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Mapping The Potential Creative Tourism Based Community to Build Creative Experience in Gianyar Regency

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A B S T R A C T

Gianyar regency has a diverse culture and crafts as one of authentic tourism attraction. This study aims to map the creative tourism potential in accordance with the distinction of the artisan village in Gianyar regency. Creative tourism development in Gianyar is very important because in addition to improving the welfare of local communities, creative tourism also provides a focus on preserving cultural heritage and minimizing the exploitation of existing resources because the goal of tourists is to learn the culture of local communities to gain creative experiences in creative destination. This study solely examined the tourism potential of 14 creative tourism village that had been identified by the government tourism office have creative potential to support promote Gianyar district as a World Craft City in 2023. In this study, a qualitative approach, checklist of observations was also made in each creative tourism village along with interviews with informants from the Gianyar Regency Tourism Office and village head. Each village's uniqueness and characteristics can be displayed by the development of creative ideas in packaging tourism potential as attractiveness and also other potential to support the main characteristic of the village to create branding of each village. Gianyar needs to market its tourist villages because the tourism potential of many of the villages is essentially comparable, so branding is necessary to each village to create their own identity and have competitiveness. Mapping of natural, cultural and arts made possibilities can be used to ascertain a village's identity. Based on finding from 14 creative tourism villages in Gianyar regency, it is possible to focus on expanding tourism potential in general while also creating creative tourism such as: Development of a Creative Tourism Village based on the crafts Industry, Development of Gastronomy-based Creative Tourism Villages, Development of a creative tourism village based on performing arts, Development of Nature-based Creative Tourism Villages. The development of creative tourism village in Gianyar can be done by highlighting the characteristics and uniqueness of each village to branding the village as a creative tourism village. The branding strategy can be implemented through a visual storytelling model in the form of photos and videos related to the activity and environment of each village that can be uploaded on social media.



A. INTRODUCTION

Creative tourism is a special interest tour that involves the active role of local communities in its management and development. Changes in tourism trends from mass tourism that lead to quality tourism in the context of its sustainability automatically require a tourism destination not only to focus on the economic factors obtained but also to pay attention to the impacts that will arise. Every tourist destination is currently very competitive and offers its own advantages starting from natural, artificial and cultural tourism potential that can attract tourists and be able to provide memorable experiences. Creative tourism development is a tourism activity that highlights the uniqueness and potential of an area that involves the active participation of tourists. For example, Kasongan tourism village develops creative tourism based on the business pattern of the creative craft industry, where tourism plays an important role in providing added value that ultimately exceeds the value of the business or craft industry itself. (Swesti et al., 2020). Collaboration between tourists and local communities as hosts in order to provide creative experiences for tourists. Creative tourism packaging in the form of tourist activities and attractions through creative resources in the active participation and passive activities of tourists, for example sightseeing, can contribute to building creative tourist experiences. (Li & Kovacs, 2021). Changing tourist habits are starting to become active seekers for new and exciting experiences (Zatori et al., 2018).

One of the tourism potentials that can be developed as creative tourism is crafts. The handicraft subsector of the creative industry serves as the foundation for the creative tourist development model, where tourism serves as an additional value that enables the commercial value to surpass the business or craft industry itself. The construction of sustainability in the tourism industry especially for craft industry through the use of creative tourism development (Swesti et al., 2020).

One of the districts in Bali which has quite a diverse history of crafts is in Gianyar district. Several areas of creative tourism that are often offered as one of the tourist attractions that attract active participation from tourists that have developed in Gianyar district include: traditional Balinese food cooking classes, arts related classes for painting, dancing, carving, making crafts which are cultural specialties. The potential for developing creative tourism exists in Gianyar district with the unique characteristics of each village such as silver crafts, a center for sandstone carving, painting, wood carving, dance and gastronomy. The successful development of creative tourism in tourism village depends on three basic aspects such as external support, leadership and entrepreneurship. (Ginting et al., 2023)

This research aims to assess the potential of creative tourism by leveraging the unique craft villages within Gianyar Regency. Conducted in 2023, the study focused on 14 specific villages previously identified for their creative potential, intending to explore their capacity to support Gianyar regency designation as a World Craft City. By comprehensively mapping the conditions and unique potentials of these creative tourism villages across different regions, this research strives to contribute to the development of tailored creative tourism initiatives. Such as initiatives aim to not only to harness the tourism potential but also to safeguard and promote the cultural heritage of each village, fostering sustainable development while preserving their distinct cultural identities (Lestari et al., 2023).

B. METHOD

This research uses a descriptive method with a qualitative approach, with analysis and collecting data primary and secondary. Qualitative researcher gets the data through looking at documents, observing behavior, and discuss with the subjects. The researchers are the ones who actually gather and analyze the data and interpret it (Creswell, 2004). Direct observation in every village with creative tourism potential owned by each region both as main and supporting tourism in Gianyar regency. In addition, in-depth interviews were also conducted with informants from the Gianyar Regency Tourism Office, interviews in each village and a checklist of observations in each creative tourism village mapping area of Gianyar Regency in 2023. The acquired data analyze using qualitative descriptive with consideration spatial approaches, tourism features, the amount of tourism potential, and the distribution of possible tourist attraction in Gianyar regency. The four-stage data analysis process includes data gathering, data reduction, data presentation, and verification by Miles and Huberman's model analysis methodologies. The first thing to do in Miles and Huberman's model analysis methodologies is data collection obtained from observation, interview and documentation. Second, data reduction in this study is to select every data obtained from observations, interviews, and documentation, then process and focus all raw data according to the relevance of the research objectives. The data presented and discussed based on literature reviews related to the topics of this research, then finally draw conclusions. The validity of the data was carried out through source and method triangulation.

C. RESULTS AND DISCUSSION

Gianyar Regency which is one of the cultural tourism destinations and is known as a handicraft city in Bali. Along with this, many tourist villages have developed in several areas in the Gianyar district. several tourist villages adopt the concept of creative tourism to package the uniqueness of the village and the attractions that can be offered to tourists. Even so, tourist villages in Gianyar district that adopt creative tourism have not developed optimally, this is due to a lack of understanding by managers, in this case the community, about the concept of creative tourism itself so that it can be applied to the potential of each village. Creative tourism indicators consist of tourism products based on local potential that offer unique experiences and interactions with local communities, so tourist villages can be developed with the concept of creative tourism. The creative economy in Gianyar district has not been exploited optimally so it is necessary to develop village potential which has a positive impact on the local community's economy. In order to maximize the creative economy in Gianyar district, one of which is through the tourism sector, the Gianyar district government, through the Tourism Office, is mapping 42 tourist villages in Gianyar district. Based on data from the Gianyar district Tourism Office, in 2023, initial mapping activities were carried out regarding the potential of creative tourism villages and 14 villages from 7 sub-districts in Gianyar district were determined to be focused on as creative tourism villages at this initial stage. The 14 villages designated as bases for the Balinese culture-based creative economy in Gianyar district include: Gianyar sub-district (More village and Beng sub-district), Blahbatuh sub-district (Bona village and Belega village), Sukawati sub-district (Ketewel village and Batuan village), Tampaksiring sub-district (Manukaya village and Tampaksiring village), Tegalalang sub-district (Kenderan village and Kedisan village), Ubud sub-district (Kedewatan village and Ubud sub-district), and Payangan sub-district (Melinggih village and Bresela village).

Table 1. Development of Creative Tourism Destinations based on mapping creative tourism potential in 14 creative tourism villages in 7 sub-districts in Gianyar district.

No	Creative tourism village in Gianyar Regency	Main tourism potential that can be developed	Existing condition of the attraction or tourist attraction
1.	Lebih villages	Marine and culinary tourism	<ul style="list-style-type: none"> The beauty of the black sand beach Lebih typical beach seafood culinary Fishing, water surfing There are more Fishery Festivals

2.	Beng Village	Natural beauty	<ul style="list-style-type: none"> Kanto Lampo Waterfall Typical Gianyar culinary delights Barong t-shirt creative industry
3.	Bona Village	Palmyra woven crafts (ental) and culture	<ul style="list-style-type: none"> Palm leaf woven crafts (ental) Edutourism in making woven palm leaves Cak Bona dance
4.	Belega village	Bamboo handicraft center	<ul style="list-style-type: none"> Bamboo craft souvenirs Edu tourism related to making bamboo crafts
5.	Ketewel Village	Marine tourism	<ul style="list-style-type: none"> The beauty of Ketewel black sand beach Culinary tour of traditional Ketewel food
6.	Batuan Village	Art and culture	<ul style="list-style-type: none"> The cultural heritage site of Pura Desa and Pura Puseh, Batuan traditional village Painting typical of the Batuan style as an intangible cultural heritage
7.	Manukaya Village	Culture	<ul style="list-style-type: none"> Tirta Empul Temple (cultural heritage) Spiritual tourism Agrotourism
8.	Tampak Siring Village	Nature and culture	<ul style="list-style-type: none"> Gunung Kawi Temple (cultural heritage) Agrotourism Spiritual tourism
9.	Kenderan Village	Nature and culture	<ul style="list-style-type: none"> Archaeological sites: Nekara and sarcophagus, eleven beji and three castles Mekung tradition Ngarang tirta Ening In-situ attractions parade "Mepeed" The living culture festival
10.	Kedisan Village	Nature and culture	<ul style="list-style-type: none"> Trekking in the rice fields Garuda sculpture
11.	Kedewatan Village	Nature and culture	<ul style="list-style-type: none"> Rafting tourist attractions Natural beauty in the form of rivers and rice fields Dedari Park
12.	Ubud Village	Culinary, Arts and Culture	<ul style="list-style-type: none"> Culinary festivals such as: Ubud and Beyond festival, Ubud Food

			Festival, and Ubud Royal Weekend
13.	Melinggih Village	Nature, tradition and culture	<ul style="list-style-type: none"> • Moon Shower in Kembang Kuning Subak • Murwa Bhumi Temple, Sukamerih Temple • Jero Pengaji Payangan Art and Culture Center: Performances of dance, percussion, painting, sculpture, carving, • Fruit agrotourism • Rafting • Fruit market
14.	Bresela Village	Spiritual tourism, Carved tray crafts (Dulang)	<ul style="list-style-type: none"> • Cooking class • Tracking area • Pelukatan Nataran Jeruk

Source: processed data (2023)

Based on the potential mapping table above, it can be explained that the potential of the creative tourism village in Gianyar district leads to the potential for arts and culture, gastronomy, crafts and natural beauty.

The creative tourism village development activities carried out in Gianyar district do not only focus on the number of tourist visits, but are related to quality tourism that can contribute directly to the welfare of local communities. Today's tourist desire to share their actions in order to actualize themselves, therefore a tourist site needs to be able to provide experiences, memories and testimonials. Based on the table of tourism potential of 14 villages in Gianyar district and the existing conditions of the attractions offered by each village, the concept of developing a creative tourism village can be summarized based on the unique tourism potential and types of creative economy found in Gianyar district as follows.

1. Craft-based Creative Tourism Village Development

One of the characteristics of the Gianyar district is that in terms of craft art, craft art in Gianyar district is very closely related to the tourism industry. the availability of raw materials as well as the creativity and innovation of the handicraft industry players in Gianyar regency are one of the factors for this industry to progress and develop. Almost every region in Gianyar district has its own regional craft industry. Gianyar craft products are known for their handmade results and make this an added value and product characteristic so they can compete in the international market. In connection with the development of regional tourism, this potential is directed towards its development in the form of creative tourism which leads to education and is supported by highlighting the cultural potential of each village as

unique. Creative industry products in supporting the tourism sector are required to be able to display the characteristics and uniqueness of a region so as to create an image of a village or area that can attract tourists. The development of tourism through the role of the creative industry can provide experiences and learning for tourists as well as for the community to increase awareness and pride in their cultural heritage. The current tourism trend is tourism products that have a touch of art and tradition sourced from local culture. The elaboration techniques, the knowledge needed and acquired, the identification of the transmission which contribute to the knowledge and the presentation of the tourist experiences which are carried out with crafts in Gianyar are the foundation of the potential creative tourism from artistic craft as a strategy. As for the obstacles and challenges faced by the community in the development of several craft-based creative tourism villages among others in terms of financial capital, intellectual property right of the crafts, less supportive infrastructure and in terms of human resources that do not all have the same skills.

So that developing a craft-based creative tourism village is not too difficult to implement in Gianyar regency, provided that there must be support and collaboration from all aspects such as government, stakeholders, academics, society and the media. One of the developments of tourist attractions as well as a form of community concern for their cultural heritage is through the development of village infrastructure with museums and regeneration in continuing skills in making craft products typical of their respective regions related to their sustainability through the use of innovation and technology without reducing the meaning and characteristics. These crafts are made as a long term good, and the original purpose is influenced by social and cultural factors. Furthermore because handicrafts contribute to preserve and revitalize cultural heritage, it is essential to develop programs that spread awareness of this activity (Mora Forero & Nieto Mejía, 2023). Basically, the potential of unique destinations that would enhance the traditional and historical handicrafts produced by each tourism village in Gianyar regency.

2. Gastronomy-based Creative Tourism Village Development

Gastronomy is a cultural component related to food. In short, gastronomy is related to the art or science of food and drink. Gastronomic tourism is a special interest tourism that allows tourists to come to a special tourist destination to enjoy certain culinary delights according to the origin and characteristics of a region. One of the gastronomy-based creative tourism that can be developed by directly involving tourists in the process of processing food into a dish through cooking class activities. This cooking class has developed a lot in the Ubud area. This cooking class concept can be applied and developed in other creative tourism villages such as: Sangat village,

Kenderan village and Tampaksiring village. This creative tourism attraction through cooking classes can be used as the main tourism support activity for creative tourism villages in Gianyar district. Apart from that, related to gastronomic tourism, tourist attractions can be developed through organizing events or food festivals. The event or food festival activities that are held are related to regional culinary specialties and traditional Balinese food which can be introduced to tourists. Apart from that, the event or food festival can be supported by arts and cultural performances of the local community. So that cooking class activities and holding food festivals in the future can increase gastronomic tourism for tourists interested in local cuisine in Gianyar district. The development of a creative tourism village based on gastronomy cannot be used as the main attraction of the village, but can support and provide the uniqueness of a destination through the local food served. The development of local food as a tourism product will automatically provide economic opportunities and impacts for the community. But in other hand there is some obstacles and challenges in terms of food safety and health standards, marketing, promotion and communication skill for the tutor. Related to the development of tourism through gastronomy, it can be done through co creation between the community and public sector, providing information related to the history of a region and creating collective intelligence regarding the local food of each region (Emmendoerfer et al., 2023). Based on that develop the tourist attraction in each tourism village can be done by create the creative placemaking the traditional food such as traditional market. For the history of the traditional food can be added the explanation during the cooking class activities or displaying traditional food at tourism event in digital visual with creative content. Based on it the focus is in the effectiveness of service rather than competition or profit, the concept of coproduction is more closely to the framework of the public domain.

3. Development of a Performing Arts-based Creative Tourism Village

A form of public art with a focus on place specificity (projects that are only relevant to a particular location and its local culture), collaboration (generally between artists, public or nonprofit arts organizations and local community development organizations) and participation (involvement of the public or community in the creation of the art). For creative place-making, community development typically takes one of three forms: economic development, which is most frequently desired, though metrics are a bit hazy with ideas of “revitalization” or “beautification” (Crisman, 2022). Creative tourism based on the arts the participation of tourist which frequently builds social capital and fosters civic engagement or building cultural infrastructure by showcasing and preserving local culture, expanding

access and capacity for the arts and creating new arts spaces.

Performing arts is included in the creative industry sub-sector in Gianyar district because it is part of the richness and diversity of arts and traditions of each region in Gianyar district. These performing arts products in existing conditions that occur in each region sometimes do not stand alone but are combined in an event package offered in a tour package. In its development, this performing art has not only become a spectacle for tourists, but has also become an attraction for tourists to learn art and dance in every area they have visited in Gianyar district. Commercialized performing arts include traditional dance performances and/or dance learning classes for foreign tourists. The development of performance-based creative tourism villages also has challenges related to the impact of the emergence of cultural commodification that occurs with the interaction with tourist. However, with the commercialization of performing arts which are part of the tradition and culture of society, it is necessary to monitor and limit what can be commercialized so that does not become a boomerang for the original culture of the community in the future. It is necessary to anticipate or prevent the impact that will be caused by the existence of these tourism activities. In overcoming this, it is necessary to anticipate in the form of clear regulations to regulate the limits of collaboration in the performing arts so as not to eliminate the performing arts that are characteristic of Balinese culture.

4. Nature-based Creative Tourism Village Development

According to UNWTO, travelers are becoming more attracted to different tourism typologies (mainly rural or nature based), because they look for less crowded places with outdoor spaces (Castanho et al., 2023).

Based in the table, several mapping tourist villages in Gianyar district have major tourism potential based on natural beauty which offers natural beauty in the form of beaches, waterfalls and rice fields (subak). Broadly speaking, villages that have the main tourism potential in the form of natural beauty can be supported by the development of creative tourism potential. related to the competitiveness and authenticity of the tourism potential that villages have in developing creative tourism villages, it is necessary to map creative tourism potential originating from the development of cultural tourism products that are characteristic of each village. The development of nature-based creative tourism villages can be carried out through the potential of natural resources or from the people's livelihoods. Tourists can be directly involved in various activities such as participating in farming activities, harvesting crops, the process of making traditional food from the

harvest of the village community. The process of developing a creative tourism village is not only centered on the community but cannot be separated from the participation of local government, stakeholders and academics to be able to develop maximum potential, reduce the impact that can be caused by tourism activities and be sustainable. Mapping of 14 villages from 7 sub-districts in Gianyar district through the development of nature-based creative tourism villages, including: Sangat village, Beng sub-district, Ketewel village, Tampaksiring village, Kenderan village, Kedisan village, Kedewatan village and Melinggih village. However, some of the challenges and constraints encountered in the development of nature-based creative tourism villages in Gianyar are the absence of waste management, the absence of regulations related to the limits of development of tourism activities that can affect the surrounding natural resources, as well as the anticipation of socio-cultural changes with the interaction with tourists. The process of developing a creative tourism village is not only centered on the community but cannot be separated from the participation of local government, stakeholders and academics to be able to develop maximum potential, reduce the impact that can be caused by tourism activities and be sustainable. Mapping of 14 villages from 7 sub-districts in Gianyar district through the development of nature-based creative tourism villages, including: Sangat village, Beng sub-district, Ketewel village, Tampaksiring village, Kenderan village, Kedisan village, Kedewatan village and Melinggih village. The process of developing a creative tourism village is not only centered on the community but cannot be separated from the participation of local governments, stakeholders and academics to be able to develop their potential to the fullest, reduce the impact that can be caused by tourism and sustainable activities. Mapping of 14 villages from 7 sub-districts in Gianyar district through the development of nature-based creative tourism villages, including: Lebih village, Beng sub-district, Ketewel village, Tampaksiring village, Kenderan village, Kedisan village, Kedewatan village and Melinggih village. It has the potential to establish that the relationship between cultural and creative tourism and various development approaches and processes could encourage further developments that rely on the region's social and cultural characteristics, heritage and natural resources (Castanho et al., 2023).

D. CONCLUSIONS

Creative tourism has significant role in driving economic development and cultural preservation in Gianyar Regency. The potential impacts on the local community for developing creative tourism village such as empowerment of local

economy, creative tourism can act as a catalyst for the local economy empowering the community through development of creative industries (handicrafts, traditional performing arts, unique culinary experiences, and various cultural activities). Empowerment of human resources, creative tourism can enhance the skills and knowledge of the local community. By harnessing the potential of creative tourism in each creative tourism village, Gianyar regency has the opportunity to strengthen its local economy while preserving and promoting its unique cultural heritage. These positive impacts are not only evident in economic growth but also in the preservation of valuable cultural identities for the local community.

Mapping the potential of creative tourism villages in 2023 which have been determined as many as 14 villages from 7 sub-districts, it can be concluded that the development of each village as a creative tourism village in supporting Gianyar district as a world craft city can display the uniqueness and characteristics of each village through the development of creative ideas in packaging tourism potential as attractiveness, additional activities or activities that can be carried out by tourists as well as village branding. Branding of tourist villages in Gianyar district needs to be done because basically the tourism potential of several villages has similarities, so branding needs to be done so that each creative tourism village has an identity and is competitive. Determining the identity of a village can be done through mapping natural, cultural and artificial potential. Based on the results of research from 14 villages in Gianyar regency, the development of creative tourism in general can be carried out by focusing on developing tourism potential in general as follows:

1. Development of a Creative Tourism Village based on the crafts Industry
2. Development of Gastronomy-based Creative Tourism Villages
3. Development of a creative tourism village based on performing arts
4. Development of Nature-based Creative Tourism Villages

With the similar potential of each region in Gianyar Regency, the tourist attractions offered are almost the same. With these similarities of village's potential, each village must be able to innovate and be creative in offering creative tourism activities. What kind of activities can be involved by tourist and it still prioritizing the characteristics of each village, especially in term of art and culture as a general characteristic of tourism in Gianyar regency. In tourism, the attractiveness of a tourist destination must have a uniqueness in order to be competitive and sustainable. Therefore, the Gianyar regency government must be able to map the tourism potential of the area that it has to highlight and use as regional branding, while supporting potential is developed as a supporting tourist attraction to complement the main attraction of a tourist destination.

In addition to organized planning or mapping the tourism potential and clear structure, the type of tourism chosen is crucial to the growth of tourist attractions (Sayono, 2023). Each tourism village needs its own distinctive branding, which have to be provided. The uniqueness of each destination and their contribution to the activity in the village will give consideration for tourist to get the creative experience. It is what creative tourism village in Gianyar district need to consider to develop the village potential as tourist attraction. Implementing the branding strategy involves employing a visual storytelling model encompassing photos and videos showcasing the activities and environment of each village. These multimedia assets can be curated and shared across various social media platforms.

The limitation of this research is that it only summarizes the mapping of 14 creative tourism villages from 42 villages in Gianyar district based on the unique potential of the villages and the types of creative economy that can be developed in general to support the development of the tourism sector. Further research can be carried out specifically in each village, not only on tourism potential, but also on other supporting elements such as infrastructure, management, promotion and improvement of destinations for sustainability.

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