

INNOVATION MODEL FOR DEVELOPMENT OF AN EDU-TOURISM AREA BASED ON TAPIS CLOTH FOR THE TAPIS JEJAMA KHAM WOMEN'S GROUP IN PESAWARAN REGENCY, LAMPUNG PROVINCE

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ABSTRACT

This research aims to determine the strategy for implementing an innovation model for developing educational tourism areas based on filter cloth to increase product sales by utilizing available resources. The innovation model is developed through developing a master plan for an edu-tourism area based on *Tapis* by inventorying the potentials in the village of Negeri Katon Pesawaran. This research used the Soft System Methodology (SSM) method. SSM is a systemic approach to dealing with complex and less structured situations. In developing a Tapis cloth-based edu-tourism area by the Tapis Jejama Kham Women's Group in Pesawaran Regency, SSM can be used to understand the various aspects involved and develop a comprehensive solution. The steps of this research are needs analysis, testing of the innovation model, module development, and reporting. Literature studies were carried out on related documents such as regulations, book references, and updated journals. Meanwhile, interviews were conducted with several informants, such as the Tapis Jejama Kham women's group, cultural activists, the tourism and creative economy department of Lampung Province, and local communities of Negeri Katon Village. The preliminary findings of this study show that there are a lot of potential natural resources and human resources as well as cultural heritage in Negeri Katon village, Pesawaran district, which has not been managed optimally, and there is a lack of public awareness regarding the management of existing tourism potential. This research has attempted to contribute to the creation of a regional innovation model of the edu-tourism area based on tapis cloth for the *tapis jejama women's* group in Pesawaran District, Lampung Province and the creation of Intellectual Property Rights in the form of a Master Plan for the model of edu-tourism area in the Negeri Katon subdistrict.

Keywords: Model; Development; Edu-tourism; Tapis

MODEL INOVASI PENGEMBANGAN KAWASAN EDUWISATA BERBASIS KAIN TAPIS PADA KELOMPOK WANITA TAPIS JEJAMA DI KABUPATEN PESAWARAN PROVINSI LAMPUNG

ABSTRAK

Penelitian ini bertujuan untuk mengetahui strategi penerapan model inovasi pengembangan kawasan wisata edukasi berbasis kain saring guna meningkatkan penjualan produk dengan memanfaatkan sumber daya alam dan manusia yang tersedia. Model inovasi yang dikembangkan melalui pengembangan masterplan kawasan eduwisata berbasis tapis dengan menginventarisasi potensi yang ada di Desa Negeri Katon Pesawaran. Penelitian ini menggunakan metode Soft System Methodology (SSM). SSM adalah pendekatan sistemik untuk menghadapi situasi yang kompleks dan kurang terstruktur. Dalam konteks pengembangan kawasan eduwisata berbasis kain Tapis yang dilakukan oleh Kelompok Wanita Tapis Jejama Kham di Kabupaten Pesawaran, SSM dapat digunakan untuk memahami berbagai aspek yang terlibat dan mengembangkan solusi yang komprehensif. Tahapan penelitian adalah analisis kebutuhan, uji coba model inovasi, pengembangan modul dan pelaporan dengan tersedianya pelaporan serta monitoring dan evaluasi, hasil yang diharapkan berupa data laporan. Studi literatur dilakukan terhadap dokumen-dokumen yang berkaitan seperti peraturan, buku, literatur dan lain-lain. Sedangkan wawancara dilakukan kepada beberapa informan seperti kelompok perempuan Tapis Jejama Kham, aktivis budayawan, Dinas Pariwisata dan Ekonomi Kreatif Provinsi Lampung, masyarakat sekitar Desa Negeri Katon. Temuan awal penelitian ini adalah masih banyak potensi sumber daya alam dan sumber daya manusia serta warisan budaya di desa Negeri Katon kabupaten Pesawaran yang belum dikelola secara maksimal dan masih kurangnya kesadaran masyarakat mengenai pengelolaan pariwisata yang ada. potensi. Melalui penelitian ini diharapkan dapat memberikan kontribusi terhadap terciptanya model inovasi daerah kawasan eduwisata berbasis kain tapis bagi kelompok perempuan tapis jejama di Kabupaten Pesawaran Provinsi Lampung dan terciptanya Hak Kekayaan Intelektual berupa Hak Kekayaan Intelektual Masterplan model kawasan eduwisata di Kecamatan Negeri Katon.

Kata kunci: Model; Pengembangan; Eduwisata; Tapis

INTRODUCTION

The World Conservation Union (WCU) defines ecotourism as tourist travel to areas that have an unspoiled natural environment that respects its cultural and natural heritage, supports conservation efforts, does not produce negative impacts and provides socio-economic benefits and respects the participation of local residents (Wood, 2002). Ecotourism can be defined as the basic concept of sustainable tourism which considers three (3) pillars, including ecology, economics and socio-culture, namely being responsible for preserving the area, providing economic benefits, and maintaining the cultural integrity of the local community (Bell & Morse, 2013). The high level of public awareness to better preserve nature and live a healthy life and return to nature, many will use eco print-based products. The potential for ecotourism is increasingly popular with the public, especially domestic and foreign tourists, based on shopping tourism for environmentally friendly products, where sales will be integrated (Tomasi et al, 2020).

This tourism potential is visible because of the strategic location close to Bandar Lampung and the government center of Pesawaran Regency; apart from that, traditional Lampung houses are very interesting to visit. Apart from the tourism potential aspect, the openness of the online MSME market is currently unlimited, you can explore markets throughout Indonesia and abroad. Multiple products can increase added value and profits, which are quite promising in the Pesawaran Regency area, especially in Negeri Katon Village, Negeri Katon sub-district.

The current condition of resources faced by the people of Negeri Katon Village, Negeri Katon sub-district such as low utilization of natural resources taken or involved from areas around MSMEs which have a lot of potentials, especially for tourism potential such as locations that are not yet equipped with photo spots as well as the potential for culinary tourism with a back to nature concept which can be managed with good management strategies; lack of empowerment of local communities to be involved in crafts, low skill levels, lack of training, low interest in local communities due to lack of information; marketing is still dominated by offline galleries, waiting for buyers to come, entering an online business that is just about to start which needs guidance and training.

Based on the background, several issues have arisen that need to be addressed regarding this research topic, namely the challenges faced by the Tapis Jejama Women's Group in increasing product sales, the efforts made by the Tapis

Jejama Women's Group in Pesawaran Regency, and the strategy for implementing a development model for an edu-tourism area based on the tapis fabric of the Tapis Jejama Women's Group to enhance product sales. The problem-solving approach used in this research is qualitative, especially a case study approach (Sugiyono, 2015).

Problem-solving in this research was carried out in 3 (three) stages. The first stage, pre-field research, was carried out by visiting the location in this research and making observations. In the second stage, library research was carried out, either by collecting regulations related to the research theme as collecting and inventorying the Tapis Jejama Kham Women's Group to find answers to the first and second problems by presenting them in the form of different matrices or tables, which were presented in the form of qualitative and quantitative data using percentage techniques. The third stage is to collect data using the interview method at the Tapis Jejama Kham Women's Group in Pesawaran Regency.

Previous research entitled "Implementation of BKP MBKM to Build Villages through Empowering Tapis Cloth Craftsmen to Strengthen the Community Economy and Preserve Original Lampung Culture in Negeri Katon Village, Pesawaran Regency". This research focuses on how the MBKM Membangun Desa program is implemented to improve the economic welfare of village communities (Soewito et al, 2021).

Previous research has rarely developed models of educational tourism demand using macro data (where the unit analysis is a country or aggregate variable), and most have used micro data (where the unit analysis is the individual, household or establishments), to analyse educational tourism demand. Specifically, these researchers have used observation and survey methods by distributing questionnaires and conducting interview sessions with international students (James-MacEachern and Yun, 2017; Jon et al., 2014; Liu et al., 2018; Ojo et al., 2016; Tsai et al., 2017). However, Rodriguez et al. (2012) analysed the educational tourism demand in Spain in line with the concept that most past researchers have applied but used the GMM dynamic panel approach to capture the effect of word-of-mouth. There is potential in the study of educational tourism demand in terms of building a demand model, especially from an aggregate analysis or country perspective (

Educational tourism could have many effects on an area. Besides having an impact on the region, educational tourism will also have

an impact on interested ones after they have finished the educational tourism program. Educational tourism has two sides: positive and negative (Ekasani et al., 2020). Those positive impacts such as economic growth, socio-cultural understanding, new job opportunities, increased knowledge, and environmental improvement.

In particular, educational tourism definitely will make a huge contribution to the area. The students are obviously spending their money or expenditures in stores, restaurants or the other primary needs of human in a state. Further, the resident or area could have an opportunity to build the multiplier effect on the local residents to provide the needs of the students. Towards educational tourism, the students will have a program where they could go to sightseeing in the surrounding area. It may be a chance for nearby tourist attractions to get an income by the student visit. The students of educational tourism program could build a better-quality perception in the residents. There will be a cultural exchange between them and both sides could build a different relationship to one another either its local or also a student.

Furthermore, the students may have learned something in a resident such as language or culture. 332aket could 332aket hem have a broad insight and understand new things. Educational tourism could improve the environment surrounding the school and the resident. In Malaysia, it proved that Educational Tourism had improved its transportation system (Samah et al., 2012). However, it is important to note that the program implementation might face challenges including the lack of statistical data to support the program management, as well as the language barrier that could lead to a conflict between students participants (Quezada, 2004).

METHOD

This research is applied research, located in Pesawaran Regency. As social research, this research uses qualitative methods with a case study approach (Creswell & Poth, 2018). Data collection techniques include document studies and interviews. The analysis method used is data collection based on questions or problems that have been formulated, data reduction and categorization, data appearance and drawing conclusions. Document studies were carried out on supporting literature and regulations. The innovation model developed is the restructuring of educational tourism areas based on filter

cloth by creating a master plan and exploring other tourism potential and identifying problems.

In the applied research, the innovation model for developing an educational tourism area based on tapis cloth for the tapis jejama kham women's group in Pesawaran district, Lampung province, will be researched and the development innovation found through analysis of the problem situation and the potential that exists in the research object. The following are the research stages:

a) Needs Analysis

Identification of specific needs for innovation models for developing edutourism areas based on filter cloth, collecting data from stakeholder informants, testing innovation models that have been developed and providing the required documents.

b) Trial of the Innovation Model

Testing the results of the innovation model in the form of structuring edutourism areas that have been developed through identification, problems and potential analysis in the form of the expected results is a filter-based edutourism master plan in Pesawaran Regency.

c) Module Development

It is hoped that the results of the innovation model that has been developed will enable module development to be made easier for users to implement this innovation model, the expected results are guidelines for implementing the innovation model.

d) Reporting

With the availability of reporting and monitoring and evaluation, the expected results are in the form of report data.

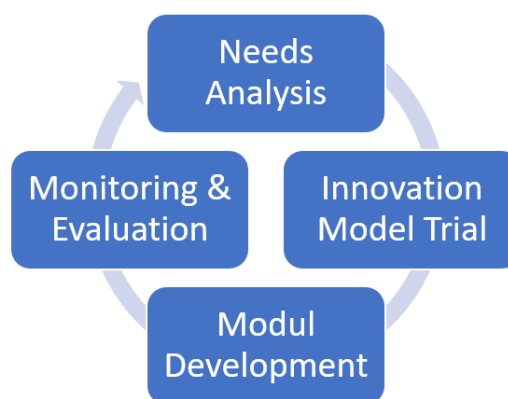


Figure 1. Research Procedure

Source: BIMA Applied Research Proposal (2024)

In the research that will be carried out, a model for developing an educational area based on tapis

is created using the Soft System Methodology (SSM) method. The origins of SSM date back to the creation of a postgraduate Department of Systems Engineering at Lancaster University in the mid-1960s. Professor Gwilym Jenkins, the head of the department, hired a chemist Peter Checkland from a science based industry where he worked as the manager of a technology research group. Professor Peter Checkland and colleagues such as Dr. Brian Wilson instigated an action research programme which applied systems engineering methodology to the type of problems normally faced by managers (Hindle, 2023). SSM is a systemic approach to dealing with complex and less structured situations. The results of applying Soft Systems Methodology (SSM) show that the nature of the solution and improvement in the problem situation involves some ambiguity. This is due to SSM's theoretical inadequacy in extending multiple conceptual models to an agreed-upon human activity system. In fact, one of the most important and controversial issues in soft operations research is to ensure how the solution has been obtained and to secure whether the conditions under which the solution has been obtained were satisfied (Hanafizadeh et.al.,2021). In the context of developing a Tapis cloth-based edu-tourism area by the Tapis Jejama Kham Women's Group in Pesawaran Regency, SSM can be used to understand the various aspects involved and develop a comprehensive solution (Luna-Reyes & Andersen, 2023)

RESULTS AND DISCUSSION

Potential for Educational Tourism Based on Tapis Jejama Cloth

In forming an educational tourism area, of course one cannot be separated from tourist attractions that have their own charm and have learning value that can expand the horizons of tourists/visitors. This concept began to be developed starting in 1990, first introduced by the organization The Ecotourism Society, namely a form of responsible tourism that pays attention to environmental conservation, preserving the life and welfare of local residents (Alamsyah, 2013). The educational tourism developed as an object of this research includes highlighting the potential of filter cloth as a characteristic that is very well known in Lampung province and even nationally. Lampung tapis cloth is also an intangible heritage from UNESCO from 2016 in Indonesia and is often known as the Traditional Cloth Heritage of the Archipelago (WASTRA). This tapis cloth with a lot of potential is also an original craft from

Lampung Province which uses cloth as the basic material which is usually used for traditional and official events for Lampung residents. The tapis cloth in Negeri Katon Village is a typical Pepadun cloth. Tapis in Katon Country is made using a press board (a filter making tool), while in coastal communities they use a table.

The tapis cloth in Negeri Katon Village is typical of Pepadun, and in Lampung itself there are two districts that produce tapis, namely Pesawaran Regency and Pesisir Barat Regency. The difference with Coastal filters is that they are made differently. Pepadun uses a press board (a filter making tool), while Pesisir uses a table. The motives are different, if we filter Abung a lot. Not just sarongs and scarves. There are also derivative products such as tapis brooches, tapis hijabs, tapis caps, tapis wallets, tapis sandals, tapis knick-knacks. The price of filters produced in Negeri Katon Village also varies, starting from IDR 55,000 to IDR. 3,000,000,- and up. It is adjusted to the type of fabric and the level of difficulty of making it.

Negeri Katon Village is not just a Tapis Village but can also be a Tourism Village for the education of tourists who visit the village. The research team has carried out activities to empower tapis cloth craftsmen to strengthen the community's economy and preserve the original culture of Lampung, especially in increasing the awareness of craftsmen regarding the diversity of Lampung tapis, increasing knowledge and skills in making tapis cloth either using the traditional method with a pressing board or by using a friendly stamping method. environment, as well as the resulting filter promotion to the wider community. Researchers as implementers gain benefits in encouraging the dissemination of research results, increasing higher education tri dharma activities, and supporting the achievement of Main Higher Education Performance Indicators so that from this activity they benefit from educational activities related to Lampung tapis culture, as well as providing alternatives for the community who want to use duplicate filter cloth in their daily lives so that tapis culture can be maintained in a sustainable manner.

Innovation Model for Development of an Edutourism Area Based on Tapis Cloth for the Tapis Jejama Women's Group in Pesawaran Regency, Lampung Province

The development of a Tapis cloth-based edutourism area in Negeri Katon Village, Pesawaran Regency, Lampung Province, especially by the Tapis Jejama Kham Women's Group, could be an interesting innovation to improve the welfare of local communities and

preserve culture. The following are several steps and innovation models that can be applied, including (Marques & Borba, 2017) :

1. Education and Training

Providing training to improve skills in making Tapis cloth, including traditional and modern techniques by having workshops with experienced local craftsmen, design classes to introduce motif innovation.

2. Marketing and Branding

Building a strong brand for the Tapis cloth produced by this women's group by creating a unique logo and story for each Tapis motif produced, promotion via social media and e-commerce platforms.

3. Ecotourism and Cultural Education

Integrating Tapis cloth in ecotourism activities, such as village tours, Tapis making demonstrations, and small museums. The locals can organize weekly cultural events in the village that involve visitors in the Tapis making process, or offering tour packages that include a Tapis making experience.

4. Collaboration with the Tourism Sector

Collaborating with hotels and restaurants to introduce Tapis cloth to tourists by providing Tapis cloth products in the hotel souvenir shop, or providing uniforms made from Tapis cloth for hotel / restaurant staff.

5. Product Innovation and Diversification

Developing various products from Tapis fabric not only for clothing but also for accessories, bags and decorative items .

6. Funding and Government Support

Obtaining financial support from the government or non-profit organizations for training and infrastructure development by submitting proposals to local governments for the construction of cultural centers and workshops.

The application of Soft System Methodology (SSM) in this research is identifying the existing situation, problems and opportunities faced by the Tapis Jejama Kham Women's Group as well as the potential for developing an edutourism area by conducting group discussions, interviews with group members, craftsmen and other related parties to identify challenges and opportunities. As the result we found the lack of marketing skills, limited market access, inadequate infrastructure, and the need for product innovation.

After that, expressing the problems that have been identified in a more structured form, creating a picture that includes related actors, flow of activities, main problems, and interactions

between elements in the system. The next step is formulating relevant system definition in the form of Customers, Actors, Transformation process, Weltanschauung, Owner, Environment (CATWOE) (Bell & Morse, 2013) : (1) Customers : Tourists, buyers, and local communities ; (2) Actors : Tapis Jejama Kham Group, craftsmen, local government and business partners. (3) Transformation process : The process of turning an area into an attractive and sustainable educational tourism destination. (4) Weltanschauung : Improving the local economy through cultural preservation and women's empowerment. (5) Owner : Local communities and regional government. (6) Environment: Economic, social, cultural, and regulatory factors that influence the system.

This research tried to build an ideal conceptual model based on Root Definitions, which describes what needs to be done to achieve the desired goal. It determine the main processes, such as craftsmen training, product development, marketing and management of tourist areas. Next, Comparing conceptual models with real situations to identify gaps and areas for improvement. It Conduct an evaluation of the current state of affairs with the proposed model, identifying areas that require change or intervention. This model identifies changes that are desired and can be made based on comparison results. It formulates development strategies, such as infrastructure improvements, intensive training, marketing campaigns, and collaboration with external parties.

The test of the model shows planned actions to achieve the desired system goals. It carried out planned programs, such as establishing training centers, improving facilities, launching promotional campaigns, and others.

Development of a Master Plan for Edutourism Areas Based on Tapis Jejama Cloth in Negeri Katon Village, Pesawaran Regency.

Another innovation model that can be developed in the development of a tapis cloth-based educational tourism area for the Tapis Jejama Kham Women's Group in Pesawaran Regency, Lampung Province is through creating a master plan. The results of the development of this master plan are as follows:

Pesawaran Regency is famous for its rich culture and Tapis cloth crafts which are Lampung's cultural heritage. The Tapis Jejama Kham Women's Group has an important role in preserving and developing this craft. Filter cloth-based educational tourism can be a new source of income and a means of cultural preservation.

The purpose of this model are developing educational tourism areas to promote Tapis cloth,

improving the community's economy, and enrich tourism experiences with cultural education. Local Potential of Negeri Katon Village are craftsman skills, access to raw materials, government support and local natural beauty. Based on the result of this research. Tapis cloth has high cultural value, there is a solid community of craftsmen. However it still has its own weaknesses such as inadequate infrastructure and limited marketing to promote their product. Besides, it also has competition from similar products and the changes in market preference can influence the growth of cultural tourism and international market potential.

The beauty of tapis and some tourist attractions ini Negeri Katon Village have their potential markets, such as local and foreign tourists who are interested in cultural tourism and handicrafts.

This research also used Area Development Concept based on Inskeep (Soeswoyo et.al, 2022):

Educational Tourism Zone that is needed by Kabupaten Pesawaran's Edutourism Area includes Tapis cloth gallery, exhibition space, and workshop space for training in Tapis making. Visitors can learn about the history, manufacturing process, and cultural value of Tapis cloth. Besides it must have Creative Tourism Zone such as Facilities for art exhibitions, souvenir shops and cafes. This area provides a place for local craftsmen to sell their products directly to tourists. This Edutourism area also needs Relaxation Tourism Zone, for instance Culture-based accommodation, restaurants with typical Lampung food, and recreation areas such as gardens and seating areas to enjoy the beauty of its natural view. It also must have production Zone like a special area for the manufacture of Tapis cloth, including production facilities, storage space and distribution centers.

Kabupaten Pesawaran Edutourism area must have Development Program (Cooper et.al, 2008) For training and education aspect, it showed that training programs can improve craftsmen's skills, including traditional and modern techniques, business management, and digital marketing. Besides, innovation in design and products based on Tapis fabric, such as clothing, accessories, home decorations and other fashion products.

They also need to do more marketing campaigns through social media, website, and participation in cultural and craft fairs. Creation of digital content such as documentary videos and tutorials. Development of supporting infrastructure such as roads, parking, information centers and other public facilities are equally essential.

In management and institutions aspects it also has to build formation of a management team with

specific tasks such as operations management, marketing and finance. The establishment of a cooperative or foundation that is responsible for area management, including regulations and cooperation agreements. It must collaborates with local governments, the private sector, educational institutions, and non-profit organizations for funding and technical support.

The Financial Planning and Financing aspect shows each cost estimate for each project stage, including infrastructure development, marketing and training, which can help achieve program implementation. However, they got to identify funding sources such as government grants, private investment, loans, and CSR funds. Also, income from admission tickets, product sales, and donations.



Gambar 1. Mapping Master Plan

Source: Negeri Katon Village Observation Results, 2024

CONCLUSIONS

The development of a Tapis cloth-based edu-tourism area by the Tapis Jejama Kham Women's Group in Pesawaran Regency, Lampung Province, is a strategic step to promote local cultural heritage and improve the economic welfare of the community. This Master Plan was designed with the aim of creating a unique and educational tourist destination, which not only displays the beauty and skill in making Tapis cloth, but also provides an in-depth cultural experience for tourists.

Through strategies that include training and education, product innovation, effective marketing, and infrastructure development, this area is expected to attract the interest of local and international tourists. Collaboration with various parties, including government, the private sector and local communities, will be key to realizing this vision.

With proper implementation and ongoing monitoring, this edu-tourism area has the potential to become a center for cultural preservation, as well as a source of sustainable income for the local community. This initiative not only functions as an effort to preserve the cultural heritage of Tapis

cloth but also as a means of empowering women and strengthening Lampung's cultural identity.

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