

PAPER NAME

ANALYSIS OF IMPLEMENTATION OF THE CONCEPT OF QUALITY TOURISM DEVELOPMENT TOURISM IN THE FRAMEWORK OF

AUTHOR

Edriana Pangestuti

WORD COUNT

5376 Words

CHARACTER COUNT

31600 Characters

PAGE COUNT

11 Pages

FILE SIZE

44.3KB

SUBMISSION DATE

Jan 15, 2025 12:13 PM GMT+7

REPORT DATE

Jan 15, 2025 12:13 PM GMT+7

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ANALYSIS OF IMPLEMENTATION OF THE CONCEPT OF QUALITY TOURISM DEVELOPMENT TOURISM IN THE FRAMEWORK OF SUPPORTING MARKETING TOURISM VILLAGE

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ABSTRACT

Quality tourism is a concept that was introduced in 2017 by the United Nations World Tourism Organization (UNWTO). This concept is in line with the principles of sustainable tourism by focusing on product, management and service dimensions. In implementing the concept of quality tourism, seven standards are used, namely safety and security, hygiene, environment, accessibility, transparency, authenticity, and harmony. This concept is very suitable to be applied to alternative tourist destinations, for example tourist villages.

Sidomulyo Tourism Village itself is one of the tourist villages in Lumajang Regency which was formed in 2015 after the issuance of Regent Regulation number 79 of 2014. This tourist village has main attractions in the form of natural wealth, namely Tumpak Sewu Waterfall, Goa Tetes, and Embung Jolali. In addition, the Sidomulyo Tourism Village has also been designated as a Regency Tourism Strategic Area (KSPK) based on the Lumajang Regency Regional Regulation number 5 of 2018. Therefore, this search will examine how the concept of quality tourism is applied to the development of the Sidomulyo Tourism Village.

This study uses a descriptive research method with a qualitative approach. Primary data obtained through informants and secondary data obtained from documents. Data collection techniques were carried out by interviews, observation, and documentation. Data analysis uses four stages, namely data condensation, data presentation, and drawing conclusions.

The results of this study indicated that (1) The development carried out by the Sidomulyo Tourism Village was already going well, especially before the pandemic and eruption occurred, but it still needs to be improved, especially regarding the condition of existing facilities and infrastructure, (2) The application of the existing quality tourism concept has begun to be implemented by good but still needs to be improved especially on safety and security standards, hygiene, and accessibility.

Keywords: Quality tourism, Development, Tourism Village, Sidomulyo Tourism Village

⁹ Submitted:

Revised:

Accepted:

Article Doi:

http://dx.doi.org/10.22441/jurnal_mix.2022.v11.001

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 (Central Bureau of Statistics, 2021).

Tourism development in Indonesia according to Government Regulation Number 50 of 2011 concerning the 2010-2025 National Tourism Development Master Plan, includes several matters namely regarding tourism destinations, the tourism industry, tourism marketing, and tourism institutions which all 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 looking for solutive steps in overcoming tourism problems in Indonesia through policies carried out based on consideration of Parekraf Regulation Number 12 of 2020 concerning the Ministry of Tourism and Creative Economy Strategic Plan for 2020-2024 .

quality tourism is a concept that recently has become a hope for tourism actors such as the government and also stakeholders (Trimurti & Utama, 2020). Quality tourism or quality tourism is part of the concept of sustainable tourism which focuses more on the dimensions of management, tourism products and services (Nasution, 2021) in order to create tourism in a direction that is more personalized, customize, localize and smaller in size. There are twelve concepts and criteria for quality tourism which consist of: tourist attractions, amenities, accessibility, ancillary, activity, environment, community participation, socio-culture, economic benefits, marketing, resources, and government policies (Wiranatha et al, 2021) . In addition, there is harmony or balance between quality of experience, quality of profit,

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, animal husbandry, mining, and also tourism (quoted from the official website of Lumajang Regency, 2022). The Lumajang Regency tourism sector according to the 2019 Lumajang Regency Tourism Economic Data Study (Markplus, 2019), in 2017 contributed to the PDRB of East Java Province by 5.28% and was included in the top ten districts/cities visited by domestic tourists the most. This district also has two tourist magnets that are widely known both nationally and internationally,

Apart from having Tumpak Sewu, Pronojiwo District also has a tourism village which is located in Sidomulyo Village and is currently being developed by Bumdes and the local Pokdarwis to deal with the changing trend of post-pandemic tourists. Sidomulyo Village has been registered as a pilot tourism village on the official Jadesta website belonging to 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 Lumajang Regency Tourism Development Master Plan for 2018-2033, the Sidomulyo Village area is included in the Regency Tourism Strategic Area (KSPK). The mapping of this area shows that the Sidomulyo Tourism Village area is strategic to be developed as a tourism destination that has potential competitiveness and is possible if this tourist village develops sustainability principles that are in line with the concept of quality tourism. Therefore, based on the background of the problems that have been described and there are opportunities for developing research on quality tourism and also the existence of considerable tourism potential, the researcher is interested in conducting research on "Analysis of the Application of the Quality Tourism Concept in the Development of Sidomulyo Tourism Village, Pronojiwo District, Lumajang Regency, Java East".

LITERATURE REVIEW

Tourism Development

Tourism according to Pangestuti and Supriono (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 (Syahrial, 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 & Supriono, 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 (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 & Widyatmaja, 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 the Sidomulyo Tourism Village is descriptive research with a qualitative approach. The researcher chose this type of research because the method was considered suitable for describing actual events related to the implementation of quality tourism in the development of tourist villages. In addition, it is also considered more effective in solving problems related to the research topic.

The research location is in the Sidomulyo Tourism Village, Sidomulyo Village, Pronojiwo District, East Java. The researcher chose this location because Sidomulyo Tourism Village is one of the areas included in the KSPK. Besides that, it also has a wealth of various tourism potentials such as ecotourism, agro-tourism, and so on. It has been managed by Bumdes and Pokdarwis but is currently experiencing setbacks due to the pandemic and the last eruption of Mount Semeru. Therefore the researcher is interested in studying more deeply about the Sidomulyo Tourism Village.

This study uses two sources of data, namely primary data and secondary data. While the data collection techniques in this study are observation, interviews, and documentation. The data analysis technique uses analysis by Miles et al (2014), namely: (1) data condensation; (2) data presentation; (3) conclusion.

RESULTS AND DISCUSSION

4.1 *Tourism Development that Has Been Done in Sidomulyo Tourism Village*

The results of the research show that the development of the Sidomulyo Tourism Village takes into account the following matters (Pangestuti and Supriono, 2021): (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 research results, in the development of the Sidomulyo Tourism Village, many supporting facilities have been established for tourists. Currently there are five homestays in the Sidomulyo Tourism Village which are scattered throughout the village, besides that there are also many stalls and transportation services such as motorcycle taxis and travel which are entirely managed by the community, as well as other infrastructure including health posts. Then according to Isdarmanto (2017), tourism development is also related to the facilities available to reach destinations, namely accessibility such as roads and the availability of transportation to destinations.

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 the Sidomulyo Tourism Village has not fully complied with security and safety standards for tourists. This is shown by the absence of the use of technology in risk management. Apart from that, there is still

infrastructure that does not meet safety standards, such as slippery roads, stairs without handrails, and extreme lanes. However, there is already an information center as well as a tour guide and warning boards around the tourist attractions.

2. *Hygiene*

Based on the research results, the development of the Sidomulyo Tourism Village has not fully met hygiene standards. This is because there are still several toilet facilities that are not clean and not suitable for use and regulations related to pandemic protocols have been removed, such as the use of masks and visitor restrictions. But overall this tourist village has a beautiful and clean environment from pollution and garbage and there is a health poly.

3. *Environment*

a. Physical environment

The research results identified that the physical assets owned by the Sidomulyo Tourism Village are Tumpak Sewu Waterfall, Goa Tetes, and Embung Jolali, as well as an integrated pine forest area. But not only that, there are also natural phenomena that threaten existing tourism activities, namely the eruption of Mount Semeru.

b. Social environment

The results of the research identified that the role of the community or society in the development of the Sidomulyo Tourism Village was very dominant and was prioritized by managers.

c. Political environment

The results of the study identified that the role of stakeholders in the development of the Sidomulyo Tourism Village was carried out by the Lumajang Regency Tourism Office as the leader and overseer of the development process, then the village government as advisor and protector, and academics as drafters and investors.

d. Competitive environment

The results of the study identified that the Sidomulyo Tourism Village ranks second in the development of the Lumajang Regency Tourism Strategic Area (KSPK) after the Senduro area, which currently has not been a top priority for the local government. But apart from that, other villages in Pronojiwo District, such as Pronojiwo Village and Taman Ayu Village, also have a wealth of tourist attractions similar to Sidomulyo Tourism Village, namely waterfalls, so it can be said that they indirectly compete in terms of quality and management of tourist attractions. the.

4. *Accessibility*

Based on the research results, it was identified that the quality of accessibility in the Sidomulyo Tourism Village is indicated by several things, namely the availability of information centers at each tourist attraction, then the condition of the road to the tourist village and also each tourist attraction, as well as the availability of transportation.

5. *transparency*

The results of the study identified that regulatory transparency in the Sidomulyo Tourism Village was running very well. The management of the Sidomulyo Tourism Village is carried out by Pokdarwis, be it ticketing, development, to improving human resources by being responsible to Bumdes which is protected directly by the Sidomulyo Village government. In addition, the village government and managers also set a policy of limiting the private sector in order to maximize local human resources.

6. *Authenticity*

The results of the study show that the Sidomulyo Tourism Village has a uniqueness that comes from tourist attractions, community friendliness, and the liveliness of its managers.

7. *Harmony*

The results of the study identified that in the development of the Sidomulyo Tourism Village, harmony was found in every element, be it the community, business people, the government, or even tourists. The role of the community can be seen from their participation as managers of the destination itself, even Pokdarwis was established through initiation from the community. In addition to managers, the community also plays a role as business people. Meanwhile, the government supports it by providing financial assistance and human resource training and tourists act as a media channel for promotion and providing input on the quality of products and services.

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.

4 CONCLUSION

Based on the results of research on "Analysis of the Application of the Quality Tourism Concept in the Development of Sidomulyo Tourism Village, Pronojiwo District, Lumajang Regency, East Java", the researchers can obtain the following conclusions:

1. The development of the Sidomulyo Tourism Village has been carried out quite well by taking into account the five principles of development. The community acts as a manager making collaborative efforts with the government and academia, and the community as tourism actors and business people utilizes tourism resources by creating jobs.

The development of the Sidomulyo Tourism Village based on 4A has been going well especially for attractions and ancillaries. HR improvement also goes through socialization, training, and certification. Then the role of stakeholders and the public in the development of the Sidomulyo Tourism Village is quite large. The tourism office acts as a leader and overseer of the development process as well as a source of funding and facilitator, while the Sidomulyo Village government fully supports it as a protector and coach and provides funding from village funds. However, there are not many private parties or investors other than the local community itself so that development can be said to be quite slow due to limited funds.

The marketing of Sidomulyo Tourism Village is currently still limited to promotions through social media and word of mouth. In general, the implementation of the promotion has been running, but there are still deficiencies found, namely the lack of variety of promotional media used, it is still limited to Instagram only.

The Sidomulyo Tourism Village Manager is very open to the presence of academics both for research and development cooperation. Some examples are student activities and lecturer research as well as cooperation in the development of tourism attractions and facilities.

2. Based on the research results, it can be concluded that the implementation of the concept of quality tourism in the Sidomulyo Tourism Village is going quite well, because of the seven standards applied, this tourism village has fulfilled four standards, namely environment, transparency, authenticity and harmony. While the other three, namely safety and security, hygiene, and accessibility, still require special attention,

especially those three that are closely related to the quality of facilities and infrastructure.

In addition, the research results also concluded that the development of the Sidomulyo Tourism Village has harmony between quality of life for the community, quality of experience for tourists, and quality of profit for business people.

Quality of life itself can be seen from the role and involvement of every element of society starting from government officials, tourism managers, tourism actors, and also business people in the development of the Sidomulyo Tourism Village, which are intertwined according to their respective portions and scope. The quality of experience seen from the visualization of tourist destinations and existing services creates the quality of the tourist experience during their visit to the Sidomulyo Tourism Village. Meanwhile, the quality of profit seen from the business competition that occurs in this tourist village is going well because there is no business inequality. This happened due to the absence of interference from external parties in the development carried out by the Sidomulyo Tourism Village.

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.

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