



Community-Based Event Management Model for Community Empowerment and Sustainable Rural Tourism in Tua Tourism Village

I Nengah Wirata*

Politeknik Pariwisata Bali,
Indonesia

I Putu Esa

Widaharthana

Politeknik Pariwisata Bali,
Indonesia

Luh Putu Citrawati

Politeknik Pariwisata Bali,
Indonesia

IGA Ratih Asmarani

Politeknik Pariwisata Bali,
Indonesia

Nugraha Sinaga

Politeknik Pariwisata Bali,
Indonesia

***Corresponding author:**

I Nengah Wirata, Politeknik Pariwisata Bali,
Indonesia. ✉wirata@ppb.ac.id

Article Info:

Article history:

Received: June 27, 2026

Revised: August 21, 2026

Accepted: August 28, 2026

Available Online: October 15, 2026

Keywords:

Community-Based Tourism;
Event Management;
Rural Tourism;
Sustainability



This is an open access article under the
[CC BY-SA](https://creativecommons.org/licenses/by-sa/4.0/) license.

Copyright © 2026 by Author. Published by
Politeknik Siber Cerdika International

Abstract

Background: Rural tourism becomes more durable when residents can transform local culture, social networks, and community resources into visitor experiences without weakening local identity. In Tua Tourism Village, village events offer this possibility, yet their continuity is affected by limited managerial skills, financing, digital communication, and formal operating procedures.

Objective: This study investigated how locally managed events contribute to community empowerment and sustainable rural tourism in Tua Village, Marga District, Tabanan Regency, Bali, and used the findings to construct a context-sensitive event-management model.

Methods: A qualitative case study was conducted with 22 purposively selected stakeholders, including village authorities and community leaders, tourism-village/Pokdarwis managers, and residents directly involved in event activities. Evidence from in-depth interviews, participant observation, focus-group discussions, and documents was coded iteratively, compared across sources, and synthesized thematically.

Results: The analysis produced four connected themes: shared participation throughout the event cycle; local economic opportunities for MSMEs and temporary workers; cultural continuity through intergenerational involvement; and operational constraints related to skills, funding, digital promotion, and SOPs. These findings were integrated into a model connecting local assets, participatory organization, event-management functions, and sustainability outcomes.

Conclusion: Village events can operate as practical instruments of empowerment when community control, local resources, structured event management, and sustainability goals are deliberately connected. The resulting model is the main conceptual contribution of the study and should be adapted to local institutional and cultural conditions before application elsewhere.

To cite this article: Wirata, I. N., Widaharthana, I. P. E., Citrawati, L. P., Asmarani, I. G. A. R., & Sinaga, N. (2026). Community-Based Event Management Model for Community Empowerment and Sustainable Rural Tourism in Tua Tourism Village. *Journal of Business, Social and Technology*, 7(4), 2519-2528. <https://doi.org/10.59261/bustechno.v7i4.748>

INTRODUCTION

Rural tourism is increasingly used as a development strategy that can diversify local economies while keeping cultural and social benefits within the destination. Its sustainability depends heavily on the degree to which residents participate in decisions and retain control over

tourism resources. Recent studies show that locally oriented governance can strengthen community control over infrastructure and tourism assets (Rahman et al., 2025), while technology can support heritage protection when it is introduced in line with community priorities (W. Z. Li & Zhong, 2022).

These findings indicate that rural destinations do not become sustainable simply because they possess attractive landscapes or traditions. Long-term outcomes also depend on whether local institutions can organize people, convert local assets into recurring visitor experiences, and manage those experiences collectively.

Participation is therefore a management issue as much as a social principle. Tourism empowerment has been associated with stronger community involvement (Tong et al., 2024), and locally led conservation practices have contributed to the continuity of cultural landscapes (Zuo et al., 2022). Evidence from Indonesia likewise emphasizes cooperation between government and residents in environmentally responsible tourism development (Wijijayanti et al., 2023). Together, these studies support participation as a condition for sustainability, but they explain less clearly how participation can be translated into a repeatable event-management process at village level.

Rural tourism differs from conventional mass tourism because its appeal is commonly built around everyday culture, local traditions, agricultural landscapes, and direct interaction with residents. These characteristics allow tourism to support local identity and community development rather than merely concentrate visitors in already popular destinations (Liu et al., 2023). Sustainable use of agricultural and cultural landscapes can also generate new tourism products while reinforcing the distinctiveness of rural areas (Ferreira & Martín, 2022). The central challenge is therefore not only to attract visitors, but to organize tourism in ways that preserve the local social and environmental base on which the destination depends.

In Bali, tourism villages are expected to distribute tourism benefits more widely while protecting socio-cultural and environmental resources. Yet many villages still struggle to create products that residents can manage repeatedly and independently. Community-run events are one practical option because a single event can bring together destination promotion, local trade, cultural performance, and collective action. Cultural festivals may provide spaces for residents to transmit knowledge and display local practices (Rohimah et al., 2024), while visitors can stimulate spending on village products and services (Sheeba et al., 2025).

For tourism-village policy, events are useful because they turn abstract participation into concrete organizational tasks. Residents can be assigned clear responsibilities, local products can be incorporated into visitor experiences, and cultural presentation can remain under community control rather than being separated from village ownership.

The practical difficulty is that village events are often occasional and highly dependent on a small number of organizers. Limited managerial experience, weak promotion, scarce funding, and insufficient understanding of sustainability can prevent events from becoming part of a longer-term tourism strategy. When planning, impact assessment, and follow-up are minimal, the event may function only as a ceremony rather than as an instrument for tourism development. Tua Village has considerable cultural and social potential, but the same institutional and managerial constraints remain relevant to its effort to use events for rural tourism.

A Community Service (PKM) program previously introduced basic event-management, local-potential mapping, and tourism participation activities in Tua Village. The program suggested that residents could improve their understanding of event planning, but this practical experience had not been examined systematically as evidence of how community-run events contribute to sustainable tourism. Existing event and MICE literature is still dominated by urban, commercial, or large-scale settings, whereas rural-event studies often remain descriptive. Consequently, the link between capacity building and the creation of a locally grounded event-management system is still underdeveloped in the Indonesian tourism-village literature. This gap is important because sustainable rural tourism depends on local capability rather than visitor growth alone (Huang et al., 2023; Tong et al., 2024; Widawski et al., 2023).

Sustainable rural tourism seeks to maintain economic viability without separating tourism growth from social and environmental responsibility. In rural destinations, this means using tourism to create employment and income while preserving cultural identity, landscape

quality, and the natural resource base (Sasongko & Azzizi, 2024; Widawski et al., 2023). Empirical studies show that rural tourism can stimulate local economic activity (Auliah et al., 2025; Huang et al., 2023; L. Li et al., 2022), but these outcomes are more durable when collective action and social capital support community involvement. Participation can reinforce cultural identity and social cohesion (González-García et al., 2022; Tong et al., 2024) while community involvement in planning can increase local acceptance of tourism initiatives (Drobnjaković et al., 2022). Environmental sustainability also requires tourism practices that reduce ecosystem pressure and protect biodiversity (Saputro et al., 2023; Wang & Liu, 2024).

Accordingly, the performance of a tourism village should not be judged only from changes in visitor numbers. Sustainability also concerns whether the village can retain cultural values, maintain social cohesion, and protect environmental resources while generating acceptable economic benefits (Ariyani & Fauzi, 2023). Tourism products, including events, therefore need to be designed around local capacity and local limits rather than copied from destinations with different institutional conditions.

Community-Based Tourism (CBT) places residents at the center of tourism decisions and operations. Its basic principle is that local people should participate meaningfully in planning, implementation, and evaluation and should receive a fair share of the resulting benefits (Jackson, 2025; Quang et al., 2023; Sapkota et al., 2024). Under this approach, residents are not treated as scenery or labor inputs; they are expected to exercise managerial agency over tourism resources and activities.

Early participation improves the likelihood that tourism programs reflect local priorities. Community involvement in planning can protect local interests and make proposed activities more realistic (Hutnaleontina et al., 2022; Suhaila & Baijuri, 2024). Continued involvement during implementation gives residents responsibility for operational decisions and may strengthen ownership, cooperation, and commitment to cultural and environmental stewardship (Magboo-Campo, 2024; Muangasame & Tan, 2023; Ottaviani et al., 2023).

Empowerment within CBT also involves learning. Residents require knowledge, practical skills, confidence, and organizational experience if they are to manage tourism directly. Community events can provide a practical training environment because they require planning, teamwork, budgeting, communication, visitor interaction, and post-event reflection. Participation in such tasks can make managerial concepts tangible and locally relevant (Purnami et al., 2023). Collaboration during event preparation may also strengthen working relationships among community groups and reinforce the social networks needed for sustained tourism activity (Hartiningrum et al., 2024).

Events additionally create direct encounters between residents and visitors. These interactions can help communities understand visitor expectations while enabling tourists to experience local culture through the people who practice it. Such contact can produce both economic and experiential benefits (Usmonova et al., 2022). However, community events also expose weaknesses in finance, coordination, skills, and stakeholder trust, so participation alone does not guarantee effective management.

Capacity building is therefore necessary when communities are expected to coordinate multiple stakeholders and manage tourism products over time (Alamsyah & Rahaju, 2022; Fatimah et al., 2022; Mustakim & Hos, 2025). Training is most useful when it strengthens actual organizational routines rather than ending with one-off awareness activities. In that sense, events can serve simultaneously as tourism products and as laboratories for institutional learning within the village.

Event management in tourism can be understood as the coordinated process of designing, organizing, operating, and reviewing activities for a defined audience and purpose. Effective events can strengthen destination visibility, create memorable visitor experiences, and circulate spending through the local economy. Community-based events add another dimension because residents participate in the design and delivery of the experience and can retain greater control over cultural representation (Kabila et al., 2025; Prastyo et al., 2025). The challenge is that local organizers may have limited access to finance, formal event-management expertise, technology, or professional networks.

Most event-management research has been developed from festivals, conferences, and

other professionally organized events in urban settings. Rural events operate under different conditions: budgets are smaller, managerial roles are often voluntary, infrastructure is limited, and cultural relationships are more embedded in everyday village life. Event-management principles therefore need adaptation rather than direct transfer if they are to remain workable for tourism villages.

A community-based event is distinguished by local control over its design, organization, and implementation. In rural tourism, such events often draw on local rituals, arts, food, landscapes, and everyday practices. Their value lies not only in attracting visitors, but also in giving residents an operational role in tourism and strengthening their sense of ownership over the destination.

Research associates locally managed events with several economic benefits, including additional sales for small enterprises and short-term employment. Community involvement can expand local economic participation (Fauzi et al., 2024; Purnamawati et al., 2022; Sriwijaya et al., 2024), while event preparation and operation can create temporary work that would otherwise not exist (Fernández-Martínez et al., 2022). These benefits are important, but their magnitude depends on whether local businesses and workers are deliberately included in event design.

Events may also support cultural continuity, yet cultural use is not automatically sustainable. Poorly managed events can create conflict, fatigue among volunteers, environmental pressure, or the commercial distortion of local practices. For this reason, a community event needs organizational safeguards and sustainability criteria alongside its promotional objectives.

From a sustainable-tourism perspective, events can contribute economically, socially, culturally, and environmentally when they are designed around local priorities. Small-scale community events may increase local participation and economic circulation (Gkarane et al., 2025), but their contribution extends beyond visitor spending when they also reinforce local identity, community learning, and responsible use of shared resources.

The principal benefit of a sustainable event is therefore its ability to connect short-term activity with longer-term destination capacity. Environmentally responsible planning can reduce resource pressure, while public policy and institutional support can help communities balance economic objectives with conservation responsibilities (Hikma et al., 2025). The most effective event is not simply the event that attracts the largest audience, but the one that creates benefits without weakening the assets on which the village depends.

Events can also function as rehearsal spaces for destination governance. By organizing one event cycle, residents learn to coordinate visitor flows, allocate tasks, communicate with external partners, manage local products, and evaluate outcomes. Repetition can gradually convert this experience into organizational capability, making the village better prepared to manage tourism beyond the event itself.

The study addresses two related gaps. Conceptually, participation, event management, and sustainability are often discussed as separate subjects, even though village events require all three to function simultaneously. Empirically, few tourism-village studies show how training and community capacity can be converted into event routines that repeatedly produce economic, social, and cultural benefits. Tua Village offers an informative case because locally rooted tourism assets and previous capacity-building activities are present in the same setting.

The research therefore examined the contribution of community-based event management to sustainable rural tourism, identified the principal economic, social, and cultural effects reported by local stakeholders, and developed a model derived from the Tua Tourism Village case. The analysis also connects practical PKM experience with the scholarly discussion of MICE, community-based tourism, and rural destination management.

The principal contribution is a Community-Based Event Management Model that links four components within one recurring village-management cycle: local potential, community participation, event-management functions, and sustainability outcomes. The model treats events not merely as attractions but as organized settings for learning, empowerment, cultural transmission, and local economic activation. This configuration has received limited attention in Indonesian tourism-village studies and is intended as an adaptable framework rather than a fixed template.

METHOD

The research used a qualitative case-study design to investigate how community-based events were organized and how local stakeholders interpreted their contribution to rural tourism. A case-study approach was appropriate because the research question concerned processes and relationships in a specific institutional and cultural setting rather than statistical generalization. The analysis therefore focused on how local actors planned, delivered, and reviewed events and how these practices interacted with community resources and sustainability objectives.

Tua Village, Marga District, Tabanan Regency, Bali, was selected purposively as the case location. The village combines cultural and social tourism assets with previous PKM activities related to tourism and event-management capacity. This combination provided an information-rich setting for examining how practical capacity-building experience could be translated into locally managed tourism events.

Four instruments guided data collection: a semi-structured interview guide on participation, management stages, benefits, constraints, and sustainability; an observation guide covering stakeholder roles, event processes, visitor-community interaction, and use of local resources; an FGD guide used to compare and validate collective interpretations; and a document-review matrix for relevant village and event records.

Twenty-two informants were selected purposively because they had direct knowledge of tourism or event organization in the village. They represented village officials and community leaders involved in decisions, tourism-village/Pokdarwis managers, and community groups such as youth, arts groups, and MSME actors involved in delivery. The sample was designed to capture role diversity rather than statistical representativeness. Because no formal saturation log was maintained, the study does not claim formal theoretical saturation.

The analysis was iterative. First, interview, FGD, observation, and documentary material was reviewed and assigned initial codes. Second, related codes were consolidated into broader categories concerning participation, economic effects, cultural functions, and management constraints. Third, the emerging categories were compared across data sources and stakeholder groups to identify agreement and divergence. Finally, the themes were refined and interpreted in relation to CBT, event-management, and sustainable-rural-tourism concepts, leading to the four-theme structure and the proposed model.

Evidence was obtained through in-depth interviews, participant observation, focus-group discussions, and document review. Credibility was strengthened by comparing information across stakeholder groups and across collection techniques. During analysis, coded material was repeatedly checked against the source evidence, and theme boundaries were reviewed to reduce interpretive inconsistency.

RESULTS AND DISCUSSION

Results

The findings were organized into four themes: community participation, local economic opportunity, cultural continuity, and management constraints linked to model development. Evidence came from village officials, Pokdarwis, community leaders, organizers, youth groups, MSMEs, arts groups, and other residents who participated in tourism activities. The results first summarize the recurring empirical patterns and then interpret their implications for community-based tourism and sustainable event management.

Across the data, four patterns recurred. Participation appeared through collective planning, operational role sharing, and evaluation. Economic effects were reflected in MSME selling opportunities and temporary employment. Cultural effects were visible in the presentation and intergenerational transmission of local practices. Management constraints centered on limited skills, finance, digital promotion, and SOPs. The common analytical finding was that local assets produced broader sustainability benefits only when community participation was organized through explicit event-management functions.

Discussion

The four themes are analytically connected rather than independent. Village events

became useful not simply because they attracted visitors, but because they created a practical setting in which residents could make decisions, mobilize products and cultural resources, coordinate tasks, and learn management routines. This process-oriented interpretation explains why participation and management quality are central to the sustainability of community events.

Community Participation in Community-Based Event Management

Participation was reported at the planning, implementation, and evaluation stages. Village meetings brought together officials, Pokdarwis, community leaders, youth, MSMEs, and arts groups. Event ideas were commonly linked to the promotion of local culture and visitor attraction, while operational responsibilities were distributed according to community capacity: youth groups supported field operations and digital promotion, cultural groups handled performances, and MSMEs supplied local products. Participation therefore involved shared decisions and role execution rather than attendance alone. This supports the CBT literature on ownership and local capability (Hartiningrum et al., 2024; Purnami et al., 2023; Tong et al., 2024) and adds a process perspective by locating participation within a repeated event cycle.

For policy, the implication is that participation should not be measured only by head counts. A stronger indicator is whether residents have real decision authority, clearly defined responsibilities, access to relevant training, and a formal role in evaluating the event after implementation.

Events as an Instrument for Local Economic Empowerment

The economic theme was expressed through additional selling opportunities for local MSMEs and temporary work for village youth during event periods. Informants reported stronger sales of food, crafts, and other village products than on ordinary days, but the study did not collect standardized turnover data and therefore cannot estimate a causal income effect. The findings are better interpreted as evidence that events can activate a local market when MSMEs are deliberately incorporated into event design. This interpretation is consistent with studies linking community tourism and small events with employment and income opportunities (Auliah et al., 2025; Fernández-Martínez et al., 2022; Gkarane et al., 2025).

Events as a Medium for Preserving Local Culture

Cultural benefits were visible in the use of traditional dance, gamelan, local cuisine, and customary practices within village events. Community and customary leaders also described greater involvement of younger residents in learning and presenting these traditions. Event preparation therefore served not only as cultural display for visitors but also as a mechanism for transmitting cultural knowledge within the community. This complements studies on cultural-landscape protection and authentic visitor interaction (Rohimah et al., 2024; Usmonova et al., 2022; Zuo et al., 2022). The finding also suggests an important condition: cultural benefits are stronger when residents retain authority over what is presented and how it is interpreted.

Challenges and Models of Community-Based Event Management for Sustainable Rural Tourism

The fourth theme concerned organizational weaknesses that limit continuity. Event-planning, budgeting, risk-management, and evaluation skills were unevenly distributed. Financing remained dependent on periodic village allocations or sponsors. Digital promotion was concentrated among a small number of actors, and the absence of formal SOPs meant that experience was often stored in individuals rather than institutional routines. These weaknesses make each new event vulnerable to staff turnover and fragmented knowledge transfer.

For use in other villages, the model can be operationalized through four practical steps: identify locally controlled assets and community capabilities; establish a participatory organizing structure with explicit authority and accountability; document planning, operations, promotion, risk, and evaluation procedures; and assess economic, social, cultural, and environmental outcomes before the next event cycle. These steps should be adjusted to each village's institutional resources and cultural context.

The resulting Community-Based Event Management Model links four stages: Local

Potential (culture, traditions, and community resources), to Community Participation (planning, implementation, and evaluation), to Event Management (planning, organizing, actuating, and controlling), to Sustainability Outcomes (economic, social, and cultural). Feedback from the outcome stage returns to the next planning cycle, making the model iterative rather than linear. Its contribution is to show how community assets become sustainable tourism outcomes only after they are mobilized through participatory organization and formal management routines.

CONCLUSION

The study shows that community-based event management in Tua Tourism Village can connect local assets with community empowerment and sustainable rural tourism when participation is converted into structured management practice. The evidence indicates four mutually reinforcing functions: residents participate in decisions and operations, MSMEs and local workers gain temporary economic opportunities, cultural practices are reproduced through intergenerational involvement, and event cycles expose the managerial capabilities that need strengthening. The proposed model synthesizes these functions into an iterative pathway from local potential to participation, event management, and sustainability outcomes.

For village governments and tourism managers, the main implication is to institutionalize community roles rather than rely on ad hoc volunteerism. Priority actions include strengthening event-management competencies, preparing usable SOPs, diversifying financing, improving digital promotion, integrating MSMEs into event design, and evaluating social, cultural, economic, and environmental outcomes after each event. Because this is a single qualitative case study and no standardized economic-impact data were collected, the model should be treated as a context-grounded framework that requires adaptation and further testing in other tourism villages.

ACKNOWLEDGEMENT

The authors thank the Tua Village Government, tourism-village and Pokdarwis managers, community and customary leaders, youth organizations, MSME actors, arts groups, and residents who contributed information and access during the study. The authors also acknowledge the institutional support of Politeknik Pariwisata Bali.

AUTHOR CONTRIBUTION STATEMENT

I Nengah Wirata, I Putu Esa Widaharthana, Luh Putu Citrawati, IGA Ratih Asmarani, and Nugraha Sinaga contributed collaboratively to the study conception, qualitative design, field-data collection, analysis, interpretation, and development of the community-based event-management model. All authors participated in drafting and critically revising the manuscript and approved the final version for publication.

REFERENCES

- Alamsyah, M. F., & Rahaju, T. (2022). Pengembangan Kampung Kreasi Ekowisata Berbasis Pemberdayaan Masyarakat (Studi Pada Kampung Kreasi Kelurahan Sidokumpul, Kabupaten Gresik). *Publika*, 10(2), 585–594. <https://doi.org/10.26740/publika.v10n2.p585-594>
- Ariyani, N., & Fauzi, A. (2023). Pathways Toward the Transformation of Sustainable Rural Tourism Management in Central Java, Indonesia. *Sustainability*, 15(3), 2592. <https://doi.org/10.3390/su15032592>
- Auliah, A., Prayitno, G., Ari, I. R. D., Adrianto, D. W., Subagiyo, A., Biloshkurska, N. V., & Ismaili, H. (2025). The Role of Community Social Capital and Collective Action in the Development of Sustainable Tourism. *International Social Science Journal*, 75(256), 311–325. <https://doi.org/10.1111/issj.12554>
- Drobnjaković, M., Panić, M., Stanojević, G., Doljak, D., & Kokotović Kanazir, V. (2022). Detection of the Seasonally Activated Rural Areas. *Sustainability*, 14(3), 1604. <https://doi.org/10.3390/su14031604>
- Fatimah, T., Dewi, F. I. R., & Setyaningsih, E. (2022). Pengembangan Destinasi Wisata Desa Giritengah Untuk Mewujudkan Pariwisata Berkelanjutan. *Jurnal Muara Sains, Teknologi, Kedokteran Dan Ilmu Kesehatan*, 6(2), 271–280.

- <https://doi.org/10.24912/jmstkik.v6i2.23011>
- Fauzi, D., Yulfi, M. R. N. A., & Indriani, I. (2024). Event-Based Optimization of Tourism at Pasir Padi Beach, Pangkalpinang City. *International Journal of Magistravitae Management*, 2(1), 1–12. <https://doi.org/10.33019/ijomm.v2i1.27>
- Fernández-Martínez, A., Cabello-Manrique, D., Roca-Cruz, A. F., & Nuviala, A. (2022). The Influence of Small-Scale Sporting Events on Participants' Intentions to Recommend the Host City. *Sustainability*, 14(13), 7549. <https://doi.org/10.3390/su14137549>
- Ferreira, D., & Martín, J. M. S. (2022). Agricultural Landscapes as a Basis for Promoting Agritourism in Cross-Border Iberian Regions. *Agriculture*, 12(5), 716. <https://doi.org/10.3390/agriculture12050716>
- Gkarane, S., Kavoura, A., Vassiliadis, C., Kotzaivazoglou, I., Fragidis, G., & Vrana, V. (2025). The Role of Organizers in Advancing Sustainable Sport Tourism: Insights From Small-Scale Running Events in Greece. *Sustainability*, 17(14), 6399. <https://doi.org/10.3390/su17146399>
- González-García, R. J., Martínez-Rico, G., Bañuls-Lapuerta, F. A., & Calabuig, F. (2022). Residents' Perception of the Impact of Sports Tourism on Sustainable Social Development. *Sustainability*, 14(3), 1232. <https://doi.org/10.3390/su14031232>
- Hartiningrum, C. Y., P, A. W., Paflefi, A. R., Islami, A. A. F., Suherman, D., Herdiana, H., Fikri, L. A., Zakaria, M., Jannah, M., Hidayah, N., Rolena, N., Saputri, R. F., Padilah, R., Fauzi, S., & Agustina, S. D. (2024). Pelatihan Pemandu Wisata Dan Pemberdayaan Masyarakat Melalui Pengembangan Desa Wisata Sutoman (Sustainable Tourism Mandalagiri) Kecamatan Leuwisari Kabupaten Tasikmalaya. *Jurnal Kreativitas Pengabdian Kepada Masyarakat (PKM)*, 7(1), 339–348. <https://doi.org/10.33024/jkpm.v7i1.12838>
- Hikma, N., Jasman, J., Bakty, A. F. M. A., & Widjaja, H. R. (2025). Horse Racing Event as a Strategy in Implementing Community-Based Tourism. *Proceeding International Conference on Tourism and Communication*, 1(1), 99–110. <https://doi.org/10.33649/ictc.v1i1.557>
- Huang, J.-C., Wang, J., Nong, Q., & Xu, J. (2023). Using a Modified DANP-mV Model to Explore the Improvement Strategy for Sustainable Development of Rural Tourism. *Sustainability*, 15(3), 2371. <https://doi.org/10.3390/su15032371>
- Hutnaleontina, P. N., Bendesa, I. K. G., & Yasa, I. G. W. M. (2022). Correlation of Community-Based Tourism With Sustainable Development to Improve Community Welfare: A Review. *International Journal of Applied Sciences in Tourism and Events*, 6(2), 183–193. <https://doi.org/10.31940/ijaste.v6i2.183-193>
- Jackson, L. A. (2025). Community-Based Tourism: A Catalyst for Achieving the United Nations Sustainable Development Goals One and Eight. *Tourism and Hospitality*, 6(1), 29. <https://doi.org/10.3390/tourhosp6010029>
- Kabila, R. M., Selvalakshmi, M., & Sivakumar, V. J. (2025). The Chithirai Festival in Madurai: Applying the Event Triangle for Enhanced Destination Product Management. *Event Management*, 30(1), 101–119. <https://doi.org/10.3727/152599525x17483017437002>
- Li, L., Ye, X.-J., & Wang, X. (2022). Evaluation of Rural Tourism Carrying Capacity Based on Ecological Footprint Model. *Wireless Communications and Mobile Computing*, 2022, 4796908. <https://doi.org/10.1155/2022/4796908>
- Li, W. Z., & Zhong, H. (2022). Development of a Smart Tourism Integration Model to Preserve the Cultural Heritage of Ancient Villages in Northern Guangxi. *Heritage Science*, 10(1), 91. <https://doi.org/10.1186/s40494-022-00724-3>
- Liu, Y.-L., Chiang, J.-T., & Ko, P.-F. (2023). The Benefits of Tourism for Rural Community Development. *Humanities and Social Sciences Communications*, 10(1), 137. <https://doi.org/10.1057/s41599-023-01610-4>
- Magboo-Campo, C. (2024). Perception and Acceptability of Rice Cake Vendors on Community-Based Tourism (CBT) in Naujan, Oriental Mindoro. *American Journal of Tourism and Hospitality*, 2(1), 8–26. <https://doi.org/10.54536/ajth.v2i1.2420>
- Muangasame, K., & Tan, E. (2023). Phygital Rural Cultural Heritage: A Digitalisation Approach for Destination Recovery and Resilience. *Worldwide Hospitality and Tourism Themes*, 15(1), 8–17. <https://doi.org/10.1108/whatt-08-2022-0096>
- Mustakim, A., & Hos, J. (2025). Kajian Literatur Strategi Pemberdayaan Komunitas Pengelola Wisata Dalam Mendukung Keberhasilan Desa Wisata. *Journal of Islamic Tourism Halal Food*

- Islamic Traveling and Creative Economy*, 5(1), 53–64. <https://doi.org/10.21274/ar-rehla.v5i1.10824>
- Ottaviani, D., Demiröz, M., Szemző, H., & De Luca, C. (2023). Adapting Methods and Tools for Participatory Heritage-Based Tourism Planning to Embrace the Four Pillars of Sustainability. *Sustainability*, 15(6), 4741. <https://doi.org/10.3390/su15064741>
- Prastyo, R. E., Wisadirana, D., Rozuli, A. I., & Hakim, M. L. (2025). Tourism and Economic Development in Cultural Festival Based on a Successful Event in Cempluk Village. *Jurnal Aplikasi Manajemen*, 23(1), 44–62. <https://doi.org/10.21776/ub.jam.2025.023.1.03>
- Purnamawati, I. G. A., Jie, F., & Hatane, S. E. (2022). Cultural Change Shapes the Sustainable Development of Religious Ecotourism Villages in Bali, Indonesia. *Sustainability*, 14(12), 7368. <https://doi.org/10.3390/su14127368>
- Purnami, W., Utama, W. G., & Gangkur, F. (2023). Aksi Adaptasi Perubahan Iklim Melalui Pengembangan Desa Wisata Budaya Pada Permukiman Tradisional. *JMM (Jurnal Masyarakat Mandiri)*, 7(5), 4837–4847. <https://doi.org/10.31764/jmm.v7i5.17232>
- Quang, T. D., Nguyen, Q. X. T., Nguyen, H. V., Dang, V. Q., & Tang, N. T. (2023). Toward Sustainable Community-Based Tourism Development: Perspectives From Local People in Nhon Ly Coastal Community, Binh Dinh Province, Vietnam. *PLOS ONE*, 18(10), e0287522. <https://doi.org/10.1371/journal.pone.0287522>
- Rahman, A. Z., Pradana, A. E., & Rakhma, N. A. (2025). Sustainable Tourism Development in Glawan Village: Balancing Infrastructure Growth and Environment Through Local Governance. *IOP Conference Series: Earth and Environmental Science*, 1537(1), 12001. <https://doi.org/10.1088/1755-1315/1537/1/012001>
- Rohimah, R., Anom, I. P., Sudiarta, I. N., & Suardana, I. W. (2024). Management of Kemiren Tourist Village Based on Culture in Banyuwangi Regency. *Environment-Behaviour Proceedings Journal*, 9(30), 145–152. <https://doi.org/10.21834/e-bpj.v9i30.6210>
- Sapkota, K. P., Palamanit, A., Techato, K., Gyawali, S., Ghimire, H. P., & Khatiwada, B. (2024). The Role of Local Community in Enhancing Sustainable Community Based Tourism. *Journal of Electrical Systems*, 20(7s), 558–571. <https://doi.org/10.52783/jes.3360>
- Saputro, K. E. A., Hasim, H., Karlinasari, L., & Beik, I. S. (2023). Evaluation of Sustainable Rural Tourism Development With an Integrated Approach Using MDS and ANP Methods: Case Study in Ciamis, West Java, Indonesia. *Sustainability*, 15(3), 1835. <https://doi.org/10.3390/su15031835>
- Sasongko, I., & Azzizi, V. T. (2024). Sustainable Tourism as a Strategic Rural Development: A Case Study in Indonesia. *KnE Social Sciences*, 9(10), 248–267. <https://doi.org/10.18502/kss.v9i10.15731>
- Sheeba, T., Nanda, S., Rampal, S., Govindaraj, M., Kumar, S., & Prakash, O. (2025). Analysing the Role of Cultural Festivals in Promoting Rural Tourism and Community Development. *Multidisciplinary Science Journal*, 7, e2025ss0313. <https://doi.org/10.31893/multiscience.2025ss0313>
- Sriwijaya, R. R. A., Sutanto, C. L. V., Ramadhani, M. F., & Hafidz, S. A. (2024). Pariwisata Berbasis Komunitas Sebagai Penggerak Sosial-Ekonomi Masyarakat Lokal: Strategi Pembangunan Ekowisata Bahari Di Pulau Liki, Papua. *Jurnal Pengabdian, Riset, Kreativitas, Inovasi, Dan Teknologi Tepat Guna*, 2(1), 128–140. <https://doi.org/10.22146/parikesit.v2i1.9555>
- Suhaila, R., & Baijuri, R. H. T. (2024). Implementation of Religious and Cultural Tourism Development Policies in Penyengat Island. *Indonesian Tourism Journal*, 1(2), 93–101. <https://doi.org/10.69812/itj.v1i2.28>
- Tong, J., Li, Y., & Yang, Y. (2024). System Construction, Tourism Empowerment, and Community Participation: The Sustainable Way of Rural Tourism Development. *Sustainability*, 16(1), 422. <https://doi.org/10.3390/su16010422>
- Usmonova, G., Alieva, D., & León, C. J. (2022). Yurt Invited: Combining Tourists and Stakeholders Perceptions of Sustainable Community-Based Tourism in Central Asia. *Sustainability*, 14(13), 7540. <https://doi.org/10.3390/su14137540>
- Wang, X., & Liu, Q. (2024). Research on Environmental Protection of Rural Ecotourism Based on PSR Model. *International Journal of E-Collaboration*, 20(1), 1–15. <https://doi.org/10.4018/ijec.343094>

- Widawski, K., Krzemińska, A., Zaręba, A., & Dzikowska, A. (2023). A Sustainable Approach to Tourism Development in Rural Areas: The Example of Poland. *Agriculture*, 13(10), 2028. <https://doi.org/10.3390/agriculture13102028>
- Wijijayanti, T., Salleh, N. H. M., Hashim, N. A., Saukani, M. N. M., & Abu Bakar, N. A. B. (2023). The Feasibility of Rural Tourism in Fostering Real Sustainable Development in Host Communities. *Geojournal of Tourism and Geosites*, 46(1), 336–345. <https://doi.org/10.30892/gtg.46137-1031>
- Zuo, D., Li, C., Lin, M., Chen, P., & Kong, X. (2022). Tourism, Residents Agent Practice and Traditional Residential Landscapes at a Cultural Heritage Site: The Case Study of Hongcun Village, China. *Sustainability*, 14(8), 4423. <https://doi.org/10.3390/su14084423>