

The Role of Supply Chain Management in Tourism Industry of the Community in Kelimutu National Park

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Abstract- Evaluation of different elements of tourism in different purposes has become a necessity, as a result of evaluation of these elements leads to optimal allocation of resources to development programs, rural tourism is one of the main forces in improving and economic growth of villages. In such circumstances, evaluating the rural tourism supply chain is considered as one of the most important strategies for the development of a village. Tourism Supply Chain Evaluation deals with how a tourism product is produced, when and how it reaches tourists, and what the feedback is. This paper is investigated the effectiveness of supply chain management in tourism for the Waturaka village, which has succeeded in increasing the village's original income with tourism. The process of developing the supply chain system for village's potential to generate authentic village income experiences dynamics and challenges. This research aims to identify the challenges facing the village of Waturaka and explain the success factors of rural tourism development. The research method is a qualitative design by conducting in-depth interviews with village officials, the community, tourism awareness groups and traditional leaders in Village. The results showed that an increase in village original income could occur because of the tourism supply chain process that initiated the development of rural tourism. The success of the tourist village is also due to traditional leaders.

Keywords- *Tourism Industry, Supply Chain Management, Rural Economy*

1. Introduction

The tourism industry has become a major global economic force. The United Nations World Tourism Organization (UNWTO) at their 22nd General Assembly in Chengdu, China, reported that the number of international tourists reached 1.235 billion in 2016, and this number has been increasing every year since 2009. UNWTO also reported that the number of tourists visiting Asian countries has reached 308 million, a 9 % increase from the previous year. It was also mentioned in the same UNWTO report that the tourism industry has become the fastest growing sector. In 2016 the tourism sector accounted for 10 % of the world's GDP, 10 % of the employment, and up to 30 % of the total world's services trading sector [1-3].

It was reported in UNWT News that Indonesia has also enjoyed a significant increase in its tourism industry. Data from the Office of the Ministry of Tourism shows that in 2016 the tourism industry contributed 5 % to the total GDP and provided 11.7 million jobs. The number of international tourists has been increasing for the last five years [4, 5].

Although a Community-Based Tourism (CBT) strategy has been introduced in many countries since the

early 1980s, this strategy is relatively new for Indonesia. Indonesia's Ministry of Tourism uses the term '*Desa Wisata*' (tourism village) with the same understanding as the CBT concept. The Minister of Tourism stated that in 2016 there were more than 1,900 potential tourism villages in Indonesia, and half of them are maritime tourism villages [6, 7].

1.1. Mount Kelimutu and Kelimutu National Park: a brief description

Mount Kelimutu is a volcano located in the village of Pemo in Ende Regency, Flores Island, Nusa Tenggara Timor Province, Indonesia. At its peak, the volcano has three crater lakes. These lakes are known as the Three Color Lakes because they are of different colors: red, blue, and white. According to Indonesia Tourism, the lake area is about 1,051,000 square meters and holds 1,292 million cubic meters of water. Each lake is separated from the others by narrow, 50-150-meter-high erosive rock walls standing at a 70-degree slope. In the Kelimutu National Park they are called *Sampah Men*. The group receives official support from the local government by sub district decree, and they sit on the official executive board. Besides issuing village decrees to these youths, the three villages also provide funding for waste management.

Swisscontact Tourism (*Swisscontact Wisata*) also provides support to these villages. Encouraging cooperation between the sub district and village government offices, Swisscontact Tourism offers training programs on waste recycling for housewives and youths in the Kelimutu National Park area. Stakeholders have discussed how these programs, which include advocacy and training, can serve President Jokowi's *nawacita* vision, which aims to support sustainable development and eventually accomplish the sustainable development goals of the country. Visitors to Kelimutu National Park area have been increasing every year. In 2016, 81,322 tourists visited this park – 66,818 of them as domestic tourists and 14,504 as international tourists (source: data on tourist visits from the Office of the Kelimutu National Park). To attract more tourists and visitors to the area, the government has organized a Kelimutu Lake Cultural Festival Week featuring the traditional rite of *pati ka* (offering food to the ancestors) held by the traditional communities of the Ende Regency in the Kelimutu Lake area.

Parts of the Kelimutu National Park area are surrounded by buffer villages which have been significantly transformed recently, particularly the village of Waturaka which had previously relied on the agricultural sector as its main source of income. Today things have changed because their main source of income

is derived from providing homestay services to tourists. In Waturaka this shift has met some resistance from some members of the local community, such as traditional leaders and the government, but it has not been in vain. The change in source of livelihood has empowered the community in several ways. This illustrates the concept of Community Based Tourism (CBT) which aspires to improve community welfare. The CBT concept emerged in the 1990s as a result of [8] recommendation. He had suggested that CBT could offer a way to distribute benefits equally among all stakeholders, and he also proposed that this could be achieved through consensus-based decision making and local development control.

Focusing on the village of Waturaka, this study attempts to describe the CBT process observed and to identify the dynamics of tourism development by looking at how Waturaka transformed its traditional socio-economic situation into a more modern tourism-based economy. It is hoped that the outcome of this study can facilitate the local governments' efforts in developing the CBT concept. The result of this study may also benefit researchers by expanding upon the literature, especially in the field of sustainable development and tourism-based economy.

2. Literature Review

2.1. Community based Tourism (CBT)

Scholars (see [4; 5; 7]) have long advocated the community participation approach as an integral part of sustainable tourism. By increasing community support, this approach can potentially reduce the negative impact of tourism. In the 1950s and 1960s, the United Nations introduced sustainable development as an approach for rural development when numerous underdeveloped countries were gaining their independence from the decolonization movement [1]. The main thrust of sustainable development is to educate the locals, erase the charity stigma, and involve local communities in decision making [1]. It was later discovered, however, that this approach had several drawbacks. By the late 1960s, it was noted that the top-down approach had hampered rural development and that approaches that facilitated more active local community involvement in sustainable tourism needed to be adopted.

Since the 1980s, tourism literature has echoed the importance of involving local communities as part of the development process. This is because local communities are considered to be key sources in sustaining local products [3]. This idea has been noted by others such as [6, 9] who agreed that it is important to facilitate greater community participation to enable tourism to contribute more substantially to national development. In [10, 11] also stressed that this is "a tool to readjust power balance and to reiterate the importance of the local communities' views on local authorities and development".

Sustainability development in tourism is commonly known as Community Based Tourism (CBT). This term, which emerged in the mid-1990s, commonly refers to a small-scale project which involves visitors and the hosting communities. The efforts of these two parties were meant to suit the rural characteristics of the community. From that standpoint, CBT is defined as a form of tourism that is managed and owned by the community for the

community. It is a form of local tourism that supports local service providers and suppliers. It focuses on interpreting and communicating local culture and environment. To date, CBT is supported by local communities, local governments, and other non-governmental organizations (NGOs).

The World Wildlife Fund (WWF) defines the CBT concept as a situation in which local communities exert more control over particular tourism objects by actively developing and managing them. In turn they also receive greater benefits from these activities. The WWF accepts that the CBT concept depends upon the social and institutional structure of the community and country. A balance of individuals between communities is needed.

In [12] argue that numerous CBT projects in Latin America failed mainly because they lacked financial visibility. Many CBT projects involve partners who help to develop lodges in certain community areas. Partners are obviously inquisitive about the success rate of these programs. In that regard, they too are motivated to inform themselves about the success rate of such programs before becoming involved with the NGOs. In [13] notes that in CBT programs, communities rarely initiate tourism development without external advice from NGOs, international conservation organizations or tour operators.

For some parties, community participation in tourism ensures sustainability; it opens up greater opportunities for the local community to receive more benefits from tourism activities, to improve and upgrade local positive attitudes, as well as to protect and conserve local resources [11]. The participation of local communities in tourism helps them focus on facilitating the physical development of their community, which in turn requires their participation in tourism planning and development. Their involvement in the process can ensure a more feasible economic return based on the industry concerned [7].

A model that integrates the concept of participation, power redistribution, collaboration and social capital is in place. Such a model aims to assess the current community's status in relation to community participation. There are many pillars of participation, power redistribution, and social capital connection. These focus on the internal vertical participation levels within the communities.

Local community involvement in tourism is important. It ensures that visitors can obtain unforgettable and enjoyable tourist experiences while enabling the community to gain benefits from the tourists' visits. Undeniably, local communities are able to offer valuable input in the decision-making process. Therefore, it is important to actively involve them in the tourism planning process and development activities [7]. Local community involvement is encouraged, based on the assumption that participation reduces resistance to development, thereby minimizing the negative impacts of tourism while revitalizing the economy for the community [3].

As a tourism development model, the CBT concept was introduced more than three decades ago. This model considers local community involvement in local tourism and is seen as a strategy whereby local residents learn to own and manage their own community's tourism facilities and activities. This model adheres to the principle that tourism development is based on fulfilling the social,

environmental, and economic needs of local communities, commonly known as the “Three pillars of sustainability”. This goal can be accomplished through tourism product development.

Perceived as a form of local tourism, CBT acts as a service provider and supplier. It focuses on interpreting and communicating the local environment and culture to external visitors. CBT can only be successful when there is active support from the community, local government and NGOs. CBT is distinctively different from other forms of tourism in practice and process. Specifically, CBT aims to improve local community access to benefits from the enhancement of their environmental and cultural assets, thereby improving the welfare of the local community. CBT facilitates the local community to act as hosts for tourists, to manage communal tourism schemes, to develop reciprocally beneficial profit-sharing schemes, and to use a significant portion of the profits derived for community development. CBT also aims to conserve local cultures or native heritage assets such as traditional houses. In this regard, it expects the local community to be involved in the tourism planning phase, the decision-making process, local development, and operationalizations.

According to [11], CBT, as a tourism model, must meet the following qualifications:

- 1) It must be economically feasible; the place must exceed the price.
- 2) It must be teleologically sustainable, making it impossible for the environment to lose value.
- 3) There must be an even distribution of costs and benefits among all participants involved in the activities, and
- 4) It must ensure institutional consolidation. All stakeholders must emphasize organizational transparency which should portray community interests and true ownership.

3. Methodology

This study employs a qualitative case study approach. The respondents were traditional leaders, heads of tourism awareness groups, tourists, the Kelimutu National Park staff, and staff members in supply chain management process of the tourism industry. Respondents were interviewed based on a set of questions. Data was triangulated by cross-checking the interview data with data extracted from observations, participant observation, written documents, archives, and other printed data including photographs/static figures and audio/videos.

3.1. A Portrait of Local Communities in the Buffer Villages

Kelimutu is made up of two local words, “keli”, which means mountain, and “mutu”, which means boiling. The local people believe that the colors of the Kelimutu Lakes have different meanings and represent incredible natural forces. Kelimutu Lake, or Tiwu Kelimutu in the local language, is divided into three parts which also represent the different colors of the lake. The blue lake, “Tiwu Nuwa Muri Koo Fai” is believed to be where the souls of deceased youths meet. The red lake, “Tiwu Ata Polo”, is where the souls of deceased evil persons or witches gather, and the white lake, “Tiwu Ata Mbupu”, is where

the souls of deceased elders meet. The local people who live in the surrounding parts of the lake believe that when the lake changes its color, they are obligated to give offerings to the deceased. On the 14th of August each year, the Lio community gives traditional offerings to souls of deceased ancestors in the Kelimutu Lakes (Patika Du'a Bapu Ata Mata). All in all, there are 20 traditional communities which participate in these rites. These practices have attracted tourists and other people to come and watch. The office of the Kelimutu National Park, in cooperation with the Ende Regency government, has promoted this cultural festival as an annual event to attract tourists. The event also hosts the Art and Cultural exhibitions of surrounding villages located within the Kelimutu National Park area.

Four sub-districts buffer the Kelimutu area of Ende Regency, Nusa Tenggara Timur Province. All buffer villages in these sub-districts adhere to the principle of “**Jual Tanah, Jual Perut**”, which means that selling our land means selling our stomach/life. This principle implies that the land on which they live means everything to them. Thus, it is not a coincidence that nearly everyone associated with tourism and businessowners in the Kelimutu area are members of these local communities. In 2016 Indonesia's Ministry of Village and Development of Underdeveloped Regions and Transmigration recognized Waturaka Village as one of the best natural tourism villages in Indonesia.

Waturaka Village offers sightseers a different tourist experience. Since the village is located within the Kelimutu region, it is surrounded by very beautiful natural scenery. As such, it is able to offer tourists and visitors very memorable live-in experiences. This village actually boasts of seventeen homestays hosting tourists. The hospitality of the local community ensures that tourists are provided with meals three times a day. In addition, the local community also offers tourists the opportunity to actively participate in the host's daily activities such as farming, cooking, and even playing music. Tourists often spend at least two days in this village, and this creates more income for the local communities.

There are several interesting facts associated with Waturaka Village. First, this village is the largest producer of carrots and tomatoes in Ende Regency. On average each farmer produces 20-30-million-rupiah worth at each harvest every two to three months. Based upon our interviews with local community members, this shows that this village can be considered economically sufficient. Second, the beautiful natural scenery of the village and the close proximity of the homestays to Kelimutu National Park has made this village a strategic location for many tourists. Third, the warm hospitality of the local community in welcoming tourists is one of the key factors in tourism development for this village. In the Kelimutu National Park area several buffer villages such as Pemo Village, Saga Village and Waturaka Village already have homestays.

3.2. Dynamics of the CBT: Converting Obstacles into Opportunities

In the beginning, the biggest obstacle Waturaka Village faced in developing their village into a tourism destination was the notion that they could adequately meet

their economic needs through agricultural activities. Nevertheless, through advocacy and training, the local community has now become more aware of the potential of their village and its location. Therefore, many are convinced that they should adopt the CBT concept. This shift of attitude and outlook has enabled Waturaka to transform itself into a village of natural tourism and education. Of late, villagers have also begun to consider their agricultural area, their strategic position near the Kelimutu Lakes, and the beautiful natural scenery as a strength and opportunity for their community. Accordingly, they have also begun to establish tourism-awareness groups (*Pokdarwis – Kelompok Sadar Wisata*) which have adopted several associations such as dance groups and Sato music groups to serve their goals. These groups perform at the request of tourists during the *Pati Ka* ceremony held every August 14th. In addition, the *Pokdarwis* have also established a *Love Garden* as a place for tourists to enjoy the beautiful natural scenery, green rice fields and hot water pools and waterfalls. The *Pokdarwis* have also utilized the villagers' homes to serve as comfortable homestays for tourists who want to continue on to the Kelimutu Lakes or just enjoy the daily activities of the Waturaka community.

More recently, villagers have also begun to realize that they can overcome obstacles by becoming self-reliant in developing the tourism potential of their own village. Thus, it appears that local wisdom and continuous advocacy of NGOs and other agencies were successful in transforming Waturaka into a model village for natural tourism. In other words, the village has successfully adopted the CBT model. Unlike other models, the CBT model **requires a long-term commitment** from all stakeholders, and in the context of Waturaka Village, the stakeholders consist of the village community, tourists, government, and other related parties. In this regard, each one of these stakeholders needs to depend upon the strong foundation of the community and other participants so as to enhance tourism development. This engagement has to continue from the planning phase on until the end result is realized.

Despite its advantages, there are also challenges in managing CBT in Waturaka Village. First and foremost, the success of a CBT program, as exemplified by Waturaka Village, is in line with what [2] had indicated. They had stated that homestays are rarely fully booked. The average homestay occupancy rate in villages implementing the CBT program is only around 5%. They also observed that the CBT program may be unsustainable because sustainable tourism development takes time to develop. The Waturaka Village community has gained some benefits from the sustainable and feasible tourism development introduced by CBT. It has also benefitted from hosting events organized during the planning and developing stage of the tourism program. In addition, Waturaka Village is blessed with the natural beauty of Kelimutu National Park, so, as a buffer village, it has benefitted from the CBT program. However, current observations derived from this study suggest that Kelimutu National Park has been transformed from an ecotourism area to a less environmentally friendly tourist object. To date, concrete dominates the footpaths and buildings around the Kelimutu National Park area. This

has diminished the attractiveness of the natural beauty and its location. Left unattended, this could negatively affect the sustainability of CBT in Waturaka Village.

3.3. Role of Supply chain management in tourism industry

One of the effective factors in destination management is measuring the efficiency of tourism supply chain. Tourism supply chain management is one of the strategies to increase competitive advantage that includes all suppliers of products that are directly related to tourists; among the tour operators are micro-agents such as product controllers or suppliers such as accommodation providers.

Traditional leaders, locally called *musalaki*, are able to manage the affairs of Kelimutu National Park's buffer villages. To date, there are 27 *musalaki*, including one female. All have full decision-making authority for anything related to their villages. The *musalakis* possess all of the village land owned in common. They also strictly follow the local wisdom of not selling commonly owned lands. Thus, they permit the use of these lands for slaughtering activities only for the purpose of facilitating traditional ceremonies. In terms of profit, the *musalakis* and tenants usually have to reach an agreement on the profit sharing mechanism derived from the contracts.

For about eight years now, Swisscontact Tourism, as a non-government organization (NGO), has advocated that Waturaka Village implement the CBT concept. They play a vital role in this village, especially through their volunteers. They have several tourism-based community development programs which aim to contribute to the economic development of local communities through sustainable development, including job and income creation which will hopefully improve the standard of living within local communities. The first component of such programs focuses on strengthening the competitive advantage of selected tourist destinations. This is achieved through the support of supply chain management which are also responsible for developing the internal and external markets. The second component focuses on the quality of tourist education and training. This is achieved by cooperating with vocational high schools and institutions of higher education to improve the basic qualities of the people as well as to expand their networks. The last component deals with the national-level transfer of experiences to disseminate the tourism approach on a wider scope.

In other words, the supply chain of the tourism industry includes many tourism factors such as: hotels, transportation, restaurants, handicrafts, waste disposal, destination infrastructure and all destination businesses in order to provide services and improve sustainable performance along with improving destination financial operations. And its performance in the tourism industry by considering four financial factors (costs, market share, etc.), non-financial (performance indicators including customer satisfaction, degree of innovation, employee satisfaction and tourism movements, environmental factors (sustainable development) And supply chain risk management is reviewed. The three components of the WISATA program's approach, as outlined above, consist of the following sub-components:

- 1) Supply chain management, marketing and networking objectives through DMOs,
- 2) Active community involvement through service and local products provision,
- 3) Improvement of small business service quality through support of tour business associations, tourism education in vocational high schools and higher education, and
- 4) Governmental support in providing conducive environments for tourism.

The operational unit of the Flores DMO has managed to offer services to a third party. Flores and Toraja have created a partnership with the Ministry of Tourism so that they can participate in national and international exhibitions. Flores DMO has also formed a panel of experts (FREn) where local professionals act as trainers in programs of quality improvement for future brands. Through the support of the tour guides and librarians in Flores, DMOs have prepared 70 qualified tourist guides. They have also produced eight different toolkits for the locals to improve their practical skills in hoteling and in developing professional tour guides. These are then distributed by professional associations to local businesses. The Flores DMO has also successfully implemented a pilot program for Hospitality Coaching (HoCo) in several five-star hotels in Labuan Bajo, Flores. In addition, it also encourages small hotels and guesthouses to increase guest satisfaction by becoming more competitive and efficient. The Waturaka CBT group has opened eleven homestays. They have also managed to offer tour packages for tourists which include traditional dance and music performances of the Lio tribe. Handicraft producers from Bena (hand weavings or *ikat*) and Belaragi (*lontar* leaves) in Flores have also created exhibits for the tourism market. They have established a four-year scholarship for five talented vocational high school graduates from Flores and Kalimantan to study at the STP (*Sekolah Tinggi Pariwisata – Tourism High School*) so that they can earn a Diploma in Destination Management. The Sikka Regency government in Flores also intends to provide scholarships for three students from their own budget.

The CBT program supported by Swisscontact Tourism, the WISATA Ende Representative Office, has helped local communities tremendously, especially those in the buffer villages of the Kelimutu National Park. It has enabled the communities to develop their homestay programs. More specifically, the CBP program and subsequent programs like the CoCo (Community Coaching) program seems to have improved the competence of tourist destination organizations by strengthening the *Darwis* who manage the homestays, thereby improving local products.

Decent homestay management operated by the *Darwis* group in Waturaka Village has endorsed the CBT program. The *Darwis* group in Waturaka has managed to control room cleanliness and food and beverage availability for guests. It has also learned to package their homestay in such a way that it offers a different sort of experience for tourists by letting them become part of the host family. Tourists may participate in gardening, farming, caring for cattle, bathing in hot water or natural

pools, as well as in other activities which attract domestic and international tourists.

Of the various promotions being discussed, local communities are still facing one particular challenge – their connectivity with hotels, lodges, and other homestays in Koanara and Moni villages. They need information that can be disseminated to prospective visitors and tourists. This information can also be used to update guests and visitors about the availability of homestays in Waturaka, Pemo, or other villages when hotels or lodges in the Koanara and Moni villages are full during peak seasons between July and September. Almost all of the hotels or lodges appear to be cooperating with drivers or transport owners by sharing information about their guests. They also cooperate with the tour and travel agents in Ende, Maumere, Labuan Bajo, Denpasar, and Jakarta by sharing similar information. However, hotels or lodges do not seem to be cooperating with the couriers.

Hotels and lodges in Ende Regency or the Kelimutu area have maintained certain standards. By staying connected with their internet-based travel agents, both parties have been able to confer with each other and work together more conveniently. This facility, however, has not been extended to local homestays managed by the local community. The lack of connectivity suggests that hotel and lodge managers need to focus on improving their managerial capacity. In particular, managers of star-hotels and resorts need to be innovative to discover ways of connecting with local homestay operators. This can be achieved by making the parties concerned more aware of sharing information gathered through local homestay parties, thereby fulfilling part of their social obligation.

The Kelimutu National Park area has handicrafts - fabrics produced by Nuaone-Woloaara, Nggela, and other buffer villages. Other villages in the area, especially Waturaka, produce weavings and bamboo handicrafts which are then purchased by domestic and international tourists. However, the fluctuating income of local villagers is of great concern. This may be attributed to the fact that the Kelimutu National Park area does not have a souvenir center to house its handicrafts. Consequently, there is no way for items to be sold.

Studies of Waturaka Village show that the local communities had initially refused to adopt the CBT model because the local people considered their income from the agricultural sector to be sufficient. However, volunteers managed to change the mindset of the villagers by observing and participating in local activities for about two years before holding small discussions with village heads and *musalaktis*.

The introduction of the CBT model to local groups in Waturaka Village shows that with persistence and patience, NGOs have been able to transform local communities. Since the CBT program was implemented, NGOs have raised the awareness of local communities to the point that they now understand that they can manage and develop the potential of their own village of Waturaka by themselves. In addition, a continuous stream of advocacy and training by volunteers has enabled local communities to realize that they have potential which can be successfully developed if they are willing to do it. The CBT program is very different from other governmental

programs because it is not only based on projects but also connects previous aims to future programs.

Despite all the benefits created by CBT, there are some drawbacks as well. For instance, the government's overlapping regulations and programs often confuse the local communities in determining priorities for developing their tourism potential. Furthermore, the tourism development programs offered by government offices have often lacked community participation, and therefore the scale of priorities is often mismatched. Government programs in Kelimutu National Park, for example, have focused on physical projects which local communities have not been able to sustain in the long run [12].

4. Conclusion

The components of the tourism supply chain include 8 factors: attractions, infrastructure, transportation, accommodation, catering services, leisure and entertainment, shopping facilities and visitor information. This study seeks to examine the efficiency of factors affecting the rural tourism supply chain KELIMUTU NATIONAL PARK Using data envelopment analysis. In order to conduct this research, first the factors affecting rural tourism are identified and then the factors affecting the rural tourism supply chain are investigated using data analysis method. All in all, the CBT model is a scheme that holds great potential for developing tourism. It treats local communities as the main subjects, whether as owners or managers. Similar in some ways to rural tourism, sustainability tourism, or econ-tourism, the CBT concept employed in Waturaka Village, Kelimutu subdistrict, Ende Regency, is considered successful. Waturaka has effectively implemented the supply chain management which was introduced around eight years ago with the assistance of government offices like the Ministry of Villages, Disadvantaged Regions and Transmigration in 2016. Local communities have now turned from agriculture to entrepreneurship as a source of income to sustain their daily needs. They have succeeded in transforming their village into one of Indonesia's best natural tourism destinations. This shows that commitment from all stakeholders, especially local communities, can enable the CBT concept to be successfully implemented.

In this regard, according to the results, the following strategies are presented in order to improve the performance of the tourism supply chain in the village:

- Planning to increase the quality of catering services, such as planning to increase the quality of food and drink in this village with an emphasis on traditional foods that in addition to increasing the satisfaction of tourists to maintain the customs of the villagers.
- Using local products to prepare food and beverages and thus increase the positive economic effects for the villagers.
- Planning for the implementation of recreational activities based on the principles of sustainable development and environmental protection
- Holding traditional events that, in addition to providing fun and entertainment for tourists, lead to the

preservation of customs and cultural values of the villagers

- Adopting appropriate strategies and conducting planning studies to increase investment in the field of recreation and entertainment.

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