

Excellent Service Management For Pandean Tourism Village Destinations In Trenggalek

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ABSTRAK

Pengembangan manajemen pelayanan desa wisata Pandean telah berhasil menjadikan desa unggulan dalam lomba anugerah desa wisata pada tahun 2022, sehingga banyak best practices yang dapat dikaji atas keberhasilan masyarakat dan pemerintah desa setempat dalam pengelolaan desa wisata tersebut. Dalam penelitian ini digunakan pendekatan 6A yaitu Attraction, Amenities, Ancillary, Activity, Accessibilities dan Available Package (Chaerunissa & Yuniningsih, 2020) untuk mengkaji pengembangan pelayanan wisata prima di desa wisata Pandean. Tujuan penelitian ini adalah untuk mendeskripsikan dan menganalisis bagaimana pengelolaan layanan prima yang dilakukan oleh pemerintah desa bersama masyarakat setempat khususnya organisasi masyarakat Kelompok Sadar Wisata Dewi Arum Pulosari Desa Pandean dalam memberikan layanan di desa wisata pandean tersebut. Metode yang dilakukan adalah penelitian deskriptif kualitatif menyangkut berbagai aktivitas yang dilakukan oleh pemerintah desa setempat, khususnya kelompok sadar wisata yang mendapat tugas pokok dan fungsi layanan wisata di desa tersebut oleh pemerintah desa setempat. Hasil penelitian menunjukkan bahwa penerapan teori 6A tersebut, dapat terlaksana dengan baik, sehingga dapat menjadikan Desa Wisata Pandean sebagai salah satu desa wisata terbaik di tingkat nasional pada tahun 2022 terkait 7 indikator penilaian yang diberikan oleh Asosiasi Desa Wisata Indonesia.

ABSTRACT

The development of Pandean tourist village service management has succeeded in enhancing the village's superiority in the tourist village award competition in 2022 so many best practices can be analyzed regarding the success of the local community and village government in managing the tourist village. In this research, the 6A approach was used, Attraction, Amenities, Ancillary, Activity, Accessibilities, and Available Packages (Chaerunissa & Yuniningsih, 2020) to study the development of excellent tourism services in the Pandean tourist village. The purpose of this research is to describe and analyze how excellent service management is conducted by the village government together with the local community, especially the Dewi Arum Pulosari Tourism Awareness Group community organization in Pandean Village in providing services in the Pandean tourist village. The method applied is qualitative descriptive research regarding various activities carried out by the local village government, especially the tourism awareness group which is assigned the main tasks and functions of tourism services in the village by the local village government. The results show that the application of the 6A theory can be implemented well so that it can make Pandean Tourism Village one of the best tourist villages at the national level in 2022 regarding the 7 assessment indicators provided by the Indonesian Tourism Village Association.

INTRODUCTION

The wave of democratization (Huntington & Nelson, 1994) and transparency hit various governments in the world, especially in developing countries, which is essentially a demand for the best possible public service from the government bureaucracy. Public complaints regarding services provided by government officials, especially the front-line bureaucracy, both at the district and city government levels, as well as village or sub-district governments require to be

ARTICLE HISTORY

Submitted: 31 07 2023

Revised: 11 08 2023

Accepted: 26 10 2023

Published: 19 11 2023

KATA KUNCI

Layanan; Prima; Desa; Wisata; Pandean

KEYWORDS

Service; Excellent; Village; Tourism; Pandean

observed and a solution must be sought; so that the interests and requirements of the community are protected and satisfied.

The desire to provide better services to the community can be discovered from the efforts to emphasize autonomy in Regencies/Cities, during the New Order era regulation Number 5 of 1974 (<https://peraturan.bpk.go.id/Details/47413/uu-no-5-tahun-1974>) is considered ineffective for building good government and being able to respond to societal developments in the era of globalization, as well as free world competition. At that time, the Minister of Home Affairs, Rudini, proposed the possibility of abolishing the Level I DPRD and placing autonomy in Secondary Regional (DATI II) only. In line with this proposal, Prof. Selosumardjan has also proposed: "that provinces only become administrative regions, not autonomous regions. "Thus, Level I DPRD requires to be abolished and autonomy placed in level II regions, as well as villages to be made autonomous regions" (Surya, 2/4-1990).

The East Java Provincial Government is committed to continuing to improve the quality of public services and government administration in all districts/cities throughout East Java, to increase community satisfaction and provide optimal service excellence for the people of East Java. (<https://kominfo.jatimprov.go.id/berita/pemprov-jatim-angkatkan-kualitas-sebuah-publik-dan-administrasi-Pemetan>).

The importance of community services is certainly required for government at the lowest level, which is the village, where the village government is the tip of the front-line bureaucracy that directly serves the community. Along with efforts to accelerate the development of sustainable tourist destinations, especially in tourist villages (Permenparekraf, no. 9 of 2022), efforts to improve services in tourist villages are becoming increasingly important to increase village development in line with the establishment of these tourist villages. One of the villages that has succeeded in reaching the national level in developing tourist villages is the Pandean tourist village, Trenggalek Regency, which has succeeded in becoming one of the best tourist villages in Indonesia in 2022 (Kabar Trenggalek, 2022). Furthermore, it is important to study how the tourist village was managed until it received the award for superior tourist village according to the Indonesian Tourism Village Association.

B. Research Problem

The various demands and problems plaguing to the frontline bureaucracy have encouraged various parties, especially the leadership of the government bureaucracy itself, to redefine, reposition, and re-actualize the role of the public bureaucracy in providing the best possible service to the community. This effort is usually known as the professionalization of public services.

Based on the various descriptions above, the following problems can be stated:

"How is the management of excellent service in the Pandean tourist village environment for it finally receives awards for the realization of Pandean village as a superior tourist village?"

C. Research Objectives

The purpose of this research is to describe and analyze excellent service management in the Pandean tourist village environment so that it can gain an appreciation for the realization of Pandean village as a superior tourist village.

Literature Review

One of the main weaknesses in service by bureaucracy, as stated by (Osborne, 1992), is because they don't know who their customers are. This occurs since most government agencies do not obtain their funds from customers. Therefore, in public service, it must be clear who is served; it must be clear to whom public servants should be responsible (Denhardt and Denhardt, 2003). Several characteristics require attention in providing excellent service to customers; they are 1. Responsiveness, 2. Presence, 3, Professionalism (Supranto, 1997).

Regarding efforts to develop tourist villages, good public service management (Moenir, 2002) is essential for the village government and its officials in providing services to the community (Andi et.al., 2023) especially tourists who visit the tourist village; as they can be satisfied with their recreation. In addition to providing good services for the community, it is very necessary to develop good governance (Dwiyanto, 2006) so that the excellent service performance of tourist villages can be realized well.

Rural tourism has recently important role in the tourism industry (Fotiadis et al., 2016). The concept of Community Based Tourism has been at the forefront of encouraging rural development (Oketch, 2016a). The representation of Community Based Tourism development is the Tourism Village (Utami et al., 2019). Rural tourism has developed as a form of tourism with the aim of sustainable development of rural communities in rural areas and a tool for socio-economic development (Felly et.al., 2023) and as a modern business in rural areas (Anabestani, 2016).

According to Brown and Stange (2015), the components of tourism development consist of 3A, namely Attraction, Activity, and Accessibility. The development components mentioned are the basic components in developing tourist destinations, while Buhalis (Chaerunissa & Yuniningsih, 2020) put forward a different theory that the tourism development components consist of 6A, namely Attraction, Amenities, Ancillary, Activity, Accessibilities, and Available Package.

RESEARCH METHODS

In this research, a qualitative research type was applied (Guba & Lincoln, 1994) to be able to study and obtain the existing situation in the Pandean Tourism Village as the research object chosen in this research. Other than that, the research method (Sugiyono, 2018) refers to a type of research that is superior to more structured quantitative approaches, because the type of design in the naturalistic approach is generally relatively more flexible in capturing and determining variables in the management of tourist village services carried out. both by village government officials and the Dewi Arum Pulosari tourism awareness group which was formed to manage various tourist attractions in the Pandean tourist village environment.

Resources Information

To explore the various information required that is related to the 6 A theory (Chaerunissa & Yuniningsih, 2020) which is used as a tool for analysis in this research, the researcher conducted in-depth interviews with key informants, Mrs. Ririn Setyo Widiastuti, S.Pd, as chairman of the Dewi Arum Pulosari Village Pokdarwis Pandean Tourism, which has the main task of managing various tourist objects in the Pandean Tourism Village, which then snowballs (Sugiyono, 2018)

to other village government officials, as well as members Dewi Arum Pulosari tourism awareness group, until it was felt that the information obtained was complete to study the management of the Pandean tourist village using the 6A theory approach.

Data analysis

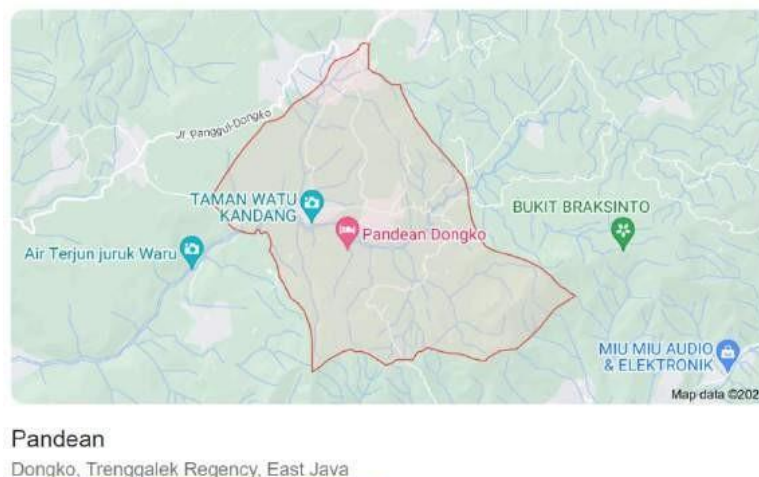
The analysis technique used in this research is interactive model analysis as developed by (Miles et al., 2014) which consists of 4 (four) analysis components, namely (i) data collection, (ii) data condensation, (iii) data presentation, and (iv) concluding. Reduction data collection is the first step in analysis to find the data that is most relevant to the research problem. The data is then displayed in the form of tables and figures to make it easy to understand which will then be analysed based on the relevant 6 A theory.

RESULTS AND DISCUSSIONS

Research Site Characteristics

Trenggalek is a regency located in the southern part of East Java. Trenggalek Regency consists of 152 villages, Pandean Village is one of the villages designated as a tourist village based on the Sadewa program (one hundred tourist villages) within Trenggalek.

Figure 1:
Map of Pandean Tourism Village, Trenggalek



Source: <https://www.google.com/search?q=peta+desa+pandean>

Pandean is topographically located at an altitude of 567 meters above sea level, with cool air and superior natural beauty which is crossed by the Watu Kandang River as a leading tourist attraction as a place for river tubing holidays with rocks and forests along the river (Maharani et al., 2022). Pandean Village has an area of 1,663,377 Ha, consisting of 5 *protectors*, each of which has an interesting natural potential to visit as a natural tourist attraction. Based on the conditions of the people, the Pandean tourist village can be described in the following table:

Table 1:
Pandean Monograph

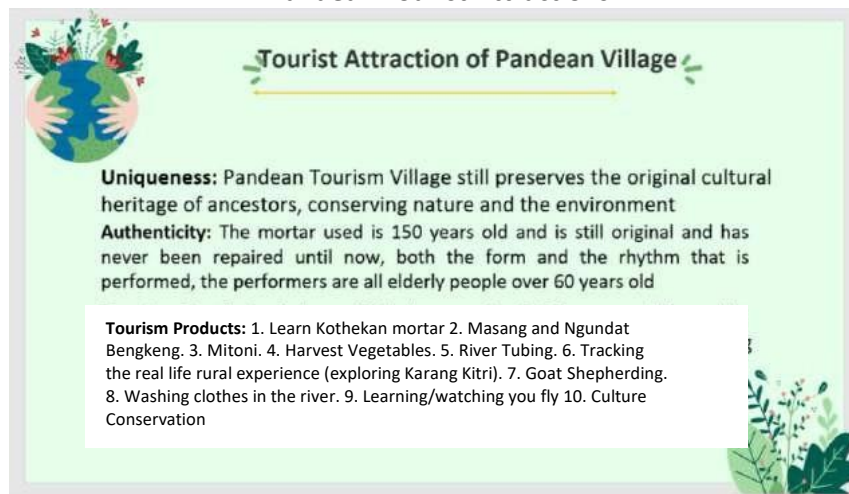
No.	Description	number	detail
1.	Population	7.753	men/women:3952/3801
2.	Labor	2.963	men/women: 1879/1058
3.	Small and medium businesses	434	-
4.	Income Per Capita	Rp. 350.000,-	

Source: Pokdarwis Pandean, 2023

Pandean Village was successfully selected as 1 of the 50 tourist villages in the 2022 Indonesian Tourism Village Award (ADWI) by the Ministry of Tourism and Creative Economy of the Republic of Indonesia, where Watu Kandang Park is the leading tourist destination in the village. The beauty of Watu Kandang has been asked to become an icon of the tourist village in Pandean Village, Dongko District. The history of the development of Pandean village begins with the Watu Kandang tourist icon, which used to be a very feculent and muddy river, full of rubbish and broken glass. Apart from that, the large number of illegal stone mining has caused a lot of harm to the environment and has worried local officials and communities. Based on these conditions, community leaders and local village government officials then tried to overcome this by raising awareness of the importance of keeping the river clean so that people no longer throw rubbish in the river, and inviting the community to turn the river into an attractive tourist spot with the River Tubing tourist attraction. has economic value for society. As time progressed and the economic results obtained from River Tubing tourism activities, people's mindsets began to change, those who previously liked to throw rubbish carelessly began to orderly throw rubbish in its place, and even became individuals who were aware of the importance of keeping rivers clean, so they planned to open a river destination. tubing can be carried out well (Yeni Puspitasari, 2017).

Management of tourist destination services in Pandean village begins by utilizing the natural potential in the village, namely maintaining the cleanliness of the river and making it a leading tourist attraction with the River Tubing attraction because the river flow is good and almost continues to flow in every season. Furthermore, various unique potentials and other unique tourist attractions are also developed, both in the form of the physical character of the rural natural environment and the socio-cultural life of the community. These various potential tourist attractions are then managed and packaged in an attractive but natural manner, according to local village conditions, along with the development of other tourist facilities to support the realization of a superior and competitive tourist village compared to other tourist village destinations. Officially, Pandean Village, Trenggalek Regency, began to develop into a tourist village in 2020 and was inaugurated in 2021. The initial decision to make it a tourist village was because of the natural beauty that visitors could see (Chilmi & Armanda, n.d. 2021). The superior tourist attractions developed by the Pandean Tourism Village (Pokdarwis, 2023), include the following 3 things:

Figure 2:
Pandean Tourist Attractions



Source: Pokdarwis Pandean, 2023

Pandean Tourism Village's Excellent Service

To attract the presence of various tourists in the village, the tourism awareness group formed by the local village government as stated by the chairman of the Kelompok Sadar Wisata (Pokdarwis) developed various tourism support components that can be analyzed based on the 6A theory that must be present in the tourist destination (Chaerunissa & Yuniningsih, 2020). These core services were found to be the strongest determinant of tourists' motivation to revisit (Seetanah et al., 2020). Tourism Development in Pandean Tourism Village, Trenggalek Regency, in this research, researchers used the approach of (Chaerunissa & Yuniningsih, 2020) who put forward the theory of tourism development consisting of 6A, which are Attraction, Amenities (comfort), Ancillary (additions), Activity (activity), Accessibilities (accessibility) and Available Package (the package provided). Furthermore, various components of tourism service management can be presented as follows:

Attraction (Attraction)

Attraction components in a tourist destination can be natural or man-made tourism such as amusement parks or cultural tourism packaged in regional arts performances that other regions do not have. Attraction components can also be events in a village. Each tourist destination has its characteristics which turn out to be an attraction for tourists (Agustina & Rahmawati, 2023). An example of one village that has tourist attractions is Pandean village.

Various interesting tourist attractions are presented at the Pandean Tourism Village to make an impression on visitors. Tourist attractions in Pandean Tourism Village include various kinds of tourism products, Learning Kothehan Lesung, Masang and Ngundat Bengkeng, Mitoni, Ngunduh Sayur, River Tubing, Tracking the real-life rural experience (cruising Karang Kitri), Angon Wedus, Umbah Umbah, Ngunduh Plants, learning/watching you fly, conserving culture.

Figure 3:
tourist attraction



Source: Pokdarwis Pandean, 2023

To increase tourist attraction, of course, there are tourist attractions that want to be developed in the Pandean Tourism Village. Currently, Pandean Tourism Village is developing a development plan, one of which is IMPROVING EDUCATIONAL AND OUTBOUND TOURISM (IKM). But for now, everything is still in the development stage, to increase educational and outbound tourism (IKM).

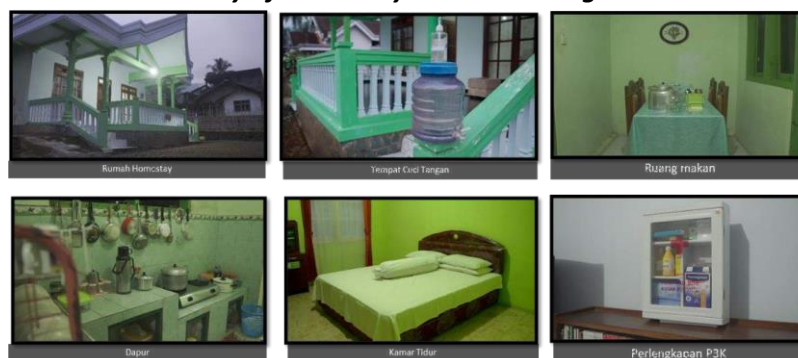
Amenities (Facilities)

Amenities are variables within a destination or related to a destination that enables tourists staying at that destination to enjoy or participate in the attractions offered. Ancillary or additional facilities are supporting facilities or things that support tourism activities (Putri & Putra, 2023)

In the Pandean Tourism Village area, it is quite easy to find various supporting facilities such as complete Klontong figures, worship facilities, homestays, and so on. The location of the Pandean Tourism Village which is quite close to the main road (highway) makes it easier for visitors to find amenities. There are also small stalls and food stalls managed by residents close to tourist destinations.

Figure 4:

Facility of Homestay Pandean Village 2023



Source: Pokdarwis Pandean, 2023

However, of the various existing facilities, Pandean Tourism Village does not yet have a souvenir shop and public toilets. Therefore, tourism must also prioritize how visitors' feelings of satisfaction are achieved; one way is by making improvements to at least tourist amenities. In the future, the development of amenities that will be carried out in the Pandean Tourism Village

is to build an improvement in the community's economy through traditional markets every Saturday and Sunday.

Ancillary (Additional).

Various unique features as additional services for tourists, while maintaining the nature of the Pandean tourist village and the uniqueness and authenticity of the various products owned by the Pandean tourist village as additional services, can be stated as follows:

Souvenirs:

Bamboo Cup

To introduce a typical village drink product, namely *beras kencur*, service by members of the tourism awareness group using bamboo cups. This bamboo cup is made to give a natural impression to tourists, but inside it is made of an aluminum layer to keep the cup clean. So even though it looks natural, it is still clean and safe for tourists who use the glass.

Figure 5:
Bamboo Glass



Source: Pokdarwis Pandean, 2023

Eco-print Batik.

Likewise, for clothing souvenirs, the batik used is eco-print batik made from raw materials found in the village, so that the impression of a rural product is well maintained, its characteristic is a batik from the Pandean tourism village.

Figure 6.
Eco-print Batik



Source : Pokdarwis Pandean, 2023

Food and Drink:

Cirang Sambal.

Cirang sambal is a typical chili sauce produced by Pandean villages which is a product inherited from the ancestors of Pandean village residents and is not owned or produced by other villages. So this *cirang sambal* is also a chili product which is a characteristic of the food of the Pandean tourist village.

Figure 7:
Cirang Sambal



Source : Pokdarwis Pandean, 2021

Beras Kencur Putih

Beras kencur putih is a typical drink that is always served to tourists who come to the village, whereas a drink from the ancestral heritage of the Pandean village, it is believed to improve body fitness, so it is used as a mainstay in the services of tourists who come to the village.

Activities.

Figure 8:
Beras kencur putih



Source: Pokdarwis Pandean, 2023

Pandean Tourism Village, in providing services to tourists, also provides various activity services that can be superior for visitors or tourists who attend the tourist village. There are many activities provided by members of the tourism awareness group in the village for visitors to carry out interesting activities so that they feel at home and are impressed with the services provided by tourism service activists who are members of the tourism awareness group in the village. Some of the activities that can be done by visitors include River tubing, namely playing in the Watu Kandang River which is clear and full of rocks which is very exciting for young tourists. Apart from that, other tourist activities are also provided which include: 1. Learning Kothekan 2. Masang and Ngundat Bengkeng. 3. Mitoni. 4. Download vegetables. 5. Tracking the real-life rural experience (exploring Karang Kitri) 6. Angon Wedus 7. Umbah umbah 8. Ngunduh 9. Learning/watching you fly.

Accessibility

Figure 9:
Several activities tourists can take part in



Source: Pokdarwis Pandean, 2023

Accessibility is the ease of reaching the intended tourist destination through various transportation media, air, sea, or land. Accessibility greatly influences potential tourists' decisions to come to a tourist destination. (Zulaikha et al., 2022). Attraction, accessibility, amenities, and additional services are components that have a positive influence on tourist loyalty. Attraction and accessibility have a positive and significant influence on tourist interest in visiting (Mulyanto et al., 2022). The distance between Pandean Tourism Village and the main road, namely Jalan Raya Panggul - Dongko, is 10 minutes or 3.6 km. This tourist attraction is located on a cross-provincial road, where this road is the route that passes through Trenggalek-Pacitan Regency, so it is passed by many local people in the district. Pandean Tourism Village can be reached from various directions.

Access from Pacitan takes 2 hours with a distance of 76 km and from Trenggalek Square 72 minutes with a distance of 40 km. Access to tourist destinations can be done using public transportation such as Mini Bus, BRT, or private transportation such as four-wheeled vehicles or two-wheeled vehicles. The condition of the roads in the Pandean Tourism Village is not completely good, the roads in the Pandean Tourism Village still seem to need improvement. Large buses also cannot enter the Pandean Tourism Village location due to the condition of the roads being less wide so they enter increasingly narrow locations and there is no space for parking. So if there are visitors who come by bus, they can only be taken to the main road, after that, they will be picked up using transportation from the Tourist Village. Because Pandean Tourism Village does not yet have transportation to take visitors around to existing destinations, currently it still uses pickups or transportation owned by residents. Pokdarwis of Pandean Tourism Village hopes that in the future Pandean Tourism Village will have at least one type of transportation such as odong-odong which can later be used to take visitors around the Pandean Tourism Village area. Another thing that is lacking in accessibility in the Pandean Tourism Village is that there is no signage or alleys to indicate the location. It's already on Google Maps and Waze, but it's often missed on the extreme route.

Figure 10:
Access to Pandean Village



Source: Observation results document

Figure 11:
List of Pandean Tourism Village Packages



Source: <https://visit.trenggalekkab.go.id/paketwisata/pdetail/19>

CONCLUSIONS

Based on the analysis and discussion above, the following conclusions can be expressed as follow:

The Pandean tourist village has professionally provided tourism services which are charged to a separate organization, namely the Pandean Village Awareness Group; Dewi Arum Pulosari, Pandean Tourism Village.

Based on the 6 A approach, the overall management of tourist villages has been well organized, starting from Attraction, Amenities, Ancillary, Activity, Accessibility, and Available Packages.

Due to the performance of tourism service management in the Pandean tourist village environment, in 2022 the village has succeeded in becoming one of the leading tourist villages at the national level among 50 tourist villages throughout Indonesia.

Considering the increasing number of tourist visits to Pandean village in line with the end of the Covid-19 pandemic, there should be additional tourist services starting from the number of homestays, souvenir shops, reflexology, and physiotherapy services in the herbal medicine village that have been provided in the village about ancillary service at Pandean Tourism Village.

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