
Cultural-Based Tourism Development and Environmental Entrepreneurship

Kasmin¹⁾ Sugiarto²⁾ Nur Widiyanto³⁾ Tutut Herawan⁴⁾
Sekolah Tinggi Pariwisata Ambarrukmo Yogyakarta^{1,2,3,4}
Email: kasmin@stipram.ac.id

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Abstract

Culture-based tourism (Cultural Tourism) is a type of tourism activity that utilizes culture as a tourist attraction visited by tourists in these tourist destinations, tourists will feel and learn about certain cultures. The existence of cultural tourism can be used as an object of tourist attraction that can preserve cultural heritage. Cultural tourism is like a double-edged knife in the use of cultural heritage as a tourist attraction. On the one hand, tourism can preserve the cultural heritage, while on the other hand, tourism activities will damage or negatively affect the cultural heritage because the object will be consumed by tourists (Burn and Holden, 1995). To avoid the negative impact of tourism, good management of tourism is needed, especially in this case culture. If the tourism industry can be managed properly, tourism can ensure the preservation of nature and culture. In addition, tourism can also be a forum for employment for local people around the tourist area. Community empowerment development can be applied from several indicators, including increasing knowledge, increasing abilities/skills, and related to programs implemented by the government. This research uses the descriptive qualitative research method, meaning that data is collected through several stages; field observation, data collection, resource person interviews, documentation, and relevant literature review. The title of this study is Tourism Development based on Culture and Environmental Entrepreneurship and is a case study in

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1. Introduction

Pangandaran one of the regencies located in West Java Province, Indonesia has an area of about 1,011.04 km². Pangandaran Regency is located at the southeastern tip of West Java province which is directly adjacent to Central Java province to the east. Pangandaran was formed when Pananjung Village Putrapinggan in Pakuan. Pangandaran culture is influenced by two tribes, namely the Sundanese (East Priangan) and Javanese (Banyumasan), this is due to the geographical location of the Pangandaran region which is between the two provinces of West Java and Central Java. The development of culture-based tourism, especially local culture, is for example the traditional traditions of local culture that are born, grown, and developed in the community in line with the development of the times, there has been a process of cultural transformation.

There are 3 (three) local cultures: Hajat Laut traditional traditions, Mountain Ronggeng, and Ebeg Arts in Pangandaran Regency the three traditions and arts are developing quite rapidly in the Pangandaran community, Hajat Laut traditional traditions are maintained and preserved by coastal villages or village communities along the coast of Pangandaran and usually this tradition is carried out every month of Muharram by the fishing community, Ronggeng Gunung Ibing art is an original Pangandaran art tradition preserved by the Pangandaran community, especially in mountainous or coastal areas and Ebeg art which is the result of acculturation between Sundanese and Javanese cultures brought by Javanese people to Pangandaran is a community art tradition that until now is still often displayed in various activities.

These three local cultures are tourism potential in Pangandaran and as a form of tourist attraction that needs to be preserved and developed in order to become a traditional art or sustainable cultural tourism. Jacobus Ranjabar in Abidin (2014) said that judging from the plural nature of Indonesian society, there are 3 cultural groups, each of which has its own pattern, namely: ethnic culture / regional culture, local general culture, and national culture. Ethnic culture, meaning the same as local culture or regional culture, while local general culture depends on spatial aspects, usually on urban space when various local cultures or regions are brought by each migrant. However, there is a dominant culture that develops, namely the local culture that exists in the city or place, while the national culture is an accumulation of regional culture.

In this context, the development of culture-based tourism and the local economy must certainly pay attention to some aspects of the development of a culture or local tradition that can be used as a potential tourism attraction, of course, with the packaging of attractive tour packages or events to increase the number of visits or arrivals of tourists both from within and outside the country, besides that it is part or form of preserving a tradition or local culture, Not only that, the role of local governments, especially in supporting culture-based tourism development policies, must certainly provide support or support and other forms that can advance culture as cultural tourism, the important role of policy makers must be in direct synergy with cultural arts actors or communities who care about the preservation of local cultural traditions, and how cultural actors can be maximally empowered to improve their economic welfare, in addition to the role of the surrounding community who are directly involved in various cultural tourism events in Pangandaran Regency.

On the other hand, the three local cultural traditions that develop in the community and are potential tourist attractions that develop in Pangandaran have several quite complex problems in the process of developing local culture in the midst of local cultural shifts and interpreting the function of traditions that have changed amid the progress of the times, in addition to empowering cultural arts actors in maintaining the economy and surrounding communities that are directly involved in the development of local culture. There are still obstacles in encouraging and motivating researchers to study, research and field observation of phenomena that occur in the people of Pangandaran Regency to help and dissect this problem in order to get answers to events or occurrences of field phenomena by conducting direct research and Researchers will conduct research and study more deeply about the phenomenon.

Problem Formulation, based on the background review above, the temporary problems that are the basis of this study are: (1) What are the local cultures of Pangandaran that are the leading cultural tourist attractions for visitors or tourists to come to Pangandaran?, (2) What is the role of local governments, cultural actors in developing local culture as events or tourist attractions in Pangandaran?, (3) How to empower cultural actors in developing the cultural sector as a livelihood or to improve the local economy in Pangandaran?

Research Objectives, based on the background and problem formulation above, the objectives of this study are: (1) To describe the potential of Pangandaran's local culture which is a leading cultural tourist attraction for visitors or tourists to come to Pangandaran., (2) To explain all elements and roles of local governments, cultural actors in developing local culture as events or tourist attractions in Pangandaran, (3) To find out how or process of empowering cultural actors in developing the cultural sector as a livelihood or to improve the local economy in Pangandaran.

Benefits This research is expected to be able to provide theoretical and practical benefits: (1) The theoretical benefit of this research is that it is able to present a scientific paper on the development of tourism based on culture and local economy in detail, complete and studied in depth so that it can be used as a reference for future researchers and can be used as a reference source for readers related to tourism development based on local culture and economy, (2) The practical benefits of this research are expected to be used by cultural actors and local governments in developing the potential and attraction of cultural excellence tourism as events or tourist attractions, (3) The hope from the business or economic side is that the results of this research can make a good contribution to the actors culture and empowerment of cultural actors in helping to increase the work of local Pangandaran culture and attract and increase the number of tourist visits, especially at cultural tourism events in Pangandaran Regency and can open new job opportunities.

Tourism development is an effort to develop or advance tourism objects so that these attractions are better and more attractive in terms of places and objects to be able to attract tourists to visit these opinions according to Barreto and Giantari (2015). The main reason for the development of tourism in a tourist destination, both locally and regionally or the national scope in a country is closely related to the economic development of the region or country. Tourism development in a tourist destination will always be calculated with benefits and benefits for the community. So it can be abbreviated that tourism development is a series of efforts made with the aim of realizing integration in the use of various tourism resources in

integrating all forms of aspects outside tourism that are directly or indirectly related to the continuity of tourism development, namely advancing, improving, and improving the condition of tourism an object and tourist attraction so that it can become established and crowded to visited by tourists and able to provide a good benefit to the community around the object and attraction and will further be a source of income for the government.

According to Sastrayuda (2010: 6-7) in development planning includes: (1) Participatory Planning approach, where all elements involved in planning and developing tourist attraction areas are included both theoretically and practically; (2) Approach the potential and characteristics of the availability of cultural products that can support the sustainability of the management of tourist attraction areas. (3) The approach to community empowerment is to provide opportunities for the community to develop their abilities in order to achieve abilities both personally and group; (4) Regional approach and inter-regional linkage factors are important activities that can provide their potential as part that must be owned and balanced in a planned manner; and (5) Potential optimization approach, in optimizing the potential that exists in a village such as the development of cultural potential is still rarely touched or used as part of the success indicators of development.

Based on the existing potentials and opportunities, tourism development needs to be carried out sustainably for the benefit of the future to protect resources from the effects of development that may cause cultural and social disruption because the purpose of development is to increase economic growth by empowering existing resources. 2.2. Definition of Tourism and Tourism 2.2.1. According to Suwanto (2004: 2), the term tourism is closely related to the notion of tourist travel, which is a change in someone's temporary residence outside their place of residence for a reason not to carry out activities that generate wages. So it can be concluded that tourism is a variety of activities that occur when someone travels (includes everything from trip planning, staying for a while, to returning with memories obtained) with certain destinations due to the tourist attraction of the tourist destination supported by other supporting facilities. 14 According to Mujadi (2009:7-10).

The forms of tourism in general, among others: 1. According to the Number of People Traveling. (a) Individual tourism When a person or group of people in conducting a tourist trip does it themselves and chooses the tourist destination and its program and its implementation is done alone. (b) Collective tourism A travel business that sells its packages to anyone who is interested, with the obligation to pay a predetermined amount of money.

According to the motivation of the trip. (a) Recreational tourism A form of tourism to rest to restore physical and spiritual freshness and relieve fatigue. (b) Tourism to enjoy travel (pleasure tourism) A form of tourism carried out by people who leave their place of residence for vacation, to find fresh air, fulfill their curious desires, enjoy entertainment, and others. (c) Cultural tourism A form of tourism characterized by a series of motivations such as the desire to learn the customs and way of life of the people of other countries, studies/research on discoveries, visiting ancient/historical heritage places, and others. (d) Sports tourism. This form of tourism can be divided into 2 categories: First: Big Sports Events, namely major sports events that attract attention, both sportsmen themselves and fans (supporters). Second: Sporting Tourism of the Practitioners, which is a form of exercise for those who want to practice or practice on their own, such as mountain climbing, horseback riding, hunting, fishing, and others. (e) Tourism for business (business tourism) A form of tourism carried out

by entrepreneurs or industrialists, but on the way only to see exhibitions or exhibitions and often take advantage of time to enjoy attractions in the country visited. (f) Tourism for convention purposes (convention tourism) A form of tourism carried out by people who will attend scientific meetings as professionals and politics.

Conference venues are required to provide complete, modern, and sophisticated facilities both the venue, along with its equipment, lodging and others related to organizing tours (tourist visits). According to the time of visit. (a) Seasonal tourism Tourism whose activities take place in certain seasons. Included in this group are summer (summer tourism) and winter (winter tourism). (b) Occasional tourism Tourism activities are held by relating certain events or events, such as Galungan in Bali and Sekaten in Jogja.

According to the object. (a) Cultural tourism This type of tourism is caused by the attraction of art and culture in an area/place, such as relics of ancestors, ancient objects, and so on. b. Recuperational tourism People who travel aim to cure a disease. d. Commercial tourism Travel associated with trade such as organizing expos, fairs, exhibitions and so on. e. Political tourism A trip made with the aim of seeing and witnessing events or events related to the activities of a country. 5. According to the means of transportation. a. Land tourism This type of tourism in carrying out its activities uses land vehicles such as buses, trains, private cars or taxis and other land vehicles. b. Sea or river tourism Tourism activities that use water transportation facilities such as ships, ferries and so on. c. Air tourism Tourism activities that use air transportation facilities such as airplanes, helicopters and so on. 6. According to Age. a. Youth tourism or youth tourism This type of tourism is developed for teenagers and in general at relatively cheap prices and uses youth hostel accommodation facilities. 16 b. Adult tourism Tourism activities participated by elderly people. In general, people who make this trip are those who are undergoing retirement. Local culture can be used as an attraction or tourist attraction in the process of developing tourism in an area, by utilizing local traditional culture and empowering cultural actors in improving the economy.

2. Research Method

2.1 Research Objects

This research was carried out in Pangandaran Regency, West Java Province, Indonesia with field research from January to June 2023.

2.2 Research Methods

The research method used in this study is a qualitative descriptive research method. According to Zuraih (2006; 47) research using the descriptive method is research that is directed systematically and accurately, regarding the nature of certain populations or regions. In descriptive research, there tends to be no need to look for or explain interrelationships and test hypotheses. Based on the above understanding, this research is research directed to provide symptoms, facts, or events systematically and accurately about the nature of the population and analyze its truth based on existing facts. "Qualitative research is an inquiry process of understanding based on distinct methodological traditions of inquiry that explore a social or human problem. The researcher builds a complex, holistic picture, analyzes words, reports detailed views of information, and conducts the study in a natural setting". Creswell (in Herdiansyah, 2010: 8). This research focuses on village governments and coastal communities in an effort to empower coastal communities in improving the welfare of communities around the coast of Pangandaran, West Java, Indonesia.

The following Qualitative Research Models:



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Figure 1. Qualitative Research Model

2.3 Data Collection Techniques

In this qualitative research method, using several stages including:

In Depth Interview. That is to conduct an interview process by digging and obtaining sources of information directly from related sources.

Observation. Conduct the initial observation process through pre-observation until the observation process is complete.

Focus Groups. Conduct FGDs with related stakeholders to discuss getting sources of information or some things that must be solved.

Projective Techniques. Conduct this test to the relevant resource person.

Case Studies. Conduct case studies by examining problems in the field.

Ethnography. is a qualitative research strategy, involving a combination of field and observation, that seeks to understand cultural phenomena that reflect the knowledge and systems of meaning that guide the life of cultural groups.

Action Research. *Action Research* or abbreviated as AR is a research method in which the researcher enters the environment of the Research Subject (the researcher also becomes an actor in the research subject) intervenes in the research subject and observes and documents what happens.

Ground Theory. A grand theory is a theory that explains the entirety of social life, history, and human experience. This grand theory is abstract because it is composed of the main concepts used to understand the social world. The term grand theory was first coined by a social scientist named Charles Wright Mills in 1959. Grand theory emphasizes the concepts of balance, decision-making, systems, and forms of communication as the basic means of studying international relations.

3. Results and Discussion

3.1. Results

Culture-based tourism is one type of that uses culture as its object. This type of tourism is distinguished from other special interests, such as nature tourism, and adventure tourism. There are 12 cultural elements that can attract tourists, namely:

Table 1. Cultural Elements

No.	Cultural Elements
1	Bahasa (<i>language</i>).
2	<i>Traditions</i> .
3	<i>Handicraft</i> .
4	Food and eating <i>habits</i> .

5	<i>art and music</i>
6	<i>History of the region</i>
7	<i>Work and Technology.</i>
8	<i>Religion (religion) expressed in the story or something that can be witnessed.</i>
9	<i>The form and characteristics of architecture in each tourist destination (architectural characteristic in the area).</i>
10	<i>The dress of the locals (dress and clothes).</i>
11	<i>Education system.</i>
12	<i>Activities in leisure (leisure activities).</i>

3.2. Discussion

Empowering Cultural Actors.

Empowerment does not have the meaning of a single model. Empowerment is understood very differently according to people's perspectives and institutional, political, and sociocultural contexts. Some understand empowerment as a process of developing, self-reliant, self-reliant, strengthening the bargaining position of the lower layers of society against suppressive forces in all fields and sectors of life. Others assert that empowerment is the process of bringing citizens together on a common interest or affair that can collectively identify goals, pool resources, deploy an action campaign and therefore help reconstitute strength in the community. Others understand macro empowerment as reducing inequality by expanding human capacity (through, for example, general basic education and health care, along with adequate planning for community protection) and improving the distribution of real capital (e.g. land and access to capital). Based on this, the essence of empowerment is: 1. A continuous development effort or process, which means that it is carried out in an organized manner, and gradually starting from the initial stage to the stage of follow-up activity and evaluation. 2. An effort or process to improve the economic, social, and cultural conditions of the community to achieve a better quality of life. 3. An effort or process of exploring and utilizing the potentials of the community to meet their needs, so that the principle of to help the community to help themselves can become a reality. 4. An effort or process of community independence, by mobilizing active participation in the community in the form of group action in solving problems and meeting their needs. Based on the results of field reviews, the development of culture-based tourism and environmental entrepreneurship, several factors were found that resulted in the development of culture-based tourism in Pangandaran Regency not developing significantly, while the development of community empowerment or cultural actors based on environmental entrepreneurship also did not develop significantly and thoroughly. Discussion. Based on the initial formulation above, there are 3 questions that are the main topics in this study:

1. What are the local cultures of Pangandaran that are the main cultural attractions for visitors or tourists to come to Pangandaran?

Based on field observations and data sources from the Tourism and Culture Office of Pangandaran Regency, local culture in Pangandaran Regency is mostly indigenous culture, and the rest is acculturation or mixed culture. This is because the geographical location of Pangandaran regency is between 2 provinces, namely West Java and Central Java. If we look back at the history of Pangandaran during the kingdom and colonization period, Pangandaran is a coastal area that is very strategically located so that in the past it was often used as a berth for freighters or since the era of the Hindu-Buddhist kingdom, this area has

often been visited by religious broadcasters. Some local cultures that are still often displayed include the art of Ronggeng Gunung, Ronggeng Amen, the Art of Kuda Lumping (Ebeg), Sintren, and so on. In addition, several local traditional traditions are still maintained including Hajat Bumi, Hajat Laut Traditional Tradition, Babarit and so on. Some of these cultures are often displayed and some are even routinely staged so as to attract visitors or tourists who come to Pangandaran.

The factors of lack of cultural-based tourism development in Pangandaran Regency that are not developed and less known to people outside Pangandaran are: (1) Local culture is still a local area; (2) The role of local governments that do not promote; (3) Cultural actors do not get wide access; (4) Regional art is considered a special culture in the area itself; (5) People who do not enjoy or are difficult to find; (6) Cultural arts actors are limited in activities; and (7) Art is considered something ancient;

2. What is the role of local governments, cultural actors in developing local culture as events or tourist attractions in Pangandaran?

Based on the results of the initial field survey by collecting data with interviews with several cultural figures and local governments through the Pangandaran Regency Tourism and Culture Office where they have done several ways in developing local culture as alternative tourism or events and tourist attractions in Pangandaran Regency:

- a. **The Role of Local Government.** Some of the roles of local governments that have been carried out to develop culture-based tourism include: (1) Conducting guidance or outreach to cultural actors, art studios, art communities so that they continue to exist in displaying local cultures in Pangandaran Regency; (2) Given a place or place to hold art performances as a form of preservation of regional culture and existence; (3) Conduct promotion, socialization and advertising on cultural sites and other online media; (4) Cooperate with West Java Provincial Government, ministries and other agencies; (5) Provide training to local cultural actors; and (6) Hold a cultural festival
 - b. **The Role of Cultural Actors.** Some of the roles that have been carried out by cultural actors in developing Pangandaran local culture: (1) Diligent in training and appearing in various events either carried out by the district government, other agencies, or from the community, and the community; (2) Carry out coordination with relevant agencies regarding the schedule of tourism events in Pangandaran district; (3) Socializing and promoting cultural arts performances; (4) Provide free training to people who want to practice and or learn the local cultural arts of Pangandaran; and (5) Hold art performances with studios or other art communities.
3. How to empower cultural actors in developing the cultural sector as environmental entrepreneurship and/or livelihood or to improve the local economy in Pangandaran?

Empowering Cultural Actors. Some of the things that cultural actors do in empowering in the community, including: (1) Providing Free Courses or Training to children, youth and the community who want to practice in one of the local arts or culture in Pangandaran; (2) Making accessories or complementary needs such as costumes and others as a form of self-activity and not a little as their livelihood; (3) Make souvenirs as souvenirs typical of Pangandaran culture that can be sold or promoted to tourists such as ronggeng gunung wooden dolls, wayang golek, ayam kuda lumping and others. (4)

Opening non-formal schools, especially Pangandaran art and culture studios; and (5) Provide training or become a resource person in various activities

Development of the Cultural Sector as Environmental Entrepreneurship. Some cultural actors also participate as creators or makers of various cultural art works that can support cultural art actors in displaying their culture, such as: (1) Making accessories or complementary needs such as costumes and others as a form of self-activity and not a little as their livelihood; (2) Making souvenirs as souvenirs typical of Pangandaran culture that can be sold or promoted to tourists such as ronggeng gunung wooden dolls, wayang golek, ayam kuda lumping, Kendang and others; (3) Utilization of local culinary that can be sold to tourists and other communities, who utilize the produce and sea of Pangandaran Regency; (4) Improving the local economy in Pangandaran through culture. In improving the local economy in Pangandaran through culture including; (4) Promoting local art or culture products as well as souvenirs or other products; and (5) Several cultural figures engaged in local cultural crafts helped develop and improve the economy of cultural actors in Pangandaran.

So, the empowerment of rural communities can be understood in several perspectives. First, empowerment is interpreted in the context of placing the standing position of the community. The position of society is not in the object of beneficiaries who depend on gifts from outside parties such as the government, but in the position of subjects (agents or participants who act) who act independently. Acting independently does not mean escaping state responsibility. The provision of public services (health, education, housing, transportation and so on) to the community is certainly a given duty (obligation) of the state. An independent community as a participant means the opening of space and capacity to develop potentials, control its own environment and resources, solve problems independently, and participate in determining the political process in the state realm.

The community participates in the development and governance process. Second, the starting point of empowerment is power, as an answer to the powerlessness of society. Traditional social science emphasizes that power is concerned with influence and control. This sense assumes power as unchanging or unchangeable. Real power is not limited to the above understanding. Power is not vacuum and isolated, power is always present in the context of human relations. Power is created in social relations. Power and power relations are therefore subject to change. 4 With such an understanding of power, empowerment as a process of change has a meaningful concept. In other words, the likelihood of an empowerment process depends largely on two things: (1) that power can change. If power cannot change, empowerment is impossible in any way; and (2) that powers can be expanded. This concept emphasizes the notion of power that is not static, but dynamic (Edi Suharto, 2005). Third, empowerment spans from the process to the ideal vision. In terms of process, people as subjects carry out actions or movements to collectively develop potential creation, strengthen bargaining positions, and achieve sovereignty.

4. Conclusion

Local culture is difficult to develop, if all elements are not united and concern for the preservation of local culture decreases, local people must play an active role. Local governments and cultural actors must unite in developing local culture as a characteristic of a region Empowerment of cultural actors must continue to be carried out as a form of cultural

Local governments must give special appreciation to cultural actors in developing culture as tourism. The empowerment of cultural actors should be monitored and given special evaluations. Collaboration between local governments and cultural actors must unite.

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