



---

# **Analysis of the Application of Community-Based Tourism in the Management of Blimbingsari Tourism Village, Jembrana Regency, Bali**

**Vivi Fanny Rumaseb<sup>a</sup>, Ida Ayu Suryasih<sup>b</sup>**

<sup>a</sup>Faculty of Tourism, Udayana University, Bali

<sup>b</sup>Faculty of Tourism, Udayana University, Bali

---

## **ABSTRACT**

*Blimbingsari Village was designated as a tourist village through the Bank Indonesia Bali Nusra CSR program on December 16, 2011 along with 6 other villages in Bali Province. It was then inaugurated by the Regent of Jembrana Regency on December 25, 2011. Blimbingsari Tourism Village has the potential for natural tourism, cultural tourism and artificial tourism which is quite unique. However, in its development, the management of Blimbingsari Tourism Village is inseparable from the lack of involvement in this case the younger generation of the village, human resources who have knowledge related to tourism management and the absence of research that describes tourism management in Blimbingsari Tourism Village in accordance with the principles of community-based. This research uses several main concepts to analyze the problems including the concept of participation, the concept of community-based tourism, the concept of local communities, the concept of management, the concept of work ethic, and the concept of sustainable tourism. Data were collected through observation, interview and documentation methods, the technique of determining informants by purposive sampling and the data obtained were analyzed qualitatively.*

*The result of the research is that the tourism manager of Blimbingsari Tourism Village involves the participation of local communities with an organization called the Blimbingsari Tourism Village Tourism Committee with the community included in planning, organizing, implementing and supervising. As well as the application of the 10 principles of community-based tourism in social, economic, cultural, political and environmental terms that are quite successful in their application.*

**Keywords:** *Management, Community-based Tourism, Blimbingsari Tourism Village*

---

## **1. Introduction**

According to the Law of the Republic of Indonesia Number 10 of 2009 concerning tourism, article 1 number 3 states that, tourism is a variety of tourism activities supported by various facilities and services provided by the community, businessmen, government. Tourism is a fairly new industry and has influence as a sector that contributes to state revenues, specifically the country of Indonesia from an economic standpoint.

In general, the country of Indonesia is known as a pluralistic country with natural wealth both in plants and animals that exist on land and under the sea and a diverse culture from Sabang-Merauke. These two things are of course a potential that can be used as an attraction for the Indonesian state in developing its tourism. One of the provinces in Indonesia that has quite well developed its tourism industry, both natural and cultural, which is well-known among tourists from domestic, foreign and even worldwide, is the island of Bali.

Bali Province is a tourist destination in the country of Indonesia which has a relatively high level of tourist arrivals from various countries. This is because Bali has quality service, accommodation, both cultural and natural attractions that can make tourists comfortable and really enjoy it.

the number of tourists has increased every year in the Province of Bali for these 5 years, both foreign tourists in the Province of Bali and foreign tourists in Jembrana Regency. The increase in the number of visits is certainly related to mass tourism activities. Efforts are needed to overcome this by providing alternative tourism as a priority given to tourists. As for the development of alternative tourism such as ecotourism, agrotourism, spiritual tourism, rural tourism, adventure tourism, small and medium scale wellness tourism so that local people have the opportunity to have businesses in the tourism sector.

The Province of Bali has developed alternative tourism based on Balinese culture which is known to be friendly and pays attention to aspects of environmental sustainability, by following the applicable laws and regulations. Generally, the development of alternative tourism activities leads to rural areas or tourist villages, this is because a tourism village has a small-scale scope and can provide opportunities for local communities to be involved in

managing tourism activities. Particularly in the Province of Bali, alternative tourism activities have been implemented by several regencies that have tourism villages on the island of Bali as determined by the Governor of Bali.

Jembrana Regency is a Regency located in the western region of the island of Bali with the Regency Capital being the State. The Jembrana Regency Government is optimizing the development of the tourism sector through community-based tourism activities in the hope of increasing the welfare of the population, especially economically. Jembrana Regency has tourism villages. One well-known tourist village is Blimbingsari Tourism Village in Melaya District.

Today Blimbingsari Tourism Village is known to have developed community-based tourism activities which were started from the beginning in 2005 until now by sharing uniqueness and habits in the life of local people that can be taught to tourists through the potential that can be possessed both in terms of nature, culture and man-made. The management of tourism activities in the Blimbingsari Tourism Village also involves the community which is formed in an institution called the Blimbingsari Tourism Village Tourism Committee which accommodates the community as the subject or actor of tourism activities in the Blimbingsari Tourism Village.

The development of the management of the Blimbingsari Tourism Village is inseparable from the minimal involvement in this case of the village's young generation, human resources who have knowledge related to tourism management and the absence of research related to community-based management that has developed in the Blimbingsari Tourism Village. Therefore, in order to clearly describe the compatibility and success between the principles of community-based tourism related to the management of the Blimbingsari Tourism Village it is important to study. Based on the background above, the research raised the research title regarding "Analysis of the Implementation of Community-Based Tourism in the Management of Blimbingsari Tourism Village in Jembrana Regency, Bali". This research will include research on community-based tourism management in the Blimbingsari Tourism Village and the application of community-based tourism in the Blimbingsari Tourism Village. This research is also expected to describe the success of the Blimbingsari Tourism Village as a community-based tourism village.

---

## 2. Methodology

According to Sugiyono (2007: 333-345) explains that data analysis is a process that seeks and systematically arranges the data that has been obtained from the results of interviews, observations and documentation by organizing data and sorting out what needs to be studied and making conclusions so that it can be easily understood.

The data analysis technique used in this study is qualitative analysis according to Miles and Huberman (1984 in Sugiyono 2007: 204), namely data collection, data reduction, data presentation and conclusion or verification.

The stages of data analysis in this study are as follows

1. Data collection is the stage of collecting data in general research either through interviews, observation and documentation.
2. Data reduction is analysis in choosing to categorize relevant and meaningful data whose data focus leads to problem solving and to answer research questions. The data intended for categorization based on aspects of research data are.
  - a General description of Blimbingsari Tourism Village
  - b Stages of community-based tourism planning in the Blimbingsari Tourism Village.
  - c Organizing community-based tourism in the Blimbingsari Tourism Village.
  - d Forms of implementation (movement) related to community-based tourism in Blimbingsari Tourism Village
  - e Supervision of community-based tourism activities in the Blimbingsari Tourism Village.
  - f Application of community-based tourism principles from social principles.
  - g Application of community-based tourism principles from economic principles.
  - h Application of community-based tourism principles from cultural principles.
  - i Application of community-based tourism principles from political principles.
  - j Application of community-based tourism principles from environmental principles.
3. Presentation of qualitative data is generally in the form of a narrative. Presentation of data can be in the form of writing, pictures, graphs and tables which aim to combine information so that it describes the situation obtained through interviews, observation and documentation. In the data presentation section, there is an overview of the Blimbingsari Tourism Village, management of community-based tourism in the Blimbingsari Tourism Village and the application of community-based tourism principles in the Blimbingsari Tourism Village.
4. Drawing conclusions (conclusion) is the end in analyzing the data which is done by looking at the results of data reduction which refers to the problem in terms of the objectives to be achieved. So, the data that has been compiled is compared with one another to draw conclusions.

---

## 3. Results

### Overview

Blimbingsari Tourism Village is administratively located in Melaya District, Jembrana Regency, Bali Province and Blimbingsari Tourism Village is in the westernmost region of Jembrana Regency and is directly adjacent to Gilimanuk Regency and adjacent to the West Bali National Park (TNBB) Bali Province. To visit the Blimbingsari Tourism Village, it takes 30 minutes from the center of Negara City to the west with a distance of 26 km. Geographically, the Blimbingsari Tourism Village has a land area of  $\pm$  443 ha, whose territory consists of lowlands, hills and mountains. Based on the area of the Blimbingsari Tourism Village, it is used for the benefit of plantations, residential land, rice fields and customary land belonging to religious buildings, as explained in the table below.

Table 4. 1

Allocation of Land for the Community by  
Blimbingsari Tourism Village Government

No	Land Area	Percentage
1	Plantation land 351.12ha	79.26%
2	Residential land and yard 55.88ha	12.62%
3	Paddy fields 10ha	2.26%
4	Religious building land 20ha	4.51%

(Source. Blimbingsari Tourism Village Worker Office, 2020)

Based on these data, the allocation of plantation land is wider than other land where the plantation land is used for plants such as coconut, cocoa and vanilla as a village commodity. The residential land is used as a location for the construction of residential houses and yards as well as paddy fields to support agricultural activities and places of worship for the construction of places of worship for the PNIEL Protestant Christian Church Building in Bali (GKPB) Blimbingsari Tourism Village.

Blimbingsari Tourism Village as a Tourism Village certainly has tourism potential related to the components of tourism products, namely 4A (attraction, ancillary, amenities, accessibility) in the world of tourism. The depiction through a scheme to find out the components of a tourism product can be described as follows.

#### 1. Tourist Attractions (Attraction) in Blimbingsari Tourism Village

A tourist attraction is an activity that is unique to a tourist attraction that encourages tourists to take a tour so that tourists can see, do and enjoy directly any attractions provided by the tourist attraction. Generally, tourist attractions are related to activities of the natural environment, activities related to culture as well as man-made works. The tourist attractions offered by the Blimbingsari Tourism Village include:

##### a. Nature Tourism Attractions

Nature tourism is a tourism activity related to the natural environment in tourist destinations, as for the types of tourism activities related to nature that can be carried out by tourists in Blimbingsari Tourism Village such as hiking and trekking, agro-tourism of cocoa plants and coconut trees and observing honey bee cultivation. The products of natural tourism attractions are:

- Hiking and trekking

Hiking and trekking are recreational activities while exercising in the open (outdoor) that can be done by tourists in the Blimbingsari Tourism Village. The existence of these attractions is because the Blimbingsari Tourism Village is because it has an area adjacent to the West Bali National Park (TNBB), so directly the life of the flora and fauna (plants and animals) can also be found in the natural environment of the Blimbingsari Tourism Village.

In this hiking and trekking activity, tourists are invited to tour the village from the center of the village to the point of the Grojogan forest. Grojogan Forest is a tropical area bordering the West Bali National Park (TNBB) area with beautiful natural resources filled with trees, animals and waterfalls. In this activity, related information regarding the trails or an overview of the hiking and trekking attractions route has been provided through the rainforest trekking information board.

Rainforest trekking is divided from fast to long trips according to the time taken, such as happy trekking which takes  $\pm$  2 hours 30 minutes, adventure trekking  $\pm$  4 hours 15 minutes, and hill trekking  $\pm$  5 hours 30 minutes. Apart from doing hiking and trekking, tourists can also carry out activities related to the outdoors such as agro-tourism of cocoa plants and coconut trees in the Blimbingsari Tourism Village.

- Cacao Plants and Coconut Trees Agrotourism

In the previous explanation related to the allocation of land to the people of Blimbingsari Tourism Village, it was explained that quite extensive land was used for plantation activities, especially cocoa and coconut plantations as the main commodities in Blimbingsari Tourism Village. Of course, as a Tourism Village that develops tourism, it sees this as an opportunity to be packaged into a tourist attraction known as Agrotourism. This agro-tourism is known as a tourist attraction related to nature, the main object of which is plantation and agricultural land. Where the coconut and cocoa plantations in the Blimbingsari Tourism Village are the main objects. At this attraction, tourists are given education related to the process of managing cocoa from cocoa plantations and the process of managing korah which is the basic ingredient of coconut from these plantations which is managed in groups or individuals.

- Observing Honey Bee Cultivation

Observing honey bee cultivation is a direct observation activity related to the management or maintenance of bee insects to obtain the expected honey production results. Honey bee cultivation in Blimbingsari Tourism Village can be found in homestays or lodging places owned by local people because almost every homestay has a setup box made of boards as a place for honey bees to nest which is hung on tree branches around the Blimbingsari Village community yard or homestay. With this cultivation activity, tourists can also educate tourists who visit the Blimbingsari Tourism Village how honey bee cultivation is carried out by the people of the Blimbingsari Tourism Village and be taught how to process it directly.

##### b. Cultural Tourism Attractions

Cultural tourism attractions, are tourism activities related to the local culture of a tourist destination. As for cultural tourism attractions such as traditional dances, traditional musical instruments, building architecture, traditional ceremonies and traditional clothing. For cultural tourism attractions in Blimbingsari Village, they are as follows.

- Contextual Worship Traditions

Contextual worship traditions are a combination of Christian worship practices in general with local community culture through grammar, clothing and musical instruments used. Contextual worship traditions in Blimbingsari Tourism Village have been carried out since 2004 until now. The implementation of this contextual worship tradition is carried out every month, to be precise, on the first Sunday of every month from January to December. In this contextual worship, traditional musical instruments such as jegog, percussion, gong and flute are used to accompany songs that are usually sung at

worship using Balinese. Congregations (people attending prayers) who take part in the contextual worship are allowed to wear kamben and udeng as traditional Balinese clothing for both men and women as is commonly used. As a tourist village where the majority are Christians, of course this does not limit the Blimbingsari Tourism Village community in maintaining Balinese cultural identity through this contextual worship.

- Observing the architecture of the GPIB PNIEL Church building in Blimbingsari Village

This Blimbingsari Tourism Village, has a building that is strategically located in the middle of Blimbingsari Village known as the Protestant Christian Church in Bali (GKPB) PNIEL which is a building that shows modern construction combined with the uniqueness of Balinese architecture which is quite magnificent and amazing. The architectural uniqueness of this church building can be seen from the top of the church in the form of a gelung temple, this gelung temple is an architectural creation that combines Balinese culture and Christianity, with all Christian communities, the religious activities carried out in Blimbingsari Village also follow the beliefs of the local community. In the GKPB PNIEL building there are also Balinese carvings beautifully etched on the church building and on the other side of the Pniel Church building there is also a building for kulkul (petungan). Kulkul itself is a piece of wood with a hole punched in the middle and then hung on a building called Bale kulkul so the Kulkul is sounded with a hitting technique which has the function of calling people to come together to carry out worship activities at the Pniel Church.

- Blimbingsari Festival

The 2022 Blimbingsari Festival is being held for the first time, associated with the 83rd anniversary of the village of Blimbingsari. This festival activity lasts for a month which opens from November 1 and ends on November 27 2022 with a series of events including:

1. Unduh-Unduh Celebration

In the Blimbingsari Festival activities, all residents are involved in the procession during the Unduh Unduh celebration. According to (John: 2022) for Christians, Unduh Unduh is a church tradition which is a form of expression of gratitude for His creation, especially with regard to crops such as fruits, vegetables, rice, tubers and other crops.

This procession is full of aesthetic and contextual atmosphere in the midst of a celebratory atmosphere. Unduh Unduh. It is called aesthetic and contextual because you can see the procession of women wearing Balinese clothes and upholding Gebogan, so that the Balinese mood or atmosphere can be felt, even though they adhere to Christianity. You can also see a procession of men carrying garden produce by shouldering them, including some carrying agricultural products in the form of coconuts, bananas and chicken livestock, where a special place is made from young coconut leaves by woven method called Kisa. The atmosphere of this procession brings memories of local residents about their togetherness in the past, namely when the village of Blimbingsari was opened in 1939.

2. Carang Wine Dance and Song Anyar

This dance tells the story of the teachings of Jesus which are the beliefs of the Blimbingsari villagers or all Christians who are under the auspices of the Protestant Christian Church in Bali (GKPB). The beginning of this dance was based on a song entitled Carang Grape created by Pastor Nyoman Yohanes, M.Th., M.Pd. Due to the existence of Balinese art among Balinese Christians to perform dance arts that can blend with worship arrangements (liturgy), I Nyoman Murdita, S.S.T made dance moves for this song, while the Carang Wine song was rearranged for adjustment as a dance accompaniment by using the gamelan Gong Kebyar as the accompaniment to the Carang Lilin dance created by I Wayan Putu Suranata.

The number of dancers is 5 girls accompanied by Gong Kebyar media. The dancer's costume is as follows; kamben cloth is purple in color with a pattern of silver Balinese carvings, the headdress has red flowers, around the neck is a circular decoration called a badong, the dancer holds a green fan with a pattern of Balinese carvings. Next is the Kidung Anyar dance; This dance also started from an ecclesiastical song which was then created into a dance. This dance contains an offering of praise or songs offered as gratitude. The process of creating these two dances is almost the same, but what distinguishes them is the color and type of costume of the dancers. If we look at it visually aesthetically, then the dances above are clearly different, especially in the shape of the costume properties on the hands. If witnessed in person, even this dance movement is also different, the Carang Wine dance looks more agile, while the Song Anyar is not as agile as the Carang Wine dance.

In the Kidung Anyar dance, the props on the handrails carry flowers that resemble flower vases which in Balinese are called Cane, filled with imitation fruits such as flowers, candles, and standing Bible images. The performances of these two new dances received appreciation from the Head of Blimbingsari Village, so as a sign of appreciation, tokens of appreciation were given to the three performers in the middle of the Unduh Unduh Raya event. Both of these dances were performed in the church building, because these dances became an integral part of the series of services during the Unduh Unduh celebration which took place on Saturday, November 5 2022.

3. Bebondresan Art

This art is held to provide a relaxed and humorous atmosphere in the midst of the Blimbingsari Festival. Bondres is a traditional Balinese comedy which is usually packaged in the form of a story that invites the audience to laugh. Bondres are also used to convey moral messages related to the mission or objectives of ongoing activities. At the Blimbingsari Festival, the theme of jokes or Bebondresan, among others, is to review the name of the local village, namely where the village of Blimbingsari comes from. The success of the Bondres players, Mr. Made Widnyana and Mr. Joko, was quite successful in making the audience burst out laughing.

4. Art of Gegenjekan

This type of art is actually a type of art that is characteristic of Buleleng and Karangasem. However, because there were also residents of the village of Blimbingsari who came from Karangsem living in Blimbingsari because of assignments, even one of the committee members was also from Karangasem, the Genjek art was also raised. Genjek art is art that is played with vocal music. At the Blimbingsari festival, Genjek art is accompanied by Balinese musical instruments, namely Kendang, Rindik (a type of bamboo musical instrument), Kajar (a musical instrument for giving a beat), Cengceng Ricik (cymbals), to give a rhythmic and uplifting impression when Genjek songs are played. Such is the enthusiasm of the Blimbingsari residents to create art that can be staged at the Blimbingsari Festival, even though the residents come from different backgrounds, they are united by the spirit and want to learn art while preserving art through all the processes they go through. What the residents of Blimbingsari Village actually did was to make themselves aware

that civilization should not sink (Brester Ghiselin 1983: 230). What was done from 1939 to 2022 (83 years) was not a short span of time, because their generation longed for an event that could be used to inherit the history of their village from 83 years to the present.

Genjek and Bondres arts at the Blimbingsari Festival are performed on an open stage, meaning that they are not in the building. The committee called it in the Stalls Field, meaning that the art was staged outside the church building, because these two types of art are types of spectacle art (the Balih-balihan type of art). The Stalls field is in accordance with observations in the field that the space is used to accommodate UMKM Blimbingsari village, and arts are also performed to entertain visitors. At the art event on the evening of 4 November 2022, art was also staged in the form of Balinese pop and regional songs which can be sung with music accompaniment using a karaoke system. The performances of these songs were very lively, because they were spontaneous and involved residents or visitors who had a singing hobby.

### c. Artificial Attraction

Artificial attractions are tourist activities carried out by tourists by enjoying human works at tourist destinations. For the Blimbingsari Tourism Village, the man-made tourist attractions are quite interesting even though they are as simple as.

#### • Coconut Melambai Family Park

The Nyiur Melambai Family Park tourist attraction is a type of business owned by one of the local people of Blimbingsari Village who is also an asset of the Blimbingsari Tourism Village and this attraction is quite well known in the Jembrana Region, especially among the people of Blimbingsari Village. The vehicle has a shape like a waterpark which is divided into an Olympic pool and a Waterboom pool which is quite large in area. These attractions can also be visited by tourists who travel to Blimbingsari Village.

Nyiur Melambai Family Park is a recreation area for the local community or domestic and foreign tourists who travel to the Blimbingsari Tourism Village. This tourist attraction has set price rates for visitors based on criteria such as children and adults which operate from Monday to Friday, with a nominal price of Rp. 25,000 (Twenty Five Thousand Rupiah). Meanwhile, for weekends (holidays) such as Saturdays and Sundays, you pay Rp. 30,000 (Thirty Thousand Rupiah) for children and adults. Until now, the management of Nyiur Melambai Family Park is self-managed but still involves the local community of Blimbingsari Tourism Village as a workforce, namely as many as ten local people in Blimbingsari Village.

### 2. Amenities in Blimbingsari Tourism Village

Amenities as supporting facilities for tourism activities related to accommodation facilities prepared to support the needs of tourists while in these tourist attractions. Amenities are intended in the form of a place to stay with other additional facilities that can be used by tourists during a visit within a predetermined time frame.

As for part of the amenities contained in the Blimbingsari Tourism Village as a means of supporting the business of providing accommodation including. Food and beverage service businesses (food stalls), community health centers (PUSKESMAS), church places of worship and several other places of worship which are quite close to the Blimbingsari Tourism Village and a large enough parking area that can be used to park four-wheeled and two-wheeled transportation.

Blimbingsari Tourism Village in its tourism activities also provides lodging houses or homestays as a place to live. The homestay is divided into three categories according to the facilities and price offered. The Blimbingsari Tourism Village Manager has provided information regarding tourist accommodation facilities while in the village. This information can be obtained through the brochures provided or by contacting the management of the Blimbingsari Tourism Village directly.

tourists can easily choose the type of homestay needed while traveling in Blimbingsari Tourism Village according to the travel costs (budget) owned by tourists. In addition, homestays also pay attention to sanitation conditions because sanitation or cleanliness plays an important role in the success of the homestay. Therefore, homestay owners and managers must ensure that their facilities meet basic standards of cleanliness and hygiene to avoid negative reviews and ensure visitor satisfaction. For this reason, the sanitary conditions in the entire homestay can be said to be good because the management of homestay hygiene pays attention to the service facilities provided so that tourists have satisfaction by preparing clean bathrooms with clean and smooth running water and equipped with soap for bathing, toothpaste and toothbrushes. In addition, for the bedrooms, pillowcases, mattress covers and blankets are provided which are clean, in the room and in the environment outside the homestay, garbage disposal is provided and there is also a place to wash hands along with hand soap. In general, the sanitary conditions in the homestay category are quite similar to the sanitary conditions that differentiate such as standard type homestays using public bathrooms or outside the room and/or the use of the bathroom is not separate from the homestay owner, while for deluxe and suites the bathrooms have been separated or are in the room where visitors or tourists use it while staying at the homestay.

### 3. Accessibility in Blimbingsari Tourism Village

Accessibility is a measure of convenience in terms of access that supports tourists to travel from their origin to the location they want to reach. From the previous statement, the access in question is transportation access, road conditions that are traversed and access to information related to these tourist attractions. If the required access supports it, it makes it easier for tourists to visit the Blimbingsari Tourism Village, then the first access is the condition of the road to the Blimbingsari Tourism Village. You can reach Blimbingsari Tourism Village via the Denpasar-Gilimanuk main highway or via the Malaya market with a distance of  $\pm 6$  km. From Blimbingsari Tourism Village, you can go to Ekasari Village, Palasari Dam and its surroundings have good road conditions, which are asphalted.

Regarding transportation access to reach the Blimbingsari Tourism Village, the transportation access that tourists can use is public transportation such as public buses and travel agent services from the Blimbingsari Tourism Village itself. Usually, when traveling by public transportation such as buses, tourists can start their journey by waiting first at the Ubung public terminal, then tourists are directed to buses whose travel routes go to the Jembrana Regency area with a 3-hour travel time bracket. The transportation stops at one of the bus stops in Jembrana Regency, to be precise at the Senggol market stop, precisely in the Melaya sub-district, and tourists can continue their journey to Blimbingsari Tourism Village using two-wheeled services (ojek). Tourists who are interested in using travel agent services can contact the management of the Blimbingsari Tourism Village, later the management may provide information and can make agreements regarding the use of travel agent services from the Blimbingsari Tourism Village with these prospective tourists.

The third is access to information, to make it easier for tourists to find information related to the Blimbingsari Tourism Village. Tourists can visit the website that has been provided by the Jembrana district government and the Blimbingsari Village government. The website address is:

1. The website <https://disparbud.jembranakab.go.id/> belongs to the Jembrana Regency government, in this case the Jembrana Regency Tourism and Culture Office with the wonderful Jembrana tagline "A Door to Heaven Called Bali" which contains information about tourism and arts in Jembrana district.

2. The website <https://www.blimbingsari.desa.id/bumdes> with the tagline "Blimbingsari The Promise Land" belongs to the Blimbingsari Tourism Village Government which contains information about government activities and tourism information to tourists such as tour packages, homestays, tourist destinations and tourism activities as well as contacts from the tourism manager of the Blimbingsari tourism village.

#### 4. Institutional (Ancillary) Tourism in Blimbingsari Tourism Village

Ancillary has another meaning as an additional facility in the form of an authorized institution or agency in a tourist attraction that has uses to support the implementation of tourism activities. Blimbingsari Tourism Village has an organization authorized to regulate tourism activities in the village called the Tourism Committee. This tourism committee is an organization that accommodates stakeholders who manage tourism in the Blimbingsari Tourism Village. So far as an effort to support Blimbingsari village tourism, a tourist information service (tourist information center) has been provided to make it easier for tourists who need information about tourist attractions and facilities in Blimbingsari Tourism Village. So, the tourist information center is located in the Blimbingsari Village Worker's Office.

#### **Community-Based Tourism Management in Blimbingsari Tourism Village**

Planning is the main sequence in the management function, George Terry argues that planning is sorting and connecting facts, using assumptions about the future in making visualizations and formulating proposed activities and is indeed necessary to achieve the desired results. The emergence of community-based tourism in the village of Blimbingsari starting in 2003 was due to the potential for religious tourism and the houses belonging to the people of Blimbingsari Village which were empty.

At the end of 2004, tourism activities were planned for the Blimbingsari Tourism Village by holding a village meeting which was attended by the Church and the Blimbingsari Village indigenous community who migrated outside to form a work team to organize the tourists who came. At that time Blimbingsari Village already had visits from tourists but there was no work team that regulated tourism in the village.

The Blimbingsari Tourism Village was carried out through a discussion process which was followed by a relatively short period of time to appoint the manager at that time because over time and several other meetings until March 2005, the Blimbingsari Village tourism activity manager was formed.

The main objective in planning Blimbingsari Tourism Village tourism is to increase the community's economy, and be community-based so that it is sustainable.

the thing that underlies the Blimbingsari Tourism Village to decide on community-based tourism activities is so that these activities can be sustainable in providing income to the local community and providing informal education to the Blimbingsari Village community to be able to adapt to tourists of various origins when visiting the place and teaching the life of the Blimbingsari Tourism Village community.

Efforts to support these goals also describe the vision and mission of the Blimbingsari Tourism Village tourism manager which of course relates to the objectives that have been stated as before. The vision and mission of the Blimbingsari Tourism Village tourism manager are as follows. The vision of the Blimbingsari Tourism Village is clean, green, peaceful, sustainable, admired, proud of, visited by domestic and foreign tourists on an ongoing basis and creating an intelligent, happy and prosperous society to be a blessing and light for the nation and between nations. The mission of Blimbingsari Tourism Village is tourism with seven charms together with the community preserving arts and culture and nature, along with all of God's creation for the glory of God and the welfare of all his people and from Blimbingsari Tourism Village to build Jembrana, archipelago and international tourism in a professional, consistent and sustainable manner.

In order to realize these visions and missions, it is necessary to have planned programs to support this. Thus, the program that will be carried out to support the development of community-based tourism activities in the Blimbingsari Tourism Village is called the "Blimbingsari Tourism Village Natural and Literacy School" program. The Blimbingsari Tourism Village nature and literacy school program is a program that has a background in the development of the Blimbingsari Tourism Village which is inseparable from the vision and mission of the Blimbingsari Tourism Village which was initiated by the Blimbingsari tourism committee as the manager. The work program is described as a tourism product that can be seen, carried out and studied by tourists because it is packaged as a tour package for the Blimbingsari Tourism Village which is promoted to tourists.

information about the Blimbingsari village nature and literacy school program which in its development can be carried out through activities that are considered tourism products of Blimbingsari Village. These activities can be carried out by adjusting between activities and the needs of the right location. Of course, to support the development and smooth running of the nature and literacy school program, Blimbingsari Village managers must choose and have human resources that suit their needs.

Organizing is the second function in management to organize the human resources needed in accordance with the goals needed to be able to work together and coordinate with each other in order to succeed in the main goals. Blimbingsari Tourism Village before it was inaugurated as a tourism village and the term tourism awareness group (Pokdarwis) was not yet known at the beginning of its tourism development in 2005, it had already developed community tourism with the term tourism committee.

Therefore, until now the management of the Blimbingsari Tourism Village is managed by the local community and the government while continuing to use the term Tourism Committee based on the inaugural decree from the head of the Jembrana Regency Tourism and Culture Office number 19/PR/DISPASRBUD/2017 regarding the personnel composition of the Blimbingsari tourism committee.

Until now, the organization of tourism in the Blimbingsari Tourism Village cannot be described in a structure or chart because the management of tourism activities is carried out by the operational tourism committee and there is a vacancy in tourism resources in the structure of Village-Owned Enterprises (BUMDes).

BUMDes Blimbingsari Tourism Village was only formed in 2019 while the Blimbingsari Tourism Village Tourism Committee has existed since 2005, in the sense that the Blimbingsari Tourism Village Tourism Committee was formed before BUMDes existed. The standard operating procedures for the Blimbingsari Tourism Village are still narrative in nature and have not been described in document form.

The Secretary of the Blimbingsari Tourism Village Tourism Committee has responsibility as a drafter and carries out administrative tasks by making a fee plan for these tourists based on the length of stay and activities which will later be carried out through a schedule prepared together with the chair of the tourism committee. Has the task of coordinating with community empowerment groups in the Blimbingsari Tourism Village regarding lodging and food prepared for tourists, especially group tourists.

The tourism organization of the Blimbingsari Tourism Village has not been optimal enough due to the vacancy of Human Resources (HR) in the tourism sector at Blimbingsari Village BUMDes and the unavailability of written rules or standard operating procedures as organizational guidelines for the Blimbingsari Village Tourism Committee. Even though they already have a fairly complete composition of the Blimbingsari Village Tourism Committee personnel, these two things can become weaknesses related to the organization of the Blimbingsari Tourism Village.

The function of the movement is to strive for all management parties to work together and be responsible according to their roles so that the things that have been planned are achieved. In this context, the management of the Blimbingsari Tourism Village takes actions to bring in tourists because the tourism village is ready as a tourist destination. The Blimbingsari Tourism Village Manager has a focus on implementing community-based tourism activities that are literate about nature and Blimbingsari village in accordance with the vision and mission of the village itself. The form of action in carrying out the movement of tourism activities in the Blimbingsari Tourism Village is very important to do, one of which is training for Blimbingsari village community groups to prepare themselves to carry out community-based tourism and organize activities or events that contain community-based elements.

Blimbingsari Tourism Village needs to immediately develop tourism Human Resources (HR) so that tourism activities can run optimally or maximally. the management of the Blimbingsari Tourism Village has collaborated with external parties, one of which is a university to carry out training with the Tourism Education and Training Center (PLPP) and the Dhyana Pura College of Management (STIM). This training involves community groups who own or manage homestays and food and beverage groups. This training can improve capabilities and skills so that community groups who own homestays and food and beverage are able to continue to exist in developing their business as well as hospitality skills to provide satisfaction for visitors, whether the food to be served has a good taste image, whether the arrangement of rooms in the homestay provides comfort and is suitable for occupancy.

Training for groups of homestay owners or managers is made housekeeping training, and in order to improve community knowledge and skills related to food and beverage services, training is made especially in structuring as well as hygiene and sanitation which is organized by students from tourism colleges, especially in the catering division. There are other trainings as a form of increasing visits to the Blimbingsari Tourism Village, the community who joins in the tourism management of the Blimbingsari Tourism Village, are trained to carry out digital promotions, effective and efficient promotional media (e-commerce). The training intends that managers can create a website to promote tourism in the Blimbingsari Tourism Village. Then, there is also training on making attractive tour packages to offer so that when tourists make a visit they don't just stop by but can stay overnight to enjoy the offers from the tour package and the Blimbingsari Tourism Village also receives training on digital marketing and online travel agents (IToVis) from the Bali State Polytechnic.

Implementation of tourism events or activities must also pay attention to the meaning of community-based tourism. It is known that the manager provides tourism products whose implementation can be carried out jointly between tourists and the local community of Blimbingsari Village. Based on the facts in the field, pilgrim tour (religious tourism) is a tourism product of Blimbingsari Village which is quite often in demand by tourists and whose implementation involves the operational elements of the Tourism Committee with homestay and culinary owners. This is because the pilgrim tour in its implementation requires the Blimbingsari Tourism Village Tourism Committee as an operation that can provide information to visitors and prepare needs while in Blimbingsari Village by coordinating with the local community, in this case homestay owners and culinary groups and others to carry out village tourism activities.

The homestay owner group is the community that is responsible as the host for preparing facilities such as bedrooms and toiletries such as (soap, shampoo and toothpaste), food for breakfast for tourists who live together in their homestay. Culinary groups participate in providing food and drink requirements needed by tourists. Culinary groups in implementing community-based tourism have a role in Balinese cooking class tourism products to demonstrate traditional Balinese cuisine to tourists who have the desire to learn to cook traditional Balinese food. Conservation groups, in this case they act as teachers regarding traditional painting and decoration, namely teaching or showing the process of making penjor using coconut leaves and as a group that takes part in contextual worship celebrations as musicians.

Nature conservation groups and agro-tourism groups are groups whose tourism products are given the terms local conservation and deep farm tour implementation of the general public as a guide for tourists. So, the community will play a role in educating tourists about things that tourists need to know. This nature conservation group is the community of Blimbingsari Tourism Village who own the Bali Starling bird breeding privately while the agro-tourism group is the local community who have businesses in the agricultural sector such as copra and cocoa.

with the implementation of tourism-based tourism, the local people of Blimbingsari Tourism Village who have participated will certainly directly get job opportunities and financial income because each tour guide is given a salary of IDR 50,000 not only the owner of the cocoa plantation but the owner of the Bali starlings and korah These groups gained additional knowledge from the trainings that had been carried out so that the existing Blimbingsari Tourism Village programs could run well.

The supervisory process in management is important to do in order to ensure the implementation of tourism activities that go according to plan. The need for supervision carried out by the management of the Blimbingsari Tourism Village so that all aspects related to tourism can be carried out properly. Through this supervision, managers can find out progress and obstacles experienced as material for evaluation.

Blimbingsari Tourism Village Tourism is under supervision by the operational party of the Blimbingsari Tourism Village Tourism Committee as a work team that has the responsibility to oversee all matters related to the tourism of the Tourism Village. In this section, supervision related to tourism activities

in the Blimbingsari Tourism Village is carried out by the operational party of the Blimbingsari Tourism Village Tourism Committee, namely by supervising the preparations of local community groups in the Blimbingsari Tourism Village who are members of the Blimbingsari Tourism Village Tourism Committee. An example of simple supervision carried out by tourism committee operations is the group of homestay owners or managers to welcome guests who will later stay in their homestay.

the operational manager of the tourism committee is very responsible for supervising by directly reviewing the readiness of the homestay in terms of the facilities needed by tourists. Through the descriptions above regarding community-based tourism management in the Blimbingsari Tourism Village, a management direction was found that saw the role and participation of the local community directly by contributing as members of the Blimbingsari Tourism Village Tourism Committee.

#### **Application of Community-Based Tourism Principles in Blimbingsari Tourism Village**

The application of community-based tourism principles from social principles includes involving community members in starting every aspect, developing community pride, and developing the community's quality of life.

##### **a. Engage Community Members in Initiating Every Aspect**

Aspects of community-based tourism management in the Blimbingsari Tourism Village have involved members of the community and/or community described in the following table starting with planning aspects, organizing aspects, implementation aspects, and finally the monitoring aspect.

participation of the local community in every aspect of the management of the Blimbingsari Tourism Village can be clearly illustrated where the community is involved in every aspect of managing the tourism activities of the Blimbingsari Tourism Village. Therefore, it is very important to develop pride in the community and or the people of the Blimbingsari Tourism Village because they have been directly involved in every aspect.

##### **b. Developing Community Pride**

The development of tourism activities in the Blimbingsari Tourism Village is certainly a matter of pride for the Blimbingsari Tourism Village community, both those involved in management groups and those who are not affiliated. The emergence of a sense of pride in the community because they have an advantage in tourism potential which makes the community have a strong sense of ownership of their area so that the people of Blimbingsari Tourism Village have the will to develop these potentials as tourism activities.

The creation of pride between the local community and tourists visiting the Blimbingsari Tourism Village which is manifested by a friendly attitude. This is because the community feels proud to have visits from tourists, both domestic and foreign tourists, to their area. The emergence of a friendly attitude when welcoming tourists. With the pride of the community, it has a good impact on tourists with the satisfaction they feel when visiting the Blimbingsari Tourism Village.

##### **c. Developing Community Quality of Life**

The existence of Blimbingsari Tourism Village tourism activities can certainly develop the quality of life of the community or the people of the Blimbingsari Tourism Village. The development of the community's quality of life that is obtained is not only related to the economy but also in terms of human resources and infrastructure to support tourism activities in the Tourism Village.

As a tourism village whose management is community-based, it is appropriate to develop the quality of life of the community or local people of the Blimbingsari Tourism Village, namely through members of the Blimbingsari Tourism Village Tourism Committee. Currently the focus on developing the community's quality of life is the regeneration of the Blimbingsari Tourism Village Tourism Committee

The application of community-based tourism principles from economic principles is recognizing, supporting and developing community ownership in the tourism industry and distributing benefits fairly to community members.

##### **a) Recognize, Support and Develop Community Ownership in the Tourism Industry**

The tourism industry is a group of businesses that are interrelated in order to produce goods or services to meet the needs of tourists in implementing tourism based on Law Number 10 of 2009 concerning Tourism. This understanding, when associated with the social principles of community-based tourism regarding recognizing, supporting and developing community ownership in the tourism industry means providing opportunities for local communities to participate in tourism in the village in accordance with the businesses they have so as to create jobs for local communities through recognition regarding what the community has in Blimbingsari Tourism Village tourism.

The acknowledgment of the tourism potential of the Blimbingsari Tourism Village has helped form groups on the tourism committee such as homestay owner and/or management groups, culinary groups, arts and culture conservation groups and environmental conservation groups. Of course, members of the group are people who have businesses or livelihoods related to the group who are involved in Blimbingsari Tourism Village tourism.

The Blimbingsari Tourism Village Tourism Committee provides support related to tourism in the Blimbingsari Tourism Village with training and empowerment provided to members of these groups, through collaboration with the government and academics who are currently developing and or running in the Blimbingsari Tourism Village.

##### **b) Distributing Profits Equitably to Community Members**

In the previous discussion it was said that one of the underlying reasons for tourism activities in the Blimbingsari Tourism Village is that the community may have economic income. Here, community-based tourism has another principle, which is to distribute benefits fairly to the community. Distributing profits fairly is of course related to providing income for members of the Tourism Awareness Group (POKDARWIS) in the Blimbingsari Tourism Village. So far, the Blimbingsari Tourism Village, in developing its tourism activities, provides wages to the Blimbingsari Tourism Village Community, especially those for the people who are members of the groups in the management of the Blimbingsari Tourism Village Tourism Committee. The profit distribution process is directly regulated by the operational manager of the Blimbingsari Tourism Village Tourism Committee

There are also advantages for tourist guides in the form of groups by accompanying tourists for  $\pm$  3 hours, even though they feel tired and tired, but this is quite fair with the benefits obtained, namely wages of Rp. 1,000,000 per group which is distributed evenly to how many members become tour guides for the group. For example, if there are 10 guides, Rp. 100,000 per member will be given.



The application of community-based tourism principles from cultural principles includes maintaining the unique character and culture in the local area to help develop learning about cultural exchange in communities that respect cultural differences and human dignity.

a. Maintaining Unique Character and Culture in Local Areas

Basically every tourist destination has a unique character and culture according to the local environment. This is also found in the Blimbingsari Tourism Village where the unique character and culture of the Tourism Village is known as a village with native Balinese people who are predominantly Protestant Christians. So, to maintain that, the Blimbingsari Tourism Village Tourism Committee developed a religious tourism activity (pilgrim tour), namely by making pilgrimages to the PNIEL Bali Protestant Church building which is located in the middle of Blimbingsari Village as conveyed by Mr. Murtyasa as Secretary of the Tourism Committee for the Blimbingsari Tourism Village.

The local community maintains the unique character and local culture by wearing traditional Balinese clothing during contextual worship by displaying gongs and percussion during the worship. To maintain the unique character and local culture in community-based tourism activities is to develop or teach things related to the culture of the local community of Blimbingsari Tourism Village to visiting tourists.

b. Assist the Development of Learning about Cultural Exchange in the Community

Helping the development of learning about cultural exchange in the community is reflected in the process of community-based tourism itself. So, cultural exchange learning can occur between tourists and local people at these destinations because each individual has a different culture. Usually this learning can occur when tourists stay at homestays owned by local people. This is because there is direct interaction between the owner and visitors (guests and hosts), both parties can share their daily lives. So tourists can learn about the life of the local people of the Blimbingsari Tourism Village as well as local people can learn the culture of the tourists.

b) Distributing Profits Equitably to Community Members

In the previous discussion it was said that one of the underlying reasons for tourism activities in the Blimbingsari Tourism Village is that the community may have economic income. Here, community-based tourism has another principle, which is to distribute benefits fairly to the community. Distributing profits fairly is of course related to providing income for members of the Tourism Awareness Group (POKDARWIS) in the Blimbingsari Tourism Village. So far, the Blimbingsari Tourism Village, in developing its tourism activities, provides wages to the Blimbingsari Tourism Village Community, especially those for the people who are members of the groups in the management of the Blimbingsari Tourism Village Tourism Committee.

The profit distribution process is directly regulated by the operational manager of the Blimbingsari Tourism Village Tourism Committee

There are also advantages for tourist guides in the form of groups by accompanying tourists for ± 3 hours even though they feel tired and tired, but this is quite fair with the benefits obtained, namely wages of Rp. 1,000,000 per group which is distributed evenly to how many members become tour guides for the group. For example, if there are 10 guides, Rp. 100,000 per member will be given.

The application of community-based tourism principles from cultural principles includes maintaining the unique character and culture in the local area to help develop learning about cultural exchange in communities that respect cultural differences and human dignity.

a. Maintaining Unique Character and Culture in Local Areas

Basically every tourist destination has a unique character and culture according to the local environment. This is also found in the Blimbingsari Tourism Village where the unique character and culture of the Tourism Village is known as a village with native Balinese people who are predominantly Protestant Christians. So, to maintain that, the Blimbingsari Tourism Village Tourism Committee developed a religious tourism activity (pilgrim tour), namely by making pilgrimages to the PNIEL Bali Protestant Church building which is located in the middle of Blimbingsari Village as conveyed by Mr. Murtyasa as Secretary of the Tourism Committee for the Blimbingsari Tourism Village.

The local community maintains the unique character and local culture by wearing traditional Balinese clothing during contextual worship by displaying gongs and percussion during the worship. To maintain the unique character and local culture in community-based tourism activities is to develop or teach things related to the culture of the local community of Blimbingsari Tourism Village to visiting tourists.

b. Assist the Development of Learning about Cultural Exchange in the Community

Helping the development of learning about cultural exchange in the community is reflected in the process of community-based tourism itself. So, cultural exchange learning can occur between tourists and local people at these destinations because each individual has a different culture. Usually this learning can occur when tourists stay at homestays owned by local people. This is because there is direct interaction between the owner and visitors (guests and hosts), both parties can share their daily lives. So tourists can learn about the life of the local people of the Blimbingsari Tourism Village as well as local people can learn the culture of the tourists.

tourists who visit the Blimbingsari tourism village not only to enjoy the tourism potential of the Blimbingsari tourist village. However, there is an interest in studying the life of the people of the Blimbingsari Tourism Village so that it will be directly implemented and later implemented when the tourists return to their place of origin. So, from this there is the development of cultural learning between the community and the tourists.

Another example is related to cultural exchange learning by inviting tourists visiting Blimbingsari Village to walk through the village (village tour) to learn about the culture of cocoa farming, coconut and honey bee cultivation as well as decorations for making penjor using coconut leaves (coconut leaves) and making traditional Balinese dishes.

In this section, learning about cultural exchange in the community has not fully taken place because the Blimbingsari Tourism Village maintains local culture so that visiting tourists see and learn about the culture that already exists in the Blimbingsari Tourism Village.

c. Respecting Cultural Differences and Human Dignity

Gaining knowledge about the local culture of the community and learning related to this culture can shape each individual, namely the local community of Blimbingsari Tourism Village and tourists to respect each other's differences and human dignity. As for what is meant by respecting the culture and human dignity that has developed in the Blimbingsari Tourism Village is to provide opportunities for tourists to be able to take part in contextual worship at the GKPB PNIEL building by not limiting tourists who are not Protestant Christians to attend the worship. The tourism manager of Blimbingsari

Tourism Village accepts tourists such as spiritual tourism to make visits to Blimbingsari Tourism Village regardless of the ethnic origin of the tourists, both domestic and foreign tourists.

The attitude of respecting culture and dignity that can be done by tourists is by participating in contextual worship celebrations using traditional Balinese clothes that are adapted for both men and women. Next is to respect the explanations or directions given by the local community by not comparing the work background or livelihoods of these people when tourists do village tours and or other tourism activities in the Blimbingsari Tourism Village. Blimbingsari Tourism Village tourism creates respect for culture and human dignity because local people and tourists voluntarily arise from within each individual with no compulsion to do the things that have been described above.

The next application of the community-based tourism principle is the political principle, which plays a role in determining the percentage (income distribution) in projects in the community. In the aspect of the percentage of people's income determined by the Blimbingsari Tourism Village Tourism Committee, this was taken by experts from the operational Blimbingsari Tourism Village Tourism Committee. It is important to determine the percentage of this income so that the management of Blimbingsari village tourism activities that have been developed can continue.

Blimbingsari Tourism Village through the Blimbingsari Tourism Village Tourism Committee has empowerment groups, so to determine the percentage of this income the empowerment groups are involved by dividing the income and or profits obtained.

Tourism is an activity whose implementation exploits the potential of the environment of the destination as a tourist attraction. If it is not paid attention to properly, it can have a negative impact on the environment of the destination. Therefore, in community-based tourism there are principles related to the environment about ensuring environmental sustainability. Blimbingsari Tourism Village tourism activities must also take precautions so that environmental sustainability is preserved.

As a tourist village that has a vision to preserve the natural environment. Blimbingsari Tourism Village has carried out several activities to support this by keeping the village environment clean. So far, the operational of the Blimbingsari Tourism Village Tourism Committee has given verbal appeals to the church with the term role of plastic.

---

#### 4. Conclusion

Based on the results of these studies, it can be concluded as follows:

1. Management of community-based tourism in the Blimbingsari Tourism Village has been carried out optimally where the management comes from the community and for the community in the Blimbingsari Tourism Village itself. In planning, organizing, implementing and supervising tourism activities, the community is included as human resources in the Tourism Committee for the Blimbingsari community which consists of operational committees and empowerment group members such as homestay owners, nature conservationists, arts and culture conservationists, who are involved as tour guides. In addition, related to the management of tourism in the Blimbingsari Tourism Village, tourism human resources may be formed slowly through the training conducted. Then, this tourism management provides sustainable economic and practical benefits for the local community of Blimbingsari Tourism Village.

2. The application of the principles of community-based tourism in Blimbingsari Tourism Village Blimbingsari Tourism Village is quite good as observed from social principles, economic principles, cultural principles, political principles and environmental principles. This can be a support for the creation of sustainable tourism in the Blimbingsari tourist village.

#### REFERENCES

- 
- Adikampana, I. M. (2017). *Pariwisata Berbasis Masyarakat* (1 ed.). Denpasar: Cakra Press.
- Andrew, F. S. (2007). *Sistem Manajemen Kinerja*. Jakarta: Gramedia Pustaka Utama.
- Arida, N. S. (2017). *Pariwisata Berkelanjutan*. Denpasar: Cakra Press.
- Artana, I. R., & Widyastuti, N. K. (2022). Eksistensi Blimbingsari Festival; Perspektif Kajian Seni, Pariwisata dan Manajemen Sumber Daya Manusia. *Prosiding SINTESA*, 5, 483-494. Dipetik Juni 14, 2023, dari <http://download.garuda.kemdikbud.go.id/article.php?article=3367107&val=29541&title=EKSISTENSI%20BLIMBINGSARI%20FESTIVAL%20PERSPEKTIF%20KAJIAN%20SENI%20PARIWISATA%20DAN%20MANAJEMEN%20SUMBER%20DAYA%20MANUSIA>
- Asker, S. B., L., C. N., & Paddo, M. (2010). *Effective Community Based Tourism : A Practice Manual*. Sydney: Sustainable Tourism Cooperative Research Center.
- Billawa. (2019, 10 10). *Narashima Exploration 2019- Unity in Diversity*. Dipetik Desember 5, 2020, dari <https://youtu.be/9gyTf0fsFaQ>
- Bungin, B. (2007). *Penelitian Kualitatif: Komunikasi, ekonomi, kebijakan publik, dan ilmu sosial lainnya*. Jakarta: Kencana Prenada Media Group.
- Bungin, B. (2011). *Peneitian Kualitatif*. Jakarta: Kencana Prenada Media Group.
- Bungin, B. (2003). *Analisis Data Penelitian Kualitatif*. Jakarta : PT. Grafindo Persada .
- Ginting, D. (2016). *Etos Kerja; Panduan Menjadi Karyawan Cerdas*. Jakarta : PT Elex Media Komputindo .
- Harahap, S. (2001). *Sistem Pengawasan Manajemen*. Jakarta: Penerbit Quantum.
- HUBERMAN, M. &. (1984). *Analisis Data Kualitatif*. Tejemahan oleh Tjetjep Roehendi Rohidi.1992. Jakarta: Penerbit Universitas Indonesia.
- Jitpakde, P., Harun, A., & zain, Z. M. (May 2016). *Local Community Development through Community-Based Tourism Management: A Case Study of Mae Kampong Village*. *Mediterranean Journal of Social Sciences*, volume 7 no 3 (S1), 407-412. doi:<http://dx.doi.org/10.5901/mjss.2016.v7n3s1p407>
- Leslie, D. (2012). *Responsible Tourism: Concepts, Theory and Practice*. UK: CABI.
- Meirejeki, I. N., Wahyuni, L. M., Widhari, C. I., & Widiyantara, I. M. (2017). *Community Based Village Management Model In Blimbingsari Tourism Village*, Melaya, Jembrana Bali. *Proceeding International Joint Conference on Science and Technology*, 1, No.1, 117-120. Dipetik Januari 9, 2021, dari <https://ojs.pnb.ac.id/index.php/Proceedings/article/view/850>

- Mervelito, M. G., Rahardjo, P., & Herlambang, S. (2020, November). Studi Keberhasilan Pengelolaan Objek Wisata Taman Breksi Berbasis Community Based Tourism (CBT) oleh Masyarakat Desa Sambirejo, Kabupaten Sleman. *Jurnal STUP Sain, Teknologi, Urban, Perancangan, Arsitektur*, Vol. 2, No. 2., 2673-2686. doi:<http://dx.doi.org/10.24912/stupa.v2i2.8880>
- Moleong, L. J. (2007). *Metodologi Penelitian Kualitatif (Edisi Revisi)*. Bandung: PT. Remaja Rosdakarya.
- Moleong, L. J. (2004). *Metodologi Penelitian Kualitatif*. Bandung: PT. Remaja Rosdakarya.
- Mukhibat. (2013). *MANAJEMEN BERBASIS MADRASAH*. Yogyakarta: Pustaka Felicha.
- Prasiasa, D. P. (2013). *Destinasi pariwisata berbasis masyarakat*. Jakarta: Salemba Humanika.
- Savitri, N. W. (2019). *Revitalisasi Budaya Melalui Regenerasi Pengerajin Kayu dalam Pengembangan Wisata Mas, Kecamatan Ubud, Kabupaten Gianyar*. Universitas Udayana, Fakultas Pariwisata, Bali.
- Snyder, R. (1954). *Decision-making as an approach to the study of international politics*. New Jersey: Organizational behaviour section, Princeton university.
- Soenarih, A., Alhumaira, B. S., Aprilia, D., & Saputra, D. (2021, juni 1). Strategi dan Aspek Keberhasilan Program Pemberdayaan Masyarakat Lokal dalam Pengelolaan Desa Wisata Kersik. *Jurnal CSR, Pendidikan dan Pemberdayaan Masyarakat*, 2 No. 1, 45-57. doi:<https://doi.org/10.30872/ls.v2i1.603>
- Suansri, P. (2003). *Community Based Tourism*. Jakarta: Gramedia Pustaka Utama.
- Suashapa, A. H. (2016, Januari). Implementasi Konsep Pariwisata Berbasis Masyarakat dalam Pengelolaan Pantai Kedonganan. *Jurnal Master Pariwisata*, 2, 67-68. doi:<https://doi.org/10.24843/JUMPA.2016.v02.i02.p04>
- Sugiyono. (2007). *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Bandung: Alfabeta.
- Sugiyono. (2015). *Metode Penelitian Pendidikan: Pendekatan Kuantitatif, Kualitatif, dan R & D*. Bandung: Alfabeta.
- Sukarsa, I. M. (1999). *pengantar pariwisata*. Denpasar: Badan Kerjasama Perguruan Tinggi Negeri Indonesia Timur.
- Sukmana, O. (2022). *Dasar-Dasar Kesejahteraan Sosial dan Pekerjaan Sosial*. Malang: Universitas Muhammadiyah Malang.
- Telfer, D. J., & Sharpley, R. (2008). *Tourism and Development in the Developing World* (1 ed., Vol. 6). New York: Routledge.
- Terry, G. R. (2008). *Prinsip-Prinsip Manajemen*. Jakarta: BUMI AKSARA.
- Timothy, D. J., & Boyd, S. W. (2003). *Heritage Tourism*. England: Pearson Education.