can provide positive satisfaction and value for local communities and tourists when interacting and exchanging experiences [1]–[9]. Sustainable tourism is crucial for developing the tourism sector in the new normal era (post-Covid-19 pandemic). Sustainable tourism will be a choice and a consequence of tourism development after the Covid-19 pandemic. What needs to be strengthened is how tourism can be human-centered (people-centered tourism or community-based tourism), which can include increasing product diversification, services according to the needs of people's behavior, service patterns and efforts to increase the strength of local wisdom, which eventually becomes a unique selling point. It must be maintained, cared for and managed with the support of human resources. Another thing that needs to be implemented is domestic sustainability values such as resilience and local wisdom, as well as sustainable tourism [1], [10], [11]

In implementing sustainable tourism, cooperation from all tourism stakeholders is required. All stakeholders currently have the momentum to improve, organize and prepare strategies and steps for

reopening & rebounding tourism recovery. The government has concepts and strategies to apply sustainable tourism development patterns with comprehensive parameters and indicators, specifically in crisis management, hygiene, health and safety aspects. Various scientific disciplines and stakeholders must work together and improve governance, economic, socio-cultural and environmental aspects to increase competitiveness, reputation and public trust [1], [2], [12] Sustainable tourism development starts from the concept of sustainable development. The development concept includes efforts to maintain ecological integrity and diversification, meet basic human needs, reduce injustice, and increase the welfare of local communities. Tourism is developed to meet the needs of tourists, the tourism industry and the needs of local communities without compromising the capabilities of future generations. It can be concluded that sustainable development must have three basic principles, namely ecological sustainability, sociocultural sustainability and economic sustainability [1], [2], [12]

As a new development paradigm, sustainable tourism has begun to be implemented in various provinces in Indonesia. Sustainable tourism in Indonesia refers to three principles: people, planet and prosperity. Several national destinations won the Indonesia Sustainable Tourism Award (ISTA) in various categories, such as economic, social, cultural and environmental utilization. This shows that sustainable tourism is a system that provides a multiplier effect or multiple impacts on a region's economy and its people. It can also directly create job opportunities for local communities to improve welfare and the regional economy [13] North Sumatra Province is one of the provinces trying to make a tourist destination sustainable tourism. North Sumatra is one of the five Super Priority Destinations (DSP) provinces by the Ministry of Tourism and Creative Economy. North Sumatra has so much potential for natural beauty and unique cultural traditions. North Sumatra has 33 Regencies/Cities consisting of 25 Regencies and 8 Cities. One district that is being developed into a tourist destination trying to implement sustainable tourism is Humbang Hasundutan Regency. Humbang Hasundutan Regency has many destinations, including the Tipang Tourism Village. The Tipang Tourism Village is a pilot tourism village recently developed by the local community. It has also been visited by the Minister of Tourism and Creative Economy, Sandiaga Salahuddin Uno. Tipang Tourism Village is in the top 50 of the 2021 Indonesian Tourism Village Award (ADWI).

Tipang Tourism Village is one of the leading tourist villages in Humbang Hasundutan Regency. Topographically it is located at an altitude of 900 to 1200 meters above sea level with an area of approximately 500 Ha. This village has 3 (three) hamlets, namely hamlet 1 (one), hamlet 2 (two), and hamlet 3 (three). Tipang Tourism Village is one of the authentic villages that has developed the village since it was determined as a Pilot Project Village by the Ministry of Tourism and Creative Economy in 2018, with the contours of the area in the form of valleys. Tipang Tourism Village has very diverse natural beauty, including Pulo Simamora, Sigota-gota Waterfall, Sibara-bara Terraces, Gonting Staring, Batu Maranak Peak, Flag Milestone Peak. This Tipang Tourism Village does have not only natural tourism but also cultural tourism with its history, namely: Sarcophagus of Ompu Tuan Diharbo, Sarcophagus of Ompu Domiraja Nababan, Batu Harbangan Old Village of Banjar Tonga, Lumbantoruan Monument, Mangan Indahan Siporhis Ritual (part of the Sihali Aek tradition, one of the only tradition in the world to raise water against gravity which is done every November), and the Mamona-mona tradition (done before harvest). Apart from that, the Tipang Tourism Village also has several artificial tours, namely the Dalloid Art Studio (Making traditional Batak musical instruments, workshops playing traditional Batak musical instruments and Batak/Tortor dances. The potential of Tipang Village's natural resources is very potential for tourism. However, it still needs a touch and management of potential resources to improve society's economy in general.

Tourism development in a tourist village must ultimately refer to the quality of its facilities and services. Quality in a product and service is the most important factor in the success of an organization. Likewise, quality services and products are very much needed in tourism development [9], [14]–[16] The principle of sustainability in tourism village development and assistance programs can realize the ideals of a people-based economy. An example is the empowerment of all elements in a village to drive tourism. Residents' houses can be used as homestays for tourists. This can be a matter of pride for the local community and an attraction for tourists (Utama et al., 2021). Not only the principles of sustainable tourism but the principles of quality tourism are also needed in developing the tourism sector. Quality tourism has several dimensions known as the triangle of quality tourism, namely quality of tourist experience, quality of life of local people and quality of investors [17]–[21] This research aims to examine the tourism potential of Tipang Village and the implementation of sustainable tourism.

2. LITERATURE REVIEW

According to the World Tourism Organization, the concept of sustainable tourism pays attention to the principles of development which include ecological sustainability, social and cultural sustainability and economic sustainability for both the current and future generations. Sustainability can be interpreted as sustainability involving physical, social and political aspects by considering the management of natural resources, which include forests, soil and water; management of the impact of development on the environment and development of human resources. Based on the concept of sustainable development, sustainable tourism can be defined as tourism development that suits the needs of tourists while still paying attention to sustainability (conservation and environmental dimension), providing opportunities for young people to take advantage of it (economic dimension) and developing it based on the social order (social dimension) that has been established. there is [22] Sustainable tourism can be a means of realizing a positive relationship between tourism and the local environment. According to the World Tourism Organization, sustainable tourism can improve economic, social and aesthetic aspects by maintaining the environment, biodiversity and culture with integrity. Sustainable tourism consists of three dimensions, namely physical environmental sustainability, sociocultural sustainability and economic sustainability [14], [15], [22]–[24]

In practice, tourism development can be achieved by using a global code of ethics that aims to minimize negative impacts on the environment and culture and maximize benefits in sustainable development and involvement in poverty alleviation. The emergence of a global tourism code of ethics is because tourism development has the potential to cause damage to nature, culture and the welfare of local communities. If tourism is carried out responsibly, tourism can have positive impacts both economically, socially and culturally. Suppose the implementation of tourism exceeds the carrying capacity of tourism. In that case, the balance can be disrupted, the quality of the environment can be different from before, and local culture and traditions will be lost. Even the worst condition is a tourist destination that no longer exists, so it can harm future generations. Of course, this should not be allowed to go unpunished, so the right solution is applying the concept of sustainable tourism, which is centered on conserving resources that can be used continuously in the future [14], [15], [22]–[24]. The three dimensions of sustainable tourism have their respective indicators as follows:

1. Dimensions of physical environmental sustainability

Includes protecting environmental assets (protection of valuable natural assets), managing natural resources and minimizing the impact of tourism activities (limiting impacts of tourism activity).

2. The dimension of socio-cultural sustainability, which includes the support of cultural assets (sustaining cultural assets), community participation and community interaction (community attitudes)

3. The dimension of economic sustainability, which includes employment and wage policies

The journal of the Ministry of Tourism and Creative Economy put forward several guidelines for sustainable development as follows : Utilization of environmental resources is a key element in developing tourism optimally, Respect social and cultural authenticity and local communities, Ensuring long-term operations that can provide socio-economic benefits to all stakeholders that are equitably distributed, including stable employment and opportunities for host communities to generate income and social services, as well as contribute to poverty eradication. Achieving sustainable tourism is an ongoing process and requires constant monitoring of impacts and taking preventive or corrective actions where necessary. Sustainable tourism must also maintain a high level of tourist satisfaction, guarantee a meaningful experience for tourists, and raise awareness about sustainability issues.

The guide to implementing sustainable tourism by the United Nations – the World Tourism Organization states that the development of sustainable tourism has 12 objectives with three foundations [1], [25]–[28] The three foundations of sustainable tourism are:

1. Economic sustainability

Ensuring operational activities that are optimal and can generate socio-economic benefits for all interests that are adequately integrated, provide jobs for local communities so that they receive income and social services, and help reduce poverty. Sustainable tourism must also be able to provide satisfaction to visitors, provide valuable experiences and increase awareness of sustainability issues among tourists.

2. Social sustainability

To maintain socio-cultural origins and local customs, preserve the local cultural background, make a significant contribution to cross-cultures, and respect the rights of every individual.

3. Environmental sustainability

Environmental sustainability must be accompanied by protecting ecological ecosystems and nature reserves that aim to eliminate soil, water, and air pollution. Managers of tourist destinations must know and be aware of the importance of maintaining and protecting the environment in the tourist destinations they manage.

3. METHOD

The method used in this research is qualitative research method. According to Creswell, qualitative research methods are research conducted following a series of events related to human experience. The phenomena and problems studied will be explained through qualitative methods [29]. This study uses a qualitative method where the data presented is in words, descriptions and descriptions. In this case, the qualitative data in question is how Tipang Village and implementing sustainable tourism own tourism potential. This research will also examine the implementation of quality tourism in Tipang Village and strategies for developing it. The data used in this study consisted of primary data and secondary data. Data collectors obtain primary data directly through key informants at the research location. Secondary data is data obtained indirectly, for example, through documents. In this study, secondary data were obtained from literature studies, the internet and other sources related to research [30]

The data collection techniques used in this study are as follows:

Interview

An interview is a conversation between two or more people to obtain certain data. Both parties conducted interviews, namely researchers/data seekers (interviewers) and those who provided data or key informants the name is Mr.Herman. The resource persons in this interview were the Pokdarwis of Tipang Village and the local community.

Observation

Observation is an intentional and systematic observation of the activities of individuals or other objects under investigation. This study used open observation where researchers in collecting data stated to data sources that research was being carried out [30] Observations were made of the potential tourist attraction in Tipang Tourism Village

4. RESULT AND DISCUSSION

Humbang Hasundutan Regency is a district that has just started to develop and was split from North Tapanuli Regency in 2003. Humbang Hasundutan Regency has several tourist villages, one of which is Tipang Tourism Village. Tipang Tourism Village is in Baktiraja District. The Bakti Raja sub-district has the smallest area compared to the other nine sub-districts. Baktiraja Subdistrict has seven villages: Tipang Village, Marbun Toruan Village, Siunong-Unong Julu Village, Simamora Village, Sinambela Village, Simangulampe Village, Marbun Tonga Marbun Dolok Village. Tipang Tourism Village is located on the outskirts of Lake Toba and is surrounded by cliffs. Tipang Tourism Village is also surrounded by rice fields used by the community as their main livelihood. It is believed that Tipang Village was a gift from the King of Lontung to the King of Sumban, who married his daughter, Boru Lontung. Boru Lontung gave birth to two sons, namely Simamora and Sihombing. Tipang Tourism Village is inhabited by seven Batak clans called Raja Napitu. The Napitu king has close kinship ties and still carries out social traditions. Entering Tipang Village, visitors will find an inscription that symbolizes Tipang Village. The inscription has doves, hands and rice symbols which have sacred values and are the local community's identity. The meaning of the first inscription symbol is a bunch of rice (tano simarlilap) which means inviting anyone who can make progress for the sake of prosperity without disturbing the manners of society.

The meaning of the second inscription is the hands of worship (duhutduhut simardimpos) which means mutual respect and love between people. At the same time, the third monument is a dove (butan simenakmenak) which means wise in living by God's guidance. The three monuments mean that Tipang Tourism Village is an open area for anyone to visit.

Tipang Tourism Village is in the top 50 of the 2021 Indonesian Tourism Village Award. This tourist village is included in the pilot category. Tipang Tourism Village is a hilly and rocky area with a height of 500-1500 meters above sea level. Tipang Tourism Village has an area of 512 ha, and most of the land is cultivated as rice fields. With the extent of rice fields, Tipang Tourism Village has views of vast expanses of

Rosianna Sianipar, Implementation of Sustainable Tourism in Supporting Quality Tourism in Tipang Village

rice fields and is an attraction for visitors. Tipang Tourism Village also has natural scenery that is still preserved. Communities can live side by side and not destroy nature.

Based on the observations made, there are potential natural and cultural tourist attractions in Tipang Tourism Village, namely:

1. Potential Natural Tourism Attraction
 - a. Simamora Island

Simamora Island is an island in Tipang Village and is used by the community as fields, buffalo pens and a place to carry out the tradition of rejecting reinforcements. This island is also a location for Martoba or Mardoton, namely traditional fishing. Simamora Island has no inhabitants and has a turtle-like shape. This island is also often used for camping with a tent capacity of up to 25 units. This island has the potential to be developed as a natural tourist attraction in the Tipang Tourism Village. From this island, you can see the panoramic beauty of the Siamak Pandan Valley or Tipang Village.

- b. Sigota-Gota Waterfall

Sigota-Gota Waterfall, or Sipultak Hoda Waterfall, is a potential natural tourist attraction in Tipang Tourism Village. This waterfall can be developed for special interest tourists with tourism activities that utilize waterfalls. This waterfall is nicknamed Ssigota-Gota Waterfall to remember and honor the ancestors' struggle to maintain the Sipultak Hoda River so that it can flow into Tipang Village. From the river comes the water needed to carry out the Sihali Aek tradition.

- c. Sibara-bara terraces

Sibara-bara terraces are one of the potential natural tourist attractions that are unique, namely rice terraces with a terraced model. The rice fields look terraced to overcome the sloping land contours. The uniqueness of these rice fields can be developed to be enjoyed by visitors who come to the Tipang Tourism Village.

- d. The peak of Maranak Stone

Batu Maranak is also a potential tourist attraction in Tipang Tourism Village, which can be reached about an hour from Dolok Sanggul. Batu Maranak has a folklore that tells of a pair of young people with the same clan making physical contact outside marriage. Physical contact outside of marriage is prohibited and considered taboo. Because of this story, the elders made up stories and prohibitions to remind couples of the same clan not to make physical contact.

2. Potential Attraction of Cultural Tourism
 - a. Sarcophagus

In addition to the natural tourism potential, Tipang Tourism Village also has the potential to attract cultural and historical tourism from the Batak tribe. Visitors can learn about the culture that belongs to the Sarcophagus. The Sarcophagus is a burial made of stone and is located above the ground. The Sarcophagus in Tipang Tourism Village is unique, with a mask motif with various expressions. The Sarcophagus is believed to be able to protect the bodies of dead people from interference by supernatural beings. The sarcophagi found in Tipang Tourism Village are Ompu Somba Debatara Sarcophagus, Ompu Raja Ijulu Sarcophagus, Ompu Tuan Dihorbo Sarcophagus, Ompu Domiraja Nababan Sarcophagus,

- b. Tradition Sihali Aek

This tradition is a potential dance for cultural tourism in the Tipang Tourism Village. This tradition is an activity to raise water against gravity every November. This tradition aims to clean the water ropes from upstream to downstream without exception. Everyone is responsible for the smooth water supply to all rice fields. Before cooperation is carried out, the community first eats together. This tradition protects irrigation, development, and utilization of irrigation for community activities. Before the activity begins, the community will pray together and recite rhymes led by the community's oldest members.

Developing tourist villages by focusing on natural and cultural attractions is one step toward attracting tourists. The development of tourist villages is the government's mission to improve people's welfare through developing local potential and resources. In practice, tourism development can be achieved using a sustainable tourism approach that aims to minimize negative impacts on the environment and culture and maximize benefits in sustainable development and engage in poverty alleviation. If tourism is not carried out responsibly, tourism can have negative impacts both economically, socially and culturally. Suppose the implementation of tourism exceeds the carrying capacity of tourism. In that case, the balance can be disrupted, the quality of the environment is not the same as before, and local culture and traditions will be lost. Even the worst condition is a tourist destination that no longer exists, so it can harm future

generations. This, of course, should be included, so the right solution is to apply the concept of sustainable tourism.

The guide to implementing sustainable tourism by the United Nations - the World Tourism Organization states that sustainable tourism development has 12 goals with three foundations. The three foundations of sustainable tourism are implemented in the Tipang Tourism Village as follows:

1) Economic sustainability

Ensuring operational activities that are optimal and can generate socio-economic benefits for all interests that are adequately integrated, provide jobs for local communities so that they receive income and social services, and help reduce poverty. Sustainable tourism must also be able to provide satisfaction to visitors, provide valuable experiences and increase awareness of sustainability issues among tourists. In providing quality tourism activities in the Tipang Tourism Village, managers need to identify the potential for natural and cultural tourism owned by the village and manage it according to the needs of tourists. The needs of tourists also need to be identified so that they are right on target and can provide quality tourism for tourists. Village managers also need to make tour packages that can be marketed to tourists. The development of tourism activities that involve visitors also needs to be done. Tourist village managers also need to improve the quality of service for visitors. Existing tour packages can then be promoted by utilizing social media.

2) Social sustainability

As a means to maintain socio-cultural origins and local customs, preserve the local cultural background, make a significant contribution to cross-cultures, and respect the rights of every individual. The unique and sacred culture in Tipang Village can be packaged and made into a tourism product for visitors without destroying or reducing the sacredness of the culture itself. The community must support and be involved in these activities. Even in managing tourism, the community needs to participate and be more proactive in supporting programs from the Tipang Village manager. Thus social sustainability in carrying out tourism in Tipang Village can be achieved.

3) Environmental sustainability

Environmental sustainability must be accompanied by protecting ecological ecosystems and nature reserves that aim to eliminate soil, water and air pollution. Managers of tourist destinations must know and be aware of the importance of maintaining and protecting the environment in the tourist destinations they manage. For Tipang Village, environmental sustainability needs to be further improved. The simple thing that can be seen is managing household waste still found around tourist attractions. Likewise, tourist waste still needs to be maximally managed. For the superior tourist attraction owned by Tipang Village, it is necessary to add supporting facilities related to environmental cleanliness.

Based on information from the management of the Tipang Tourism Village, it is known that the need for more support from various parties is the current obstacle. Lack of funding is also a major obstacle currently experienced by Tipang Village. To keep it running, operational costs are obtained from the sales of homestays and coffee shops. Management of the coffee shop itself capital is still needed to manage it, so for now, the management of the coffee shop is stopped and focuses on homestay marketing. Another obstacle is not being able to increase the number of visits. The Tipang Village manager needs to have village regulations governing the payment of entrance tickets so that they are not considered illegal levies. Some of the discussions that were carried out resulted in the statement that Tipang Village still needs to be eligible for an entrance fee because the facilities are also inadequate at the tourist attractions in Tipang Village. Thus, according to the manager of Tipang Village, implementing sustainable tourism still requires a long journey.

5. CONCLUSION

Sustainable Tourism in Tipang Village is still a potential. This potential needs to be increased and managed more optimally with collaboration and synergy from various stakeholders. Based on information from the management of the Tipang Tourism Village, it is known that the lack of support from various parties is the current obstacle. Lack of funding is also a major obstacle currently experienced by Tipang Village. To keep it running, operational costs are obtained from the sales of homestays and coffee shops. Management of the coffee shop itself capital is still needed to manage it, so for now, the management of the coffee shop is stopped and focuses on homestay marketing. Another obstacle is needing to increase the number of visits. The Tipang Village manager needs to have village regulations governing the payment of

entrance tickets so that they are not considered illegal levies. Some of the discussions that were carried out resulted in the statement that Tipang Village is still not eligible to be charged an entrance fee because the facilities are also inadequate at the tourist attractions in Tipang Village. Thus, according to the manager of Tipang Village, implementing sustainable tourism still requires a long journey.

REFERENCES

- [1] R. Juliana, J; Parani, N. Irene, B. Sitorus, R. Pramono, and S. Maleachi, "Study of Community Based Tourism in the District West Java," *International Journal of Sustainable Development and Planning*, vol. 16, no. 2, pp. 277–285, 2021.
- [2] Juliana. Lemy, D.M., Pramono, R., "Acceleration of environmental sustainability in tourism village. *International Journal of Sustainable Development and Planning*, 17(4): 1273-1283. <https://doi.org/10.18280/ijstdp.170425>," 2022.
- [3] N. G. Evans, "Sustainable competitive advantage in tourism organizations: A strategic model applying service dominant logic and tourism's defining characteristics," *Tour Manag Perspect*, vol. 18, pp. 14–25, 2016, doi: 10.1016/j.tmp.2015.12.015.
- [4] W. An and S. Alarcón, "How can rural tourism be sustainable? A systematic review," *Sustainability (Switzerland)*, vol. 12, no. 18. MDPI, Sep. 01, 2020. doi: 10.3390/SU12187758.
- [5] J. M. López-sanz, A. Penelas-leguía, P. Gutiérrez-rodríguez, and P. Cuesta-valiño, "Sustainable development and consumer behavior in rural tourism—the importance of image and loyalty for host communities," *Sustainability (Switzerland)*, vol. 13, no. 9, 2021, doi: 10.3390/su13094763.
- [6] D. L. Edgell Sr, *Managing sustainable tourism: A legacy for the future*. Routledge, 2016.
- [7] M. Asker, S., Boronyak, L., Carrard, N. and Paddo, "Effective Community Based Tourism: A Best Practice Manual, Sustainable Tourism Cooperative Research Centre, Sydney,," 2010.
- [8] A. A, Babu Sudeer; F, Hakim; J, Abhijith; K, "Village tourism: A sustainable rural development model forkuttanad, Kerala," *Journal of Advanced Research in Dynamical and Control Systems*, vol. 11, no. 2, pp. 2044–2048, 2019, [Online]. Available: <https://www.scopus.com/inward/record.uri?eid=2-s2.0-85073565583&partnerID=40&md5=6d66bb3e476a30ad00a51d82b321fdf4>
- [9] J. Juliana, D. M. Lemy, I. B. Hubner, R. Pramono, S. Maleachi, and N. B. Sitorus, "Acceleration of community-based tourism village development in West Java Province," *Jurnal Pariwisata Pesona*, vol. 7, no. 1, pp. 10–18, 2022, doi: 10.26905/jpp.v7i1.7368.
- [10] & Sukmadi. Simatupang Violetta, "Analisis Kebijakan Pembangunan Pariwisata Berkelanjutan Di Kota Bandung Selama Pandemi Covid 19. *Media Bina Ilmiah*, 15(6), 4669–4680,," 2021.
- [11] Juliana. Lemy, D.M., Pramono, R., "Acceleration of environmental sustainability in tourism village. *International Journal of Sustainable Development and Planning*, 17(4): 1273-1283. <https://doi.org/10.18280/ijstdp.170425>," 2022.
- [12] J. Lemy, Diena M, Pramono, Rudy, Juliana, "Acceleration of Environmental Sustainability in Tourism Village," *International Journal of Sustainable Development and Planning*, vol. 17, no. 4, pp. 1273–1283, 2022, doi: <https://doi.org/10.18280/ijstdp.170425>.
- [13] K. , H. T. , & L. N. Fajri, "Implementasi Pariwisata Berkelanjutan di Eduwisata Enggang Gading. *Tourism Scientific Journal*, 6(1), 151–166. <https://doi.org/10.32659/tsj.v6i1.123>," 2020.
- [14] I. B. Hubner, N. Irene, B. Sitorus, and R. Pramono, "The Effect of Nation Branding ' Thoughtful Indonesia ' upon the Decision Process of International Tourists to Visit Indonesia in New Normal Era / amid the Covid-19 Pandemic," vol. 07, no. 10, pp. 3362–3373, 2020.
- [15] I. B. Hubner, R. Pramono, N. B. Sitorus, and D. M. Lemy, "Implementation of the Four Pillars of Sustainable Tourism Destinations in the Tourism Village of Kampung Keranggan , South Tangerang," pp. 510–520, 2022.
- [16] I. B. Hubner, D. M. Lemy, R. Pramono, S. Chelsye Parera, and W. Rosse Marisca Gajeng, "Implementation Sustainable Ecotourism Cikolelet Tourism Village-343 , 2023.
- [17] K. S. W. Nugraha, I. B. Suryaningsih, and I. D. Cahyanti, "Destination quality, experience involvement and memorable tourism experience: Is it relevant for rural tourism?," *Management and Marketing*, vol. 16, no. 1, pp. 69–85, Mar. 2021, doi: 10.2478/mmcks-2021-0005.
- [18] M. S. Rahman, A. M. Osman-Gani, and M. Raman, "Destination selection for education tourism: Service quality, destination image and perceived spirituality embedded model," *Journal of Islamic Marketing*, vol. 8, no. 3, pp. 373–392, 2017, doi: 10.1108/JIMA-10-2015-0080.

- [19] J. Park and E. Jeong, "Service quality in tourism: A systematic literature review and keyword network analysis," *Sustainability (Switzerland)*, vol. 11, no. 13, 2019, doi: 10.3390/su11133665.
- [20] C.-F. Chen and F.-S. Chen, "Experience quality, perceived value, satisfaction and behavioral intentions for heritage tourists," *Tour Manag*, vol. 31, no. 1, pp. 29–35, 2010, doi: <https://doi.org/10.1016/j.tourman.2009.02.008>.
- [21] V. T. Wang, T.L., Tran, P.T.K. and Tran, "Destination perceived quality, tourist satisfaction and word-of-mouth", *Tourism Review*, Vol. 72 No. 4, pp. 392-410," 2017.
- [22] N. I. B. Sitorus, " Peran Dan Kolaborasi Stakeholder Pariwisata Dalam Mendukung Peningkatan Kunjungan Wisata Di Kawasan Danau Toba [Role And Collaboration Of Tourism Stakeholders In Supporting Increased Tourism Visits In The Lake Toba Area]. Hasil Penelitian Jurnal Hospitality Dan Pariwisata, 6(2), 56–105. <https://doi.org/10.30813/V6i2.2416>," 2020.
- [23] J. Juliana and N. B. Sitorus, "Kelengkapan Produk Wisata di Pulau Siladen Sebagai Destinasi Wisata Bahari," *Khasanah Ilmu - Jurnal Pariwisata Dan Budaya*, vol. 13, no. 1, pp. 26–37, Mar. 2022, doi: 10.31294/khi.v13i1.11688.
- [24] R. Sianipar and N. Bernedeta Sitorus, "Marketing Strategies For Tourism Village In West Bandung District In Covid-19 Pandemic," *Journal of Industrial Engineering & Management Research*, vol. 3, no. 1, 2022, doi: 10.7777/jiemar.
- [25] I. Sitorus, F. A. Winanto, and P. K. Hassanand, "Local Community Participation In The Development Of Sustainable Tourism Destinations In Cihanjuang Rahayu Village," 2020. [Online]. Available: <https://api.semanticscholar.org/CorpusID:253513504>
- [26] M. Sunuantari, "Tourism Communication in Community Based Tourism in Dieng Community, Central Java, Indonesia.," *Binus Business Review*, vol. 8, no. 2, pp. 149–156, 2017.
- [27] M. Stone, "Community-based ecotourism: a collaborative partnerships perspective," *Journal of Ecotourism*, vol. 14, Mar. 2015, doi: 10.1080/14724049.2015.1023309.
- [28] I. Junaid, N. Salam, and Muh. A. M. Salim, "Developing homestay to support community-based tourism," *Masyarakat, Kebudayaan dan Politik*, vol. 32, no. 4, p. 390, 2019, doi: 10.20473/mkp.v32i42019.390-398.
- [29] J. W. Creswell, *Research Qualitative, Quantitative, and Mixed Methods Approaches Design Fourth Edition*. 2014.
- [30] Sugiyono, *Metode Penelitian Pariwisata : Kuantitatif, Kualitatif, Kombinasi, R&D, Alfabeta, Bandung*. 2020.