



The Role of Intercultural Interaction in Community-Based Tourism Management in Nganggring

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Abstract: This study aims to analyze the role of intercultural interaction in community-based tourism management in Nganggring Tourism Village, Yogyakarta. Through a qualitative approach with a case study method, this study explores how interactions between tourists and local communities contribute to cultural preservation, increasing social cohesion, and economic impacts on local communities. The results show that active participation of tourists in cultural activities, such as local handicrafts and agriculture, not only enriches the tourism experience but also helps preserve traditions and strengthen the cultural identity of the village community. Intense interactions between tourists and local residents also play a role in building closer social relationships, while providing economic benefits through homestays and sales of local products. This study suggests the importance of skills training for local communities, wider tourism promotion, and collaboration with educational institutions and the government to maintain the sustainability of community-based tourism in Nganggring Village. Thus, this management model can be used as a reference for the development of other tourism villages in Indonesia.

Keywords: Intercultural Interaction, Community Based Tourism, Cultural Preservation, Social Cohesion, Economic Impact, Nganggring Tourism Village.

1. Introduction

Nganggring Tourism Village, located in Sleman Regency, Yogyakarta, has developed into an attractive tourist destination for domestic and international tourists, especially due to its focus on providing authentic cultural and natural experiences. (Pramezwarly, Juliana, & Hubner, 2021), (Amelia & Susanti, 2024). This village combines natural beauty with local wisdom through a community-based tourism approach. (Patty et al., 2024), (Sumbayak, Waani, & Tungka, 2021). Tourists who visit Nganggring have the opportunity to interact directly with the lives of the village community, such as learning to make handicrafts, participating in local agricultural activities, and interacting with residents in traditional Javanese houses. (Adeline, 2023), (Reza, 2022). This involvement not only creates an immersive tourism experience but also establishes an emotional and cultural connection between tourists and local communities. (MK Putra, 2021), (Simanjuntak & Sunarja, nd).

The community-based tourism approach implemented in Nganggring Village emphasizes active community participation in destination management. Local communities are not only tourist attractions, but are also directly involved in conveying their culture to tourists. (Sahara et al., 2024), (Kurniadi, 2011). Affirming that local community participation in the management of tourist villages contributes to increasing interaction between tourists and residents, which in turn strengthens cultural and social ties. (Yacob, Qomariyah, Marzal, & Maulana, 2021), (Rachmawati, 2021). By involving the

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community in tourism activities, such as guiding tourists in traditional activities or providing cultural education, an exchange of values is created that enriches both parties. (Solikah, Izzah, & Valeria, 2024), (Dwi Praciliya, 2023).

This interaction also encourages a deeper understanding of local culture, where tourists are not just passive observers but also play an active role in the daily lives of village communities. (Aziz, 2008), (Rahman, 2024). As explained by Karyono (1997), this approach not only helps preserve local culture but also supports the social and economic development of the community. The involvement of tourists in activities such as handicraft production or etawa goat farming enriches their understanding of the cultural values held dear by the local community. (FARIDA, n.d.), (Wulandari & Putra, nd).

On the other hand, village managers continue to maintain a balance between tourism needs and cultural preservation. The DIY Tourism Office (2014) noted that active community participation in tourism management, as implemented in Nganggri Village, has an economic impact through the creation of job opportunities and increased income, while maintaining the continuity of local culture. Therefore, this approach can be a model in integrating culture, community participation, and tourist interaction, which strengthens cultural identity and builds social cohesion among villagers. (Desky, 2022), (Agus, 2022).

Various activities, such as learning to make handicrafts from local materials, visiting traditional Javanese houses, and participating in the daily activities of the community, allow tourists to experience and understand local cultural life directly. Making crafts from bamboo or woven fabrics, for example, gives tourists the opportunity to learn traditional skills while introducing the cultural values contained in the activity. Karyono (1997) explains that activity-based tourism plays an important role in preserving traditions that may be threatened by modernization. With this direct experience, tourists can feel the depth of local culture and participate in its preservation. (Nasution, Rizka, Wardani, & Nurlim, 2024), (Sandy et al., 2019).

Activities such as visiting traditional Javanese houses also introduce tourists to architecture that is full of cultural symbolism, reflecting the Javanese philosophy of harmony with nature and others. Putra (2018) added that the involvement of tourists in these activities not only introduces culture to outsiders but also strengthens the community's sense of pride in their cultural heritage. (JY Putra et al., 2024), (ALFATH, nd).

In addition, tourist participation in daily activities, such as helping to produce Etawa goat milk or participating in cultural events, expands the space for interaction between tourists and local residents. Miles and Huberman (2014) suggest that this kind of direct interaction provides greater opportunities for tourists to expand their understanding of local culture. Tourists are not just observers but also become part of the community during their visit. This process allows them to engage more deeply in the unique aspects of local life, from traditions to social values held by the community. (Harahap, Nofianti, & Agustia, 2023), (Januardi, Superman, & Nur, 2024).

For locals, the opportunity to introduce unique aspects of village life to tourists is not only a means of sharing culture, but also strengthening community identity.

Community-based tourism serves as a bridge between two different cultures, while providing an economic boost for local communities (Muljadi & Warman, 2014). The Yogyakarta Special Region Tourism Office (2014) also noted that tourism activities involving direct interaction provide two-way benefits: tourists gain deeper cultural insights, while communities gain recognition for their traditional values as well as economic benefits from tourist visits.

Intercultural interaction is a key element in tourism management in Nganggring Tourism Village. Intense interaction between tourists and local residents creates opportunities for both to learn from each other and exchange cultures. Village managers proactively create an environment that supports this cultural exchange through various activities that allow tourists to be directly involved in community life. This is in accordance with Gordon Allport's (1954) theory of cultural contact, which states that direct contact between different groups can reduce prejudice, especially if accompanied by cooperation and common goals. In Nganggring Village, community-based tourism programs place local culture at the core of the tourism experience.

This management includes joint activities that are not only entertaining but also educational. Tourists learn about local culture, such as making traditional crafts or participating in village farming and livestock activities. For example, tourists can learn about the process of producing Etawa goat milk, which not only introduces aspects of the local economy but also the cultural values behind the practice (Putra, 2018). These activities are designed to encourage enriching interactions between tourists and local residents, which ultimately helps reduce stereotypes and increase intercultural understanding.

The impact of this tourism management is very significant. Not only does it increase cultural understanding among tourists, but it also empowers local communities. Community participation in cultural tourism has increased recognition of local heritage while driving economic growth. The DIY Tourism Office (2014) reported that community participation in managing cultural attractions and becoming tour guides has increased income and employment opportunities. Meanwhile, this tourism activity strengthens local cultural identity, where residents are empowered to maintain and promote their culture.

Furthermore, this approach also strengthens social cohesion within the community. As Muljadi & Warman (2014) argue, community-based tourism management that involves the community in every stage of the tourism process, from planning to implementation, gives them greater control over how their culture is presented. This not only brings economic benefits, but also builds pride and solidarity among villagers. Through well-structured intercultural interactions, tourists return home with a deeper understanding of the local culture, while villagers gain recognition and appreciation for their cultural heritage.(Dewi, 2023).

2. Materials and Methods

This study uses a qualitative approach with a case study method to understand more deeply about the role of intercultural interaction in community-based tourism management in Nganggring Tourism Village. Case studies were chosen because this method al-

allows researchers to explore phenomena in real-life contexts, focusing on how intercultural interactions occur between tourists and local residents (Yin, 2014). Data collection was conducted through in-depth interviews with tourism village managers, tourists, and local community members who were directly involved in tourism activities. In-depth interviews were chosen because this technique can explore the perceptions and experiences of respondents more comprehensively (Miles & Huberman, 2014).

In addition to interviews, participant observation was also used to see firsthand how intercultural interactions take place in the field. Researchers participated in several tourism activities, such as making handicrafts and processing Etawa goat milk, in order to understand the dynamics of intercultural interactions from the perspective of tourists and local communities (Dewi, Faneli, & Baiquni, 2013). Data obtained from interviews and observations were then analyzed using a thematic approach, where important patterns in intercultural interactions were identified and categorized based on the main themes that emerged from the data (Miles & Huberman, 2014).

To ensure data validity, method triangulation was conducted by comparing the results of interviews, observations, and documentation. This is in accordance with the suggestion of Yin (2014), which states that the use of various data sources can strengthen the validity of the research and provide a more holistic picture of the phenomenon being studied.

3. Results and Discussion

The results of this study reveal that intercultural interactions in Nganggring Tourism Village play a very important role in community-based tourism management. These interactions are not just meetings between tourists and local residents, but also create deep dynamics that contribute to tourism sustainability and community empowerment. Through interviews with village managers, tourists, and local communities, several main interaction patterns were identified, namely cultural learning, preserving traditions, and improving social relations.

Cultural Learning is an important element of this interaction. Tourists visiting Nganggring Village are given the opportunity to be directly involved in the daily activities of the village community, such as learning the process of making traditional handicrafts or participating in local agricultural activities. This involvement provides direct experience of the local community's way of life, which ultimately increases tourists' understanding of the local culture. According to Dewi, Faneli, & Baiquni (2013), this participatory approach helps tourists to not only be passive observers, but also actively engage in various aspects of local culture. This interaction enriches tourists' perspectives on the values held by the village community, such as mutual cooperation, local wisdom, and harmonious relationships with nature.

Preservation of Traditions is also a major focus of this intercultural interaction. Tourist participation in local cultural activities, such as making traditional crafts or attending traditional events, not only provides tourists with a deeper understanding of the village culture, but also serves as a mechanism for preserving traditions. As noted by Karyono (1997), involving tourists in local tradition-based activities helps strengthen the cultural identity of the community and encourages the preservation of these values amidst the threat of modernization. These activities allow local residents to continue to maintain their cultural heritage by sharing knowledge and skills with tourists, while strengthening cultural ties between generations within the community.

In addition, improving social relations between tourists and local communities is one of the positive outcomes of intercultural interaction in Nganggring Village. This interaction not only strengthens social relations within the community, but also strengthens social cohesion among village communities. The involvement of tourists in daily village activities, such as milking Etawa goats or participating in local festivals, creates a more inclusive interaction space, where communities and tourists can share stories, ideas, and experiences. According to Miles & Huberman (2014), interactions that take place in a cooperative and collaborative environment can help reduce prejudice and increase

positive relations between different groups. In Nganggring Tourism Village, this kind of interaction encourages the creation of closer and mutually beneficial relationships between tourists and local residents, where both receive social and cultural benefits from the relationship.

Furthermore, this intercultural interaction also has a significant impact on the economic and social empowerment of local communities. Tourists who engage in various cultural activities contribute directly to the village economy through the purchase of local products, payment for tourism experiences, and participation in homestays managed by local residents. Village managers organize various activities that allow local communities to utilize the arrival of tourists as an additional source of income, as stated by the DIY Tourism Office (2014). This creates new economic opportunities for the community, while ensuring that the benefits of tourism remain fairly distributed among local communities.

Thus, intercultural interactions in Nganggring Tourism Village not only enrich the tourist experience, but also support cultural preservation, strengthen social relations, and empower the community economically.

a. Cultural Learning and Knowledge Exchange

One of the main findings of this study is the role of intercultural interaction as a learning medium for tourists and local communities. As expressed by Rudi Pramoko, Head of Pokdarwis Nganggring Tourism Village, "Tourists who come not only just look, but also get involved in our daily activities, such as milking goats or making handicrafts. This makes them understand more about our culture and broadens their horizons" (Interview, July 27, 2024). This is in accordance with Allport's (1954) theory of cultural contact, which states that direct contact with different groups can reduce stereotypes and increase understanding, especially if it occurs in an environment that supports cooperation.

Tourists who engage in cultural activities in Nganggring Village have the opportunity to learn firsthand about the way of life and cultural values of the local community. Activities such as learning to make bamboo or woven crafts and participating in the processing of Etawa goat milk broaden their knowledge of local traditions. As noted by Dewi et al. (2013), this participatory approach encourages tourists to become not only observers, but also active participants in the life of the village community.

b. Preservation of Local Culture through Tourism

Intercultural interaction not only serves as a means of learning, but also becomes an important instrument in efforts to preserve local culture in Nganggring Tourism Village. Active participation of tourists in the daily activities of the local community plays a major role in maintaining traditions and customs that may be vulnerable to erosion by modernization. Aziz Saputra, one of the village managers, emphasized that the involvement of tourists in cultural activities aims to ensure that existing traditions are still known, appreciated, and preserved. He stated, "We deliberately invite tourists to participate in traditional events or make traditional crafts, so that our culture remains known and appreciated" (Interview, July 27, 2024). Through this direct involvement, tourists not only observe but also contribute to the process of preserving culture.

This preservation process is not only an effort to maintain existing traditions, but also to rebuild local people's pride in their own culture. Activities such as planting rice using traditional techniques or participating in traditional events provide authentic experiences for tourists, while strengthening cultural identity among local people. As explained by Karyono (1997), tourism that involves tourists in traditional cultural activities plays an important role in ensuring the survival of local traditions that may be threatened by globalization and lifestyle changes. With tourists who are interested in and appreciate these traditions, local people become more motivated to preserve their cultural heritage.

Tourist involvement in cultural activities such as making bamboo, batik, or woven crafts also has a positive impact on cultural preservation efforts. Tourists who are inter-

ested in learning these traditional techniques not only broaden their knowledge, but also become intermediaries who introduce these traditions outside the community. For example, making crafts based on hereditary skills not only helps preserve cultural heritage but also provides local communities with new economic opportunities. Tourists who participate often take these crafts home as souvenirs, which then serve as a medium for spreading local culture to the outside world. Thus, this culture-based tourism not only supports local cultural preservation but also expands the reach of the culture's influence to the global level.

In addition, the presence of tourists in traditional events such as religious ceremonies or local festivals also strengthens social ties among villagers. The active participation of the community in activities triggered by the presence of tourists encourages them to hold traditional ceremonies more often, which previously may have only been carried out on a small scale or rarely. This process creates a positive cycle in which the presence of tourists supports the revitalization of local culture, which in turn further enriches the tourism experience. This is in accordance with the findings of Putra (2018), who stated that community-based tourism can strengthen people's sense of pride in their culture. Tourists who show a deep interest in local traditions encourage the community to appreciate and practice these traditions more in their daily lives.

Furthermore, cultural preservation through tourism also has a long-term impact on the younger generation. The involvement of tourists who are interested in local traditions often motivates young people in the village to appreciate and learn more about their culture. This is one of the most valuable indirect impacts of intercultural interaction. Aziz Saputra said that "When tourists show interest in our culture, the younger generation becomes more interested in learning it, because they see that our culture is appreciated by outsiders" (Interview, July 27, 2024). This involvement not only maintains traditions, but also ensures that cultural values remain alive and relevant amidst changing times.

Community-based tourism implemented in Nganggring Tourism Village also creates an ecosystem that supports the sustainability of local culture. When local people see that their culture is appreciated by tourists, they become more committed to preserving it. The economic impact generated from these tourism activities also provides incentives for the community to continue practicing and maintaining their traditions. Thus, cultural preservation is not only driven by cultural motivations, but also by the economic benefits directly felt by the community.

In this case, cultural preservation through community-based tourism in Nganggring Tourism Village shows how intercultural interaction can be an effective tool in maintaining the continuity of local traditions, strengthening the cultural identity of the community, and providing economic and social benefits. Tourists involved in this process not only learn about local culture, but also become part of a collective effort to preserve a valuable cultural heritage for the village community.

c. Improving Social Relations and Community Cohesion

The results of this study reveal that intercultural interactions in Nganggring Tourism Village play a crucial role in strengthening social relations and building community cohesion. Village managers actively create an environment that supports positive interactions between tourists and local communities, not only in the context of tourism but also as a means of strengthening social relations between them. As conveyed by Nur Muhammad Huda, one of the village managers, "This interaction is not only about tourism, but also how we can get to know each other better and learn from the tourists who come. This builds togetherness" (Interview, July 27, 2024). Through joint activities, the community and tourists exchange stories, experiences, and perspectives, creating closer bonds and a deeper understanding of each other's way of life.

Interactions built through activities such as trekking in the hills, cultural arts performances, and participation in local traditional events, provide an opportunity for tourists to not only see the natural beauty and culture of Nganggring, but also to feel the social dynamics that exist in the village. Active participation in events such as cultural

festivals or traditional processions strengthens social relations between tourists and villagers, as they experience the lives of the local community directly, with a sense of mutual respect and involvement. These activities are not only entertainment, but also a medium for local people to share the cultural values that they uphold, such as mutual cooperation and togetherness in the community.

According to Muljadi & Warman (2014), social interactions built in the context of community-based tourism can significantly strengthen solidarity between local communities and tourists. This is evident in the Nganggring Tourism Village, where tourists who stay in homestays with local families have the opportunity to truly experience the daily lives of the villagers. This experience creates a strong emotional bond between tourists and hosts, encouraging a sense of mutual respect and deep cross-cultural understanding. Tourists are not only temporary visitors, but are also considered part of the community during their stay in the village, making their tourism experience more meaningful.

The communal living experienced in homestays creates space for informal interactions between tourists and locals. Tourists participating in daily activities such as cooking, farming, or sharing stories in the evenings helps create deeper bonds. They not only gain insight into village life, but also have the opportunity to build friendships with the locals. This, in turn, strengthens social cohesion among the community, as locals feel that they are not only welcoming tourists but also sharing their lives with people from outside, broadening their social and cultural horizons.

Furthermore, this positive interaction also creates a wider social effect. The DIY Tourism Office (2014) noted that community participation in managing tourism activities not only provides economic benefits, but also contributes to increasing the sense of togetherness among the village community itself. The presence of tourists involved in village activities motivates residents to work together more often in organizing cultural events and community activities, which ultimately strengthens internal bonds between them. Mutual cooperation and collaboration in welcoming tourists become an integral part of village life, which further strengthens the sense of solidarity among villagers. Tourists do not only act as spectators or consumers, but also as catalysts in creating synergy between village communities.

In addition, intercultural interactions also play a role in changing local people's perceptions of tourism. Previously, there may have been a distance between local people and tourists, where people felt that tourists only came to enjoy nature and culture without really getting involved in community life. However, with more and more tourists interested in actively participating in the daily lives of village communities, deeper interactions have changed this perspective. Tourists who value and respect local culture not only help introduce these values to the outside world, but also strengthen cultural identity within the community itself.

Tourists who return to Nganggring Tourism Village often develop closer relationships with the villagers. The experiences they bring home become stories they share with their friends and family, which then expands the social network between the village and the outside world. The relationships that are formed between tourists and villagers also create opportunities for deeper cultural exchanges in the future, opening up the possibility of collaboration in other areas such as education or local economic development.

Overall, intercultural interactions in Nganggring Tourism Village not only enrich the tourist experience but also strengthen social cohesion within the local community. Joint activities facilitated by the village management serve as a bridge connecting the local community and tourists, creating closer social ties and fostering a sense of togetherness among all parties involved.

d. Economic Impact and Local Community Empowerment

In addition to providing significant social and cultural impacts, intercultural interactions in Nganggring Tourism Village also bring substantial economic benefits to the local community. One important aspect of intercultural interactions in tourism is the di-

rect contribution to improving the economic welfare of local communities. As explained by Rudi Pramoko, Head of Pokdarwis Nganggring Village, "With the arrival of tourists, community income increases. Homestays and handicrafts become additional sources of income for residents" (Interview, July 27, 2024). Tourists who stay at homestays and buy local handicrafts provide additional income for residents, strengthening the local economy which previously only relied on agriculture and small businesses.

Income from homestays, which are managed directly by the community, is a new source of stable income for the residents. With the operation of homestays, the community not only gains economic benefits from the cost of renting rooms, but also from additional services provided, such as the provision of traditional food, tour guides, and the sale of local souvenirs. Tourists who stay longer in the village tend to spend more money to enjoy the cultural experiences offered, such as attending handicraft workshops or learning about organic farming in the village. These activities encourage economic circulation at the local level, creating a multiplier effect that has a positive impact on various sectors within the community.

The DIY Tourism Office Report (2014) also shows that community-based tourism as implemented in Nganggring has created various new economic opportunities, including employment in the tourism sector and sales of local products. Tourists who engage in cultural activities, such as making handicrafts or learning how to milk Etawa goats, not only gain unique experiences, but also contribute to the village economy through the purchase of local products. The sale of handicraft products such as woven fabrics, batik, or livestock products directly increases the income of people who previously relied heavily on the agricultural sector.

Village managers intelligently create tourism programs that not only focus on entertainment, but also consider the positive economic impacts for local communities. Every tourism activity designed has an economic dimension, where local residents become the main actors in providing cultural experiences to tourists. These programs include the provision of homestay services, tour guides, organizing cultural events, to the production and sale of handicrafts. Active community participation in this management gives them recognition of their own cultural heritage, while also making a real contribution to increasing income. This is in accordance with the concept of community-based tourism which emphasizes the importance of local community involvement as active subjects in the tourism process, not just as objects of attraction (Muljadi & Warman, 2014).

Furthermore, the success of community-based tourism management in Nganggring Tourism Village also creates opportunities for the community to empower themselves through micro-enterprises. Many residents are beginning to see the economic potential of tourism, such as opening food stalls, selling locally processed products, or offering transportation services for tourists. This opportunity motivates residents to innovate and create products that can attract tourists, thus diversifying sources of income for the community. On the other hand, the community is also learning to improve the quality of their services, both in terms of accommodation, crafts, and culinary, to meet the standards expected by tourists.

In addition to direct economic benefits, these interactions also help strengthen social and economic networks among villagers. By working together in tourism management, communities more often collaborate in small business groups such as craft cooperatives or goat milk farmer groups. This collaboration not only strengthens social cohesion among villagers but also increases their capacity to adapt to the growing demands of the tourism market. Involvement in tourism-based economic activities allows residents to build new skills, such as homestay management, local product marketing, and tourism services, which were previously not well-known by the community.

Community-based tourism in Nganggring also allows local communities to maintain and preserve their traditions in a sustainable manner. For example, the making of handicrafts that have been passed down from generation to generation has now become more economically valuable thanks to the interest of tourists in these products. Preserving culture through tourism not only maintains cultural heritage, but also makes it a vi-

able source of livelihood for the community. This is in line with the view of Muljadi & Warman (2014), who emphasize that community-based tourism must be able to empower local communities economically while preserving existing cultural values.

Overall, intercultural interactions in Nganggring Tourism Village have brought significant economic impacts to the local community, by increasing their income through various tourism activities. In addition, this community-based tourism model also encourages broader economic empowerment, where the community not only gains economic benefits, but also new skills that can support their economic sustainability in the future.

4. Conclusions

Research on the Role of Intercultural Interaction in Community-Based Tourism Management in Nganggring Village shows that intercultural interaction plays a crucial role in creating an immersive tourism experience, where tourists are not just passive spectators but also participate in the cultural activities and traditions of the local community. Tourist involvement in daily activities such as handicrafts and agricultural activities helps preserve traditions that may be vulnerable to modernization, while strengthening the cultural identity of the local community. In addition, this interaction also has an impact on improving social relations and community cohesion, where tourists who stay with local families in homestays can build closer bonds with villagers, creating a sense of mutual respect and cross-cultural understanding. On the other hand, this community-based tourism also has a significant economic impact on the community, with increased income from homestays, handicraft sales, and other tourism activities. Therefore, to increase this potential, local communities need to receive training in management and marketing skills, as well as strengthen promotions through digital platforms to reach more tourists. It is also important for village communities to continue to develop more varied tourism programs and involve the younger generation in preserving local culture. Support from the government and educational institutions is also needed to ensure the sustainability of this community-based tourism, so that it can continue to provide social, cultural and economic benefits for the people of Nganggring Village.

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