

Conference Paper

Preliminary Observation Study of Kampung Tahu in Tinalan Village, Kediri City, for Implementation of Educational Tourism Village Concept Based on Industrial Centers

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Abstract

Kediri City is known by the name of the “Kota Tahu” because many tofu scattered craftsmen. There is a production center area know precisely in the village of Tinalan Kediri. Whose citizens produce tofu and dairy. The purpose of this research is to describe and analyze the implementation of the development of tofu village in Kelurahan Tinalan Kota Kediri become an educational tourism area to make various processed tofu. Researchers collect data in the field by acting as an active instrument. Researchers use data collection techniques through interviews, observations, Forum Group Discussion (FGD) and documentation. The data analysis used is an interactive analysis model. This study uses a qualitative descriptive approach. Analysis of data used include data reduction, data presentation, withdrawal conclusion/verification and validity of data is done with the trust test, acquisition, dependency and certainty and SWOT analysis. Data collection techniques are conducted with interviews, documentation and observations. Based on the results of the research, the development strategy can be concluded in the education tourism Kampung Tahu that promote promotion through mass media, social media and web. Building infrastructures such as providing adequate parking space, making the tourist attractions processed products know and involve the community in the management of tours. With the proper development strategy saw from increased strength and opportunities as well as minimizing weaknesses and avoiding threats, the educational tourism object of the tofu village that located in Kelurahan Tinalan subdistrict Pesantren Kediri City will be able to Compete with other attractions.

Keywords: implementation of development of education tourism area, community empowerment, development strategy, SWOT analysis

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1. Introduction

The development of tourism potential is currently being pumped by the central government until local governments. Communities are thrust to develop their village potential with a travel conscious movement. The government shouted many funds for the

development of potential villages. Development of tourism potential in the Kampung Tahu Tinalan Kota Kediri become a concept to educate and based on community empowerment. Development of tourism destination is community empowerment, development of tourist attraction, development of facilities and provision of public facility and development of tourism facilities (Hardianto, Kartika, Sri, & Asti, 2018).

Kediri City is one of the region of East Java Province located in 130 Km from the city of Surabaya.. Tofu is one of the icons of Kediri City as a tofu city that has been hereditary business from the era of ancestors to the present. The purpose of the research is to manage the processed tofu center that is located in the village of Tofu Tinalan is an educational tourism area processed innovative products are made from soybean base. Researchers have the hope that this Kampung Tahus to be an educational tool for the young generation now to have an entrepreneurial spirit how to produce tofu.

Kampung Tahu Tinalan is an area where the majority of the livelihoods of the citizens are tofu craftsmen. There are about 30 tofu craftsmen in the area, some already have a display room of tofu production. The beginning of the village was formed because the first craftsmen who existed in the year 1958 who was founded by Mr. Markam of Kalidawer Tulungagung. At the time, craftsmen produce tofu still using simple and traditional equipments with the main production of white tofu (vegetable tofu). After successfully making tofu his brother, child, relatives finally follow his footsteps to Kediri to produce tofu. Development of tofu production began to develop, products produced not only the vegetable tofu but also make yellow tofu (Tahu Kuning), stik tofu (Stik Tahu), walik tofu (Tahu Walik), tofu kress (Tahu Kres), meatballs tofu(Tahu Bakso) and the latest product is chocolate tofu (Cokelat Tahu).

Kediri is known for its production so it is known as a city of tofu. Gradually developments in the tofu center get visits from various tourists both local and national who want to learn to produce tofu. Recognition of the “Kampung Tahu” to be an educational tourism has not gained recognition and coaching. Therefore, researchers see the potential of “Kampung Tahu”, this area can be used as an educational tour with funding from Kemenristekdiksti.

The existence of educational tourism of the Kampung Tahu in the village of Tinalan Kediri as a tourist attraction is not detached from the role of the “Kampung Tahu” People. In accordance with the establishment of educational tourism learning village that has a mission that is empowering people through edutourism, preserve local wisdom and increase human resources and economy more advanced. (Sunaryo, 2013) explained that: “Efforts to empower people through tourism in principle must always be directed to the achievement of four main objectives”, namely:

1. Capacity building, role and Community initiative as the subject or important actors in the development of tourism;
2. Improving the position and quality of involvement/community participation in the development of tourism;
3. The increased value of positive benefits of tourism development for social welfare, economic and cultural communities and;
4. Improving the community's ability to travel

Support from the surrounding community indirectly contribute to the development of education tourism of the Kampung Tahu. Not a few people who are not professionals as tofu craftsmen. So that the activities of community empowerment with the presence of educational tourism Kampung Tahu in still less perceived benefits by the community around. The weakness of the Kampung Tahus that there is no management of education tourism Kampung Tahu. This community empowerment is one of the forms, through training that supports the Kampung Tahu to be an educational tourism. Taking into consideration existing potential and a series of activities that relate to the importance of role and community empowerment on development and development of the Kampung Tahu as an education-based tourist attraction. So for that author interested to do this research.

Through this research the community is expected to know the obstacles that occur from various points of view, so that formed a synergy of society with the related service, hopefully the community is able to utilize the tourism potential in its region to Both personally and for the region.

Given the potential of industrial Kampung Tahus big enough to be developed into educational tourism objects, it is necessary to do identification of internal and external factors that influence the development of this tourism developed tourism development Strategy in The Kampung Tahu. Based on the background, researchers interested in conducting research on " **Preliminary Observation Study of Village of Tofu in Tinalan Village, Kediri City, for Implementation of Educational Tourism Village Concept based on Industrial Centers** "

Implementation according (Nugroho, 2012) is a follow-up of the strategic planning process, if in the process of strategic planning is to determine or plan everything that will be done by the organization, then in This implementation is a follow-up or process of implementing what has been planned.

According to (Yoeti, 2008) development is a business or a way to advance and develop something that already exists. The development of tourism in a tourist destination will always be taken into account with benefits and benefits for the surrounding communities. The development of tourism should be in accordance with the planning of maturity so that it is beneficial for the community, both in terms of economic, social and also culture.

1.1. Tourism development

In (Peraturan Menteri Kebudayaan dan Pariwisata, 2010) Number PM. 105/UM. 001/MKP/2010 on the First amendment to the Strategic Plan of the Ministry of Culture and Tourism. The strategy of the Ministry of Culture and Tourism in the development is as follows:

1. Develop the tourism industry by creating a climate conducive to the growth of investments and business opportunities oriented to economic growth, poverty alleviation and labor absorption.
2. Develop tourism destination by encouraging improvement and improvement of infrastructure network and tourism support facilities, consolidating access to man-canegar and domestic transportation, especially to Indonesia's tourism destination, and develop strategic areas and tourist attractions based on maritime, natural, and cultural tourism outside Java and Bali, including the creative industry, as well as developing a tourism village through the national Program for Community Empowerment (PNPM) Mandiri.
3. Develop tourism marketing and promotion by increasing the number of foreign tourists and travelers of the archipelago, promoting tourism through creative and effective marketing and advertising channels, as well as strengthening the marketing strategy and promotion of integrated tourism based technology, information and communication, and responsive to the market.
4. Develop tourism resources with the strategy to increase government capacity and local tourism stakeholders to achieve the level of service quality and improve the quality of tourist development.

1.2. Concepts and strategies for regional development tourism destination

A tourist destination can be developed if there are already tourism activities in the area. There are 3 main principles in sustainability development to increase the potential tourism planning and development, according to (McInteyre, 1993).

1. Ecological Sustainability, which ensures that the development is done in accordance with the ecological processes, biology, and diversity of existing ecological resources.
2. Social and Cultural Sustainability, that is to ensure that the development made a positive impact on the life of the people around and in accordance with the culture and values that apply to the society.
3. Economic Sustainability, which ensures that development is economically efficient and that the resources used can withstand future needs.

According to (Inskeep, 1998) components of tourism planning and development consist of several different components to understand, planned, developed integrated in the community

The important areas that exist in tourism such as destinations, marketing, human resources, and industry can be done in its entirety to develop a tourism development strategy for a tourism to be able to compete with Other tourism

According to (Priyanto, Syarifuddin, & Martina, 2018) educational tourism has a concept of tourism that has a positive value, in this concept combines learning activities with tourist activities. Educational tourism is a non-formal learning activity, and not rigid such as learning activities in the classroom. Besides, in the implementation, this concept is more referring to the concept of edutainment, namely learning accompanied by activities that are entertaining and enjoyable. The main objective of this educational tour is to provide knowledge for tourists especially students and maximum satisfaction to visitors.

Educational tourism is everything that relates to an action or experience that has a formative effect on the character, mind or physical ability in the individual. EDU-tourism or educational tourism is intended as a program where visitors in tourism activities especially those children travel on a tourist area with the main objective of obtaining a live learning experience that Related to the tourist areas visited (Harris, Ernawati, & Laksmitasari, 2014).

1.3. Community Empowerment

(Suroso, 2004) states that community empowerment can be interpreted as an effort to increase community capacity (poor, marginal, marginalized) to convey their opinions and or needs, choices, participate, Negotiate, influence and manage the institutional community in a responsible – sued (accountable) for the improvement of his life. To make tourism village, people are required to be aware and concerned about the potential of their villages because society is an important component in the process of tourism development and has a strategic role. The role of society is not only a beneficiary, but able to be the perpetrator who encourages the success of tourism development in the region of the community empowerment for the development of tourism is required also "Tourism conscious" concept. (Nikkhah, 2016) Participation and empowerment are two important concepts of community development. Empowering communities and improving quality of life is the goal of community development. However, to achieve that goal there must be community participation and involvement in certain projects

Sunaryo in his research (Hardianto, Kartika, Sri, & Asti, 2018) stated that community participation and support is an important aspect of being ready to serve as host and understand and willing to realize the SAPTA PESONA. Sapta Pesona is a concept of "conscious tourism" that is related to the environment and conducive atmosphere that is able to encourage growth and development of the tourism industry, through the embodiment of safe elements, orderly, clean, cool, beautiful, friendly, memorable.

2. Research Methods

This research uses qualitative descriptive. The sampling techniques used in this study are incidental sampling and purposive sampling that incidental sampling is a sampling technique based on coincidence, anyone who incidentally/incidental meets With the author can be used as a sample, when viewed people who happen to be found suitable as a data source. Purposive sampling is a sample determination method with certain considerations. This particular consideration is to determine the person who is deemed to know best and can provide more complete data in developing its human resources, so that it will facilitate the authors to explore the objects/social situations studied (Sugiyono, 2014). The collection of data is done in some tofu production houses that have the potential to openly introduce the way of making tofu and society that can utilize social media to develop this educational tourism area.

Data analysis was carried out early research until the research process took place using interactive data analysis model developed by Miles and Huberman in (Sugiyono, 2014), among others (1) data reduction, data presentation, Withdrawal of conclusions/verifications and validity of data is carried out with the trust test, acquisition, dependency and certainty. (2) Data Model (display data); A Model is a collection of information composed of descriptions and action-taking. The shape of the data model is more narrative by using the SWOT matrix. The SWOT matrix is a tool used to develop a tourism object development strategy. This SWOT matrix can describe clearly how the opportunities and threats are faced so that it can be adapted to the strengths and weaknesses that tourism. The SWOT Analysis generally investigates the strengths and weaknesses inside the system, as well as the opportunities and threats from the external environment to facilitate the decision makers find out the best strategy, thus to maximize the strengths of the System itself and minimize the weaknesses of the system and threats from outside (Hongchen & Chang, 2015). Through the SWOT matrix can be defined proper development strategy.

3. Results and Discussion

The concept of education tourism is indirectly already present in the village of Tinalan but of the concept has not been managed optimally. This makes the Kampung Tahu to be one of the centers that develop educational tourism based on community empowerment. The problem is the absence of a special place used for the showroom production process tofu.

To form a tourist area required elements of tourist products in the area. (Muljadi, 2012) stated that there are three important aspects of tourism products for potential visitors to visit:

1. *Tourist attractions*, tourist attractions are everything that attracts tourists to come to an area of tourist destinations. In the village, Kampung Tahu not only buy souvenirs but get educated how to produce tofu as well as conduct events for people to come to tourist destinations for example with free tofu sharing.
2. *The amenities*, amenities are a variety of facilities that can provide comfort and satisfaction for the tourists as long as they travel in an area of tourist destinations. Around the village, Tinalan is an VIVA hotel that can be a tourism supporter. The distance between the Hotel and the educational attraction is less than 1 Km.

3. *Accessibility*, accessibility is easy to reach the tourist destination area through transportation media. Kampung Tahu is in the middle of Kediri. Its strategic location and access to the road to the tourist site is very easy to reach. The number of transportation media is not a barrier to reaching tourist areas.

3.1. Strategies for developing Village education tourism

"Strategies for improvement or development make the Kampung Tahu to be an educational tourism is with the establishment of human resources that are conscious of tourism, by forming a tour manager. It is better if the tourism manager originated not from tofu craftsmen so that the distribution of the results of the visit can be enjoyed not only craftsmen but also other societies. For example, parking management, souvenir sale, toilet management, entrance ticket of tourist destination. I have been a photographer who has visited many tourist destinations to cover. Karang Taruna or people can be empowered by looking at the potential there is to get income ", said Adi, travel photographer

"Actually free if we have a good concept and strategy but not executed. I as the head of the village can not force residents to understand the concept of tourism if public awareness is not there, apathy towards tourism and its potential in the region. Tourist destinations can be formed if the people who build the Kampung Tahu themselves "said Mr. Yusuf Lurah Tinalan.

"If the strategy that can be applied in the Kampung Tahu Tinalan may be more to the empowerment of society, can better emphasize socialization especially to the Karang Taruna and people other than tofu craftsmen about the potential of tourism Education in the Kampung Tahu, so from there will emerge a passion to develop tourism potential in the Kampung Tahu "Kabid of tourism departement Kediri City

"The youth of the Karang Taruna in the Kampung Tahu Tinalan is actually there is but does not go well, can be trained the gathering between there and nothing because of the activities of the fertilization does not exist, we know very pleased if the Kampung Tahu this Educational destination for children. We are ready to visit if there are Kindergarten Children, Elementary School, Junior High School and even college want to learn the process of making tofu "said the chairman of the Paguyuban tofu craftsmen the village of Tinalan.

"We are very pleased to have an educational tourism destination in Kediri City, because during this time we were confused about finding a place to visit for children of familiar study, sometimes we take the children to Mc. D to see fried chicken frying pan,

sometimes also we invite them to agriculture to learn to cultivate crops. But Kalo places visited only that-it's just yes the children are bored "said Bu Lis head of Kindergarten School.

3.2. Community Empowerment

Regional developers believe that for projects to succeed, communities need to actively partake in designing, implementing and sustaining the projects that affect their condition of living. (E. D. LAAH, DR. J. O. ADEFILA, 2014). Participation and other related concepts like sustainability and empowerment are at the center of development discourse. (Ghazala Mansuri, 2004). The potential gains from community-driven development are large. The process of community empowerment through three stages, namely the level of awareness, the process of transformation of knowledge and skills is done collectively. And lastly the power-giving stage.

The first stage is the awareness stage, researchers realized that the process of awareness is done as a form of introduction of innovation training program to the trainees by not intervening mindsets of participants to achieve awareness. The counseling process is held not only in the form of introduction, but giving facilities in the form of training materials to the community. In the process of such empowerment researchers do not give incentives because it will cause dependence and hope there will be another greater incentive. With the stimulus given the training materials to be used as the initial capital of effort will motivate participants to make sustainable business. Participants of this activity are aimed at people who are not tofu craftsmen. Participants are expected to be independent and capture opportunities in the village of educational tourism.

Secondly, the process of transforming knowledge and skills to participants. Implementation of the training judging by the concept of training as the empowerment process is a process collectively as the medium of intervention, knowledge and skills used to raise awareness and change attitudes to solve Problem (Edi Suharto in (Yefni, 2018). Training provided in the form of diversification processed tofu that is chocolate tofu, use pulp tofu become crackers, training mug design, pins and key chains to support the formation of the Kampung Tahu to be an educational tour and training Tour guide conducted with the tourism office. Participants are taken from villagers who are not craftsmen. The training is scheduled with different time and participants with the objective of equalization of the trainees.

Thirdly, the provision of power assistance, in the case of a community that follows the training is given business capital for sustainability of the business. The proceeds from

the sale can be made back. Training method in the implementation of training activities using Andragogy method (adult education). The training material includes the know-how of processed training in this case produces tofu chocolate and tofu crackers, design training materials mug, pin and key chains so it is hoped with the formation of education tourism results from training can be sold. The training was basically welcomed by the community, but because of the distribution of uneven invitations, some did not know about the training.

Society needs to be created conscious tourism for the development of educational tourism objects know the village. The tourism conscious community is a conscious and responsible attitude participating in tourism development by applying the sapta of enchantment in everyday life. Sapta Pesona is a condition or seven elements that can improve the tourism power. Interest tourists come to the attraction depending on the attitude and behavior of the surrounding community. For that it takes a strategy of utilizing internal power to avoid the impact of external threats by conducting counseling to the Masyarakat about the charms Sapta, which includes:

1. Safe conditions, Observation results and live interviews, the Kampung Tahu is a safe destination of crime.
2. Order), Conditions in the educational tourism object of the Kampung Tahu is considered less orderly because the visitors who come still park the vehicle recklessly because there is not enough parking space.
3. Clean, Cleanliness of educational tourism object of the village is still lacking is characterized by the existence of garbage that still many scattered around the location of the attraction
4. Cool, Educational tourism object The village of Tofu is a tourist attraction in the middle of the city with the absence of large trees so the cool impression is not there.
5. Beautiful, Educational tour of the tofu is already given ornaments that support along the street of the village tofu.
6. Friendly, Community Education Tourism Society knows still not fully can be said to the tourism conscious community because it has not fully care about the Kampung Tahu to be an educational tourism because so far the tofu craftsmen that is still busy with the production of its tofu.

7. Memorable, Observation and interview of researchers to visitors that the lack of culinary that sells all-product processed products, the maximum of tourist attractions in the form of education processing know, and there are no merchants who sell souvenirs at the attraction location This, considering that educational tourism is a new thing in the village. As long as this center know only produce know and sell its trade instead of selling its educational package

Tourism Object Development strategy is required identification of the completeness of tourism elements. The elements of tourism are useful in determining the strengths, weaknesses, opportunities and threats of educational tourism so that it can be done the right strategy in development. To know the strengths, weaknesses, opportunities and threats of the village then researchers conduct interviews.

Informant interviewed researchers are tourism head, the head of Tinalan village, tofu craftsmen, visitors, travel photographer, tourism manager who has an educational tourism view of the Kampung Tahu so that obtained complete information, detail and accurate. The strategy of development of educational tourism objects can be seen in the following table:

(Strength-S)
1. A region is the center of Tofu Industry
2. Known Kediri as a city know
3. Safe conditions
4. Strategic area in the middle of the city
5. Close to Hotel
6. Easy to reach by public transportation
7. Safe from crime

(Weaknesses-W)

1. Not available educational showroom and production display of processed results know in the special showroom, which is each craftsmen have their own storefront to install the product
2. No adequate parking
3. Awareness of residents instead of tofu craftsmen the unknowingly touristic
4. Lack of awareness of citizens going to environmental hygiene
5. Competition of fellow tofu craftsmen
6. Cost limitation of tourism object Development budget
7. Lack of public infrastructures such as public toilets
8. Sanitation and Hygienitas
9. Disposal of liquid waste that can not be solved until now

(Opportunities-O)

1. The absence of educational tourism in Kediri city
2. No competitor in educational tourism
3. The existence of city government plans to form a cool village
4. The opening of employment for the surrounding community is not the craftsmen
5. Tour packages that are marketed in schools can start from Kindergarten to university to foster entrepreneurial spirit
6. High enthusiastic residents for educational tour

(Threats-T)

1. There is nobsustainable if the villagers know the awareness of the tourism industry
2. There Will grow a similar educational tour considering the central of tofu not only in the Tinalan.

After analyzing the SWOT, the strategy that is done to develop an educational tourism object is to produce four alternative strategies that are alternative strategy SO (create a strategy by using the power to utilize Opportunities), Alternative WO strategies (creating strategies by minimizing weaknesses to capitalize on opportunities), alternative strategy

ST (creating strategies that use the power to overcome threats) and alternative strategies WT (creating Strategies by minimizing weaknesses and avoiding threats).

a. SO (Strength and Opportunities) strategy

1. Building and improving the facilities and maintenance of existing tourism infrastructure
2. Building facility supporting infrastructure for tourism activities such as making Tofu Café, showroom centralized products, sales souvenir, Kampung Tahu cooperative, toilet, parking area, ticket place and gazebo.
3. Conduct tourism accommodation such as homestay, for existing Hotel VIVA hotel nearest
4. Develop tourist attractions, not only the processing education know but other attractions such as musical performances, children’s playground, art performances, etc.
5. Building and organizing tourism accessibility, such as transportation availability
6. Cooperate with private parties such as travel agents and make travel packages.

b. WO (Weaknesses and Opportunities) strategy

1. Improving promotion and improving development program is better to attract visitors so ready to face competition between tourist objects. The promotion can utilize the tourism events designed by the local Dinas
2. Promotion is done through electronic media, newspapers, banners and Pampflet, social media and websites
3. Lobbying and cooperation with private parties to investigate their funds to educational tourism with cooperation agreements (MoU)
4. Empowering, counseling to foster and raise public awareness about the importance of tourism conscious people

c. Strategy ST (Strength and Treats)

1. Optimizing existing tourism potential by maintaining sustainable tourism objects to face competition between attractions
2. Development safeguard the attraction from damage threats

d. Strategy WT (Weaknesses and Treats)

1. Improving the quality of professional manpower in the management and maintenance of tourism objects continuously thereby reducing the environmental damage due to the most convenient development.
2. Supervise and maintenance of facilities that have been on the attraction of the attraction
3. Proposal for assistance to the relevant parties to cope with liquid waste

4. Conclusion

Based on the results of the research, the development strategy can be concluded in the education tourism Kampung Tahu that promote through mass media, social media and website. Building infrastructures such as providing adequate parking space, making the tourist attractions processed products know and involve the community in the management of tours. With the proper development strategy saw from increased strength and opportunities as well as minimizing weaknesses and avoiding threats, the educational tourism object of the Kampung Tahu that located in Kelurahan Tinalan subdistrict Pesantren Kediri City will be able to Compete with other tourism objects in Kediri City even in East Java because Kediri known as the name of tofu.

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