

Analysis of Implementation of the Concept of Quality Tourism Development Tourism in the Framework of Supporting Marketing Tourism Village

Edriana Pangestuti¹⁾; Supriono²⁾; Aniesa Bafadal³⁾; Nabiila Rahayu Fithriyah⁴⁾

¹⁾ edriana_fia@ub.ac.id, Brawijaya University, Indonesia

²⁾ supriono_fia@ub.ac.id, Brawijaya University, Indonesia

³⁾ 2023963875@student.uitm.edu.my, Universiti Teknologi MARA (UiTM), Malaysia

⁴⁾ nabiilarahayu123@gmail.com, Brawijaya University, Indonesia

*) Corresponding Author

ABSTRACT

Objectives: This study aims to analyze the implementation of the quality tourism concept in the development of Sidomulyo Tourism Village, East Java. Despite its potential as an alternative tourist destination, the application of quality tourism principles has not been fully optimized.

Methodology: This research employs a descriptive qualitative method. Primary data were obtained through interviews and observations, while secondary data were collected from documents. The data analysis was conducted through four stages: data condensation, data presentation, and conclusion drawing.

Findings: The study indicates that the development of Sidomulyo Tourism Village has been progressing well, particularly before the COVID-19 pandemic and the eruption of Mount Semeru. However, improvements are still needed, especially in infrastructure conditions. The implementation of quality tourism standards has begun but requires enhancement in safety and security, cleanliness, and accessibility.

Conclusion: The application of the quality tourism concept in Sidomulyo Tourism Village is heading in a positive direction but remains suboptimal. Further improvements, particularly in infrastructure and service quality, are necessary to ensure sustainable tourism development.

Keywords: Quality tourism; Development; Tourism Village; Sidomulyo Tourism Village.

Submitted: 15-01-2025

Revised: 20-02-2025

Accepted: 25-02-2025

Article Doi:

http://dx.doi.org/10.22441/jurnal_mix.2025.v15i1.002

INTRODUCTION

Since the end of 2019, the world has been faced with the Covid-19 pandemic which has spread very quickly and widely to all corners of the world, including Indonesia. As a result of this pandemic, the tourism sector or industry has experienced a very drastic decline and can be said to be one of the most affected because tourism is a sector that is very complex and connected to other sectors within it. According to the Central Bureau of Statistics, the number of domestic tourists in 2020 has decreased by almost 30% compared to the previous year, while foreign tourists have decreased by 75% from the previous year (*Rianda & Usman, 2023*).

Tourism development in Indonesia according to Government Regulation Number 50 of 2011 concerning the National Tourism Development Master Plan for 2010-2025, includes several things, namely tourism destinations, tourism industry, tourism marketing, and tourism institutions, all of which focus on sustainable tourism development. The government, in this case the Ministry of Tourism and Creative Economy (Kemenparekraf), is trying to restore the existence of tourism by seeking solution steps to overcome tourism problems in Indonesia through policies implemented based on considerations of Parekraf Regulation Number 12 of 2020 concerning the Strategic Plan of the Ministry of Tourism and Creative Economy for 2020-2024. Recovery steps are taken by creating quality tourism. Quality tourism is a concept that has recently become a hope for tourism actors such as the government and stakeholders (Trimurti, 2020).

Quality tourism is part of the concept of sustainable tourism that focuses more on the dimensions of tourism management, products and services (Nasution, 2021) in order to create tourism in a more personal, customized, localized and smaller in size direction. Wiranatha said something similar that to create quality tourism, twelve concepts and criteria for quality tourism are needed, consisting of: tourist attractions, amenities, accessibility, ancillary, activities, environment, community participation, socio-culture, economic benefits, marketing, resources, and government policies (Wiranatha et al, 2021). In addition, there is harmony or balance between the quality of experience and the quality of benefits.

Looking at the direction of policy and the development of sustainable tourism in Indonesia after the Covid-19 pandemic and the transformation of tourism towards alternative tourism, this has become a phenomenon or a profitable moment for special interest tourism activists, such as tourism villages. The development of tourist villages in Indonesia is realized through the development of local wisdom in each region, both from the community, socio-culture, and natural resources whose management is always related to the collaboration of the actors within it (Maturbongs & Lekatompessy, 2020). The development of tourist villages in Indonesia is inseparable from the strategies used by the government and local agencies such as Bumdes and Pokdarwis (Winarno et al., 2021).

The role and participation of the government in developing tourism villages is quite positive from an economic, social and political perspective, especially regarding coordination, planning, regulation, promotion and protection (Firdaus et al., 2021). This can be seen from the achievements achieved based on the 2018 Village Potential Statistics data (BPS, 2018), Indonesia has at least 7,275 tourist villages spread across 34 provinces. Based on these statistical data, the province with the highest number of tourism villages is currently East Java, with 1,155 villages.

Currently, East Java has a tourist magnet which is included in the ten priority destinations by the Ministry of Tourism and Creative Economy, namely the Bromo Tengger Semeru area. The existence of these priority areas helps the surrounding areas including Lumajang Regency to further develop economic potential with tourism activities, especially through the existence

of tourist villages. Lumajang Regency is an area located in the southern part of East Java Province with its main commodities being agriculture, plantations, livestock, mining, and also tourism (quoted from the official website of Lumajang Regency, 2022). According to Lumajang Regency Tourism Economic Data Study (Markplus, 2019), the tourism sector of Lumajang Regency contributed 5.28% to the GRDP of East Java Province in 2017 and was included in the top ten regencies/cities most visited by domestic tourists. This regency also has two tourist magnets that are widely known both nationally and internationally.

Not only Tumpak Sewu, Pronojiwo District also has a tourist village located in Sidomulyo Village and is currently being developed by the local Bumdes and Pokdarwis to deal with changes in tourist trends after the pandemic. Sidomulyo Village has been registered as a pilot tourist village on the official Jadesta website of the Ministry of Tourism and Creative Economy which still has the potential to be developed as a tourist destination. Based on Regional Regulation Number 5 of 2018 concerning the Master Plan for Tourism Development of Lumajang Regency for 2018-2033, the Sidomulyo Village area is included in the Regency Tourism Strategic Area (KSPK). Mapping of this area showed that the Sidomulyo Tourism Village area is strategic to be developed as a tourist destination that has the potential for competitiveness and is possible if this tourist village develops sustainability principles that are in line with the concept of quality tourism. The concept of quality tourism must emphasize authentic tourism experiences, excellent service, and a balance between economic, social, and environmental aspects. This is an important aspect in ensuring the sustainability and competitiveness of the destination. Therefore, an analysis of the application of the concept of quality tourism is needed in the development of Sidomulyo Tourism Village, Pronojiwo District, Lumajang Regency, East Java.

LITERATURE REVIEW

Tourism Development

Tourism according to Pangestuti (2021) is defined as an activity favored by individuals or groups with travel activities carried out within a certain time limit of no more than three to six months. Another definition according to Law Number 10 of 2009, tourism is a travel activity carried out by a person or group by visiting certain locations for the purpose of recreation, self-development, or studying the uniqueness of the tourist attractions visited in a temporary period. Suwena and Widyatmaja (2017) revealed that tourism is a system that is connected to each other which includes travel and fulfillment of needs, and tourists who use services for recreational purposes and not to make money.

Tourism development is a form of effort to realize and integrate all aspects and opportunities related to the continuity of tourism, both directly and indirectly. Tourism develops in tandem with changes in the social, cultural, political, economic and technological environment. Tourism development requires several aspects that support the development process, namely: (1) physical aspects; (2) attractiveness aspect; (3) accessibility aspects; (4) aspects of activities and facilities; (5) socio-economic and cultural aspects (Syahril, 2020).

Tourism development must also complete the three criteria of something to see, something to do, and something to buy (Isdarmanto, 2017). In addition, tourism development must be carried out based on values that are in harmony with the concept of sustainability. Therefore the development and management of tourism must pay attention to consideration of the following principles (Pangestuti, 2021):

1. Tourism development must involve local communities to support the local economy

2. Improving the quality and control of development and the use of both human, socio-cultural and natural resources
3. Tourism development is carried out with the participation of stakeholders and the public
4. Tourism marketing is carried out responsibly
5. Research must be carried out in order to find solutions to problems and provide benefits for destinations to tourists.

Quality Tourism

Tourism development in Indonesia is transforming in a more civilized, responsible and sustainable direction by reducing the intensity of mass tourism activities and starting to develop the concept of quality tourism (*Pramadika & Akbar, 2021*) (Akbar & Pramadika, 2021). Quality tourism or quality tourism is a concept of a tourism development approach that is in line with the principles of sustainable tourism. According to UNWTO (2017) quality tourism is the result of a stage that shows satisfaction with the needs of tourism services and products, requests, and expectations from tourists according to expectations involving ethics, transparency, and sensitivity to fellow human beings, the environment and culture. Quality tourism also has dimensions related to what limitations exist within the scope of quality tourism, The dimensions in question are product dimensions, management dimensions, and service dimensions (Nasution, 2021). In addition to the dimensions to limit the scope of quality tourism so that it remains in line with sustainable principles, tourism development will be sustainable if there is integration or balance between quality of life for the community, quality of experience for tourists, and quality of profit for business people (Utama et al., 2020).

The development and application of the concept of quality tourism requires a reference or basis which will later indicate the direction for the development strategy itself. In order for the process of developing quality tourism to run as expected, the Ministry of Tourism and Creative Economy establishes several standards that are used in implementing the concept of quality tourism in accordance with the practical guidelines mentioned by UNWTO (2017), namely safety and security, hygiene, environment, accessibility, transparency, authenticity, and harmony.

Tourism Village

A tourist village is a specific area or region that has the potential and uniqueness of the daily activities of the social, cultural, economic and political life of the local community (Suwena, 2017). Tourism villages in the Tourism Village Guidelines are divided into four types, namely nature-based, cultural, creative, and combination-based tourism villages. Tourism villages in Indonesia can also be classified into four categories according to the Ministry of Tourism and Creative Economy, namely pilot tourism villages, developing tourism villages, advanced tourism villages and independent tourism villages.

The development of a tourist village is based on certain criteria, namely (Wirdayanti et al., 2021):

1. Has the potential for unique, distinctive, and attractive tourist attractions, be it natural, artificial, cultural, and so on.
2. Having a community as one of the village's tourist attractions
3. Having potential and capacity local human resources who are also involved in developing tourism villages
4. Has an institution that oversees the management of tourist villages
5. Have support and opportunities for the availability of facilities and infrastructure related to rural tourism activities

6. Has potential in developing the tourist market through interactions formed from tourist visits. A village can be included as a tourist village if it fulfills several requirements (Persada, 2018), namely the availability of good access, having attractive tourist attractions, obtaining support from the community and local stakeholders, ensuring safety and comfort, providing adequate facilities including technology and telecommunications, accommodation, and workforce, have a good climate and are not extreme, and are connected to other known tourist attractions.

The tourism village development strategy refers to sustainable tourism development which has four main principles. These principles are economically feasible, environmentally feasible, socially acceptable, and technologically appropriate (Sulistiyadi et al, 2021). In addition, in order for the development to continue and to create harmony between the four principles, three strategic formulations are used, namely 3C (Commitment, Competence, Change Agent) (Wirdayanti et al., 2021).

METHOD

The type of research used by researchers in analyzing the application of the concept of quality tourism in the development of Sidomulyo Tourism Village is descriptive research with a qualitative approach. Researchers chose this type of research because the method is considered suitable for describing actual events related to the application of quality tourism in the development of tourism villages. In addition, it is also considered more effective in solving problems related to the research topic.

The research location is in Sidomulyo Tourism Village, Sidomulyo Village, Pronojiwo District, East Java. Researchers chose this location because Sidomulyo Tourism Village is one of the areas included in the KSPK. In addition, it also has a wealth of various tourism potentials such as ecotourism, agrotourism, and so on. So far, Sidomulyo Tourism Village has been managed by Bumdes and Pokdarwis, but due to the pandemic and the eruption of Mount Semeru, the tourism village has experienced a significant decline. Therefore, researchers are interested in studying more deeply the application of quality tourism in Sidomulyo Tourism Village.

This study uses two data sources, namely primary data and secondary data. Regarding data collection techniques, this study uses in-depth observation at the research location, interviews with several sources, including BUMDES, POKDARWIS, Local Government, Regional Government (Lumajang Tourism Office) and local communities. Furthermore, regarding data analysis techniques, the researcher uses triangulation data analysis to produce more comprehensive and credible results, making the findings more useful for decision-making which consist of several steps: (1) data condensation; (2) data presentation; (3) conclusions (Miles, 2014).

RESULTS AND DISCUSSION

4.1 Tourism Development that Has Been Done in Sidomulyo Tourism Village

The results of the research showed that the development of the Sidomulyo Tourism Village takes into account the following matters: (1) community involvement to support the local economy; (2) improving the quality and use of all available resources; (3) involves the participation of stakeholders and the public; (4) responsible marketing; (5) open to research.

The development of the Sidomulyo Tourism Village pays close attention to community involvement in all aspects of development, from planning, implementation, to utilization. The following are some of the efforts that have been made by the Sidomulyo Tourism Village in protecting the community's role in tourism development:

- 1) Conduct outreach to the community related to tourism activities and anyone who must be involved in it
- 2) Opening job opportunities for the community to become local guides, motorcycle taxi drivers, homestay owners, and so on.
- 3) Openly provide tourism training for local communities in collaboration with local government and academics
- 4) Limiting the participation of the private sector in developing the Sidomulyo Tourism Village.
- 5) Build tourist attractions and new facilities so that economic activity is not only concentrated on one tourist attraction.
- 6) Form groups of tourism actors in each hamlet

The results of the research conducted show that the people involved in the development of the Sidomulyo Tourism Village have a good understanding of tourism activities. The community also received socialization and understanding related to tourism activities.

Based on the research results, it is also known that community involvement as tourism actors and restrictions on external parties have a significant impact on the local economy. Communities can enjoy the wealth provided by nature without fear of being taken by outsiders so that this also has an impact on the selling price of the products offered to be more affordable. In addition, tourism is also useful in preventing human resources from working outside the village.

According to the theory put forward by Cooper et al (Persada, 2018), there are several main components that must exist in tourism development, namely "4A" attractions, amenities, accessibility, and ancillary services. The results of the study show that in improving the quality of destinations and the use of resources in the development of the Sidomulyo Tourism Village, the management has paid attention to these four components. In terms of attractions, Sidomulyo Tourism Village gradually builds and develops new tourist attractions around its main tourist attractions. This is done in addition to utilizing existing natural resources, but also to support existing economic activities in the community so that they are not concentrated in one location.

In terms of amenities, based on the results of the study, in the development of Sidomulyo Tourism Village, many supporting facilities have been built for tourists. Currently, Sidomulyo Tourism Village has five homestays spread throughout the village area. In addition, there are also many stalls that provide for the needs of tourists. In terms of transportation and accessibility, there are motorcycle taxis and travel that are fully managed by the local community (see table 4.1). Meanwhile, in terms of supporting facilities, there is a health post for ensuring the well-being of tourists and local visitors. Health posts at travel destinations are essential for maintaining public health, ensuring traveler safety, and managing medical emergencies. A similar thing was also conveyed by Isdarmanto (Isdarmanto, 2017) that tourism development must be supported by the availability of good facilities. For example, road conditions and the availability of transportation to make it easier for tourists to get to the destination.

Table 4.1 Accessibility to Sidomulyo Tourism Village

Accessibility	Information
Road	<ol style="list-style-type: none"> 1. From the direction of Malang through the cross-provincial route (National Road III) The condition of the road is wide, paved, lots of traffic signs, there are directions, there are not many lights, there are several potholes in the road 2. From the direction of Lumajang via an alternative route (Current Koboan) The road conditions are narrow, uneven and rocky, passing through a river, there is a security post, there are no lights
Transportation	<ol style="list-style-type: none"> 1. Can be reached using private vehicles (cars and motorbikes) 2. There is a bus line that connects Malang-Pronojiwo
Facility	<ol style="list-style-type: none"> 1. There are large parking lots scattered throughout the tourist attractions 2. Motorcycle taxis are available to take tourists to tourist attractions 3. Not yet available public transportation that connects between tourist attractions
Terminal	There is a Pronojiwo terminal

Source: Processed by Researchers (2023)

Apart from attractions, amenities and accessibility, another important aspect in the development of tourist destinations is the availability of tourism services or ancillary services. Based on the research results, it is known that the Sidomulyo Tourism Village is managed by Bumdes and also Pokdarwis with the help of the Sidomulyo Village Government. In addition, to make it easier for tourists, the Sidomulyo Tourism Village also has tour guides who have attended guiding training by the Tourism Office and the village government, some of whom have received certification, these tour guides are tasked with providing assistance and direction to tourists regarding the track and also their respective conditions each tourist attraction.

The third principle is the participation of stakeholders and the public. Based on the research results, the development of the Sidomulyo Tourism Village also involves the role of academia and government. The private sector itself does not play an active role because there are still restrictions from the management of the Sidomulyo Tourism Village. This restriction is carried out to prevent external interference so that tourism activities remain community-based. The role of the government, especially the Lumajang Regency Tourism Office in the development of the Sidomulyo Tourism Village focuses on activities to improve the quality of Human Resources and monitoring and evaluation activities.

The fourth principle is responsible marketing. In the development of the Sidomulyo Tourism Village, promotional activities have utilized technology, one of which is through social media intermediaries such as Instagram. Sidomulyo Tourism Village Managers choose to use social media because it is considered to reach more people and can be done anywhere. However, currently the use of technology has not been fully implemented, the management is still limited to using only one media, while currently many other competing media have emerged.

The last principle is openness to research. The results of the study show that the role of academics in the development of Sidomulyo Tourism Village is not only in the form of non-physical cooperation such as the formulation of concepts and development studies, but also cooperation in physical form. Cooperation in physical form includes the implementation of

student activities such as KKN and MBKM which include research and training for the community. Apart from that, there is also cooperation in terms of providing facilities and infrastructure development, for example plans to develop pine forests, production houses, souvenir centers, and integrated laboratories.

4.2 Application of the Quality Tourism Concept in Sidomulyo Tourism Village

Based on research on the application of the concept of quality tourism in the Sidomulyo Tourism Village, the identification results explain that in practice the implementation of quality tourism has been carried out and carried out even though in theory the managers do not understand further. In applying the concept of quality tourism in the Sidomulyo Tourism Village, almost all standards have been met, but it can be said that they are still not perfect and need to get more attention.

1. Safety and security

Based on the research results, the development of Sidomulyo Tourism Village still faces challenges in meeting security and safety standards for tourists. Although this village has attractive tourism potential, such as natural beauty and local wisdom, supporting infrastructure, such as safe access routes, health facilities, and disaster mitigation systems, still need to be improved. In addition, the lack of clear directions, lighting in tourist areas, and adequate security personnel can increase the risk for visitors. Therefore, further efforts are needed from the local government, tourism managers, and local communities to ensure that safety aspects are a top priority, so that tourists can enjoy their visiting experience comfortably and safely.

2. Hygiene

The development of Sidomulyo Tourism Village still faces challenges in meeting optimal cleanliness standards for tourists. Although this village has beautiful natural attractions and great tourism potential, waste management and sanitation facilities still need to be improved. Some tourist areas still lack adequate trash bins, the availability and condition of toilets are not clean, the waste processing system is not optimal, and public and tourist awareness of environmental cleanliness needs to be improved. This condition can have an impact on visitor comfort and the sustainability of the surrounding environment. Therefore, collaborative efforts are needed between local governments, tourism managers, and local communities to implement more effective cleanliness policies in order to create a clean, healthy, and sustainable tourism environment.

3. Environment

The physical assets owned by Sidomulyo Tourism Village are Tumpak Sewu Waterfall, Tetes Cave, and Jolali Reservoir, as well as an integrated pine forest area. However, due to the geographical location of Sidomulyo Tourism Village which is located around the Semeru Mountains, natural phenomena can threaten tourism activities.

In the development of Sidomulyo Tourism Village, the manager always involves the community as part of an effort to create a sustainable tourism destination. The local community plays an active role in various aspects, from planning, management, to implementing tourism activities. They are involved in providing services such as homestays, local cuisine, handicrafts, and as tour guides who introduce local wisdom to visitors. In addition, community involvement is also seen in maintaining environmental cleanliness, preserving culture, and improving the quality of tourism services. With this active participation, the development of Sidomulyo Tourism Village not only increases tourist attractions, but also provides economic and social benefits for local residents, thus creating an inclusive and sustainable tourism ecosystem.

The development of Sidomulyo Tourism Village involves several stakeholders who play a role in increasing the attractiveness and sustainability of tourist destinations. The local government contributes to the provision of infrastructure, regulations, and policy support to

support the development of village tourism. Tourism village managers work together with local communities in managing tourist attractions, providing facilities, and training for residents so that they can be actively involved in the tourism sector. In addition, business actors, such as homestay owners, restaurants, and transportation service providers, also play a role in creating a comfortable tourism experience for visitors. Furthermore, academics and non-governmental organizations (NGOs) also provide assistance in the form of research, training, and community empowerment programs. With the collaboration of various parties, the development of Sidomulyo Tourism Village is expected to run optimally, provide economic benefits for residents, while maintaining the sustainability of the environment and local culture.

Sidomulyo Tourism Village is ranked second in the development of the Lumajang Regency Strategic Tourism Area (KSPK) after the Senduro area. This shows that the village has great potential to be developed as a leading tourist destination in the area. With its natural beauty, unique local culture, and community support in tourism management, Sidomulyo Tourism Village continues to improve to increase its appeal. However, it is still necessary to strengthen infrastructure, improve service quality, and promote more widely so that this village can compete and attract more tourists. With synergy between the government, community, and related parties, Sidomulyo Tourism Village has the potential to become one of the leading tourist destinations that contribute to the growth of the tourism sector in Lumajang Regency.

4. *Accessibility*

The quality of accessibility in Sidomulyo Tourism Village still needs to be improved to support tourist comfort. Although this village has great tourism potential, the condition of the road infrastructure to the location is not yet fully adequate. Some paths are still narrow, full of holes, or poorly lit, making it difficult for tourists, especially during the rainy season. In addition, the availability of public transportation to this tourist village is still limited, so tourists rely more on private vehicles. To increase the attractiveness and ease of access, it is necessary to improve road infrastructure, add directional signs, and develop more affordable and comfortable transportation facilities. With better accessibility, Sidomulyo Tourism Village will be even more attractive to tourists and has the potential to become a leading destination in Lumajang Regency.

5. *Transparency*

Regulatory transparency in Sidomulyo Tourism Village is running very well, reflecting the management's commitment to creating a fair and sustainable tourism management system. Every rule related to destination management, profit sharing, and community involvement is clearly and openly formulated. Local communities have access to know the policies implemented, thus creating a sense of trust and active participation in tourism development. In addition, transparent regulations facilitate coordination between local governments, tourism managers, and business actors in supporting the growth of the tourism sector. With an open and accountable system, Sidomulyo Tourism Village can develop professionally, provide economic benefits for residents, and maintain a balance between tourism and environmental sustainability.

6. *Authenticity*

Sidomulyo Tourism Village has a uniqueness that comes from its tourist attractions, the friendliness of the community, and the activeness of its managers in developing this destination. The natural beauty that is still pristine, the diversity of local culture, and various tourist attractions make this village have its own charm for tourists. In addition, the friendliness of the local community creates a warm and welcoming atmosphere, making visitors feel comfortable and at home. The activeness of the managers in managing facilities, holding various tourism activities, and involving the community in every aspect of development also strengthens the

appeal of this village. The combination of these three factors makes Sidomulyo Tourism Village a tourist destination that is not only attractive but also sustainable, providing an authentic experience for tourists while empowering local communities.

7. *Harmony*

In the development of Sidomulyo Tourism Village, there is harmony in every element, be it the community, business actors, government, and tourists. The community plays an active role in maintaining local culture, providing tourism services, and ensuring the environment remains sustainable. Business actors, such as homestay owners, food stalls, and transportation service providers, also support by providing facilities that support tourist comfort. The local government provides regulations, infrastructure, and assistance so that this tourism village can develop optimally. Meanwhile, tourists also contribute to maintaining the sustainability of tourism by respecting local culture and following applicable rules. The harmony between these four elements creates a harmonious tourism ecosystem, making Sidomulyo Tourism Village a destination that is not only attractive but also sustainable.

Based on the seven standards for implementing quality tourism above, the application of the concept of quality tourism to the development of the Sidomulyo Tourism Village can be said to be going well even though several things cannot be said to be in accordance with the standards set, such as safety and security, hygiene, and accessibility.

CONCLUSION

The conclusion of this study states that the Development of Sidomulyo Tourism Village shows great potential as a leading destination in Lumajang Regency, supported by natural attractions, local culture, and active involvement of the community and other stakeholders. Transparency of regulations, community participation, and harmony between various elements have helped create a harmonious and sustainable tourism ecosystem. However, there are still several challenges, such as accessibility infrastructure, environmental cleanliness, and tourist safety and security standards that need to be improved so that this tourism village can develop more optimally.

Meanwhile suggestions for managers, village governments, local governments and the community are:

1. For Tourism Village Managers

Village managers can collaborate with academics and the government in holding training for tour guides to improve the quality of services and understanding of local culture. Furthermore, by creating an official website or social media as a medium for promotion and ordering tour packages online. The managers can also hold an annual cultural festival involving traditional arts and culinary specialties of Sidomulyo, and finally, to improve the quality and comfort of tourists, village managers must focus on improving tourism facilities such as building parking areas, clean toilets, and tourist information centers.

2. For the Village Government

Increase the provision of tourist signs at strategic points to facilitate tourist access. Furthermore, by improving village road access by repairing potholes and adding lighting. The Village needs to make village regulations regarding cleanliness and environmental preservation so that tourism remains comfortable and beautiful. And organize a weekly mutual cooperation program to maintain the cleanliness of the tourist village environment periodically.

3. For the Regional Government

Regional government have to focus on building main road access to tourist villages so that they are easier for tourists to reach. The local government organizes entrepreneurship workshops for the community to improve skills in the tourism sector. In addition, the local government can market tourist villages in regional promotion agendas such as tourism exhibitions and provincial tourism events. As well as facilitating funding for tourist village MSMEs so that they can improve the quality of local products.

4. For the Community

Community has to make their homes into tourist homes (homestays) as an alternative accommodation for tourists. Then providing cooking classes for Sidomulyo's culinary specialties for tourists who want to experience local culture. Furthermore, the community can make village handicrafts that can be sold as souvenirs typical of tourist villages and can also improve the community's economy. as well as community participation and involvement in tourism awareness groups (Pokdarwis) to support tourism village management activities.

In general, the conclusions that can be drawn are that the application of the concept of quality tourism to the development of the Sidomulyo Tourism Village has been going well in practice, although theoretically further study and application of the concept of quality tourism is still needed which is carried out in stages and focuses more on community quality or dimensions management rather than product and service dimensions. Good synergy between tourism village managers, village government, local government, and the community will create a quality and sustainable tourism ecosystem in Sidomulyo Tourism Village. With effective collaboration, this tourism village can develop into a leading destination that not only attracts tourists, but also provides economic benefits to the community and maintains cultural and environmental sustainability.

REFERENCES

- Firdaus, Hardjosoekarto, S., & Lawang, R. M. Z. (2021). *The Role of Local Government on Rural Tourism Development: Case Study of Desa Wisata Pujonkidul, Indonesia*. *International Journal of Sustainable Development and Planning*, 16(7), 1299–1307. <https://doi.org/10.18280/ijstdp.160710>
- Isdarmanto. (2017). *Fundamental of Tourism and Management of Tourism Destinations. Gateway Media Script and STIPRAM Yogyakarta*.
- Markplus. (2019). *Lumajang Regency Tourism Economic Data Study. Markplus*.
- Miles, M. H. A. & S. J. (2014). *Qualitative Data Analysis: a Methods Sourcebook (Third)*. SAGE.
- Nasution, T. (2021). *Kebijakan Quality Tourism pada Product, Service, Management*. *Warta Pariwisata*, 19(2), 1–4. <https://doi.org/10.5614/wpar.2021.19.2.01>
- Pangestuti, E. & S. (2021). *Geografi Pariwisata. Deepublish*.
- Persada, C. (2018). *Tourism Planning in Sustainable Regional Development. Aura*.
- Pramadika, N., & Akbar, S. (2021). *MEMAHAMI QUALITY TOURISM SEBAGAI STRATEGI PASCA PANDEMI COVID 19 DI DESTINASI SUPER PRIORITAS BOROBUDUR*. *Warta Pariwisata*, 19(2), 18–19. <https://doi.org/10.5614/wpar.2021.19.2.07>
- Rianda, F., & Usman, H. (2023). *FORECASTING TOURISM DEMAND DURING THE COVID-19 PANDEMIC: ARIMAX AND INTERVENTION MODELLING APPROACHES*.

- BAREKENG: Jurnal Ilmu Matematika Dan Terapan, 17(1), 0285–0294.
<https://doi.org/10.30598/barekengvol17iss1pp0285-0294>
- Suvena, I. K. & W. I. G. N. (2017). Basic Knowledge of Tourism Science. *Larasan Library*.
- Syahrial, M. (2020). The Pentahelix Model in The Development of Halal Tourism in West Sumatra. *Islamic University*.
- Trimurti, C. & U. I. (2020). *The Quality Tourism Destination Model from Stakeholders Perspective*. International Journal of Advanced Science and Technology, 29(4), 3760–3771. <https://www.researchgate.net/publication/342688437>
- Utama, I. G. B. R., Turker, S. B., Widyastuti, N. K., Suyasa, N. L. C. P. S., & Waruwu, D. (2020). *Model of Quality Balance Development of Bali Tourism Destination*. Technium Social Sciences Journal, 10, 455–464. <https://doi.org/10.47577/tssj.v10i1.1356>
- Winarno, T., Mas, M., & Said, ud. (2021). *Journal of Governance and Local Politics Pengembangan Desa Wisata Adat Using Kemiren Melalui Pendekatan Penta Helix*. Journal of Governance and Local Politics, 2, 137–145.
<http://journal.unpacti.ac.id/index.php/jglp/index>
- Wiranatha et al. (2021). Executive Summary Study of Indonesian Tourism Recovery Through Quality Tourism.
- Wirdayanti et al. (2021). Guidelines for Tourism Villages .
- World Tourism Organization. (2017). Practical Guidelines for Integrated Quality Management in Tourism Destination : Concepts, Implementation and Tools for Destination Management Organizations. *UNWTO*.