

## **Implementation of Community-Based Tourism in the Management of Sustainable Tourism Village in Huta Tinggi**



**Ira Hubner<sup>1</sup>, Febryola Indra<sup>2</sup>, Juliana<sup>3</sup>, Deandra Pakasi<sup>4</sup>**

<sup>1,2,3,4</sup>Universitas Pelita Harapan,

**ABSTRACT :** Huta Tinggi Tourism Village is located in Pangulang District, Samosir District, North Sumatra. This study uses a descriptive-qualitative approach that employs a community-based research model that leverages community engagement to provide support, resources, and participation in the research process to produce research outcomes that benefit them. increase. The problem under study has two formulations:

(1) How does Huta Tinggi Tourism Village Institute realize the application of Community Based Tourism (CBT) concept in managing sustainable tourist attractions? (2) In managing sustainable tourism destinations What are the roles of relevant stakeholders? Data sources for this study are primary and secondary data using observational, interview, documentation, and FGD (focus group discussion) data collection techniques. Data analysis uses data collection, data summation, data presentation, and inference phases. Research shows that the concept of CBT involves all stakeholders in the tourism industry, but needs to be further developed. The relevant stakeholders involved in managing destinations consist of community groups, governments and those responsible for creating sustainable management of destinations. There are still many problems to be solved, especially in environment and water management.

**KEYWORDS:** Village Tourism, Community Based Tourism, Huta Tinggi

### **INTRODUCTION**

Community- and culture-based tourism or ecotourism development are increasingly considered as tourist destinations in various regions. Tourists prefer to enjoy destinations that are pristine and offer local value. The tourism industry, if optimally and professionally managed by governments and development stakeholders, will undoubtedly become a source of income for the region. Prior to the Covid-19 pandemic, tourism was considered one of the fastest growing sectors and a major source of economic income in most developing countries. The tourism sector is becoming more and more diversified towards new forms of tourism.(Utama et al., 2021)

Over the past two decades, community-based tourism has become an important part of sustainable tourism. Much has been written about the positive and negative impacts of community-based tourism on the communities themselves (Simons & de Groot, 2015). Tourism has been used to accelerate economic growth. As a result, tourists consume many services and products in tourist destinations. Community tourism is seen as an attempt to provide her three alternative attractions to visit. Tourism is expected to remain the top choice in terms of economic recovery and improved family ties. (Rudyanto et al., 2021). So far, tourists have been guided by a modern model of tourism activity based on technological developments. At the same time, the community tourism model is part of the tourism industry practices that keep it current. (Zubair Feliza, 2017)

Developing the potential of a holiday village usually requires involving communities and other key groups. The existence of these communities and groups is a gateway to freely explore the possibilities of community tourism. A tourist village is a way of implementing community tourism development. It is hoped that the development of holiday villages will bring justice to the concept of joint tourism development. (Nurjanah., 2014). The concept of a cultural tourism village could be the main strength of the community in improving the quality of life. Community-based tourism villages have local wisdom structures integrated with ancestral cultures, elements of local wisdom that can become potential tourism villages. By bringing tourists to travel destinations, people can improve the infrastructure and quality of the tourism industry (Budiana Ryanto Heru, 2016). Community-based tourism is an alternative to empowering and improving people's well-being and supporting sustainable tourism. Promote community-based tourism, following the importance of community participation in developing villages into sustainable tourism destinations.

Indonesia is an archipelagic state with potential for biodiversity and could be developed as a tourist attraction (Parani et al., 2021). Tourism development in Indonesia aims to enhance the role of tourism in economic activity, i.e. to increase investment

## **Implementation of Community-Based Tourism in the Management of Sustainable Tourism Village in Huta Tinggi**

in tourism. This can create employment and business opportunities with the aim of increasing people's income and earning foreign currency for the government. (Kaharuddin et al., 2021).

### **Sustainable Tourism Development Concept**

According to Costa and Carvalho (2011) Sustainable tourism is a development model, not a form of tourism. The model is based on three aspects, he said, where economic viability is very important but must be combined with ecological protection and social justice, or a balanced distribution of wealth. Sustainable tourism is broadly defined as all forms of tourism aimed at creating positive interactions and providing a truly positive experience for all involved. (Farid, 2012)

Community is one of the most important things in tourism development activities. From an economic point of view, how can people derive income and economic benefits from tourism activities? and is expected to become a tool or medium to support conservation of cultural resources. The tourism sector is believed to be able to boost economic growth (Nasution & Sufika, 2021). Furthermore, the tourism sector is encouraged to replace the oil and gas sector, which is the main asset of the country's foreign exchange earnings. (Sinulingga, 2021).

The development of tourism affects the social and economic conditions of local communities through tourism activities such as the sale of goods and services by hotels, restaurants, transportation, the sale of handicrafts, and the sale of tickets to tourist attractions. increase. (Hakim, 2021). Sustainability is an important quality for the tourism industry. This ensures a long-term vision of tourism activities without compromising the value of tourists and talent in a particular region. The study by Hubner et al (2022) Keranggan village has started implementing the four pillars of a sustainable tourism destination, but said there are still some aspects that need improvement. In fact, the WTO (2019) considers that "sustainable tourism development is ecologically sustainable, economically viable and ethically and socially just (Amir, 2015) This can be achieved by implementing CBT operations according to its main attributes (Asker et al., 2010) a. hosting tourists in local communities; b. managing tourism schemes communally; c. distribute profits fairly d. use part of the profits/resources for community development and/or to maintain or protect the community's cultural or natural heritage assets; and e. engage communities in tourism planning, decision making and sustainable development and operations.

### **Community Based Tourism Development Concept**

Community-based tourism is a form of tourism in which local communities play the most important role. Community-based tourism (CBT) is widely recognized as a variant of sustainable tourism that is based on community participation, socio-economic sustainability, and environmental sustainability (Connelly & Sam, 2018; Hadiwijoyo, 2013). Community-based tourism is a form of travel within a particular community that has many unique attractions to seek and discover. Community-based tourism deals with local wisdom in agriculture and sometimes traditional or cultural resources. , has a very strong culture that is sometimes passed down in some communities (Sangchumnong & Kozak, 2021). Community-based tourism is the process of using tourism as a tool for community development. Building community capacity in tourism management requires community involvement. It enables private or government developers to interact directly with communities in the tourism development process, enabling local communities to participate in the tourism planning and management process and adapt to change. (Juliana et al., 2022).

### **Tourism Village Concept**

A tourist village is a unity and integration between attractions, lodging and support facilities presented in a composition of community life integrated with local customs and traditions. The aim of developing tourist villages is to strengthen the community's role as a major player in the development of the tourism sector. This will allow us to create synergies and work with relevant stakeholders to enhance and improve the quality of tourism development in the village. Community well-being. The existence of a tourist village is a symbol of the revitalization of the Indonesian economy, and its development will have a positive impact on the well-being of the local community. Successful sustainable tourism development can also be seen in the presence of holiday villages with the involvement and empowerment of local communities to directly manage tourism facilities and services. Aspects of natural resources, culture, customs, religion and regional characteristics contribute to the development of tourism in Indonesia (Irma, 2021).

These entities touch and respond to different sustainable aspects of tourism, so village tourism is very important to support the success of sustainable tourism. Criteria and criteria used for accreditation of tourist villages are those of GSTC v.2 Criteria and Criteria (<https://www.gstcouncil.org/gstccriteria/gstc-destination-criteria/>), please consider the tourism village guidelines of the Ministry of Villages and the Ministry of Tourism and the uniqueness of Indonesian local wisdom.

Rural community tourism represents a community-based tourism experience where local residents remain in control of the process and most of the benefits (Artal-Tur et al., 2019; Rembulan & Kusumowidagdo, 2022)

This study analyzes the implementation of the community-based tourism (CBT) concept in the Huta Tinggi tourist village. Based on the research background, the research questions are:

1. How is the concept of CBT applied in the management of sustainable tourism attractions in Huta Tinggi Tourism Village?
2. What is the role of stakeholders in managing the sustainable tourism village? Based on the above issues, the objectives of this study are to:

## **Implementation of Community-Based Tourism in the Management of Sustainable Tourism Village in Huta Tinggi**

1. Identify application of CBT concept implemented in Huta Tinggi Tourism Village to manage sustainable tourism attractions. 2. Knowledge of the roles of relevant stakeholders in the management of sustainable tourism villages.

### **RESEARCH METHODS**

This study uses a qualitative method where the data presented is in the form of descriptions. The research question is how the CBT concept applied in Huta Tinggi tourism village. In addition, researchers will also develop this concept so that the development of tourism in the Huta Tinggi Tourism Village can increasingly provide benefits to the village community. (Creswell, 2016). The data sources used are primary data obtained through field observations, in-depth interviews with several key informants who are experts in the field of tourism and the management of the Huta Tinggi tourism village. Researchers will also conduct focus group discussions to collect and validate the data obtained.

In addition to primary data, secondary data is also used in this study. Secondary data was obtained from online documents, literature and scientific journals. Data collection is carried out through observation or direct observation of tourism activities related to holiday villages. Moreover, the data is analyzed in several steps, data selection (data reduction), data presentation (data display) and reasoning (conclusion), after which the data is developed and checked using the given conceptual theory and strategy.

### **DISCUSSION**

The Focus Group Discussion held in Huta Tinggi Village was attended by the Head of the Division. Economics Regional Tourism Office of Samosir Regency, Pangururan Sub-District Head, Head of Huta Tinggi Village, Tourism Awareness Group administrators and several members of the community. The application of Community Based Tourism and the role of activity stakeholders in the Huta Tinggi tourism village will be studied based on:

#### **Local Community Participation**

Community-based tourism is a form of tourism in which local communities play a major role in development efforts. Communities are involved in the process of planning and managing tourism villages. Since it was initiated in 2013, Huta Tinggi Tourism Village has started to look for what can be developed to become a tourist attraction. In the tourist village of Huta Tinggi, village youth who are involved in tourism awareness group activities are trained to play traditional music and dance. Traditional games are collected again to be played together with visiting tourists. This village's superior product is a tour package based on local wisdom which has been sold and marketed to domestic and foreign tourists:

1. Traditional dance and music
2. How to cook na niura (raw fish seasoned) and ni horbo milk (a snack made from buffalo milk)
3. Traditional games

The purpose of developing a tourism village is to create synergies and work with relevant stakeholders so that the quality of tourism development in the village can be enhanced and improved, and the role of the community as a key player in the development of the tourism sector. is to strengthen community well-being. (Irma, 2021). What is still an obstacle is the limited human resources (HR), where teenagers who continue their studies must leave the village, so they have to face a human resource crisis. The current HR Capacity Building Program is in the form of Foreign Language Training activities which are equipped with TV facilities, projectors, sound systems and bookcases.

The indigenous people of Huta Tinggi are farmers (maize, coffee and rainfed rice) and raise buffalo. For reasons of community economic resilience, maintaining the previous economic activities is the right effort. Visitors who come to the tourist village really want to see the fairies of village life. On the other hand, this makes the community feel less important in supporting tourism development in Huta Tinggi. This can be seen from the lack of initiative and involvement of the village community to make their village more beautiful, cooler and cleaner. The people are not aware enough that a beautiful, cool and clean village will attract tourists to come. Most of them still have the view that they want to get economic results as soon as possible, which of course is difficult to achieve.

#### **Formation of Tourism Village Institutions**

At the beginning of the establishment of Huta Tinggi as a Tourism Village, a Tourism Awareness Group (Pokdarwis) was formed. In the Pokdarwis Handbook it is explained that Tourism Awareness Group is an informal institution formed by community members, especially those who are concerned about developing tourism in their area. The role of Pokdarwis is partner of the government, as well as activators in creating a conducive environment for tourism activities.

Pokdarwis activities in the first five years are mutual cooperation to clean up the village. However, in recent years, there has been a limited number of village communities willing to be involved in this activity. The sub-district and the Regional Tourism Office also participate in fostering the development of tourist villages, in providing counseling and training. The private parties that have been involved are Astra and Bank Indonesia, which have provided financial assistance for the provision of facilities and infrastructure.

## Implementation of Community-Based Tourism in the Management of Sustainable Tourism Village in Huta Tinggi

Currently, Huta Tinggi already has a Village-Owned Enterprise, according to the Decree of the Village Head of Huta Tinggi Number 21 of 2022 concerning the Management Organization for Village-Owned Enterprises of Huta Tinggi which was established in Huta Tinggi on October 25, 2022. The definition of Bumdes (Village-Owned Enterprise) is a legal entity formed and managed by the village government together with the village community. Business capital is provided 51% by the village and 49% by community members. Business profits will be allocated for community welfare and the remainder for Bumdes management. The type of business and Bumdes business philosophy, depends on cultural values and local resources.

### Environmental Management

Environmental sustainability is an important aspect for tourism villages, which includes resource management and waste management. (Lemy et al., 2022) The environmental problem in Huta Tinggi is the unavailability of clean water for household and agricultural needs. Water must be taken from a location that is quite far from outside the village. This also causes the environment to become arid, and the soil is less fertile. Garbage accumulation in several places still needs to be a major concern. There is no waste management that is managed properly.

### Created Community Business Activities

A key factor in developing CBT is investing in local communities as shareholders in local communities. CBT implements coordination in policies and helps create synergies by sharing knowledge, ideas, and skills among all community members (Kibicho, 2008)

In Huta Tinggi, several community businesses have developed, such as:

1. homestay (with a price of Rp. 200,000), which is constrained by clean water that must be taken from outside the village.
2. dance and traditional music studio (tor tor with a package price of Rp. 1,700,000), still requires a keyboard.
3. traditional culinary workshops (around Rp. 100,000 – 150,000)
4. Buffalo milk processing into yoghurt.
5. the craft of making woven / tandok (for carrying rice) from bayon, but raw materials are still limited.
6. The wine shop

There are three Huta Tinggi Bumdes (Saoloan) Work Units, namely: Clean Water Business Unit with the task of assisting piped water distribution, clean water management and water supply for agriculture, Agriculture and Animal Husbandry Business Unit with the task of facilitating the manufacture of organic fertilizers, opening learning classes for groups farming and livestock, utilizing cage waste to turn into biogas, as well as the Tourism Business Unit and UMKM with the task of Collaborating with Pokdarwis in product development, Human Resources training and holding an annual event with village UMKM to sell villagers' products.

With the availability of Village-Owned Enterprises, it is hoped that existing community businesses will further develop, both in efforts to diversify tourism products and in marketing efforts. So far, Huta Tinggi Tourism Village has carried out marketing through Instagram social media.

Strategies to do:

1. Increase public awareness to participate in developing a tourist village, by sitting together, to plan what will be done so that there is commitment from every villager.
2. Providing counseling and Sapta Pesona information boards to maintain security, order, cleanliness, coolness, beauty, hospitality, and memories.
3. With the establishment of a Village-Owned Enterprise with three Work Units, Clean Water, Farmers and Livestock as well as Tourism and MSMEs, it is hoped that each task will be carried out for the advancement of the Huta Tinggi tourism village. Increase cooperation with Agricultural and Livestock Institutions to develop products that are suitable for conditions
4. In addition to cage waste to become biogas, it is also necessary to form a Garbage Bank by involving the community, which will maintain the cleanliness of the village and utilize waste to become a source of community income.
5. Increasing promotional efforts for Tourism Village products through social media or organizing events, as an attraction that provides experiences of living in a village, staying at homestays, experiencing local culinary delights, learning to make them, enjoying and learning traditional dances, music and games.

## CONCLUSION

The concept of Community Based Tourism has been implemented in the tourist village of Huta Tinggi, although there are still some aspects that can be improved. It can be identified that the community has started to be involved and play a role, although they still have to be reminded to maintain a conducive environment with Sapta Pesona. The community is also invited to participate, so that they can benefit from the tourism activities carried out. Institutions have been growing with the formation of Village Owned Enterprises with three work units. Environmental management has begun to be improved, including in the tasks of the Livestock Water and Waste Work Unit. It is still necessary to provide a Garbage Bank. Community Enterprises show

## Implementation of Community-Based Tourism in the Management of Sustainable Tourism Village in Huta Tinggi

development from time to time. It is hoped that from here the community will increasingly experience the benefits of tourism in village life, in addition to farming and animal husbandry economic activities.

### SUGGESTION

Further guidance is needed for the Huta Tinggi Tourism Village, as well as further research relating to the development of potential tourist attraction products, in collaboration with MSME agriculture.

### THANK-YOU NOTE

The author would like to thank the Dean of the School of Hospitality and Tourism – Universitas Pelita Harapan and Lembaga Penelitian dan Pengabdian Masyarakat Universitas Pelita Harapan for giving us the opportunity to do this research with Research number: P-51-FPar/VIII/2022. Hopefully this research can be useful for the Huta Tinggi Tourism Village and the wider community.

### REFERENCES

- 1) Amir, A. F. (2015). Sustainable tourism development: a study on community resilience for rural tourism in Malaysia”, *Procedia - Social and Behavioral Sciences*, Vol. 168, pp. 116-122.
- 2) Ardika, I. G. (2018). *Kepariwisata Berkelanjutan – Rintis Jalan Lewat Komunitas*. Jakarta: Kompas.
- 3) Artal-Tur, A., Briones-Peñalver, A. J., Bernal-Conesa, J. A., & Martínez-Salgado, O. (2019). Rural community tourism and sustainable advantages in Nicaragua. *International Journal of Contemporary Hospitality Management*, 31(6), 2232–2252. <https://doi.org/10.1108/IJCHM-05-2018-0429>
- 4) Asker, S., Boronyak, L., Carrard, N. and Paddo, M. (2010). *Effective Community Based Tourism: A Best Practice Manual*, Sustainable Tourism Cooperative Research Centre, Sydney.
- 5) Budiana Ryanto Heru, P. A. A. . F. (2016). Pengembangan Pola Komunikasi Pariwisata Berbasis Kearifan Lokal. *Jurnal Ilmu Komunikasi*, Volume 7, Nomor 1, Maret 2016. Retrieved from <https://ejournal.unri.ac.id/index.php/JKMS/article/download/3641/3541>.
- 6) Connelly, A., & Sam, S. (2018). How can policy assist the development of community-based tourism in Guyana by 2025 and beyond? *Worldwide Hospitality and Tourism Themes*, 10(5), 555–568. <https://doi.org/10.1108/WHATT-05-2018-0032>
- 7) Costa, T. & Carvalho, L. (2011). Sustainable tourism – a benchmarking study applied to hospitality firms. *Tourism & Management Studies*, 1, 34-48.
- 8) Creswell, J. W. (2016). *Qualitative Inquiry dan Research Design*. University Of Nebraska, Lincoln.
- 9) Farid, H. F. H. V. N. P. K. N. M. N. I. (2012). Trend of research on sustainable tourism and climate change in in 21st century”, *Worldwide Hospitality and Tourism Themes*, Vol 8 Iss 5 pp. Tourism Themes Iss, 4(4), 98-100.
- 10) Hadiwijoyo, S. S. (2013). *Perencanaan Pariwisata Pedesaan Berbasis Masyarakat (Sebuah Pendekatan Konsep)*.
- 11) Hakim, M.A.A., Suryantoro, A., and Rahardjo, M. (2021). Analysis of the Influence of Tourism Growth on Economic Growth and Human Development Index in West Java Province 2012-2018. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal) Vol 4 (1): 160-169*.
- 12) Hubner, I. B., Pramono, R., Sitorus, N. B., & Lemy, D. M. (2022). Implementation of the Four Pillars of Sustainable Tourism Destinations in the Tourism Village of Kampung Keranggan , South Tangerang. 510–520.
- 13) Irma, A. J. T. (2021). Tourist villages emblematic of Indonesia’s economic revival: Minister. From [antaraneews.com](https://en.antaraneews.com/news/179482/touristvillagesemblematic-of-indonesias-economic-revival-minister): <https://en.antaraneews.com/news/179482/touristvillagesemblematic-of-indonesias-economic-revival-minister>.
- 14) Juliana, J; Parani, R., Irene, N., Sitorus, B., Pramono, R., & Maleachi, S. (2021). Study of Community Based Tourism in the District West Java. *International Journal of Sustainable Development and Planning*, 16(2), 277–285.
- 15) Juliana, J., Lemy, D. M., Hubner, I. B., Pramono, R., Maleachi, S., & Sitorus, N. B. (2022). Acceleration of community-based tourism village development in West Java Province. *Jurnal Pariwisata Pesona*, 7(1), 10–18. <https://doi.org/10.26905/jpp.v7i1.7368>
- 16) Kaharuddin, Napitulu, Junika, Juliana, Pramono, Rudy, Saragih, E. L. L. (2021). Determinants of Tourist Attraction of the Heritage Tourism. *Journal of Environmental Management and Tourism*, VII(4).
- 17) Kibicho, W. (2008). Community-based Tourism: A Factor-Cluster Segmentation Approach. *Journal of Sustainable Tourism* 16(2):211-231 DOI: 10.2167/Jost623.0.
- 18) Lemy, D.M., Pramono, R., J. (2022). Acceleration of environmental sustainability in tourism village. *International Journal of Sustainable Development and Planning*, 17(4): 1273-1283. <https://doi.org/10.18280/ijstdp.170425>.
- 19) Lemy, Diena M, Pramono, Rudy, Juliana, J. (2022). Acceleration of Environmental Sustainability in Tourism Village. *International Journal of Sustainable Development and Planning*, 17(4), 1273–1283. <https://doi.org/https://doi.org/10.18280/ijstdp.170425>

## Implementation of Community-Based Tourism in the Management of Sustainable Tourism Village in Huta Tinggi

- 20) Nasution, S., Sinulingga, S., Sufika, A. (2021). Perception of Country Tourism on Tourism Quality in Lake Toba North Sumatera 2020. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal) Vol 4 (1): 180-188.*
- 21) Nurjanah., Y. dan. (2014). Strategi Komunikasi Inovasi Dalam Pengembangan Desa Wisata. *Jurnal Ilmu Komunikasi, Volume 5, Nomor 1, Maret 2014.* Retrieved from <http://download.portalgaruda.org/article.php?article=291450&val=2292&title=STRATEGI%20KOMUNIKASI%20INOVASI%20DALAM%20PENGEMBA>.
- 22) Rembulan, C. L., & Kusumowidagdo, A. (2022). When the sense of place value is challenged by pandemic: value exchange in indigenous community-based tourism in Sade-Lombok, Indonesia. *Journal of Enterprising Communities: People and Places in the Global Economy, 16(6), 849–875.* <https://doi.org/10.1108/JEC-02-2021-0020>
- 23) Rudyanto, R., Pramono, R., Juliana, J. (2021). Perception of Knowledge of the Risk of the COVID -19 Pandemic Regarding Touring Intentions and Tourism Travel Recommendations. *Journal of Environmental Management and Tourism, VII(4), 929–947.* [https://doi.org/10.14505/jemt.v12.4\(52\).08](https://doi.org/10.14505/jemt.v12.4(52).08)
- 24) Sangchumnong, A., & Kozak, M. (2021). Impacts of tourism on cultural infiltration at a spiritual destination: a study of Ban Wangka, Thailand. *International Journal of Culture, Tourism, and Hospitality Research, 15(4), 477–493.* <https://doi.org/10.1108/IJCTHR-09-2019-0163>
- 25) Santos Quintero Lazaro Jose, G. M. J. F. & U. A. X., & Luz. (2016). Analysis of Community Based Toursim in Yunguilla Community, Pichincha Province, Ecuador. (Faculty of Hospitality and services, Universidad Tecnologica Equinoccial). *Journal of Businis and economics, ISSN 2155-7950, USA June 2016, Volume 7, No 6.* Retrieved.
- 26) Simons, I., & de Groot, E. (2015). Power and empowerment in communitybased tourism: Opening Pandora's box? *Tourism Review, 70(1), 72–84.* <https://doi.org/10.1108/TR-06-2014-0035>
- 27) Sinulingga, S. (2021). Tourism & Covid-19 (Coronavirus Impact Inventory to Tourism Stakeholders in North Sumatera). *Budapest International Research and Critics Institute- Journal (BIRCI-Journal) Vol 4 (1): 170-179.*
- 28) Utama, I Gusti Bagus Rai, Laba I Nengah, Junaedi I Wayan Ruspindi, Krismawintari Ni Putu Dyah, Turker, Sidhi Bayu, Juliana, J. (2021). Exploring Key Indicators of Community Involvement in Ecotourism Management. *Journal of Environmental Management and Tourism, VII(4).* [https://doi.org/https://doi.org/10.14505/jemt.12.3\(51\).20](https://doi.org/https://doi.org/10.14505/jemt.12.3(51).20)
- 29) WTO. (2019). World Trade Organisation (WTO): <http://sdt.unwto.org/content/about-us-5> (Retrieved in March 2022).
- 30) Zubair Feliza, P. S. dan N. R. A. (2017). Model Komunikasi Pariwisata yang Berbasis Kearifan Lokal. *Jurnal The Messenger, Volume 9, Nomor 2, Edisi juli 2017.* Retrieved from <http://journals.usm.ac.id/index.php/themessenger/article/download/468/329>



There is an Open Access article, distributed under the term of the Creative Commons Attribution–Non Commercial 4.0 International (CC BY-NC 4.0) (<https://creativecommons.org/licenses/by-nc/4.0/>), which permits remixing, adapting and building upon the work for non-commercial use, provided the original work is properly cited.