

Development of Nature Tourism Potential Bantaragung Village, Majalengka Regency

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Abstract

Government of the Republic of Indonesia through the Ministry of Tourism and Creative Economy runs the "Tourism Awareness Campaign 5.0" program which specifically focuses on building awareness and developing the mentality and productive character of village communities so that communities are able to independently and sustainably manage and develop the potential of tourism villages. This study aims to find, develop and package the potential of natural tourism in Bantaragung Village. The method used in this study uses a qualitative method through observation and interviews. This study found tourism potential in the form of agricultural nature tourism with the theme of farmer life, traditional Mapag Sri dance, martial arts, batik celup art that uses natural materials around the village, as well as natural scenery in the form of waterfalls, rice fields, and natural bicycle routes. This study provides an overview of the formation and development of village potential, how to package nature tourism, and nature tourism programs that can be implemented by Bantaragung Village, Majalengka Regency in increasing local revenue through nature tourism.

Keywords: Tourism Village, Creative Economy, Community Development

A. INTRODUCTION

The Ministry of Tourism and Creative Economy/Baparekraf is running the "Tourism Awareness Campaign 5.0" program which specifically focuses on building awareness and developing the mentality and productive character of village communities. This program has a target for communities to be able to independently and sustainably manage and develop the potential of tourist villages (Ministry of Tourism and Creative Economy/Baparekraf RI, 2024). A Tourism Village is a form of integration between the potential of natural tourist attractions, cultural tourism, and man-made tourism in a particular area supported by attractions, accommodation, and other facilities according to the local wisdom of the community (Marham, et al, 2022). The development of village potential can be carried out by utilizing the capabilities of village potential elements that function as tourism product attributes that are able to provide and meet a series of tourist travel needs both in terms of attractions and as supporting facilities (Annisya, et al, 2013). There are at least two main indicators of a Tourism Village, namely, a) tourism activities based on resources in the village, and b) direct interaction between tourists and local residents and resources in the Village (Ministry of Tourism, 2019).

In 2024, the number of tourist villages registered in the Tourism Village Network (Jadesta) will be 4,812 villages. This number has increased from 4,573 villages in 2023 and 3,419 villages in 2022 (Ministry of Tourism and Creative Economy/Baparekraf RI, 2024). Realizing the large contribution of Tourism Villages to the development of the Village economic sector and other

related fields, efforts to identify the potential in tourism villages are a strategic step to develop Tourism Villages that are still in the pioneering stage such as in Bantaragung Village. Data on the number of tourist visits to Bantaragung Village from 2022 to 2024 can be seen in the following table:

Table 1. Tourist Visits to Bantaragung Village 2022 – September 2024

Year	Number of Tourist
2022	15,010
2023	15,678
2024	11,950

Source: Bantaragung Village Government, 2024

From the table above, it can be seen that the average number of tourist visits per month is 1,292 people. This number is still far below the target of 2,500 tourist visits per month. From initial observations, researchers found that the ability of tourist village managers to package tourism potential is still low and there are still limited human resources who are able to manage social media accounts in promoting so that tourism potential cannot be promoted attractively to target tourists. This study aims to find, develop and package the natural tourism potential of Bantaragung Village.

B. RESEARCH METHOD

The method used in this study uses a qualitative method through observation and interviews. The research participants are stakeholders of Bantaragung Tourism Village, namely the Village Government, BUMDES (village-owned enterprise) managers, cultural figures, religious figures, youth organizations, and tourists. The determination of the sample was carried out purposively and snowball where the participants were individuals who were considered to have the competence to be data sources. In this study, the researcher acted as the key instrument or main instrument for data collection. As a key instrument, the researcher tried to build rapport (trust) from the research participants so that more comprehensive data collection was possible. Data collection was carried out using in-depth interview methods, participant observation, focus group discussions (FGD). The research data was further analyzed using the interactive model of Miles and Huberman (1994) which consists of data reduction, data display, and drawing/verifying conclusions. SWOT analysis will be used to analyze tourism potential.

Comparison with prior studies reveals both consistencies and unique findings. Similar to Marham et al. (2022), this study highlights challenges in infrastructure and community engagement, emphasizing collaborative tourism development. Distinctly, Bantaragung Village excels in leveraging natural resources and cultural traditions, setting it apart from neighboring villages. Issues like poor infrastructure and local resistance, as noted by Noerchoidah et al. (2020) and Surahman et al. (2020), underscore the need for strategic communication and infrastructure improvements. Proposed strategies align SWOT findings with actionable steps to address these challenges effectively.

The research began by asking for the willingness of informants to be part of this research. Those who were willing were then asked to sign a letter of consent to become research participants. The next step was to conduct observations with the Village Government and BUMDES managers to sites that were considered to have the potential to become tourist attractions. After the observation,

we conducted interviews with four key figures, namely the village head, the head of the BUMDES tourism unit, a village staff and an observer of religion and customs in Bantaragung village. Interviews were conducted one by one and lasted around 45-90 minutes per person in different places according to the agreement with the informant. After conducting the interview, we then conducted an FGD with 10 members of the tourism village management at the Bantaragung Village Hall.

After all the data was collected, we analyzed the interview data starting with the transcription of the interview recordings. The transcripts were then read for coding or labeling, followed by determining the categories and relationships between each label. The data analysis activity ended with writing the results. Further analysis was carried out on the FGD data with the same stages as the interview data. All opinions expressed by FGD participants were transcribed and then codes and categories and relationships were created, ending with writing the results.

C. FINDING AND DISCUSSION

The Ministry of Tourism (2019) groups the potential or tourist attractions into three categories, namely natural attractions (nature), cultural attractions (culture) and artificial attractions (built). Bantaragung Village has natural potential that can support the development of tourist villages, including the location of Bantaragung Village itself at the foot of Mount Ciremai, good road access to Bantaragung Village, has good land contours, beautiful nature (Kemenparekraf/Baparekraf RI, 2024). There are five tourist attractions that have been developed in the Bantaragung tourist village, namely

- a. Ciboer pass, beautiful terraced rice field views and there is a river flow so it is usually used for tubing tourism,
- b. Curug Cipeuteuy, a waterfall that has been arranged and managed by the community
- c. Batu Asahan, ecological tourism in the Bantaragung tourist village
- d. Bumi Perkemahan Awilega, a campground with a pine forest feel and a capacity of 2,000 people
- e. Bukit Batu Semar. a view of the hilltop in the Bantaragung tourist village

The potential cultural attractions of Bantaragung Village are in the form of the characteristics of all actors involved in the development of the Bantaragung tourist village, namely

- a. Pencak silat. Pencak silat is a traditional art that has now become a cultural heritage of the Indonesian nation. There are two types of pencak silat in the Bantaragung Tourist Village, namely Usik Babakan (Putra Kinayungan) and Silat Prestasi Ciung Wanara.
- b. Degung. Degung is one of the typical and original gamelans created by the Sundanese people. Degung in Bantaragung Tourism Village is usually used to welcome distinguished guests who come to Bantar Agung Village, traditional mapag panganten ceremonies and others. Degung is also usually used to accompany Sundanese kawih or Sundanese pupuh
- c. Genjring, This Genjring Art Attraction is an attraction like acrobatic art with distinctive musical accompaniment. In this genjring art attraction, it often shows the dexterity of several players. They use the strength of their hands, feet and body balance as the main elements of their presentation
- d. Angklung. Angklung is a traditional musical instrument made of bamboo and is a UNESCO world cultural heritage site.

- e. Mapag sri dance art. A traditional tradition involving traditional arts, such as mask dance, in welcoming the big harvest. This tradition is carried out as an expression of gratitude to God Almighty for a satisfying harvest

Artificial attractions in Bantaragung Village include

- a. Hajat bongkar bumi. Hajat Bongkar Bumi is a traditional ceremony held before the planting season and starting to enter the rainy season. This is done while also conveying prayers for rain because the dry season has been quite long.
- b. Earth alms. Earth alms is an activity of gratitude for the harvest of residents.
- c. Grebeg syura. Grebeg syura is a traditional ceremony to welcome the Islamic New Year. The purpose of this grebeg syura is a form of gratitude given for the blessings of life.
- d. Grebeg mulud. Grebeg Mulud is a tradition to commemorate the birth of the Prophet Muhammad SAW which is usually done by presenting a tumpeng competition and there is a mulud ider. Mulud ider is a tradition of reciting the prophet's prayers to each resident's house in turn
- e. Munah. Munah is a tradition inherited from the ancestors of the Bantaragung Village as one of the community's efforts to ward off disaster. Usually this event is held after a disaster, natural disaster or epidemic that occurs in Bantaragung Village.
- f. Bantaragung Earth Festival. The Bantaragung Earth Festival is a celebration of the residents of Bantar Agung Village. The Bumi Bantar Agung Festival is held once a year in October

In addition to natural attractions, cultural attractions, and artificial attractions, Bantaragung Village has tourism potential that can be developed, including:

- a. Natural agricultural tourism with the theme of farmer's life.
- b. Ecoprint batik dip art. Ecoprint is a technique for making natural batik that uses leaves, flowers, and other natural materials to produce unique patterns on fabric.
- c. Bicycle paths along the expanse of rice fields in Tarikolot, Dukuh, and Cikarikil.

As a form of alternative tourism, tourist villages have several advantages such as natural conditions and community traditions. This study has identified several main advantages of Bantaragung Tourism Village compared to other tourist villages. First, this village has a long history, especially in terms of the spread of Islam and legendary sites that are still maintained to this day. Second, Bantaragung Village has springs and rivers that can be used for the development of adventure tourism (sport/adventure tourism) or fishery-based nature tourism. Third, the character of the community who are friendly to visitors and still uphold traditional and religious values is an attraction in itself for tourists. This is evident in urban tourism such as Yogyakarta (Hadi, 2019). Fourth, Bantaragung Tourism Village has many raw materials that can be produced into tourism products such as panca rasa honey, wedang sernud, and bamboo.

Based on data analysis, there are several shortcomings in the Bantaragung Tourism Village. First, there are no tourist markers in the village such as welcome greetings and names of tourist sites. The existence of tourist markers will function as a promotional media for the existence of the tourist village as well as a signpost to the tourist location. Second, supporting infrastructure such

as roads to tourist locations are still not good, and the tourist information center (Tourist Information Center-TIC), sales center, toilets, homestays and information systems are not yet available. All of these infrastructures greatly affect the comfort of tourists. Third, environmental cleanliness and health have not been a concern for residents of the tourist village. Fourth, the existence of trained and experienced tourism actors is still limited, which can affect the ability to provide consumer services. Research by Noerchoidah, et al (2020) also revealed that one of the obstacles in developing tourist villages is the lack of knowledge and skills of tourism actors, especially BUMDES managers related to tourism. The potential in Bantaragung Village can be developed into several village-based tourism models, for example Educational Tourism Village (Education Tourism), Agrotourism Village (Agri Tourism), Sports Tourism Village (Sport Tourism). Agrotourism is a series of tourist activities in rural areas that include participating in farming activities, learning local wisdom, enjoying the scenery, practicing organic and conventional farming techniques and biodiversity, and harvesting tropical fruits and vegetables (Herrera, 2004). Agrotourism that can be developed in Bantaragung Village as an attraction can be in the form of planting rice, vegetables, and honey bee farming. Furthermore, various agricultural products can be developed into various processed products and further tourist attractions (Herawati & Winarno, 2020).

Bantaragung Village has an attractive attraction for domestic tourists to carry out Educational Tourism activities. Educational Tourism is a variety of tourism activities with the main aim of learning or increasing knowledge and skills in the village (Hadi, 2020). The main target of Educational tourism comes from students and college students. The policy of the Ministry of Education and Culture which launched the independent learning program opens up a very large space to manage educational tourism programs in Bantaragung Village, for example in the form of KKN, PPL, Internships, or cultural and historical research. Nurcahyanto and Yulianto (2019) stated that developing tourist attractions through educational activities has the potential to significantly increase the number of visits to the destination.

Bantaragung Village is also very possible to be developed into a Sport or Adventure Tourism destination. This tourism model targets tourists with special interests, such as nature bikers and river tubing. BUMDES Bantaragung Village can collaborate with the Majalengka Regency Government to repair roads around Tarikolot, Dukuh, and Cikarikil for nature bike tourism purposes. Meanwhile, for river tubing or outbound activities, the Ciboer Pass area can be managed for this purpose. The concept of tourism development in Bantaragung Village can also adopt a spatial and non-spatial development approach as has been implemented in Bendungan Village, Pemekasan Regency (Marham, et al, 2022).

Implementation of the spatial development concept in the form of providing tourist routes, special transportation facilities to the tourist village area and supporting facilities for tourism activities. The form of implementation of non-spatial development is by using a combination of customary and religious law as the basis for compiling regulations for tourism activities, developing agrotourism, providing adequate accommodation facilities, providing souvenir kiosks and restaurants, as well as providing training to the community and creating websites.

Development Challenges and Resolution An empirical study revealed that the government, especially the village head, has a large role in fostering and promoting village tourism products (Adawiyah, 2017). This fact suggests that village government policies are a very vital part of the progress of a tourist village. This study revealed that the Village government has not paid special attention to the development of Tourism Villages. This was revealed from the results of discussions

with BUMDES members. They revealed that village government support in the form of funding was considered a very important factor in starting to improve several tourist destinations in Bantaragung Village. The same thing was also emphasized by Nematpour (2022) Where the government's support for tourism development has a significant impact on increasing the competitiveness of a tourist destination. A different view was expressed by a Village staff who is also the initiator of the Bantaragung Tourism Village. From the results of the interview, it was revealed that the Village Government has provided support to young people to develop several tourist attractions in the Village. However, this support cannot be optimal due to several problems, for example, the village government and BUMDES have not agreed on where to start managing the existing tourism potential because there is no master plan or main plan for tourism development that can be a reference for tourism development.

Tourism human resources have a major contribution to the development of tourist villages. Therefore, efforts to manage human resources for managing tourist villages need to be a priority because well-managed human resources have an important role in improving the quality of service and tourist satisfaction (Tiago, 2020). If the knowledge, skills and attitudes of BUMDES members are still minimal, then this can be a major challenge to accelerate the progress of pioneering tourist villages. This problem was also revealed in this study. One of the contributing factors is the lack of efforts to increase human resource capacity, either from BUMDES initiatives or the village government. The various obstacles above need to be addressed by identifying training needs for BUMDES members and asking for assistance in managing Tourism Villages from practitioners and academics in the field of tourism. One form of tourism human resource development program is planning the development of tourist villages and deepening understanding of the world of tourism. In addition, rebuilding intensive communication between the chairman and members of BUMDES can solve various internal deadlocks. Meanwhile, other strategic steps that can be taken to revive the enthusiasm of BUMDES members can be done by providing support, in the form of stimulus funds, to improve several tourist sites that have been crowded with visitors, as seen at Curug Cipeuteuy. The results of interviews with BUMDES members also revealed that there was rejection from several community leaders towards the development of tourist destinations in Bantaragung Village. They are of the view that tourists who come in a way of dressing that is not in accordance with the traditions of the village community can damage the existing local wisdom. This concern is reasonable considering the many empirical facts that show that the development of tourist destinations often becomes a "predator" or destroyer of local wisdom. This is also reinforced by the findings of Surahman, et al (2020) that the development of rural tourism has changed the way people dress and there has been a shift in cultural values from spiritual to commercial. In response to the response of the elders, BUMDES members have tried to communicate and explain the real concept of tourism. However, they still have not given a positive response. However, the fairly firm warning from the elders needs to be an important consideration in determining the tourism development model in Bantaragung Village. In addition, the adoption of an educational tourism model can be a strategy to develop a friendly Tourism Village with local wisdom (Thohri, 2022). The development of tourism that adopts local wisdom will build the pride of the village community towards values that have sometimes been abandoned. This tourism development concept is identical to the concept of sustainable tourism (Priatmoko, et al, 2022).

This study also revealed external challenges in the development of Bantaragung Tourism Village, namely the existence of neighboring tourist villages such as Mojokerto Village and

Ketanrame Village. Each of these villages has almost the same natural potential and has previously developed their tourist attractions. This will certainly present quite tight competition in order to capture market share, especially for domestic tourists. However, the existence of neighboring tourist villages will also have a positive impact, especially in spurring the enthusiasm and creativity of BUMDES members of Bantaragung Village. In addition, various attractions that have developed in neighboring villages can be synergized with tourist attractions in Bantaragung Village through cooperation in tour packages. In other words, tourist destinations that are already popular in other villages can be connected with tourist attractions in Bantaragung Village. This approach can increase the popularity and economy of newly developing tourist destinations (Priatmoko, et al, 2021). In addition to the challenges above, there are main challenges in developing tourist villages as expressed by the General Chairperson of the Tourism Awareness Community, Panca R. Sarungu (Liputan6, September 6, 2021). The challenges are the quality of human resources that do not meet the standards and the marketing of Tourism Villages. In a study, other internal challenges were revealed, namely the low participation of the community in building tourism villages (Nugroho, 2018). Low participation can be caused by a lack of understanding and awareness of the community about the benefits of tourism villages, concerns about the negative impacts caused by tourism activities and the absence of positive impacts that they get from tourism activities.

The research highlight the practical implications for Bantaragung Village's tourism development. By focusing on agrotourism, educational tourism, and adventure tourism, the village can effectively harness its natural, cultural, and community potential. Strategic efforts, such as improving infrastructure, fostering human resource capabilities, and building partnerships, are essential to overcome current challenges and promote sustainable growth.

D. CONCLUSION

Based on the research results, Bantaragung Village has significant potential to be developed into destinations for agrotourism, educational tourism, and sports or adventure tourism through a community-based approach. The village's natural, cultural, historical, and human resource potentials can be designed using spatial or non-spatial approaches to create diverse and sustainable tourism attractions. The enthusiasm of BUMDES (Village-Owned Enterprises) members serves as an essential asset in this development. However, challenges remain, including low policy and funding support from the village government, the absence of a comprehensive master plan, limited infrastructure, the capacity of tourism management human resources, and resistance from certain village elders. External threats also exist, such as competition from the growing tourism attractions in neighboring villages. To address these challenges, it is recommended that the village government and BUMDES collaborate to develop a strategic master plan for tourism development that actively involves local communities, enhances infrastructure, and invests in capacity-building programs for BUMDES members, particularly in knowledge, attitudes, and skills related to tourism management. Establishing intensive communication between Pokdarwis (Tourism Awareness Groups), the village government, and the community is crucial, along with seeking assistance from practitioners and academics in rural tourism development. Partnerships with various stakeholders to promote existing attractions and create integrated tourism packages with neighboring villages can further strengthen the village's competitive edge. Additionally, this development effort aligns with broader community empowerment initiatives, including those under the Merdeka Belajar Kampus Merdeka (MBKM)

framework, providing opportunities for universities in West Java Province to contribute through integrated educational activities. Future research can focus on evaluating the economic, social, and cultural impacts of these developments, exploring community responses, and formulating strategies to enhance Bantaragung's role as a sustainable rural tourism destination.

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