

Rural Tourism Product Planning "Nepal Van Java", Dusun Butuh, Magelang Regency

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Abstract

Nepal Van Java is a tourism attraction that offers the beauty of local residences in Mount Sumbing slope located in Dusun Butuh, Magelang. According to a simple calculation of average visits up to a thousand visitors in one day, Nepal Van Java has a high visitors number according to a simple estimate of average visits. However, at this time, there are not many rural tourism products offered by Nepal Van Java because this destination is still in the planning stage where there is no planning for rustic tourism products. The purpose of this paper is to describe the planning process related to the village tourism product. Qualitative research methods have been applied to this research, resulting in an understanding of the actual condition of village tourism products. Detailed planning related to Nepal Van Java tourism products includes planning on facilities, transportation systems, and introduction of visitors, with the idea of focusing on optimizing agricultural resources as agrotourism, potential aids for farm stays, and culture.

Keywords: planning; tourism product; village tourism

INTRODUCTION

Nepal Van Java, is a tourist attraction located in Dusun Butuh, Temanggung Village, Kaliangkrik District, Magelang Regency. Nepal Van Java, located on the slopes of Mount Sumbing at the end of 2020, began to be famous among the public for its natural beauty and the form of gradual settlements – not following the contours of the land in the foothills of the mountains through the spread of social media. Based on the survey results in Nepal's field tourist visit rate, Van Java is relatively high, about 150 people on weekdays and 1500 people on weekends.

Nepal van Java still has to do planning to meet rustic tourism products in terms of rural tourism products. Hong, 1998 in Tuğba, 2012 describes the procedure of planning rural tourism consisting of several stages: 1) discussion of objectives, 2) analysis of relevant laws and regulations, 3) evaluation of the potential of various regions and agricultural tourism activities, 4) selection of categories and areas necessary for detailed programs, 5) detailed development plans for various zones, 6) analysis of economic benefits and other benefits.

For the needs of tourists to be met, Nepal Van Java must be able to meet the indicators of their rural tourism products, based on the concept of Ian Known (2001) and UNWTO (2017). Then according to Ian Knowd (2001), Rural Tourism products consist of 3 components divided into Core product, Auxiliary product, and Augmented product. In addition, UNWTO (2017) also said that states rural tourism products and services in Asia and the Pacific come in various forms, but not limited to 1) Homestays; 2) Craft Sales; 3) Ethnic and cultural performances;

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4) Festivals and Special Events; 5) Guided Rural Tourism; 6) Educational Tour; 7) Team Building Activities; 8) Agricultural visits; 9) Indigenous communities; 10) Nature Parks; 11) Adventure and ecotourism enterprises; 12) Cycling tours, and 13) Safari Park.



Image 1. The landscape of Nepal Van Java

Source: research data, 2021

Currently, Nepal Van Java is still in the structuring stage where the available rural tourism products, according to Ian Known (2001) and UNWTO (2017), have not been utilized optimally. However, the level of tourist arrivals is relatively high. Therefore, to improve the quality and function of existing products, it is necessary to plan rural tourism products to be utilized optimally. Based on the background explanation above, it is necessary to conduct further research with the title Rural Tourism Product Planning "Nepal Van Java" in Dusun Butuh, Magelang Regency."

LITERATURE REVIEW

Rural Tourism Planning

The initial process in rural tourism planning (Rural Tourism) is to select qualified villages to attract tourists. The first step in planning rural tourism is to select towns with potential, then implement the operational management stage to optimize profits for rural tourism. (Mahmoudi, Haghsetan, Meleki, 2011). Hong, 1998 in Tuğba, 2012 describes the rural tourism planning procedure, which consists of several steps, first, discussion of objectives. Analysis of relevant laws and regulations, thirdly evaluating the potential of various regions and agricultural tourism activities (agricultural tourism), fourth, selecting categories and essential areas for detailed program, fifth, development plan detailed analysis for multiple zones, and finally an analysis of economic and other benefits.

Rural Tourism

Rural tourism is part of a niche market visit to a village with a unique and authentic natural environment and community culture to enjoy, know, learn, understand and form participation in the daily activities of rural communities (Inskeep, 1991; Cloke, 1992 in Page & Getz 1997; Frochot, 2005). Rural tourism emphasizes healthy activities and the well-being of life in enjoying clean air, freshwater, landscape, culture, and tradition. Thus, rural tourism has similarities with ecotourism and the main attraction towards the cultural landscape and is traditionally managed. The modern rural tourism model is usually economically connected to existing agriculture, known as agrotourism (Aall, 2014).

Rural Tourism Products

Ian Knowd (2001) gave a statement about Rural Tourism products that consist of 3 components, namely: 1) Core product: Understood as a real experience desired by tourists when visiting rural areas, or referred to as the main factor why tourists want to visit destinations; 2) Auxiliary products: Components in auxiliary products that have an added value to the experience for tourists, such as services for tourists, participation in outdoor

activities, arts and culture and exploring tourist trails; 3) Augmented Product: Augmented product components related to how facilities in the form of public infrastructure can be available in rural areas, while the involvement of the government or stakeholders is one of the factors in fulfilling this product.

UNWTO (2017) states rural tourism products and services in Asia and the Pacific come in various forms, but not limited to 1) Homestays; 2) Craft Sales; 3) Ethnic and cultural performances; 4) Festivals and Special Events; 5) Guided Rural Tourism; 6) Educational Tour; 7) Team Building Activities; 8) Agricultural visits; 9) Indigenous communities; 10) Nature Parks; 11) Adventure and ecotourism enterprises; 12) Cycling tours, and 13) Safari Park.

METHOD

This study uses descriptive methods with a qualitative approach (Moleong, 2010) that aims to explain and summarize various conditions, situations, or various variables that arise in a society that become the object of research based on what happens with words. A qualitative approach use to describe empirical reality and provide recommendations according to actual conditions in the field related to Rural Tourism Product Planning "Nepal Van Java" Dusun Butuh, Magelang Regency as a consideration in planning and flying rural tourism products. The data collection techniques used are interviews, observations, and literature studies. The analysis unit is Nepal Van Java, the manager of Nepal Van Java and the Department of Tourism, Youth, and Sports of Magelang Regency.

RESULTS AND DISCUSSIONS

Rural Tourism Products

The factual condition of rural tourism products in Nepal Van Java tourist destinations according to Ian Knowd's approach and UNWTO as the state in Tables 1 and 2.

Table 1. Nepal Van Java Rural Tourism Product Hierarchy

No	Product Hierarchy	description
1.	<i>Core Product</i>	Rural landscape, a view of the beauty of the form of settlements of the people of Dusun Butuh who live at the foot of Mount Sumbing
2.	<i>Auxiliary Product</i>	1) Hospitality services; 2) Friendly society; 3) Outdoor Activities; 4) Various local arts (<i>Lengger Dance, Kubro siswo, Jathilan, Ndayakan</i>); and 5) Tourist Trails.
3.	<i>Augmented Product</i>	The involvement of third parties or government parties related to public infrastructure that also affects tourist activities, examples of realization in this component of the product is the availability of road signs and road repairs as the primary access to Nepal van Java destinations.

Source: research data, 2021.

Table 2. Rural Tourism Product Typology of Nepal Van Java

No	Product Typology	Description
1.	<i>Homestay</i>	The people of Dusun Butuh use their house as a <i>homestay</i> as a means of lodging tourists. There are ten homestays spread across several points. Each <i>homestay</i> has the same facilities, wifi, television, mattress, shared kitchen, and a bathroom equipped with warm water.
2.	Craft Sellers	By making Mount Sumbing a characteristic offered by Dusun Bintact, the key chain that reads " <i>Symphony Sumbing</i> " sold in basecamp <i>symphony</i> becomes one of the crafts shown.
3.	Ethnic and Cultural Performances	Art dance in Dusun Butuh such as: <ol style="list-style-type: none"> 1. <i>Lengger</i>: a dance that advises everyone to stand up for the truth and get rid of evil. 2. <i>Kubro siswo</i>: an art that tells about the spread of Islam in Java Island. 3. <i>Jathilan or kuda lumping</i>: a performance which tells about the war training of Mataram troops led by Sultan HamengkuBuwono I to face the Dutch forces. 4. <i>Ndayakan (Topeng ireng)</i> is the result of the metamorphosis of Kubro Siswo art. 5. <i>Warok</i> is a figure who has powerful fighting skills.

No	Product Typology	Description
		6. Shalawat Laras Madyo and Sholawat Rebana that are played almost every day in Dusun Butuh.
4.	Festivals or special events	Merti Dusun, which in Indonesian means 'remember the hamlet,' is carried out on the anniversary of the hamlet. Merti Dusun's other names are Saparan and Alms of the Earth. Activities carried out in Merti Dusun are <i>nyadran</i> or visiting ancestral cemeteries, then continued with <i>sagoan</i> (eating with the entire village).
5.	Guided Rural Tourism	There is no regular tour guide that explains the tourist attraction of Nepal Van Java. The NVJ motorcycle taxis are willing to take tourists around and guide them to tell and provide information about Dusun Butuh, Nepal Van Java.
6.	Agricultural Visit	There is a place to plant broccoli and mustard seeds that offer services to tourists to learn to plant seedlings that can then be brought as hand fruit.
7.	Cycling Tours	Cycling tour activities in Nepal Van Java include cycling tours for recreation and leisure and are done individually by visitors.

Source: research data, 2021.

Rural Tourism Product Planning

In the agricultural management aspect, most of the local people of Dusun Butuh have a livelihood as farmers. The tourism stakeholder can use public plantation areas for tourism activities. Plants often found in Dusun Butuh are leeks, carrots, cauliflower and potatoes, and an etawa goat farm in the Temanggung village area. The tourism stakeholder can utilize the farming area to encourage agrotourism activities as one of the tourist attractions. This goat farm aims to take the milk to produce goat's milk with various flavors then. In addition to milk, this goat farm processes goat manure into manure that is useful for farmers.

The development of agrotourism potential can be one way for Dusun Butuh to maintain their identity as farmers and balance tourism activities with agriculture. Farmer Group and Farmer Women's Group work together in organizing various agricultural activities. Some of the Farmer Group members also joined as members of the NVJ community, namely the manager of Nepal tourist destination Van Java showed the support of farmers for tourism.

The success of Nepal Van Java to become a tourist destination is indeed inseparable from the support of the local community of Dusun Butuh. They do not rely on outside assistance, especially at the beginning of pioneering in the middle of last year. The local community of Dusun Butuh is either included in the NVJ community as the manager of Nepal Van Java or ordinary people enough to prove their ability by showing the running of tourism activities. This condition can be seen by how the local community of Dusun Butuh can maximize the opportunity to get benefits such as opening small food outlets, becoming motorcycle taxis, to make Homestays. The NVJ community showed their ability to establish Dusun Butuh as a tourist destination that requires good management, the establishment of organizational structure, division of guard schedule tasks, determining the price of admission to organize motorcycle taxi groups and food vendors. Therefore, to continue to develop in the planning stage, the community of Dusun Butuh generally and the Nepal van Java community, especially as the manager of tourism activities, need always to be involved.

Temanggung Village has been declared one of the tourist villages located in the Magelang Regency since the beginning of 2021. Temanggung Village consisting of ten hamlets, must now show the tourist attraction of the wealth of resources to attract tourists. Nepal Van Java which has been able to attract tourists to visit, is undoubtedly one of the tourism activities in the tourist village of Temanggung Village. DISPARPORA Kab. Magelang has a calendar of events or a Calendar of Events. There is information related to events to be held in Magelang District in the scope of the following 1 (one) year. Some of the events had resulted from cooperation between the government and the local community in Magelang Regency. Therefore, Nepal Van Java should take advantage of this opportunity as a form of commitment with the officials in developing tourism Kab. Magelang. It considers the planning procedures of rural tourism (Hong, 1998) and (Tugba, 2012), the existence of resources owned, and the potential uses for tourism development as presented in Table 3.

Table 3. Development Considerations

No	Consideration	Description
1.	Aim of Planning	We are developing rural tourism product planning for Nepal Van Java, which is currently still in the structuring stage by maximizing the potential of resources. The development carried out can maximize the participation of local communities and have a positive impact on the local community.
2.	Resource Identification	<ol style="list-style-type: none"> 1. Natural Environment: Rural Landscape, natural scenery in the form of settlements and plantation areas of local communities that follow the contour conditions of Mount Sumbing foot land; a. Cultural Environment: i) Indigenous Community: Cleft Symphony, NVJ community, NVJ motorcycle taxi, farmer group, and farmer women's group (KWT); ii) Ethnic and Cultural Performances: There are several dance arts in Nepal Van Java, such as Lengger Dance, Kubro siswo, jathilan, Ndayakan (Topeng ireng), <i>Warok</i> accompanied by gamelan that celebrates ancient Javanese songs; iii) Festival & Special Event: Merti Dusun, where the people of Dusun Need gather as an expression of gratitude for the harvest of the hamlet as well as the birthday of the hamlet. There is also a tradition performed by farmers when the harvest season arrives, namely sedulur gatherings, where the farmer's families will have to eat together as gratitude to God for the blessings of the harvest given to the farmers. b. Industrial Environment: i) Homestay: Ten homestays spread across Dusun Butuh, Nepal Van Java. The villagers use their homes as homestays as a means of lodging for tourists; ii) Handicraft Sales: Nepal Van Java does not yet have a craft that describes the characteristics of Nepal Van Java. In addition to the key chain that reads "Symphony Sumbing" sold at basecamp symphony cleft. There are already several design plans and materials for handicrafts, but there has been no further implementation due to human resource difficulties. iii) Guided Rural Tourism: Although there is no official Tour guide in Nepal Van Java, the manager will provide one if tourists feel the need. NVJ motorcycle taxi service providers are willing to provide light information related to Nepal Van Java when driving tourists around with their services. c. Recreational Environment: i) Cycling Tour: So far, in Nepal Van Java can be found many groups of cyclists despite the extreme road access and special facilities for cyclists are not yet available. ii) Agricultural Visit: the availability of nurseries that the public can visit can develop agricultural visit activities to provide educational value and experience for tourists related to planting vegetable seedlings.
3.	Related Laws and regulations	<p>In determining further steps, it is necessary to know some laws and regulations related to the sustainability of tourism activities. Some rules and regulations that need to be considered include:</p> <ol style="list-style-type: none"> a. Law: i) UU No 10-2009 About Tourism; ii) UU No. 25-2004 About the National Development Planning system. b. Local Regulations: i) Central Java Provincial Regulation Nomor 10 Tahun 2012 About the Master Plan for Tourism Development of Central Java Province in 2012 – 2027; ii) Central Java Regional Regulation No 2 Tahun 2019 About Empowering Tourism Villages in Central Java Province; iii) Magelang District Regulation No. 4 Tahun 2015 on The Master Plan of Magelang District Tourism Development Year 2014-2034. c. Regulation of the Minister of Villages, Development of Disadvantaged Regions, and Transmigration of the Republic of Indonesia No. 5 Tahun 2016 About Rural Development. d. Peraturan Gubernur Jawa Tengah No. 36 Tahun 2006 About Rural Development.
4.	Estimated no of visitors	Based on interviews with NVJ management, the Nepal Van Java began visited by tourists in mid-2020, with the highest number of visits reaching 30,000 visitors per month. When calculated simply in the average division, 1000 (one thousand) visits in one day. With the achievement of this number of visits, Nepal Van Java can continue to increase the number of tourist visits when offering tourism products in other activities to tourists. In addition, from the results of an interview with NVJ's chief manager, the manager is interested in attracting the school student market because it has the opportunity to become a sizeable sustainable market share.

Source: research data, 2021.

Development Options

Through consideration of related issues of Nepal van Java, as well as weighing the potential of the formulated choice of rural tourism products, including 1) Agrotourism: The agricultural potential of Nepal Van Java can be developed as one of the activities for tourists. Rural tourism includes several components of rustic tourism products and services according to UNWTO, including guided rural tourism, team building activities, agricultural visits as portrayed in Image 2.

2) Farmstays: By maximizing the potential resources of Nepal Van Java, namely the agricultural aspects and local communities with farmers' livelihoods, some of whom are willing to provide homestays for rent to tourists, farm stays that are one of the core product components in rural tourism products can be one of the special focuses or categories in rustic tourism products in Nepal Van Java as portrayed in Image 3.

3) Culture: The richness of art and culture owned by Nepal Van Java is currently not maximized as one of the rural tourism products offered to tourists (Image 4).



Image 2. Agrotourism Area
Source: research data, 2021



Image 3. Farmstay
Source: research data, 2021



Image 4. Culture
Source: research data, 2021

In the regional aspect, product packaging development with the following considerations: 1) Local community residential area: Nepal Van Java, known for its form of a local community settlement. It is necessary to maintain the conditions of Dusun Butuh to support the running of tourism activities. So that in carrying out development planning, the entire local community settlement area becomes a zone or location that can be devoted to several actions such as feeling the daily atmosphere of the community of Dusun Butuh; 2)

Recreation area: Nepal Van Java already has utilized land by building a viewing booth, as well as a small park that provides simple seating and this area is one way with a path to go to the post one climb Mount Sumbing, then the whole area can be one area to do recreational activities, especially sightseeing activities; 3) Plantation Area: The plantation land of Dusun Butuh community is scattered, some of which have a strategic location to be visited by tourists so that it has the potential to be done some agricultural tourism activities such as participating in gardening activities (planting seeds to harvest crops), as well as selling the plantation products to tourists.

In supporting facilities, the development that is currently needed are 1) Signboards: Needed to show and achieve attractiveness and explanations related to the area or area of the destination. Nepal Van Java needs to make several signs or signboards associated with the general description. 2) Interpretation Board: The role of the interpretation board in tourist attractions is essential in tourism activity. The recommended interpretation media is an interpretation board made of wood and glass measuring 290 cm long and 112 cm wide, containing a map of the area and a list of points of interest. 3) The counter available today is a simple table with a position not strategic. The recommended counter has a height of 230 cm, with a length of 252 cm. 4) Tourists visiting Nepal Van Java can enjoy the rural atmosphere on foot. This park bench is needed for tourists to take a break and enjoy the rustic atmosphere in Dusun Butuh. Besides being useful for tourist comfort, it also serves to beautify Nepal Van Java; 5) Public toilets become vital facilities in tourist destinations. In Nepal Van Java itself, the cleanliness and comfort of public restrooms are still not noticed, both by its users and managers. Nepal Van Java itself needs to build public toilets with hygiene standards for the convenience of tourists visiting and at some point evenly distributed in the Dusun Butuh "Nepal Van Java" area.

Road conditions to reach the destination of Nepal Van Java is difficult for motorists, both two-wheeled and four-wheeled. The shape of the road that is still rocky is a particular concern in development planning; road conditions in residential areas are also relatively small can only be traversed by two-wheeled vehicles. The stakeholder can develop transportation facilities by determining the parking area before entering the Dusun Butuh for motorists who cannot afford to drive. The village also needs to provide pick-up transportation from the parking area of four-wheeled vehicles and transportation for tourists enjoying tours in the Nepal Van Java area. The concept of development is based on zoning in Nepal van Java as in Table 4.

Table 4. Zoning

Zona	Description
Sanctuaries	The determination of the NVJ core zone is in a residential area with the primary zone point located near the entrance ticket counter where the tourists who come will see the view of residential settlements lined with Mount Sumbing.
Utilization Zone	The location of the utilization zone is in the upper land of Dusun Butuh. The Viewing Booth and Mini Park are places for tourists to enjoy the beauty of Dusun Butuh. Tourists can use some community house roof as one of the gathering points for tourists equipped with facilities - simple companion facilities such as stalls and public toilets.
Buffer Zones	The zone provides various facilities supporting tourist activities, considering the Nepal Van Java area, a community settlement designed at the available land. One of the points of this zone is the road near Baittaqwa Butuh Mosque, which is also close to Depok Park. Another point is the land around the motorcycle parking lot to the entrance ticket counter.

Source: research data, 2021

Conclusion

As a tourist destination in Magelang Regency, Nepal Van Java is a new tourist attraction in mid-2020. In its development, tourism activities relatively simple in Nepal Van Java can attract tourists to reach the average visit of 1000 (one thousand) tourists in one day. The available land and private land aim to keep gardening or farm its primary function and public land used for tourist activities by maximizing resources and potential. Another aspect is human resources, where Nepal Van Java already has a local community such as Farmer Groups and Farmer Women's Groups and other communities engaged in tourism activities of NVJ, NVJ taxi bike, NVJ art.

Tourism development planning for Nepal Van Java was formed by focussing on the development issue in the form of the desire to involve all local communities in developing tourism activities. Fokus development related to rural tourism products for Nepal Van Java, including Agrotourism, Farmstays, and Culture. The development planning of Nepal Van Java tourism products proposed into three zonas, namely: 1) core zone where Nepal Van Java for tourists offers a main attraction; 2) Utilization zone of a zone formed to maximize the use of available land; 3) Buffer zone which is a zone formed to provide various facilities supporting tourist activities needed by tourists.

Detailed planning related to rural tourism products, including; 1) Facility planning with recommendations in the form of signboards, Interpretation Boards, as well as park benches, and public toilets with good hygiene standards; 2) Transportation system planning with recommendations in the form of road repairs, determination of parking areas before entering Dusun Butuh Area, and pick-up from the four-wheeled vehicle parking area; 3) Planning to introduce visitors with recommendations in the form of brochures, art performances, souvenirs in the form of carrot lunthead, and tour packages that for tourists.

ACKNOWLEDGMENT

This research was carried out as part of integration learning in the Tourism Destination Study Program of Bandung Institute of Tourism and disseminated at the National Tourism Seminar 2021. Researchers thanked the Management of Sekolah Tinggi Pariwisata Bandung, the Ministry of Tourism and Creative Economic of the Republic of Indonesia, the Department of Tourism, Youth and Sports of Magelang Regency, the Government of Dusun Butuh, Nepal Van Java Community, and all parties involved.

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