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Research Article

ASSESSMENT OF PROGRAMS: THE TRAVEL INDUSTRY TOWN ADVANCEMENT EXECUTION

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ABSTRACT

The travel industry improvement program is a practical improvement program that has a dream of accomplishing impartial monetary development locally that depends on the use of the capability of regular assets and different assets locally. As one of the Tourism Villages specified in the Buleleng Regent Decree concerning Tourism Village of Buleleng Regency, the purpose of this study is to examine the potential and issues associated with the development of tourism villages in Sambangan Village, Sukasada District. A UCLA CSE model-based evaluation study served as the foundation for the research. The outcomes showed parts of the improvement of the travel industry towns in Sambangan Town have not yet maximally used regular assets or different assets as a suitable the travel industry town item. According to the findings of the analysis that was carried out, the development of this tourism village product necessitates the use of a management model that combines elements of the village's natural resources with local Balinese wisdom, which is the foundation of the life and behavior of the Balinese people in general, and a touch of technological innovation.

KEYWORDS

Based on culture in the area; rural development; evaluating the program; products for tourism; a tourist town.

INTRODUCTION

For the development of Balinese tourism, many recommendations written by researchers and observers should be based on the values of local wisdom and rely on community strength by empowering local communities to create social harmony. According to Pitana & Diarta (2009), the development of tourist attractions and objects must be based on local knowledge and a local special sense that reflects the singularity of the environment and cultural heritage. Local wisdom is a part of a society's culture that cannot be separated from the community's language. Ginaya and others, (2019), reference; According to Arsa & Widiastini (2018), the development of rural tourism is anticipated to be sustainable in terms of environmental, social, and economic aspects. However, in order to create harmony in people's lives and avoid interesting struggle conflicts between stakeholders and people who are tourism actors, tourism development must also be based on the values of local wisdom. Alluding to Perda number 2 of 2012 concerning Bali the travel industry objections, it is additionally made sense of that local area contribution, particularly in socio-social exercises, should be available in the advancement of the travel industry in Bali. The development of community-based tourism, which is frequently carried out by tourism actors in Bali, ought to be consistent with the concepts, ideals, vision, and mission of community-based tourism. However, the concepts being discussed still need to be revealed and put into action by creating certain models that are capable of generating Bali tourism in the manner that is anticipated.

Bali's tourism potential appears to be shifting from year to year as paddy fields and other resources that have changed functions uncontrollably decrease, even as a discourse on the development of community-based tourism villages is being developed. According

to Sedana & Astawa (2019), the extremely small area of Bali will shrink if land use change, particularly on agricultural land, cannot be stopped. This is capable by Bali today. Local community-based tourism is also hindered by the implementation of policies that do not always benefit local communities. Most of the time, tourism develops more in favor of capitalist owners, who can easily transform nature into something they want without considering the social, cultural, and economic interests of local communities.

According to Naser Egbali et al., the primary goal of tourism development is to improve economic growth (2010). The main target of the travel industry advancement is the monetary and social improvement of the travel industry region. Despite the fact that a little piece of the travel industry remembers rustic the travel industry and assumes a significant part for the economies of provincial regions in created nations, different advantages and in any event, getting risk through these exercises in country regions ought not be overlooked. While tourism development can bring some benefits, it will also harm and have negative effects if done incorrectly. Nonetheless, the level of this impact will be changed relatively with various factors like the significance of the neighborhood the travel industry, the capability of sightseers and their exercises, the combination of the nearby climate and nearby social and social specialists.

Additionally, the findings of Ginaya et al.'s research (2019), recognized that mass and gigantic the travel industry can cause Bali to lose its Balian character. Balinese culture has remained stable up until this point, and Bali does have its own distinct characteristics. Notwithstanding society, numerous different variables are likewise the fascination (taksu) of the island of Bali, for example, normal magnificence which is portrayed as "paradise on the planet". Having Bali as Indonesia's

largest tourism asset is understandable. In addition, it is difficult to deny that the religious ceremonies in Bali, which are typically referred to as yadnya at any given time, are so one-of-a-kind that tourists are not only able to enjoy them but also take photos and videos of them. However, the rise of tourism has encouraged people to adopt more pragmatic lifestyles and sell their land for short-term gain. This also occurs as a result of the government's tax policy, which adjusts the tax object so that land and building taxes are high because each tourist area has strategic value.

This evaluative study was carried out to obtain an overview of the management of tourism villages in Desa Sambangan from a variety of phenomena and discourses related to the development of tourist villages. It is expected to produce a study of the actual conditions of rural tourism development, as well as to carry out a variety of comparative studies in a number of villages, study a number of articles related to the development of tourist villages in a number of areas, and evaluate some of the potentials that villages own, such as natural

MATERIALS AND METHODS

An evaluation study using the CSE-UCLA approach to the BUMDES program's development of tourist attractions and objects in Sambangan Village was used in this study. Alkin's CSE-UCLA evaluation model consists of five evaluation phases: the program certification process, program planning, program execution, program enhancement, and assessment system (Wisudawati & Maheswari, 2018). Moreover, Divayana (2017), states that the program assessment model utilizing the CSE-UCLA approach assesses the program in five phases of assessment, to be specific: program certification, program planning, program implementation, program enhancement, and assessment system. Observation, interviews, and

document studies with village officials, BUMDES, tour operators, guides, the community, and tourists are the methods used to collect data. Information were examined utilizing subjective clear strategies with steps: data reduction, data presentation, data interpretation, and conclusion-drawing As per the plan of the concentrate in the wake of going through 5 assessment pointers, a general image of the viability of the continuous the travel industry improvement program in Sambangan Town, Sukasada Locale, Buleleng Rule, Bali, was gotten in light of the Declaration of the Official of Buleleng. A new tourism village model has been recommended as a result of this picture of effectiveness.

RESULTS AND DISCUSSIONS

The Village of Sambangan's various items and tourist attractions were the subject of in-depth evaluations in this study. The suitable methodology in this evaluative review is to utilize the CSE approach UCLA (Place for the Investigation of Assessment College of California in Los Angeles) which can investigate different issues and likely moved by the item. The Sambangan tourism village development program does not yet have a clear, written vision, mission, and goals in each village tourism development program. From the interviews, it provides different answers about the formulation of the vision and mission starting from the village head, the head of the Village Owned Enterprise, and managers of tourism-aware groups, as well as village community leaders. Evaluative studies are conducted using in-depth interviews and direct observation in several aspects of evaluation and analysis of evaluation indicators. These aspects include system assessment; program planning, program this was also asked by a number of tourists and tourism industry professionals who claimed to be unaware of the tourism village's vision, mission, or destination. However, the

presentation of the vision and mission demonstrates nearly the same direction and goal as identified by a number of keywords: working on the local area's economy, financial equity, contribution of nearby networks, protection of normal assets (cascades and state woods as symbols of the town of Sambangan), and nature preservation. Farmers who know about the history of the village, the potential for village tourism, and can provide an accurate explanation in multiple languages are still constrained in their ability to meet the needs of local tourists. primarily speaking languages other than English The community groups that are not incorporated into tourism groups are aware of and willing to contribute to the realization of Sapta Enchantment—security, order, cleanliness, coolness, beauty, hospitality, and memories—in the form of pecalang (village security guard), parking attendant, and a variety of other forms of support in the provision of accommodation facilities for food stalls and small restaurants. Additionally, there is some support from entrepreneurs outside of the village who invest their funds in the interests of providing accommodation and managing some village objects. On the other hand, with the publication of the Buleleng Regent's Decree, he enthusiastically supported the village in its efforts to develop the Sambangan Tourism Village.

Program Planning

In this second stage, which is related to planning, an evaluation is done to get data that is directly related to meeting the needs that were identified in the first stage. In this instance, the developed programs are carefully evaluated to determine whether the needs analysis's findings informed the preparation of the plan. The established goals cannot be separated from the evaluation of this stage. Hence the investigation is centered around:

1) Evaluation of the potential and assistance in selecting object development software Natural resources like a very abundant tang water source in the middle of the village forest, which is a border area with Desa Wanagiri and Desa Ambengan in Kecamatan Sukasada, give Sambangan village a potential for tourism. The presence of seven (7) cascades is a lot of acknowledged by the local area and the town will in any case exist on the off chance that the presence and capability of the timberland are kept up with. The village uses this potential to serve as a hub and symbol for developing tourist destinations that require careful management. Other regular assets are likewise as scenes as an exceptionally wide rice field region extending perfectly with a terracing framework that is overseen in light of the subak framework. However, the obtained data indicate that the function of paddy fields has changed significantly from 214 ha in 2012 to 201 ha in 2017 (source: Figures for Sukasada Subdistrict) Tomy Ahmadi et al. also expressed this change, 2016), the area of rice fields has decreased over the past five years solely because land has been converted to non-agricultural uses. The appearance of urban sprawl, which will cause suburbs to experience changes in land use and increase land demand, and the fact that agricultural businesses are considered to be less profitable than other sectors such as shops or housing business activities due to their high dependence on nature, are factors influencing the change in land use in Sambangan Village.

2) The Village Owned Enterprises (BUMBES) of Sambangan Village's organizational structure for managing this potential has been in place since 2017.

3) The creation of a grand design program for a sustainable tourism village with a focus on nature conservation; and

4) programs and activities designed to provide a place to visit that is more in line with the wishes or requirements of guests as a new alternative to providing attractions under the coordination of groups that are travel aware.

5) As evident from the preparedness and capability of the BUMDES-managed tourism village's management, which still requires significant improvement in the areas of management, human resource development, and the creation of destination forms that continue to be based on regional potential and have a distinct appeal. As a result, in order for Sambangan Village to become a tourist destination, a number of academics from various Bali universities have provided assistance in the areas of tourism village management, financial management, and human resources.

6) Status of the public authority/standard town and

7) Preparation of the neighborhood local area. Government status through town government workplaces and standard towns including local area preparation shows progressively preparation, particularly the town government as of now has an authority license as a Pronouncement of the Official of Buleleng, and various help from the neighborhood government that makes the town of Sambangan as one of the vacationer towns. Based on the findings of the survey regarding the reception of tourist visits, the monthly number of tourist visits reached 300 people per day. The number of visitors indicates that this tourist village is physically ready to receive visitors. It is anticipated that the number will continue to rise, necessitating greater preparedness on the part of villages and villagers for both the positive and negative effects of tourism. Since it is regarded as a tourist village with an insightful and sustainable local community by preserving sustainability, natural resources, the environment, and local culture, some

management guidance and improvement are required from each side of the management and implementation of tourism that is of an international standard and is certainly capable of synergizing and integrating local genius values.

Program Implementation

The following issues are the primary focus of the evaluation for the program implementation indicator:

1) Through the offices of the village head, BPD, LPM, kelian banjar/dusun, and kelian subak, the program's vision and mission are communicated to all community members and stakeholders. The consequences of meetings with a few parts of the town and residents, the presence of projects and exercises connected with provincial the travel industry, have been straightforwardly and by implication conveyed and spread through gatherings and talks in the town. In addition to attending paruman traditional villages and village meetings, the community actively sought out information about programs and activities. This is evident from a number of village-programmed activities, such as the realization of enchantments involving all levels of society that the community strongly supports through its actions.

2) A variety of programs and activities that are planned and carried out in the following ways: construction of tourist huts, hydroponic parks, the arrangement of waterfalls, some selfies for tourists, and efforts to open access paths by tourism-conscious groups to waterfalls that are difficult to reach. tourism designs camps and accommodations using residential houses or villa developments in the form of joglo houses and glebegs. The arrangement of places that allow for more extreme tourist activities like jumping around rivers and waterfalls.

3) Indirectly connected to these activities, word-of-mouth has spread information to the community, allowing for the broad dissemination of program information.

4) In a similar vein, the introduction of program socialization was gradually communicated to the community outside the village. Even faster, all forms of tourism activities in the village of Sambangan had reached the international level through internet-based social media, even up until a Hollywood film director was filming in one of the waterfalls in Sambangan Village.

5) As a result, the introduction of tourist programs, places, and activities has been socialized to all stakeholders directly or indirectly through a variety of media. However, social media

It was discovered that the socialization of the existence and implementation of activities and programs was carried out quite successfully (up to the lowest levels of society), specifically by enabling 50 formerly unemployed villagers to become village tourism workers and increasing Sambangan village's local income. Anyway additionally found deterrents connected with the presence of projects or exercises that converge socially and monetarily with adjoining towns, particularly connected with the administration of lines that have shared interests. Things like this need to be well managed by the Sambangan tourism village management component because village communities have not been able to properly address them. If they are not managed properly, they will eventually result in conflicts between villages that border each other.

Improvement Program

Questions about

1) The program's benefits for the local community,

2) The benefits for the district or customary village government,

3) The benefits for stakeholders,

4) The operations of object management,

5) The general community response,

6) The response to visitor satisfaction, and

7) Reflection on the implementation and response to visitor satisfaction are the focus of the evaluation indicators for the improvement program.

By and large, this town the travel industry program is exceptionally useful and has an advantage called the multi-facet impact for the local area as well as town and provincial legislatures. This program is said to assist the local government in increasing tourist visits to the Regency of Buleleng, which has been very sparse between North and South Bali. It is also able to increase public awareness regarding environmental preservation, nature, and a better understanding of and implementation of sapta enchantment (security, order, cleanliness, coolness, beauty, hospitality, and memories). It also contributes to the interest of community groups and the wider community directly related to the growth of several economic activities, such as the development of The number of visitors and their level of satisfaction indicate that the response from visitors or tourists is very positive. As well as getting 4 to 5-star grants. In addition, a number of reviews obtained from social media impressions of tourists revealed that 90% said they would recommend their positive experiences to colleagues in their respective countries. In a Bali tourism communication forum in 2017, the village of Sambangan won the silver award.

Program Certification

The program certification as seen from the side is the final indicator of this program's evaluation:

1) The object's physical appearance. The thing that became Sambangan Village's most famous icon takes the form of a waterfall. In the village of Sambangan, there are seven waterfalls, which are as follows: Cemara, Dedari, Kembar, Aling-Aling waterfall, Kroya waterfall, canging, and shoots Aling-aling waterfall and crocodile waterfall are two of the most well-known waterfalls among all of the ones that are available. Both of these cascades have an actual appearance that has a decent allure and permits travelers to do sliding and bouncing exercises. Even though the other waterfalls are still not as beautiful as the two most well-known ones, they are still worth a visit. Access to the road that leads to the water waterfalls is also worth considering because it is cheaper.

2) The landscape of paddy fields in Sambangan Village, in addition to the waterfall, has a lot of appeal, but it needs to be managed and turned into an attraction that tourists can enjoy. According to interviews with foreign tourists, they are also more interested in community activities that blend with local culture and customs, such as activities in the fields, religious ceremonial activities, and other cultures that need to be packaged well. Foreign tourists also convey that they need food that allows them to carry it lightly when they travel around Sambangan attractions. This is also an alternative destination that needs to be designed. The ability and potential attraction of objects for sale. All of the potential tourist attractions in the village of Sambangan have good selling power and are attractive. However, all of them need to be managed and packaged, and access routes to the tourist attractions need to be made that are comfortable, safe, and affordable. So far, visitors have felt

comfortable and happy, and most of them have said they would recommend this place to colleagues in their countries.

3) The presence of security personnel dressed in traditional pecalang garb and the warm hospitality of the local guides, despite the fact that they speak only a limited language and lack standard information about the village, made the visitors feel very secure and at ease.

4) the travel industry conveying limit as far as: (1) Attraction (attraction): Seven waterfalls, forests, and beautiful panoramas that still look very natural make all tourist attractions very appealing to tourists who want to do tourist activities. Visitors even make suggestions for activities or local cultural attractions that happen naturally and are ongoing in the community, which are also displayed as attractions that need to be shared with tourists. 2) Affordability (affordability). Using private vehicles or the transportation services provided by tourism services, visitors from all over the world can still visit the Village of Sambangan's tourist attractions at prices that are both reasonable and affordable. According to observations and interviews with guides and drivers who took visitors to Sambangan Village, some of the visitors took advantage of the hotel's transportation services. The location of the tourist village is known to the majority of them through online publications and social media. 3) Facilities (amenities) Visitors who do not reside in the Village's immediate vicinity come to Desa Sambangan. They are guests who come to Bali and remain somewhere else. Therefore, their visit is limited in duration. As of recently as far as offices are still truly qualified. As far as offices, for example, facilities required by travelers, for example, lodgings and eateries, they can in any case satisfy what vacationers need while they are in Sambangan. (4)

Supportive (institutional). The government and the community of Sambangan Village oversee the tourism management agency, which is coordinated by Village Owned Enterprises and local tourism awareness groups. As a manager, this organization prioritizes the involvement of local communities and caters directly to the needs and management of traditional tourism villages. Visitors to tourist destinations experience a sense of comfort and security under such management.

There are a number of issues and suggestions arising from the absence of clear guidelines for managing a sustainable tourism village that have been identified from all of the evaluation components that were used as evaluation materials for the implementation of the tourism village development program. Although many of the village of Sambangan's potential natural resources have not yet been utilized for tourism, many of these potential natural resources have been disproportionately touched by the community and have the potential to destroy nature due to the community's lack of intellectual capacity to use the values of local wisdom as a guide. If this is allowed to have an effect on the growth of tourism in Bali, it will go against the spirit of the growth of tourism in Bali that is based on culture, maintaining natural resources, and involving local communities. Therefore, more research and practical implementation of the growth of tourism based on local wisdom values are absolutely necessary. Sumada (2017) explains that the noble values that were realized long before Indonesia gained independence are the source of Bali's uniqueness. Up until this point, the potential elements of Balinese culture—the local genius—have demonstrated their capacity for survival. According to Suniastha Amerta (2017), local genius is able to withstand external culture, accommodate elements of external culture, integrate external cultural elements into native

culture, control cultural development, and provide direction for it. In addition, as Sumada (2017) continued (120), local wisdom (adat) is defined as anything that is based on knowledge, recognized by reason, and deemed beneficial in accordance with religious provisions. However, disagreements that result in a prolonged crisis can be caused by a lack of comprehension of local wisdom. This was likewise uncovered from the consequences of a concentrate by Supriyatama and Wesnawa (2019), that one of the upsides of neighborhood insight was comparable. According to in-depth observations and interviews, Sambangan Village also has issues managing border areas with Ambengan villages that have the potential for conflict, including the management of forests in two areas, namely Sambangan Village and Wanagiri Village, which have not been properly resolved up until this point. This can be handled well by prioritizing the concept of addressing some social, economic, and political problems in society. The problem of border areas in the context of tourism village management can be resolved using the menyamabraya concept in this study. This idea depends on the view that nyamabraya or direct relations have close friendly relations there is a view that life locally can't be isolated from the encompassing local area, which thinks about the encompassing local area as kin, so life should be prosperous, both in friendly work and social human science continuously focusing on the local area.

The Balinese social order must be strengthened, not altered by the introduction of a new order that actually weakens the order that the Balinese people have had since ancient times. Local ideas that are rooted in the community and followed by its members are referred to as local wisdom (local wisdom) in general. These ideas should be full of wisdom and of high value. Tri Hita Karana, sad kertih, the idea of matching braya, mountain nyegara, hulu teben, tat twam asi, and other

similar concepts Are all of the ideas that make up the Balinese way of life just used as a foundation? Astawa and others, 2019), looks at certain realities about the presence of nearby insight esteems that ought to be executed in neighborhood the executives/the board with phenomenal qualities like the qualities:

(1) Tri Hita Karana to keep up with the wellbeing of Bali's temperament in circumstances of progressively human requirements expanding and different,

(2) Working examples of Balinese ranchers, for example, intercropping and such which are likewise put together and applied with respect to the premise of pageh, pugu lan jengah,

(3) Overseeing nature with an administrative methodology in light of supportability or practical turn of events, so it is successful and powerful for a limitless timeframe in accordance with a way of life direction in the Balinese custom called "clearly cenik",

(4) The process for exchanging the exchanging model with the arrangement of accessibility of the multitude of necessities of the purchaser,

(5) ngadas and nandu as a cooperative energy among financial backers and laborers,

(6) Cingkremen as a model of capital treatment, and others. In order to strengthen Bali's existence, the Balinese community's life structure and local values must be reconstructed, including in the tourism village management model, to prevent foreign culture from eroding it as global tourism grows.

At least, there has been a significant shift in the use of land in Sambangan Village, as has occurred in the village of Sambangan. Ahmadi and others, In their analysis of changes in land use in Sambangan Village from 2101 to 2017, they found that the landscape's

breadth had changed. In 2012, 202 hectares of paddy fields covered a total area of 214 hectares. Paddy fields will cover 201 ha in 2017, down 23 ha, and moor will cover 197 ha, down 5 ha. From 126 ha in 2012 to 144 ha in 2017, there were settlements. Despite the fact that 40 ha of state forest did not undergo a permanent transformation, interviews with village officials and some forest residents revealed sufficient forest exploitation, including logging and the use of some areas as community-owned gardens (in the middle of the forest). Additionally, the forest is surrounded by a number of water sources that are privately managed and serve as micro-hydropower plants. As a result, some waterfalls run dry and large trees that support the forest also die.

When the community is not only a passive participant but also an active participant who is able to independently empower itself after tourism develops in the area, community empowerment is also an important thing to do. The Balinese follow Hinduism's teachings in all aspects of their political, economic, religious, and social life. Then, cultivate a spirit of community harmony in daily life. Tri Hita Karana's extremely well known values contain a way of thinking of concordance between otherworldliness, mankind and the climate that joins together and teams up in the existences of Balinese individuals. Bali is very good at keeping people's relationships good and giving birth to the idea of God through offerings to God (Hyang Widhi) for the Balinese, who are very different from most people outside of Bali. Bali's spirit of ritual is widely known. Balinese people are able to change the things he gets from nature as a result of his efforts to work to exploit nature (such as farming, gardening, raising), etc., Bali has a variety of religious rituals that originated from the teachings of his religion (Vedas) and then unite with the local culture where they are. in the context of offerings, which represented gratitude

to the creator, various kinds of rituals emerged. The Balinese custom soul is a sort of profound idea that works together standards, tastes, and goal into a culture. A culture that can change something normal into social in the idea of contributions and appreciation for every one of the gifts of God. The lives of Balinese people are unique to those in other parts of the world because of this. Ginaya, et al., (as one of the tourism development models) 2019), likewise suggests a local area based the travel industry model (CBT) which expresses that the CBT model is a maintainable elective the travel industry improvement, which focuses on local area support being developed and its activity. The philosophy and soul of the Balinese people are the foundation of their way of life. They are also crucial to the growth of Balinese tourism, particularly the creation of a tourist village.

CONCLUSION

The following conclusions are drawn from the research and discussion that were mentioned earlier. Using the CSE-UCLA evaluation model, a study of the Sambangan tourism village development program can offer a number of new recommendations for community-based tourism village management and local Balinese wisdom as a form of management based on the reconstruction of local values that have long existed and developed in a society that has been proven to be a value that underpins social, political, and economic life and makes society more harmonious and prosperous. In order to aid in the process of developing tourism villages from components or elements of tourism that have better value in terms of (1) Attraction (strong attraction), (2) Accessibility (convenient and affordable accessibility), (3) Amenities (adequate facilities), (4) Ancillary (strong institutions based on local wisdom values), and upholding the fundamental concepts of sapta charm (security, order, cleanliness,

coolness, beauty, hospitality, and memories), these management recommendations will make tourism village management more optimal and make the village tourism program. In terms of the CSE-UCLA evaluation model as a whole, the quality of the development of the Sambangan tourism village has improved; however, in order for this tourism village to become a community-based sustainable program that incorporates the value of local wisdom, assistance from a variety of parties is required.

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