



Cultural branding: Development of culture-based tourism village towards sustainable tourism

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ARTICLE INFO	ABSTRACT
<p>Article history Received: 2023-08-01 Revised: 2023-10-10 Accepted: 2023-10-20 Published: 2024-03-04</p> <p>Keywords Cultural branding Tourism village Sustainable tourism</p>	<p><i>Kamal Village in Arjasa District, Jember Regency, East Java, has cultural and historical tourism potential through the Duplang Site, Klanceng Site, Ta' Butaan folk art, and Kadisah traditional rituals. This great tourism potential can be developed to promote Kamal Village as a culture-based tourism village. Through a participatory rural appraisal approach involving village-owned businesses, the Tourism Appreciation and Tourism Awareness Group, the Youth Organization of Kamal Village, and collaboration with the Jember Regency Tourism and Culture Office, the community service team assisted in the form of organizational assistance (institutional strengthening), event management training, and strengthening the promotion and branding activities. The results of this community service are expected to strengthen the cultural branding of Kamal Village towards sustainable tourism to realize sustainable and positive economic, social, and environmental impacts for related stakeholders.</i></p>
<p>Kata Kunci Cultural branding Desa wisata Pariwisata berkelanjutan</p>	<p>Cultural branding: Pengembangan desa wisata berbasis budaya menuju pariwisata berkelanjutan. Desa Kamal Kecamatan Arjasa, Kabupaten Jember, Jawa Timur, merupakan suatu desa yang mempunyai potensi wisata budaya dan sejarah berupa Situs Duplang, Situs Klanceng, kesenian rakyat Ta' Butaan, dan ritual adat Kadisah. Potensi-potensi wisata yang besar tersebut dapat dikembangkan untuk memajukan Desa Kamal sebagai desa wisata berbasis budaya. Melalui pendekatan penilaian pedesaan partisipatif yang melibatkan badan usaha milik desa, Kelompok Sadar Wisata, Karang Taruna Desa Kamal, dan kerjasama dengan Dinas Pariwisata dan Kebudayaan Kabupaten Jember, tim pengabdian memberikan bantuan berupa bantuan organisasi (penguatan kelembagaan), pelatihan manajemen acara, dan penguatan kegiatan promosi dan branding. Hasil dari pengabdian masyarakat ini diharapkan dapat memperkuat branding budaya Desa Kamal menuju pariwisata berkelanjutan untuk mewujudkan dampak ekonomi, sosial, dan lingkungan yang berkelanjutan dan positif bagi pemangku kepentingan terkait.</p> <p style="text-align: right;">Copyright © 2024, Nugraha, et al This is an open access article under the CC-BY-SA license</p> <div style="text-align: right;"></div>

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INTRODUCTION

Kamal Village is in Arjasa District, Jember Regency, East Java Province. The contours of Kamal Village are hills and valleys, with a population of 5,726 people—the majority of the population work as farmers (BPS Kabupaten Jember, 2022). Kamal Village has an area of 3.59 km² or around 8.97% of the total area of Arjasa District, which is also the village with the smallest area in Arjasa District. Kamal Village has extraordinary tourism potential, namely a village with a high historical value which has an intangible cultural heritage that has been stipulated by the Ministry of Education, Culture, Research, and Technology of the Republic of Indonesia with Designation Number 202101503 of 2021 (Kementerian Pendidikan Kebudayaan Riset dan Teknologi, 2022).

The high historical value in Kamal Village can be seen from several prehistoric remains of the megalithic era, including kenong stones, menhirs, and dolmens found at the Duplang Site and Klanceng Site which are scattered at several locations in the village. According to information from the local community, in ancient times, the Duplang Site was a place of ancient human habitation, or it can be said that an ancient settlement was familiar with the concept of divinity, namely animism, and developed into a cultural heritage that we can see today. The Duplang site is located on a hill surrounded by beautiful natural scenery. This site is guarded and cared for by Mr. Abdur Rohim as a caretaker. Apart from the Duplang site, a Klanceng site was also found in the middle of a residential area in Kamal Village. In the area of the Klanceng Site, there are historical relics in the form of megalithic rocks made of andesite rock called kenong stones because of their shape, which resembles the traditional keno musical instrument.

In addition to ancient sites, Kamal Village has an intangible cultural heritage in the form of the "Ta' Butaan" art. Ta'Butaan comes from the Madurese language, which, if translated into Javanese, means "Butho" or giant in Indonesian. This art form is a giant doll that is physically similar to ondel-ondel from Betawi and is believed to be the oldest art from Jember Regency, which authentically originates from Kamal Village, Arjasa District, and then developed into the surrounding area. However, what is very unfortunate is that there needs to be official written documentation regarding the history of the emergence of this art. Like the Klanceng Site and the Duplang Site, the existence of Ta' Butaan has yet to be widely known.

Another tourist attraction of Kamal Village is holding the Kadisah cultural event, a traditional ritual carried out by the village community once a year. The Kadisah ritual is a village cleanliness that aims to ask God to grant safety to all village residents. The Kadisah ritual contains a procession of agricultural products and is interspersed with local arts, including Ta Butaan. This ritual begins with making a sangghar, or large offering container made of bamboo and terraced, in the yard of the village head's house. This sangghar is then filled with various kinds of offerings. The Kadisah and Ta'Butaan rituals are an essential part of the culture of Kamal Village and are one of the cultural tourist attractions in the village. The Kadisah ritual is also an example of how the people of Kamal Village maintain and preserve the traditions and culture of their ancestral heritage.

The diversity of potential and attractions possessed by Kamal Village is the main element in developing culture-based tourism to preserve traditional and historical values and socio-cultural life by offering various unique cultures packaged in the form of festivals or tour packages with several festival agendas or activities. Kadisah appointed Ta'Butaan as the main icon and a vehicle for promoting the intangible cultural heritage of the Jember Regency. The Jember Regency Government, through the Tourism and Culture Office, has made efforts to develop tourist attractions in Kamal Village by assisting the village government and local community so that the management of village potential can collaborate to increase regional tourism and economic development of Kamal Village in particular and Jember Regency in general. However, until now, various activities in Kamal Village that can attract tourist visits, such as the Kadisah ritual, are only running at a modest level without any more targeted and commercial managerial and marketing touches. This causes the income obtained by the village from the tourism sector to be not optimal and does not make a significant contribution to Jember Regency's Original Regional Income because cultural tourism management is still carried out independently and simply by the local community.

Based on the existing conditions and problems related to the Duplang Site tourism object, Klanceng Site, Ta'Butaan art, and Kadisah traditional ritual, it can be concluded that the general public does not widely know the existence of these tourist objects in Jember Regency and its surroundings due to the lack of marketing activities, especially promotion, and branding, especially those based on culture as the main strength. Positioning using the concept of cultural branding is considered very suitable for Kamal Village. Tourism objects in Kamal Village still need to be better developed due to limited resources, both related to human resources and supporting infrastructure.

Organizing the Ta'Butaan arts and the Kadisah festival still requires a special touch and professional event management, considering the principles of sustainable tourism. Sustainable tourism is an industry that tries to make a minimal impact on the environment and local culture while helping generate income, jobs and conserve local ecosystems (Amerta et al., 2018; Streimikiene et al., 2021). Liburd (2010) and Alvin (2021) asserts that sustainable tourism is centered on the viability of tourism and balancing the industry with environmental impacts. Tourism as a business is intended to provide pleasure for tourists, benefit residents, and become a source of local income. Paradoxically, conservation efforts to maintain balance are absolute, which means that the environment, including social and cultural aspects, must be kept intact for present and future generations.

Sustainable tourism views that the needs of tourists and communities in tourist destination areas can be met without neglecting future generations (Aznar & Hoefnagels, 2019). Another problem is related to cooperation and collaboration between interested parties, which needs to be stronger, so the management of existing tourism potential needs to be optimally directed and integrated. The sustainable tourism approach aligns with the SDGs' spirit, which carries the theme of empowerment and sustainability (Linggarwati et al., 2022). Sustainability is not a purely static and theoretical concept but comes from application in the field by collaborating several aspects and has a broad impact on society. Sustainable tourism carries many missions, namely empowering the local economy where tourist villages can help achieve SDGs goals related to alleviating poverty and increasing economic prosperity; environmental preservation by helping to protect the natural environment and local biodiversity (SDGs goals number 1, 8, and 11), especially looking at the potential of Kamal Village and the various megalithic relics and cultural heritage it has. Apart from that, the development of human resources and physical infrastructure is also one of the development programs because these two things are essential to sustainable development (Karlan et al., 2022; Kementerian Desa, 2022)

Based on the existing problems, the community service team proposed several alternative solutions, namely raising the big theme of cultural branding in the context of developing a culture-based tourism village through organizational assistance (institutional strengthening) and event management towards sustainable tourism in Kamal Village, Arjasa District, Jember Regency. Kotler & Keller (2016) emphasized that any efforts carried out by marketing activities, especially promotions and branding, must be carried out to improve performance.

The cultural branding approach is based on the assumption that existing cultural and historical capital can become capital that plays a role in the village economy while also supporting the original livelihood of the local population, most of whom are farmers (Esu & Arrey, 2009; Št'Asná et al., 2020). The attractiveness of an area for the development of cultural tourism does not depend so much on its natural beauty but rather lies on the history and cultural intersections in an area (Št'Asná et al., 2020). There are many aspects related to cultural tourism, including the attractiveness of an area for cultural tourism, appropriate infrastructure, the readiness of an area and its people, and the role of local government, from village sub-district governments to related agencies. Apart from that, from a technical perspective, comprehensive and synergistic information, marketing, and advertising are needed.

The service team found that there had never been any training on event management related to cultural branding in Kamal Village, and there was still minimal promotional activity due to limited interest and tools used. Referring to the limited knowledge and skills of Kamal village managers regarding Kadisah event management training with the Ta'Butaan icon and as an Ancient Village in Jember Regency, the solution offered is to hold training that suits the problems and needs, namely event management training and increasing sustainable promotion and branding. in Kamal Village, Arjasa District, Jember Regency. It is hoped that the results of community service activities with the assisted village scheme in Kamal Village, Arjasa District, Jember Regency, will be valid for the development of local tourism, which can be used as a source of village income to improve the standard of living and economy of the population.

METHOD

Kamal Village is one of the agriculture-based villages in Arjasa District, Jember Regency. The distance from the city center to Kamal village is around 12 km, and has adequate infrastructure, including asphalt roads across villages and village roads. The leading commodities in Kamal village include rice, corn, and tobacco. Ethnically, the majority of the people in Kamal village are Madurese and active speakers of the Madurese language, including the habits and culture of the Madurese community.

Based on rationality and looking at geographical, sociological conditions and potential mapping, the method used in the Kamal Village, Arjasa District service program is Participatory Rural Appraisal (PRA). This method can be understood as an assessment of a village, which includes aspects of community life depending on needs and the development of operational programs intended to develop the community or village (Muhsin et al., 2018). The results of studies using the participatory rural appraisal approach generally consist of 3 things, namely obtaining comprehensive information regarding the existing conditions of the village and life in the village, obtaining information regarding problems and obstacles it is faced, and obtaining information regarding the potential of villages that can be developed for the prosperity and welfare of village communities.

Through this method, the village community and the PRA team, now the facilitator, created a framework for producing a comprehensive village map (Muhsin et al., 2018). This method allows members of the village apparatus as well as Village-Owned Enterprises (BUMDES) institutions, Kelompok Sadar Wisata (Pokdarwis), and representatives of villagers in Kamal Village to increase their knowledge and skills with the implementing team as external facilitators, share information, make plans and real action. All community group members are expected to be actively involved in this activity. With community empowerment through outreach and assistance in the management of BUMDES in the marketing activities of Culture-based Tourism Villages in Kamal Village, it is hoped that this will help improve the welfare of the village community.

Based on the problems previously described, the implementation team offers solutions to partners in Kamal Village, Arjasa District, and Jember Regency in the form of outreach, increased knowledge in the form of counseling, increased skills with training on empowerment and restructuring of BUMDES, community awareness assistance, event management training, as well as optimizing social media as a means of tourism marketing delivered in various forms of implementation.

The first activity is the socialization of the program. At the beginning of the activity, the implementation team will survey the partner's location to discuss again and see the field conditions directly. The implementing team and partners will also coordinate regarding the community service program, which will be implemented soon. Furthermore, training and mentoring activities are carried out through brainstorming and discussion by providing material about the organization and optimizing organizational structure, given that collaboration is an effective solution to developing a community (Andini, 2013; Susyanti & Latianingsih, 2013). Other core activities are assisting in preparing standard operating procedures to strengthen BUMDES institutional governance in Kamal village. Event management training related to organizing local cultural events to be better known and selling cultural tourism products in local, national, and international markets with sustainable tourism, photography training and management of social media for commercial purposes, particularly related to cultural branding.

Essential and fundamental activities carried out are education regarding the concept of Community Based Tourism and awareness of the surrounding community about the aesthetics of tourist attractions by providing counseling about the role and benefits of Kamal Village's tourism potential in making an economic contribution to village development. Because actual tourism activity is not just satisfying travelers, but also prospering society and within the framework guarding culture and the environment (Mayuzumi, 2022; Ngoc et al., 2023).

In addition to training and mentoring activities, it is necessary to conduct evaluation activities through joint discussions between the proposing team and partners. All activities that have been carried out are evaluated, starting from program socialization to mentoring. In addition, an evaluation will be carried out on creating social media pages and providing the equipment needed to support tourism activities in Kamal village. At the end of the activity, an agreement will be made between the proposing team and partners regarding plans for further activities, primarily related to the continuity of the equipment provided and social media pages to improve the quality and quantity of tourism products. At certain times the proposing team can come to the partner's place to find out about the development of tourism activities and empowerment activities that have been carried out.

RESULTS AND DISCUSSION

The assisted village service program in Kamal Village, Arjasa Jember District, has been implemented well and smoothly by the activity plans and targets that have been determined. The following is a series of activities carried out for community service in Kamal Village, Arjasa District, Jember Regency.

Preliminary Survey and Observation

This service activity begins with a survey and preliminary observations—an initial survey at the partner location by meeting directly with the partner, Kamal Village Secretary (Figure 1). Partners received the service team well and responded positively to the program plans related to efforts to develop culture-based tourism villages, especially those that highlight the Duplang Site and the Klanceng Site. In this survey stage, it was mutually agreed regarding the roles, along with the rights and obligations of each party in the assisted village service program.



Figure 1. Initial survey with Kamal village officials

Focus Group Discussion

Focus Group Discussion (FGD) is a medium for collaboration by coordinating between institutions, especially partners. FGD activities were carried out at the Duplang Site in Kamal Village. The service team consisting of lecturers and students visited Kamal Village to brainstorm on the FGD scheme with representatives of Pokdarwis and BUMDES as the leading managers of the Duplang and Klanceng Sites and Kamal village officials. The FGD was also attended by the Jember Regency Tourism and Culture Office, which, in this case, was represented by the Secretary of Jember Regency Tourism and Culture Office and the Head of the Creative Economy Division (Figure 2).

Through the FGD, the parties agreed to jointly develop the Duplang and Klanceng sites as unique history and culture-based tourist destinations in the Jember Regency. The service team will help provide equipment to document the beauty of the Duplang Site, Klanceng Site, and the surrounding environment. This is important as a first step in creating commercial documentation as promotional material, which will be distributed via social media and the official website owned by Kamal Village and the Jember Regency Tourism and Culture Office. The service team will also assist in the procurement/addition of direction signs and information boards. The focus of promotional and branding activities is the creation of cultural branding, namely, how to highlight the strengths of local culture to position tourism products that differentiate them from other tourism products.



Figure 2. FGD with partners and stakeholders

Revitalize Social Media Accounts

The next activity is revitalizing the Instagram social media account. The Duplang site has an official Instagram social media account created in February 2022, namely [@situsduplang_official](#). However, this account is no longer active in promoting existing tourism potential. The last post is July 2022, as shown in Figure 3. The account management administration is also handled by someone other than Pokdarwis/BUMDES. The photos and information provided are still limited and poorly designed, so it gives the impression that the site management still needs to be more professional. This is one of the obstacles due to limited human resources, especially in designing social media marketing communications. Promotion via social media can be an effective and affordable medium to promote existing tourism potential so that tourists better know it at the local and national levels. As a follow-up to the initial FGD, Kamal Village has an Instagram account named [@desawisatakamal](#) and a blog with the Kamal Megalithic Tourism Village, as seen in Figure 4. This social media account was created and updated with an attractive appearance to increase information about the Kamal tourist village and its rich culture and historical heritage.

Basic Photography Training

Documentation skills are needed to support the event management program, in this case, basic photography training. Basic photography training to support the event management program launched in service activities. Basic photography training involves the Pokdarwis and Karang Taruna of Kamal Village with the aim that tourism managers have documentation facilities and can document events professionally and independently use them to enrich existing social media content. Apart from that, in photography training, a set of DSLR cameras was also given to the Pokdarwis to maintain business continuity and as a training medium for managers (Figure 5).



Figure 3. Duplang Site's old Instagram account



Figure 4. New Instagram account and blog for the megalithic tourist village of Kamal Village



Figure 5. Camera delivery and basic photography training

Kadisah Event Assistance

The next activity is assistance related to event management. Even though it was stopped for two years due to COVID-19, in 2022, the community intends to hold a Kadisah event. This activity was carried out considering that the implementation of the Ta' Butaan art and the Kadisah traditional ritual is still consistently held annually and has become a mainstay cultural event that is eagerly awaited by the local village community and several surrounding communities from other villages and sub-districts. However, this event has yet to be widely known, and the organization and implementation of the event still need to be more optimal, so a more serious and professional form of management is needed through good event management based on the concept of sustainable tourism. Event management is an activity organized to commemorate important things throughout human life, either individually or in groups related to custom, culture, tradition, and religion, organized for a specific purpose, and involving the community environment, held at a particular time. The Kadisah event has the potential growth to be "event tourism" in which tourists constitute a potential market for planned events (Pivac, 2011). The Kadisah event was held on October 16, 2022, involving all elements of Kamal Village residents. The role of the servant at this event is as a companion to direct how to prepare a higher quality event in the future. Considering that the Kadisah event was on hiatus due to COVID-19, when it was held in 2022, public interest was very high, and every neighborhood (RT) wanted to display a parade as a form of enthusiasm and gratitude for the Kadisah event (Figure 6). While implementing the 2022 Kadisah event, many evaluation improvements could still be used

as information for planning and managing the next event. A complete view of the Kadisah event can be seen on the following YouTube link: <https://www.youtube.com/watch?v=qCJ7zUxeGIs>.



Figure 6. Kadisah Event

Activity Evaluation

As a vehicle for evaluation in community service activities carried out. The service team and partners from Kamal, Pokdarwis village officials, and related agencies also reinforced the form of assistance regarding the importance of managing cultural and history-based tourist villages as special interest tourism and educational tourism. Apart from that, it is worth noting in this evaluation that professional tourism management requires Standard Operational Procedures (SOP), which until now have yet to be owned by tourism managers. Therefore, written documentation is needed regarding service and maintenance SOPs so that existing human resources can manage and maintain tourist objects and supporting infrastructure well and provide excellent tourism services to visiting visitors. Discussions were held at the home of the Duplang Site Maintenance Officer, and sample applications were carried out at the Klanceng site (Figure 7).



Figure 7. Supporting the importance of culture-based tourism villages to support cultural branding.

The community service carried out in Kamal village has impacted the management of the tourist village. However, there is still a record of improvement for the program's continuation in the future. The main note is the mindset of village managers and officials, where the culture-based particular interest tourism Pokdarwis differs from tourist destinations because the Kamal destination has high historical and cultural value. The positive impact of service activities is that managers are also more sensitive and capable of promoting and documenting existing activities or events. From the village apparatus side, the service team pushed for standard operational procedures to be immediately developed that were discussed and made into village regulations. They remembered that one of the critical concepts in managing tourist villages using the SDGs approach is the participation of village officials and long-term commitment.

As a village with a megalithic heritage and unique culture, Kamal village is one of the potential villages in Jember Regency. A village that has a high cultural and historical capital but is starting to be eroded by time and is largely forgotten, especially by the current generation. Initiating and building a culture-based tourism village is joint work and collaboration involving various sectors (Nurlena et al., 2021). Obstacles often come, sometimes not from outside the village but from the community (Bennett & Dearden, 2014). A culture-based tourist village is a strategic step taken to develop the area while also having a conservation perspective so that the sustainable aspect becomes a spirit that means tourism is not just about having fun and tending to hedonistic behavior (Chen et al., 2020), but also leaves an impression and is educational (Agustine & Dwinugraha, 2021; Nugraha et al., 2021) so that tourists not only enjoy but also succeed in learning something and understanding something from the tour they undertake (Suryaningsih et al., 2020).

CONCLUSION

Based on the results of community service activities in the assisted villages in Kamal Village, Arjasa Jember District, it can be concluded that Kamal Village, with its historical heritage of the Duplang Site and Kancleng Site as well as the local arts of Ta' Butaan and Kadisah, has excellent potential to become one of the culture-based tourist attractions of Jember Regency. Strengthening cultural branding, carried out by the community service team from the University of Jember in the form of institutional assistance, event management training, promotion, and branding by providing physical assistance in the form of several supporting infrastructures, has had an impact. It can make the tourist attraction in Kamal Village increasingly well known, not only by local communities but also on a national scale.

Community service activities carried out in Kamal village can bring about changes, including being more sensitive to the needs of tourists and understanding the differences related to culture-based particular interest tourism so that the treatment of tourists will also be different. Internally, the site custodian not only plays the custodian role but can also act as a tour guide, considering the high historical value and strong cultural heritage.

Another hope is that the Duplang Site and Klanceng Site can maintain their authenticity and historical value as part of human culture and civilization and that the Ta' Butaan arts and Kadisah traditional rituals can continue to develop with more professional event management. It is also hoped that these tourist attractions can be sustainable by the central concept of sustainable tourism, namely, how to adapt to current developments and have positive, sustainable economic, social, and environmental impacts, especially for local communities, the government, and other relevant stakeholders.

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