



E-ISSN: 2706-9591  
P-ISSN: 2706-9583  
IJTHM 2023; 5(2): 33-43  
Received: 02-10-2023  
Accepted: 03-11-2023

**Agus Muriawan Putra**  
Student of Doctoral Program  
Study in Tourism, Faculty of  
Tourism, Udayana University,  
Denpasar, Bali, Indonesia

**Agung Suryawan Wiranatha**  
Lecture of Doctoral Program  
Study in Tourism, Faculty of  
Tourism, Udayana University,  
Denpasar, Bali, Indonesia

**I Nyoman Darma Putra**  
Lecture of Doctoral Program  
Study in Tourism, Faculty of  
Tourism, Udayana University,  
Denpasar, Bali, Indonesia

**Nyoman Ariana**  
Lecture of Doctoral Program  
Study in Tourism, Faculty of  
Tourism, Udayana University,  
Denpasar, Bali, Indonesia

**I Gusti Ayu Oka Suryawardani**  
Lecture of Doctoral Program  
Study in Tourism, Faculty of  
Tourism, Udayana University,  
Denpasar, Bali, Indonesia

**Corresponding Author:**  
**Agus Muriawan Putra**  
Student of Doctoral Program  
Study in Tourism, Faculty of  
Tourism, Udayana University,  
Denpasar, Bali, Indonesia

## Tourism village development is reviewed from a sustainable aspect in Marga District, Tabanan Regency

**Agus Muriawan Putra, Agung Suryawan Wiranatha, I Nyoman Darma Putra, Nyoman Ariana and I Gusti Ayu Oka Suryawardani**

DOI: <https://doi.org/10.22271/27069583.2023.v5.i2a.77>

### Abstract

The tourism sector in general has contributed to increasing state and regional income and increasing the provision of employment opportunities. Apart from that, the tourism sector also has social, economic, environmental management, natural resource and cultural impacts. Tourism village is a development of alternative tourism, where the main goal is sustainable rural tourism development. Including the massive development of tourism villages in Tabanan Regency, it is carried out by involving the participation of local communities to create sustainable tourism villages. Quantitatively, there are many tourism villages in Tabanan Regency, but the management and development of these tourism villages still face many problems, such as weaknesses in the tourism village governance system, quality of human resources, waste handling and waste management, as well as funding problems.

The mix method approach and Importance Performance Analysis (IPA) were used to implement tourism village development from a sustainable aspect in Marga District, Tabanan Regency. The results of data analysis will be displayed in a qualitative descriptive manner to provide a clear picture regarding the factors and variables needed to realize sustainable tourism village development.

The research results show that there are 3 variables that are keywords in realizing the development of tourism villages in terms of sustainable aspects in Marga District, Tabanan Regency which can be seen from the importance level analysis value, performance level analysis value, and gap analysis value. The 3 keywords are 1) Socio-Cultural Aspects; 2) Environmental Aspects; and 3) Tourism Activity Aspects. This also includes, if we look at the results of the IPA analysis, the variables that constitute the excellence quadrant are socio-cultural and environmental.

**Keywords:** Tourism villages, tourism village development, sustainable tourism, community participation

### Introduction

The tourism sector in general has contributed to increasing state and regional income and increasing the provision of employment opportunities. Apart from that, the tourism sector also has social, economic, environmental management, natural resource and cultural impacts. Various tourism activities should be able to improve and encourage the socio-economic development of the community, preserve culture, customs and traditions, as well as the sustainability of the tourism business itself, so that active community involvement is needed in these tourism activities <sup>[1]</sup>.

Along with the massive development of tourism, this has led to the emergence of the development of several tourism alternatives, such as: tourism villages and ecotourism which have become alternatives to the development of mass tourism. Tourism villages is a development of alternative tourism, where the main goal is sustainable tourism village development. The attraction offered by tourism villages is the authenticity and uniqueness of the village and is also influenced by the life of the people, cultural heritage, agricultural landscape and the history of the village <sup>[2]</sup>.

The Tabanan Regency, Bali Province Government is driving the development and improvement of the people's economy through the development of tourism villages. The area of Tabanan Regency is 839.33 km<sup>2</sup> (83,933 ha) or around 14.89% of the land area of Bali Province and is administratively divided into 10 (ten) sub-districts consisting of 133 villages.

The principles of tourism development emphasize the values of local Balinese wisdom, namely: Tri Hita Karana, where development is based on local communities by highlighting local potentials, so that tourism development in Tabanan Regency does not abandon its spirit as an implementation of cultural tourism based on values. Hindu religious values<sup>[3]</sup>. Tourism villages are expected to be able to provide attractions that are very unique and have the characteristics of each village, be able to prepare homestays as a means of staying overnight for tourists who come and immediately mingle with the daily life of the village, large community, serve typical food and drinks found in the village using local procedures. Which is practiced by tourists, so that tourists get an unforgettable experience and it becomes an experience for the rest of their life, which can only be felt in their respective tourism villages<sup>[4]</sup>.

There are several problems in developing tourism villages in Tabanan Regency related to the management system, the quality of human resources which can reduce the competitiveness of tourism villages and what is even worse is that the younger generation prefers to leave the village, as well as the lack of innovation in tourism village managers which causes tourism village products and packaging, tourism villages become less attractive or less desirable and even monotonous<sup>[5-7]</sup>. What is still homework for the development of tourism villages is cleanliness and sanitation which are still given little attention, including waste handling and management which has not yet become a priority program in developing tourism villages<sup>[8-11]</sup>.

The complexity of the problems in developing tourism villages requires solutions and joint concern in overcoming them towards developing sustainable tourism villages by increasing community participation, maintaining the preservation of nature, culture, traditions and local wisdom of the people in tourism villages, as well as realizing the welfare of the people in tourism villages.

## Research Concept

### Tourism Village Development

The development of a tourism village will make the surrounding community an active subject, meaning that the surrounding environment and the social life of the people in the village are used as a tourism destination. The community also plays a role as a tourism promotion agent and innovator in providing ideas for developing tourism villages. Utilization of resources, both human resources and natural resources around tourism villages is organized optimally, so that the results obtained from tourism village activities will be returned to the surrounding community and can improve community welfare<sup>[12]</sup>.

The principle of developing a tourism village is an alternative tourism product that provides encouragement for sustainable rural development and has management principles including: 1) Utilizing community facilities and infrastructure; 2) Benefit the local community; 3) Small scale to facilitate the establishment of reciprocal relationships with the community; 4) Involving local communities; and 5) Implementing the development of tourism village products and several underlying criteria, such as: Providing community-owned facilities and infrastructure, encouraging increased income from the agricultural sector, and encouraging the development of local community entrepreneurship<sup>[13]</sup>.

## Sustainable Tourism

The goal of sustainable tourism development is to create a balance between the environment, the needs of local communities and the needs of tourists or in more detail the goals of sustainable tourism development are: 1) Development of people's economic growth to improve the basic needs of the community; 2) Preserving and protecting nature, especially non-renewable natural resources; 3) To reduce poverty; 4) Respect the socio-cultural authenticity of the community; and 5) Encourage and facilitate the empowerment of communities to play an active role in tourism activities and obtain direct benefits from tourism activities<sup>[14]</sup>.

Sustainable tourism includes three main aspects, namely: sustainability, education and local participation and sustainability itself consists of four dimensions, namely: 1) Economically feasible which refers to the level of economic profit from various activities to cover the costs of special actions in serving tourists and reducing the impact of the presence of tourists in accordance with the discomfort of local communities as a result of being visited; 2) Environmentally friendly which is an environmentally friendly action to avoid or minimize the environmental impact of tourism activities; 3) Socially responsible is the ability of society to absorb input, for a short or long term, and still create harmony from this input and adjust its functions and relationships; and 4) Culturally acceptable is the ability of people to maintain or adapt elements of local cultural identity that differentiate them from other people's cultures<sup>[15]</sup>.

## Community Participation

Participation can be defined as a process of participation, involvement and togetherness of citizens either as individuals or social groups or community organizations which is based on citizen awareness, either directly or indirectly without coercion from certain parties<sup>[16]</sup>.

In its implementation, these forms of participation certainly require prerequisites, one of which is an element of voluntariness in carrying out this participation, because taking part or participating means engaging in a problem that requires participation from various groups around them in order to achieve the goal. The participation or participation process describes personal involvement in the form: 1) Decision making process 2) Determining desired needs; and 3) Demonstrate and realize the goals and priorities to be achieved<sup>[17]</sup>.

Participation can be classified into several types, namely: 1) Manipulative participation is participation by the presence of people who have representatives and almost no interaction occurs between local stakeholders and management institutions; 2) Passive participation, where people participate by being told what has been decided and the information shared belongs only to external professionals; 3) Participation through consultation is people participating by consulting or by answering questions and professionals are not obliged to accept people's views; 4) Participation for material incentives is people participating in the return of food, cash, or other material incentives; 5) Functional participation is participation that is seen by external institutions as a means to achieve their goals, especially reducing costs and people participating by forming groups to meet predetermined goals; 6) Interactive participation, where the community

participates in joint analysis, development of action plans or the formation or strengthening of local groups or institutions; and 7) Self-mobilization and connectedness are people participating by taking initiatives independently of external institutions to change the system.

**Methods and Procedures**

**Sampling Techniques:** In this research, the samples were people in tourism villages in Marga District, Tabanan Regency using the Quota Sampling Method, namely a sampling technique by taking a predetermined number of samples. The sampling technique in this research refers to the Slovin Formula <sup>[18]</sup> which states that.

$$n = \frac{N}{1 + N(e)^2}$$

**Description:** N: Total Population  
 N: Number of Samples  
 E: Error Rate

The sample used was 120 people. The data collection methods used in this research are: 1) Observation; 2) In-depth interview (guide interview); 3) Questionnaire; 4) Literature Study; and 5) Focus Group Discussion <sup>[19]</sup>.

**Data Analysis Technique:** The data that has been collected will be analyzed using several techniques, as follows.

**Qualitative descriptive analysis:** Data analysis is the process of organizing and sorting into patterns, categories and basic units of description, so that themes can be found and working hypotheses can be formulated, as suggested by the data <sup>[20]</sup>. By using qualitative descriptive analysis, namely describing a phenomenon and then linking it with other phenomena through interpretation to describe it in a quality that is close to reality <sup>[21]</sup>.

**Importance Performance Analysis (IPA):** Importance Performance Analysis (IPA) is also used to measure attributes of importance and performance levels which are useful for understanding the development of tourism villages from a sustainable aspect in Marga District, Tabanan Regency. The total assessment of the level of importance and level of performance for each indicator is obtained by adding up the results of multiplying the scores of each scale by the number of respondents who chose the Likert Scale, then the average value of the level of importance and performance is analyzed on the Importance Performance Matrix, which is The x-axis represents activity, while the y-axis represents expectations <sup>[22]</sup>. Then there will be results in the form of four quadrants according to Table 1. Following.

**Table 1:** Importance Performance Analysis (IPA) Quadrant

A = Main Priority	B = Maintain Achievements
C = Low Priority	D = Excessive

**The interpretation of each quadrant is**

**Main Priority:** In this quadrant there are factors that are considered important and that are expected but whose performance or activities are not yet satisfactory, so

concentration is needed to allocate resources to improve performance in this quadrant.

**Maintain Achievements/Excellence:** In this quadrant there are factors that are considered important and expected by the community as alternative tourism, so it is mandatory to maintain this performance achievement.

**Low Priority:** In this quadrant there are factors that are considered to have low performance or activity and are also not very important, so there is no need to prioritize or pay more attention to these factors.

**Excessive:** In this quadrant there are factors that are considered not very important by society but the resulting performance is very good. Therefore, the level of importance is small and the activity is very good, then this quadrant is considered an excessive group in terms of resources.

The Likert Scale assessment Table on Importance and Performance Analysis (IPA) can be seen in Table 2 and the rating range on the Likert Scale can be seen in Table 3 as follows.

**Table 2:** Likert Scale Assessment on Importance and Performance Analysis (IPA)

Importance Level		Performance Level	
Value	Description	Value	Description
5	Very Important	5	Very Good
4	Important	4	Good
3	Neutral	3	Neutral
2	Not Important	2	Not Good
1	Very Unimportant	1	Very Not Good

Source: Wiranatha (2021) <sup>[23]</sup>

**Table 3:** Likert Scale Rating Range in IPA Analysis

Value Range	Description	
	Level of Importance	Performance Level
4,21 – 5,00	Very Important	Very Good
3,41 – 4,20	Important	Good
2,61 – 3,40	Neutral	Neutral
1,81 – 2,60	Not Important	Not Good
1,00 – 1,80	Very Unimportant	Very Not Good

Source: Wiranatha (2021) <sup>[23]</sup>

**Results and Discussion**

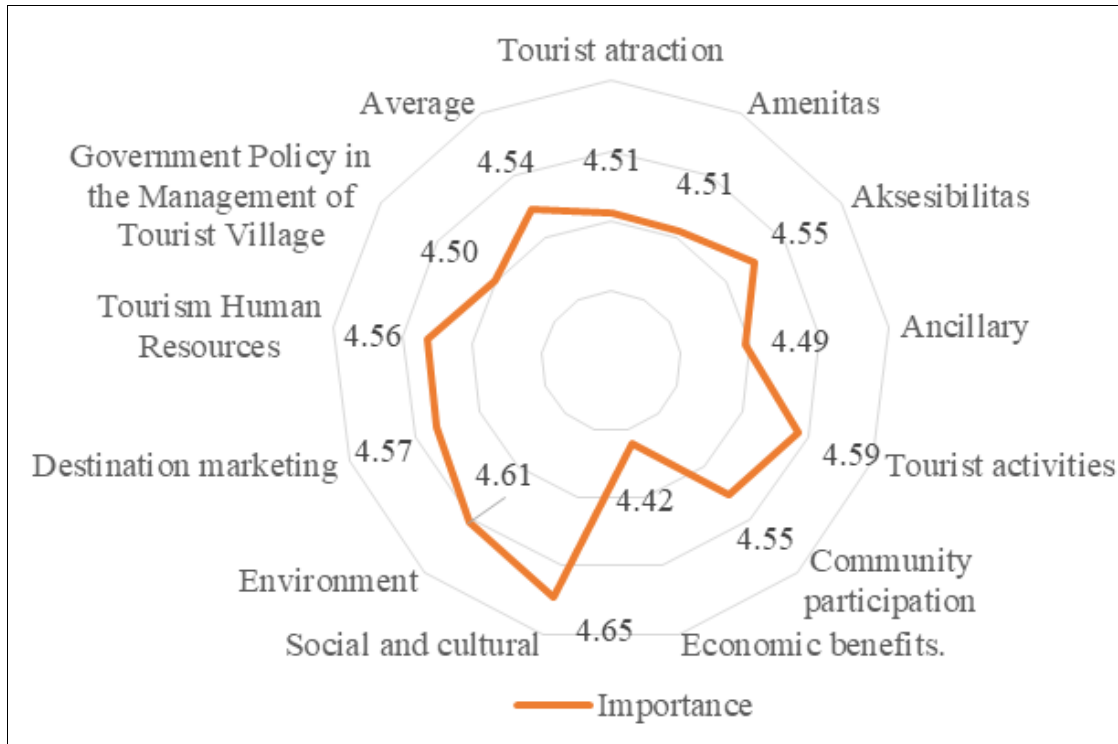
This research will describe the level of importance analysis, level of performance analysis, gap analysis, and natural science analysis related to the development of tourism villages in terms of sustainable aspects in Tabanan Regency, as follows.

**Analysis of importance level in tourism village development viewed from a sustainable aspect in Marga District, Tabanan Regency**

Based on data collected from the results of responses from the community in Marga District, Tabanan Regency and through data analysis calculations, it was found that the average level of importance of developing tourism villages in terms of the sustainable tourism aspect was 4,54 which can be categorized as very important, which means the community's response The development of tourism villages is viewed from the sustainable aspect which consists of 12 very important factors and can be applied to realize

sustainable management and development of tourism villages in Marga District, Tabanan Regency. Of the 12 aspects of sustainable tourism, it turns out that there are 7 factors whose importance level is above the average value and there are 5 factors whose importance level value is below the average value. There are 7 sustainable tourism factors whose scores are above the overall average importance, namely: Accessibility (4,55),

Tourism Activities (4,59), Community Participation (4,55), Socio-Cultural (4,65), Natural Environment (4,61), Tourism Village Marketing (4,57), and Tourism Human Resources (4,56), while 5 factors whose scores are below the overall average of importance are: Tourism Attraction (4,51), Amenities (4,51), Ancillary (4,49), Economic Benefits (4,42), and Government Policy in Management of Tourism Villages (4,50), as shown in Figure 1 following.



**Fig 1:** Importance level of sustainable tourism village

Paying attention to the results of assessing the level of importance of tourism village development in terms of sustainability aspects, it was found that sustainable tourism village factors require greater attention, because they are considered more important by respondents when compared to other factors, namely: 1) Socio-Cultural, 2) Natural Environment, 3) Tourism Activities, and 4) Tourism Village Marketing. These four factors are superior in the development of tourism villages in terms of sustainability aspects in Marga District, Tabanan Regency which are considered as determinants of success and success in the management and development of sustainable tourism villages.

Guided by the 4 factors with the highest level of importance, what will be explained consists of only three factors, namely: Socio-cultural factors, environmental factors, and tourism activity factors. First, these socio-cultural factors characterize and excel in the development of sustainable tourism villages in Marga District, Tabanan Regency. The community in each tourism village plays a very big role in developing tourism villages and is also at the forefront of preserving traditions and culture that have been inherited from generation to generation, so that the continuity of cultural activities in the community is maintained and well maintained. This variety of culture in society can be an attraction to provide special experiences to tourists, such as: Various arts in the community, crafts developed in the community in each tourism village, community life

activities, community agricultural activities, community spiritual life, where these activities constitute local wisdom in each tourism village which can be packaged into a tourism attraction package that is authentic, unique, and has certain characteristics and is not found in other places or areas. Community hospitality towards tourists can also create quality relationships between the host community and tourists. Tourists will feel guaranteed safety and feel comfortable with the friendly and family-like attitude of the people, thus creating a positive impression on visiting tourists.

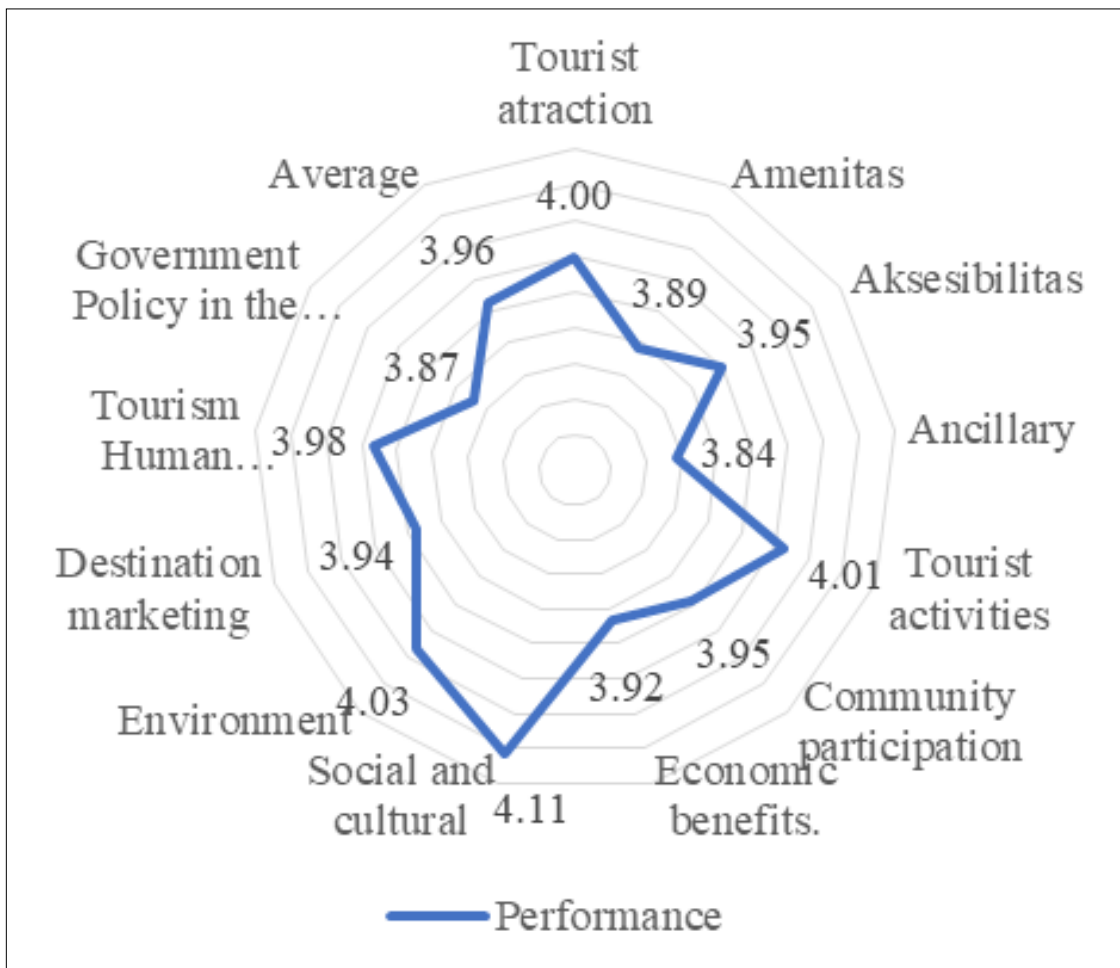
Second, natural environmental factors which are the sources of livelihood for the majority of people in the tourism village of Marga District, Tabanan Regency, in the form of vast expanses of rice fields, community plantation lands, river flows and springs which provide a source of irrigation for the community's rice fields and also to meet the community's own need for clean water, a natural and fresh rural atmosphere with mountain views along with rows of quite shady trees which are a tourism attraction in the tourism village. In this case, the community needs to be involved in the management and development of tourism villages to ensure that the development of tourism attractions makes a positive contribution and can be enjoyed by the people in each tourism village, especially towards preserving nature which is also a source of income and life for the people in the tourism village.



Third, tourism activity factors also need attention in developing sustainable tourism villages. Activities that can be done in the tourism village of Marga District, Tabanan Regency, such as seeing monkeys, flying fox activities, riding a glider/air bike, trekking activities, cycling activities, tubing activities, activities in the rice fields involving tourists, including activities in waterfall. All existing activities require good preparation and handling to reduce the risks of accidents, so that they do not backfire in the development of a sustainable tourism village. It should be noted that security and safety in tourism activities is a priority in the development of each tourism village. The implementation of the security and safety of these tourism activities needs to be planned from the start when the tourism packages are created which will be offered and become tourism village packages while still involving community participation in them because most of these tourist activities are the domain or area of the community's daily activities. In each tourism village. Tourist activities in each tourism village need to be accompanied by a local guide who will provide understanding and knowledge about what can and cannot be done in tourism activities involving tourists and can also directly supervise tourism activities and can directly provide information and explanations to tourists regarding the existence and local wisdom of the tourism attraction or tourism activity.

**Analysis of performance level in tourism village development viewed from a sustainable aspect in Marga District, Tabanan Regency**

Based on data collected from the results of community responses in Marga District, Tabanan Regency and through data analysis calculations, it was found that the average performance level of tourism village development in terms of the sustainable tourism aspect was 3,96 which can be categorized as good of the 12 factors in the sustainable tourism aspects of tourism villages in Marga District, Tabanan Regency that were studied, it turned out that there were 5 factors whose performance level values were above the average value and there were 7 factors whose performance level values were below the average value. There are 5 sustainable tourism factors whose scores are above the overall average performance, namely: Tourism Attraction (4,00), Tourism Activities (4,01), Socio-Cultural (4,11), Natural Environment (4,03), and Tourism Human Resources (3,98), while 7 factors whose scores are below the overall average performance average, namely: Amenities (3,89), Accessibility (3,95), Ancillary (3,98), Community Participation (3,95), Economic Benefits (3,92), Marketing of Tourism Villages (3,94), and Government Policy in Management of Tourism Villages (3,87), as shown in Figure 2 following.



**Fig 2:** Performance level of sustainable tourism village

Based on the results of the assessment of the level of performance of tourism village development in terms of the sustainability aspect, it was found that factors in sustainable

tourism villages require good performance and are considered to be well implemented by respondents when compared with other factors, namely: 1) Socio-Cultural, 2)

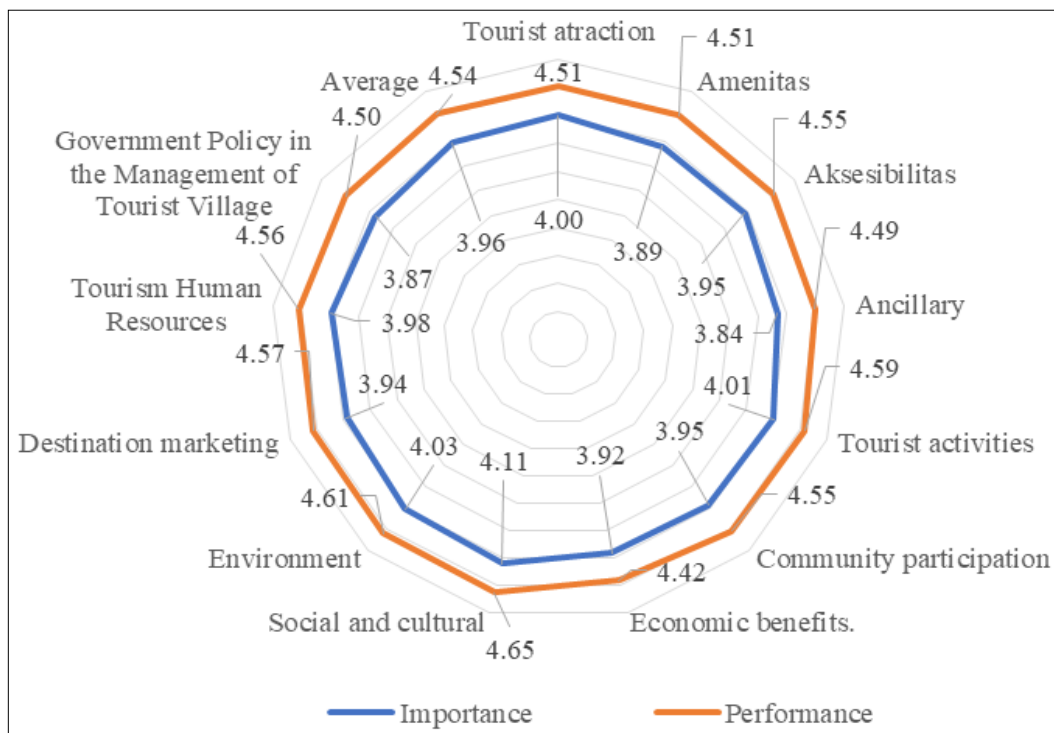
Natural Environment, 3) Tourism Activities, and 4) Tourism Human Resources. These factors are keywords in the development of tourism villages in terms of sustainability aspects in Marga District, Tabanan Regency, so that in their implementation the community in each tourism village really pays attention to these factors in developing sustainable tourism villages which are also part of the community's life and daily activities of community life, so that there is great support and hope that the management and development of sustainable tourism villages in Marga District, Tabanan Regency can be realized.

Based on the 4 factors with the highest level of performance, what will be explained consists of only three factors, namely: Socio-cultural factors, environmental factors, and tourism activity factors. Community social culture and the natural environment in each tourism village in Marga District, Tabanan Regency are two things that cannot be separated because community tradition and cultural activities require the availability of natural resources, such as: Agricultural culture with various traditions in it, local wisdom communities are still maintaining the existence of nature, the family system and mutual cooperation are still running well, various types of community crafts whose raw materials rely on availability from nature, rural community life activities that are nature-based, the spiritual life of the community to express gratitude, love for the abundance and availability of natural resources which are inseparable from the cultural activities of the community, so that the existence of the sustainability of the natural environment with its various activities can be maintained and sustainable to support the economic resilience of the community, most of whom cultivate and

utilize nature in maintaining the continuity of life for the majority of the community. An important point that balances nature utilization activities is the existence of the implementation of community culture and traditions passed down from generation to generation, the meaning and purpose of which is the preservation of nature itself.

**Gap analysis in tourism village development viewed from a sustainable aspect in Marga District, Tabanan Regency**

Based on data collected from the results of community responses in Marga District, Tabanan Regency and through data analysis calculations, it was found that the average performance level of tourism village development in terms of the sustainable tourism aspect was 3,96 which can be categorized as good of the 12 factors in the sustainable tourism aspects of tourism villages in Marga District, Tabanan Regency that were studied, it turned out that there were 5 factors whose performance level values were above the average value and there were 7 factors whose performance level values were below the average value. There are 5 sustainable tourism factors whose scores are above the overall average performance, namely: Tourism Attraction (4,00), Tourism Activities (4,01), Socio-Cultural (4,11), Natural Environment (4,03), and Tourism Human Resources (3,98), while 7 factors whose scores are below the overall average performance average, namely: Amenities (3,89), Aksesibilitas (3,95), Ancillary (.84), Community Participation (3,95), Economic Benefits (3,92), Marketing of Tourism Villages (3,94), and Government Policy in Management of Tourism Villages (3,87), as shown in Figure 3 following.



**Fig 3:** Gap analysis of sustainable tourism village

More clearly, the results of the gap analysis are as follows: 1) Socio-Cultural Factors show that the importance level value is in the very important category (4,65) and the performance level value is in the good category (4,11); 2) Natural Environmental Factors with an importance level

value including the very important category (4,61) and a performance level value including the good category (4,03); 3) Tourism Activity Factor with an importance level value including the very important category (4,59) and a performance level value including the good category (4,01);

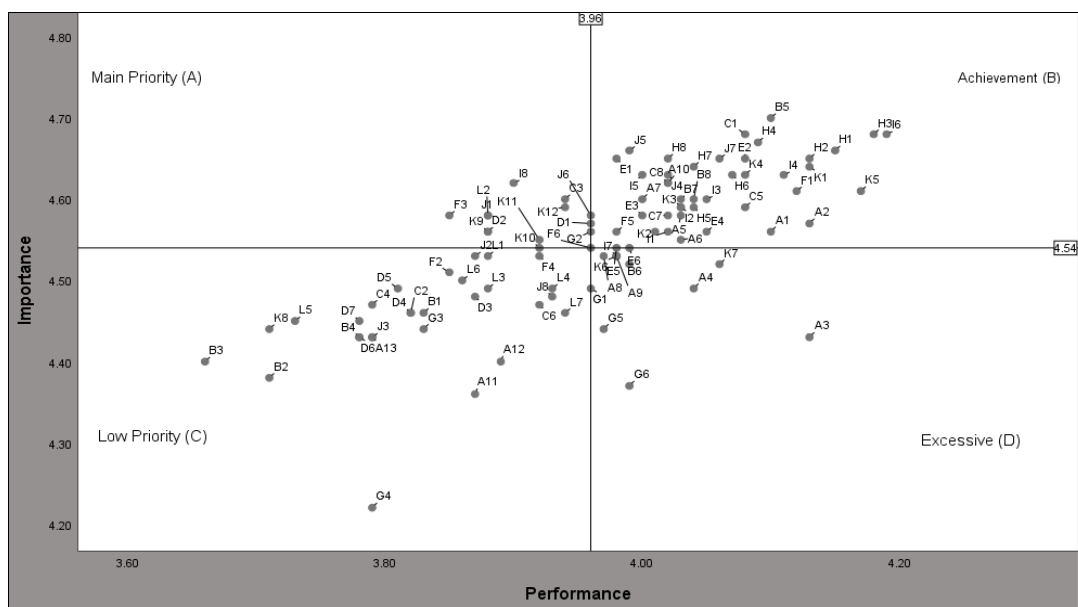
4) Tourism Human Resources factors with an importance level value including the very important category (4,56) and a performance level value including the good category (3,98); 5) Community Participation Factor with an importance level value including the very important category (4,55) and a performance level value including the good category (3,95); and 6) Accessibility Factor with an importance level value including the very important category (4,55) and a performance level value including the good category (3,95). All importance level factors are included in the very important category and performance level factors are still included in the good category.

**Importance Performance Analysis (IPA) in tourism village development viewed from a sustainable aspect in Marga District, Tabanan Regency**

The results of the IPA analysis of tourism villages in terms of the sustainable tourism aspect in Marga District, Tabanan

Regency are displayed in the form of a Cartesian Diagram by grouping 97 sustainable tourism variables into 4 quadrants, namely: Quadrant A, Quadrant B, Quadrant C, and Quadrant D to measure tourism villages viewed from the aspect of sustainable tourism.

Based on the results of the IPA analysis of tourism villages in terms of the sustainable tourism aspect, the average value for the level of importance is 4,54 (very important) as the Y axis and the average value for the level of performance is 3,96 (good) as the X axis. According to the results of the analysis The IPA on sustainable tourism variables in tourism villages showed that in Quadrant A, which is the top priority, there are 14 variables, in Quadrant B, which is superior, there are 40 variables, in Quadrant C, which is a low priority, there are 28 variables, and in Quadrant D, which is excess resources, contains 11 variables. For more details about each quadrant, see Figure 4 following.



**Fig 4:** Cartesian diagram of sustainable tourism village

Seen from the results of the Cartesian Diagram for the development of tourism villages from the aspect of sustainable tourism, there are 15 variables in Quadrant A, where these variables are the main priority. The dominant factor when viewed from the 15 variables which are the

main priority are the variables from the Tourism Human Resources Factor, namely: 5 variables. For further details, the following 15 main priority variables for developing tourism villages in terms of sustainable tourism aspects in Marga District, Tabanan Regency can be seen in Table 4.

**Table 4:** Variables that are main priorities for sustainable tourism villages

Main priority (A)		
1.	C3	Information and communication accessibility (Internet, Wifi)
2.	D1	The existence of a tourist village manager
3.	D2	Quality of tourism village management
4.	F3	Participatory principles and active community involvement
5.	F6	Open and friendly mind-set towards outsiders or tourists
6.	G2	Economic benefits received by society
7.	I8	Pay attention to carrying capacity
8.	J1	Market (segment, target, positioning)
9.	J6	Marketing collaboration
10.	K6	Gender equality of tourism human resources
11.	K9	Competence and skills of the community in tourist villages
12.	K10	The role of the community in the initiation and implementation of tourism village programs
13.	K11	Community self-help in tourist villages
14.	K12	Creation of jobs in tourist villages
15.	L2	Tourism village development planning (Vision, Mission, Goals and Strategic Plans)

Source: Research, 2023

If we refer again to the results of the Cartesian Diagram Analysis of the development of tourist villages in terms of the sustainable tourism aspect, 42 variables can be collected in Quadrant B, where these variables are the advantages of this sustainable tourism village. There are 3 factors for developing tourism villages in terms of the sustainable tourism aspect which get a score in the superior category,

namely: Socio-Cultural Factors with 8 superior variables and Natural Environmental Factors with 7 superior variables and Tourism Attraction Factors which have 6 superior variables. For more details, the following 42 variables of tourism village development in terms of sustainable tourism aspects which are among the advantages in Marga District, Tabanan Regency can be seen in Table 5.

**Table 5:** Variables that are achievements for sustainable tourism villages

Achievement (B)		
1.	A1	Unique tourist attraction
2.	A2	The beauty of a tourist attraction
3.	A5	Popularity of tourist attraction
4.	A6	Tourist attraction protection system
5.	A7	Innovation/creation and management of local tourism Products
6.	A10	Visits and quality of tourists in tourist villages
7.	B5	Availability of toilets
8.	B7	Availability of parking space
9.	B8	There are directions (signage)
10.	C1	Road access to the tourist village
11.	C5	Connecting road to areas outside the village
12.	C7	Village roads are safe for pedestrians
13.	C8	Community openness to tourists
14.	E1	Convenience of tourist activities
15.	E2	Security of tourist activities
16.	E3	Safety of tourist activities
17.	E4	Uniqueness of tourist activities
18.	F1	Community as tourism workers
19.	F5	The community has a positive perception of tourist villages
20.	H1	Community hospitality towards tourists
21.	H2	The quality of the relationship between hosts and tourists
22.	H3	Community attitudes towards tourism
23.	H4	Tourism's contribution to cultural preservation
24.	H5	Protecting cultural assets
25.	H6	Maintain and preserve local cultural heritage
26.	H7	Public health
27.	H8	Safety and security in tourist villages
28.	I1	The contribution of tourism to the preservation of the natural environment
29.	I2	Community concern for the preservation of the natural environment
30.	I3	Tourists' concern for preserving the natural environment
31.	I4	Environmental cleanliness and sanitation
32.	I5	Waste and rubbish management
33.	I6	Availability and use of clean water
34.	I7	Energy efficiency and use of renewable energy
35.	J4	Image of the tourist village
36.	J5	Utilization of digital marketing
37.	J7	Tourist satisfaction
38.	K1	Hospitality of tourism human resources
39.	K2	Tourism HR Competency
40.	K3	Responsiveness of tourism human resources
41.	K4	Honesty of tourism human resources
42.	K5	Politeness of tourism human resources

Source: Research, 2023

Furthermore, from the results of the Cartesian Diagram Analysis, it was found that there were 29 variables in Quadrant C, where these variables were in the low priority quadrant regarding the development of tourism villages in terms of the aspect of sustainable tourism. There are 2 factors for the development of tourism villages in terms of the sustainable tourism aspect which get a score in the low priority category, namely: Government Policy Factors in

Tourism Village Management with a number of low priority variables of 6 variables and Ancillary Factors with a number of low priority variables of 5 variables. Below, for more details, 29 variables which are considered low priority for developing tourism villages in terms of sustainable tourism aspects in Marga District, Tabanan Regency can be seen in Table 6.



**Table 6:** Variables that are low priorities for sustainable tourism villages

<b>Low priority (C)</b>		
1.	A11	Length of stay of tourists in tourist villages
2.	A12	Tourist expenditure in tourist villages
3.	A13	Sustainability of events and tour packages
4.	B1	Availability of restaurants/eating houses
5.	B2	Availability of Tourist Travel Bureau (BPW)
6.	B3	Availability of tourist support facilities (money changer, Tourist Information, ATM, etc.)
7.	B4	Resident's house used as a homestay
8.	C2	Public transportation services
9.	C4	Accessibility for the elderly and disabled
10.	C6	There are local modes of transportation
11.	D3	Community involvement in management
12.	D4	Supporting facilities for managing tourist villages
13.	D5	Guide to managing tourist villages
14.	D6	Crisis and disaster management
15.	D7	The role of tourism associations
16.	F2	Communities as entrepreneurs and the informal tourism sector
17.	F4	The community becomes an accelerator together with stakeholders in developing tourist villages
18.	G3	Tourism CSR for the Community
19.	G4	The amount of tourist spending
20.	J2	Promotion effectiveness
21.	J3	Pricing
22.	J8	Length of stay of tourists
23.	K8	People who master foreign languages
24.	L1	Regulations related to tourism
25.	L3	Standardization and certification of tourism businesses
26.	L4	Standardization and certification of tourism workers
27.	L5	Monitoring and Evaluation (Monev)
28.	L6	Control of tourism development
29.	L7	Public and private partnerships investment policy

Source: Research, 2023

Furthermore, from the results of the Cartesian Diagram Analysis, 11 variables were obtained in Quadrant D, where these variables are the excess resource quadrant related to the development of tourism villages in terms of the aspect of sustainable tourism. There are 2 factors for developing tourism villages in terms of the sustainable tourism aspect which get a value including excess resources, namely: The

Tourism Attraction Factor with a total of 4 variables and the Economic Benefit Factor with a total of 3 variables. Below, for more details, 11 variables which include excess resources from developing tourism villages in terms of sustainable tourism aspects in Marga District, Tabanan Regency can be seen in Table 7.

**Table 7:** Variables that are excessive for sustainable tourism villages

<b>Excessive (D)</b>		
1.	A3	Diversity of tourist attractions
2.	A4	Quality of tourist attraction
3.	A8	Diversification of tourism products
4.	A9	Modify tourism products according to market needs
5.	B6	There is a traditional market
6.	E5	Diversity of tourist activities
7.	E6	Memorable experience of tourists
8.	G1	Utilization of Community production results
9.	G5	Increasing people involved in the tourism business sector
10.	G6	Increasing community income from activities in tourist villages
11.	K7	There are tourism school graduates

Source: Research, 2023

The results of the IPA Analysis are viewed from the aspect of sustainable tourism, where the Tourism Village in Marga District, Tabanan Regency shows that the community participation factor is in Quadrant A, where the quadrant which is a factor that is considered important and expected but whose performance or activities are not yet satisfactory, consists of from 2 variables, namely: F<sub>3</sub> (participatory principles and active involvement of the community) and F<sub>6</sub> (Open mind set and friendly towards outsiders or tourists), are in Quadrant B, where the quadrant is a factor that is

considered important and has good performance as an aspect of tourism sustainability in tourism villages, so that the community maintains these performance achievements, consists of 2 variables, namely: F<sub>1</sub> (community as tourism workers) and F<sub>5</sub> (community has a positive perception of the tourism village), and is in Quadrant C, where the quadrant is the factor which are considered to have low performance and are also not very important, so there is no need to prioritize these factors, consisting of 2 variables, namely: F<sub>2</sub> (community as entrepreneurs and the informal tourism

sector) and F<sub>4</sub> (community as stakeholder accelerator in developing tourism villages).

### Conclusion

**Based on the presentation of the results and discussion, the conclusions regarding the development of tourism villages in terms of sustainable aspects in Marga District, Tabanan Regency are as follows**

1. Based on data analysis from the results of community responses to tourism villages in Marga District, Tabanan Regency, which are considered very important for realizing the development of tourism villages in terms of sustainable aspects in sequence, the most important being Social and cultural, natural environment, tourism activities, tourism village marketing, tourism human resources, community participation, and accessibility.
2. There are 5 performance outcome factors in the good category that have been implemented by the community in developing tourism villages in terms of sustainable aspects and in order from the best they are social and cultural, natural environment, tourism activities, tourism attraction, and tourism human resources.
3. The results of the gap analysis between the level of importance and the level of performance of tourism village factors in terms of the aspect of sustainable tourism in Marga District, Tabanan Regency show that there are 6 factors whose value difference is close to the average level of performance and the average level of importance, which means that what is done and what is expected is consistent, namely social and cultural, natural environment, tourism activities, tourism human resources, society participation, and Accessibility.
4. Identification. The IPA analysis of tourism village development in terms of sustainable aspects is grouped into four quadrants (A, B, C, and D). The results of grouping all variables found an average level of importance of 4,54 (very important) as the Y Axis and an average level of performance of 3,96 (good) as the X Axis. Quadrant A which is the main priority is the Tourism Human Resources Factor, Quadrant B which constitutes excellence is socio-cultural factors, environmental factors, and tourism attraction factors, Quadrant C which is a low priority is amenity factors, ancillary factors, and government policy factors in tourism village management and Quadrant D, which is the excess resource quadrant, is the Economic Benefit Factor and the Tourism Attraction Factor.

### References

1. Chili NS, Ngxongo NA. Challenges to active community involvement in tourism development at Didima Resort: A case study of Umhlwazini community in Bergville. *Afr J Hospitality Tourism Leisure*. 2017;6(2):1-15.
2. Arismayanti NK, Sendra IM, Suwena IK, Budiarsa M, Bakta IM, Pitana IG, *et al.* Tourism villages development in Bali, mass or alternative tourism. *J Tourism Hospitality Manag*. 2019;7(2):117-139.
3. Groot RDPS, Berg VDA, Amelung B. Cultural and amenity services. Ecosystems human well-being: *Curr State Trends: Findings Condition Trends Working Gr*. 2005;1:455.
4. Tung VWS, Ritchie JRB. Exploring the essence of memorable tourism experiences. *Ann Tourism Res*. 2011;38(4):1367-1386.
5. Edensor T. Mundane motilities, performances and spaces of tourism. *Soc Cultural Geography*. 2007;8(2):199-215.
6. Demolingo RH, Damanik D, Wiweka K, Adnyana PP. Sustainable Tourist Villages Management Based on Javanese Local Wisdom Memayu Hayuning Bawono Best Practice of Desa Wisata Pentingsari, Yogyakarta. *Int J Tourism Hospitality Rev*. 2020;7(2):41-53.
7. Murphy L, Moscardo G, Benckendorff P, Pearce P. Evaluating tourist satisfaction with the retail experience in a typical tourist shopping village. *J Retailing Consumer Serv*. 2011;18(4):302-10.
8. Ong J, Tin L, Smith RA. Perception and reality of managing sustainable coastal tourism in emerging destinations: The case of Sihanoukville, Cambodia. *J Sustainable Tourism*. 2014;22(2):256-278.
9. Ghaderi Z, Henderson JC. Sustainable rural tourism in Iran: A perspective from Hawraman Village. *Tourism Management Perspectives*. 2012;2:47-54.
10. Erdogan N, Baris E. Environmental protection programs and conservation practices of hotels in Ankara, Turkey. *Tourism Manag*. 2007;28(2):604-14.
11. Elliott G, Mitchell B, Wiltshire B, Manan IA, Wismer S. Community participation in marine protected area management: Wakatobi National Park, Sulawesi, Indonesia. *Coastal Manag*. 2001;29(4):295-316.
12. Ying T, Zhou Y. Community, governments and external capitals in China's rural cultural tourism: A comparative study of two adjacent villages. *Tourism Management*. 2007;28(1):96-107.
13. Kania I, Anggadwita G, Alamanda DT. A new approach to stimulate rural entrepreneurship through village-owned enterprises in Indonesia. *J Enterprising Communities*. 2021;15(3):432-50.
14. Muganda M, Sirima A, Ezra PM. The role of local communities in tourism development: Grassroots perspectives from Tanzania. *J Human Ecology*. 2013;41(1):53-66.
15. Earley PC. Redefining interactions across cultures and organizations: Moving forward with cultural intelligence. *Res Organ Behav*. 2002;24:271-99.
16. Whittaker J, McLennan B, Handmer J. A review of informal volunteerism in emergencies and disasters: Definition, opportunities and challenges. *Int J Disaster Risk Reduction*. 2015;13:358-68.
17. Yang S, Zhao W, Liu Y, Cherubini F, Fu B, Pereira P, *et al.* Prioritizing sustainable development goals and linking them to ecosystem services: A global expert's knowledge evaluation. *Geography Sustainability*. 2020;1(4):321-30.
18. Lanin D, Hermanto N. The effect of service quality toward public satisfaction and public trust on local government in Indonesia. *Int J Social Economics*. 2019;46(3):377-92.
19. Bolderston A. Conducting a research interview. *J Med Imaging Radiat Sci*. 2012;43(1):66-76.
20. Kiger ME, Varpio L. Thematic analysis of qualitative data: AMEE Guide No 131. *Med Teach*. 2020;42(8):846-54.
21. Smeyers P. Qualitative and quantitative research methods: Old wine in new bottles? On understanding

- and interpreting educational phenomena. *Paedagogica Historica*. 2008;44(6):691-705.
22. Akhoondzadeh M, De Santis A, Marchetti D, Piscini A, Cianchini G. Multi precursors analysis associated with the powerful Ecuador (MW=7.8) earthquake of 16 April 2016 using swarm satellites data in conjunction with other multi-platform satellite and ground data. *Advances Space Res*. 2018;61(1):248-63.
23. Santoso P, Adrianta KA, Wiranatha IG. Phytochemical screening and *in vivo* test of dewandaru (*Eugenia uniflora* L) fruit extract on mice exposed to cigarette smoke. *International Journal of Health and Medical Sciences*. 2021;4(2):246-52.