

## THE MANAGEMENT OF CULTURAL EVENTS AND TOURISM ATTRactions IN THE Indonesian TOURISM VILLAGES

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### Abstract

The exploration of tourist villages holds significant importance in endeavors to foster sustainable tourism in Indonesia. Tourist villages not only provide aesthetic appeal, cultural distinctiveness, and indigenous knowledge, but also have a beneficial impact on the economic and social advancement of local communities. The objective of this study is to examine the design and implementation of cultural event management in Indonesian tourist villages, with the aim of enhancing tourist attraction. Additionally, the study seeks to assess the impact of cultural event management on tourist experiences and identify the key factors that contribute to the success of such management in increasing tourist attraction in tourist villages. This text discusses the role of local communities in promoting the sustainability of these activities. Qualitative methods offer a comprehensive framework for investigating the intricacies and subtleties of cultural activities and their influence on tourist attractions in tourist villages. Within this framework, qualitative methods encompass various approaches, including literature reviews, participant observation, and content analysis. The findings of the study indicate that the effectiveness of cultural events in Indonesian tourist villages is not solely determined by their level of interest, but also by their capacity to foster cultural sustainability, engage local communities, and showcase the distinctiveness of the destination.

**Keywords:** *cultural events, management, tourism, Indonesia.*

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### 1. INTRODUCTION

The expansion of the tourism sector in Indonesia has emerged as the primary catalyst for enhancing the country's economy. Over the years, the tourism industry has experienced rapid growth, emerging as a prominent sector that plays a substantial role in driving Indonesia's economic expansion. The surge in both international and domestic tourist arrivals, coupled with Indonesia's diverse range of tourist destinations, has had a favorable influence on several interconnected economic sectors. Qital et al. (2022) found that tourism in Indonesia has a significant impact not only on the tourism sector itself but also on related sectors such as hospitality, transportation, culinary, and local crafts. The expansion of the tourism sector not only generates employment opportunities, but also augments the revenue of indigenous communities, fosters the development of micro and small enterprises, and propels the enhancement of service and infrastructure sectors in diverse tourist destinations. In addition, the advancement of tourism also serves as a catalyst for the promotion and conservation of Indonesia's cultural and natural resources. Tourist villages that harness their local resources as tourist attractions also contribute positively to the economic development of the local community. Hence, the expansion of the tourism sector in Indonesia not only generates economic advantages, but also facilitates the conservation of culture and environment, rendering it a pivotal industry in promoting sustainable development on a national scale. The growing inclination of tourists towards cultural tourism experiences in different Indonesian destinations is a significant indicator of the changing

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preferences of travelers. Indonesia's abundant cultural heritage is increasingly drawing tourists who desire immersive and genuine experiences. Contemporary travelers seek not only attractive locations, but also desire engagement with a diverse and distinctive cultural legacy. Indonesia boasts a multitude of destinations that provide immersive cultural tourism experiences, encompassing local customs, traditional rituals, performing arts, and gastronomic delights. The surge in visits to tourist villages, historical sites, and cultural festivals is indicative of the growing fascination among tourists for this experience. As per the findings of Sulhaini et al. (2021), this indicates that travelers have a strong inclination to actively engage with the local community, explore the profound cultural aspects of a place, and encounter the distinctiveness of each destination. Gaining a comprehensive understanding of these patterns in the formulation of tourism policies and the management of tourist destinations is of utmost significance. It is imperative for governments and tourism stakeholders to prioritize the preservation and promotion of local culture, offer engaging and authentic experiences for tourists, and ensure that the growth of tourism has a beneficial effect on local communities and the environment. Hence, the growing fascination with cultural tourism experiences presents a chance to propel Indonesia's tourism industry in a sustainable fashion.

The exploration of tourist villages holds significant importance in endeavors to foster sustainable tourism in Indonesia. Tourist villages provide not only scenic beauty, distinctive culture, and indigenous knowledge, but also have a beneficial impact on the economic and social progress of local communities. Tourist villages prioritize sustainability by responsibly utilizing natural and cultural resources, while also actively involving the community in the management and development process. Through harnessing the potential of tourist villages, the government and stakeholders can establish a tourism framework that prioritizes the conservation of natural and cultural resources, engages and empowers local communities, and ensures fair distribution of economic advantages. As per the findings of Sulhaini et al. (2021), tourist villages frequently engage local communities in initiatives aimed at conserving and showcasing their cultural heritage. This involvement leads to the development of local economic activities, such as the production of handicrafts and traditional culinary delicacies, which contribute to the livelihoods of the villagers. The beginning of the documentIn addition, tourist villages can serve as an educational tool for tourists, fostering a greater understanding and appreciation of Indonesia's rich cultural and natural diversity. Indonesia can enhance the value of tourist villages to develop and oversee a sustainable tourism industry that yields enduring advantages, not solely in terms of economic gains, but also in preserving the environment and cultural heritage. By doing so, tourist villages can contribute significantly to the overall sustainability and diversity of Indonesia as a tourist destination.

The significance of cultural activities and events as supplementary attractions in tourist villages cannot be exaggerated, as they offer a fresh perspective to the tourist encounter and promote local economic growth and sustainability. Tourist villages rely on cultural activities, such as traditional ceremonies, art performances, and local festivals, to provide tourists with a genuine and immersive experience. This not only enhances the appeal of the destination, but also enhances the valuable cultural heritage and local traditions. Events held in tourist villages serve not only as a form of entertainment, but also as a method of promoting local identity and fostering community involvement in the tourism sector. Tourists have the opportunity to actively participate in cultural activities, gaining knowledge about the history and everyday life of local inhabitants, while local residents have the chance to showcase their cultural heritage (Robbie & Praharjo, 2020). Tourist villages foster emotional connections between tourists and the local community by creating engaging activities and events, thereby promoting the long-term viability of the destination. In addition, cultural activities and events offer substantial economic prospects for rural communities. By augmenting the volume of tourist visits, there exists the possibility of boosting sales of indigenous products, lodging services, and assorted traditional handicraft items. Hence, cultural activities and events in tourist villages play a crucial role in providing tourists with meaningful experiences, while also serving as a catalyst for local economic growth and the preservation of

cultural sustainability in Indonesia. Identifying ways to enhance tourist appeal through effective cultural event management is a crucial measure in maximizing a destination's tourism capacity. Efficient cultural event management can serve as a catalyst that enhances and enhances the tourist experience. Destinations can enhance their appeal by organizing captivating cultural events that not only offer amusement but also offer profound understanding of the abundance of local culture and traditions. Noteworthy cultural events encompass arts festivals, traditional music recitals, fine arts exhibitions, as well as educational workshops and classes tailored for tourists seeking to deepen their understanding of the local culture.

By employing innovative and strategic event management techniques, destinations have the ability to entice tourists by providing distinctive and unforgettable experiences. Mumtaz and Karmilah (2022) state that cultural events offer local communities the chance to engage in the tourism industry by selling local goods and services or by participating in the events. In addition to enhancing appeal, effective cultural event management can also yield favorable economic outcomes and empower local communities. By actively engaging the community in the organization of cultural events, destinations can foster a sense of unity that promotes long-lasting and environmentally-friendly development. The objective of this study is to examine the design and implementation of cultural event management in Indonesian tourist villages with the aim of enhancing tourist attraction. Additionally, it seeks to analyze the impact of cultural event management on tourist experiences and identify the key factors that contribute to the success of such management in increasing tourist attraction in tourist villages. Indonesia, and the ways in which the active involvement of local communities can bolster the long-term viability of these endeavors.

## **2. IMPLEMENTATION METHOD**

Utilizing qualitative methods to study the "Management of Cultural Events and Tourist Attractions in Indonesian Tourism Villages" is a highly pertinent and significant approach. It offers a comprehensive framework for examining the intricacies and subtleties of cultural activities and their influence on tourist attractions in tourist villages. Qualitative methods in this context encompass various approaches, including literature reviews (Sugiyono, 2018). By conducting literature reviews and engaging in discussions with key stakeholders, such as managers of tourist villages, community leaders, and tourists, qualitative research can provide a comprehensive understanding of the planning and execution of cultural events. The literature review enables researchers to comprehend the various viewpoints, incentives, and encounters associated with event management and its influence on tourist attractions.

Participatory observation allows for firsthand comprehension of the dynamics and ambiance of cultural events in the field. Researchers can gain a comprehensive understanding of the cultural context, the dynamics between tourists and local communities, and the factors that contribute to the unique appeal of tourist villages by actively participating in activities and interactions. Moreover, content analysis can be employed to investigate documents pertaining to cultural events, promotion of tourism, and the reactions of tourists. This methodology enables researchers to discern thematic patterns, trends, and overall impressions that can enhance their comprehensive comprehension of the tourist attractions produced through cultural event management. This research employs qualitative methods to comprehensively depict the variety and profoundness of cultural activities, while also elucidating their influence on tourist attractions in Indonesian tourist villages. This methodology offers a comprehensive and nuanced comprehension that encompasses not only quantitative data and statistical analysis, but also firsthand accounts and interpretations from the participants of the study.

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**3. RESULTS AND DISCUSSION**

The process of conceptualizing cultural events in Indonesian tourist villages entails a meticulous sequence of stages, encompassing planning, execution, and the careful consideration of multiple factors, all aimed at guaranteeing the triumph and long-term viability of the event. The planning stage serves as the primary basis for creating captivating and significant cultural events. During this phase, various stakeholders, including managers of tourist villages, local government officials, and local communities, identify cultural assets and local attractions that can be emphasized during the event. The process of selecting a theme is a crucial and strategic step in the design of cultural events, as stated by Salam and Nurjanah (2019). Selecting a theme that accurately represents the distinctiveness and individuality of the village is crucial in capturing the interest of tourists. Within this framework, a range of factors such as indigenous customs, cultural legacy, or customary festivities can serve as criteria for choosing pertinent topics. Establishing the timetable is a crucial factor to take into account when organizing cultural events. Prudent planning should consider seasonal variables, tourist itineraries, and concurrent cultural festivities or events. The objective is to maximize tourist attendance and elicit a favorable response from the local community. In addition to that, cooperation with relevant stakeholders is an essential component in the design process. The involvement of multiple stakeholders, including local government, arts and cultural institutions, and local business actors, can offer robust support, supplementary resources, and a wide range of perspectives that enhance the execution of the event.

When designing cultural events in Indonesian tourist villages, it is crucial to consider several key factors to ensure the long-term preservation of culture, active participation of local communities, and the promotion of local distinctiveness. Cultural sustainability is a key factor that encompasses endeavors to not only entertain and provide experiences for tourists, but also to deeply engage with and preserve the existing cultural heritage. Utilizing culturally significant elements, such as customary traditions, indigenous fine arts, or traditional performances, can serve as a potent means to foster and safeguard cultural values that have been transmitted across successive generations (Pratama & Anita, 2022). In addition to that, the participation of local communities is also a crucial element in the planning of cultural events. Engaging the local community at an early stage of the planning process can guarantee that the event is not solely dictated by those in authority, but also reflects the community's ambitions, requirements, and wishes. This engagement may entail active involvement in the preparation of the event program, contributing to the planning and execution of the event, and making use of local resources as a fundamental component of the activity. Local distinctiveness is also a pivotal factor that necessitates consideration. Tutik et al. (2021) suggest that incorporating distinctive elements of a village, such as local cuisine, traditional crafts, or unique customs, can enhance the appeal of an event and set it apart from others. Emphasizing local identity not only provides a genuine experience for tourists but also bolsters local economic growth by enhancing the marketability of local goods and services.

The implementation of cultural events in Indonesian tourist villages is a crucial phase that necessitates the coordination of various stakeholders, effective logistics management, and the active involvement of the local community. Effective collaboration among parties is the fundamental foundation for ensuring the smooth execution of all aspects pertaining to the event. Effective communication among key stakeholders, including tourism village managers, local governments, local communities, and the private sector, is essential to ensure the attainment of shared objectives. This coordination entails synchronizing the roles and responsibilities of each party involved in executing the event, while also efficiently managing the timing and location (Mandalia, 2022). Logistics management plays a crucial role in the execution of cultural events. This encompasses the planning and administration of all aspects related to the event, such as facilities, infrastructure, transportation, accommodation, and consumption. Effective logistics guarantees the efficient management of all technical and operational elements, ensuring a seamless execution of the event and meeting the expectations of tourists. In addition, logistics encompasses



waste management and other environmental considerations to ensure the long-term viability of the event's location. The involvement of the local community is an indispensable factor in the implementation of cultural events. Rachmat (2021) asserts that the active participation of local communities not only fosters a sense of ownership and pride in the event, but also enhances the value of the tourist experience. Local individuals have the opportunity to contribute in diverse manners, such as actively engaging in cultural performances, vending local merchandise, and imparting information and narratives regarding local cultural heritage to tourists. Active involvement from the local community not only contributes to the success of the event, but also enhances its positive influence on the economy and long-term viability of the community.

An examination of the involvement of different stakeholders, including local government, village managers, and local communities, in the execution of cultural events in Indonesian tourist villages is essential for comprehending the overall dynamics and consequences of these activities. Municipalities play a crucial role in facilitating and regulating the execution of cultural events. Local governments can foster an environment conducive to efficient event implementation by implementing policies, issuing permits, and providing logistical support. Furthermore, they can also offer monetary aid or other valuable assets that promote the long-term viability and excellence of the event. As stated by Anggoro et al. (2023), village managers, who are the primary stakeholders in tourist destinations, have a crucial responsibility in coordinating cultural events. They have the responsibility of devising, coordinating, and executing activities. Village managers are tasked with the duty of identifying and harnessing the local resources, creating appealing programs, and efficiently managing event operations. Effective collaboration among village administrators, regional authorities, and local communities is crucial for the successful execution of events. Local communities, being the stakeholders in closest proximity to cultural heritage and daily life, play a crucial role in enhancing the richness and authenticity of cultural events.

By actively engaging as participants, craftsmen, sellers of local products, or even as resource persons, individuals can enhance the long-term viability of local culture and economy (Wuntu et al., 2022). By engaging local communities in the process of planning and executing cultural events, these events can effectively embody the authentic identity and values cherished by the local communities. Assessing the influence of cultural events on tourist attractions in rural areas is a crucial factor in gauging the effectiveness and significance of these activities. To comprehensively assess the influence, various factors must be examined to gauge the degree to which cultural events enhance the appeal of the village to tourists. An essential factor to consider is the increase in tourist visitation both during and following the event. An upsurge in tourist numbers can serve as a favorable indication that a cultural event has effectively captivated the attention and piqued the interest of visitors. In addition, it is imperative to consider whether cultural events effectively deliver positive experiences to tourists. An evaluation can be conducted by examining the responses and feedback provided by tourists regarding their satisfaction, cultural comprehension, and the favorable impressions they acquire (Prime et al., 2023). These aspects may encompass factors such as the distinctiveness of the experience, the excellence of the performance, and the engagement of the local community.

The assessment of economic impact is a crucial factor as well. Assess the extent to which cultural events have a substantial impact on local economic development, such as by boosting the sales of local products, engaging local culinary enterprises, or fostering growth in the overall tourism industry. In addition to the beneficial effects, it is imperative to assess the long-term sustainability of cultural events. Long-term assessment could involve monitoring the impact of cultural events on enhancing the village's reputation as a desirable tourist destination, as well as evaluating the extent to which it fosters increased local community engagement in tourism-related activities. The cultural events held in Indonesian tourist villages have a substantial impact on the tourist experience, encompassing cultural education, entertainment, and engagement with local communities. Cultural events serve as a means to educate tourists about the abundance of cultural heritage and local traditions within the realm of cultural education. Traditional art performances,

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cultural exhibitions, and local craft workshops offer a comprehensive understanding of the cultural diversity present in the village. During this experience, tourists are afforded the chance to acquire knowledge, comprehend, and value the cultural principles that are an essential component of the local community's way of life. Cultural events on the entertainment front offer distinctive and gratifying experiences for tourists. Wuntu et al. (2022) state that performing arts, festivals, and traditional rituals generate an ambiance of delight and wonder, enhancing the allure of a destination by providing entertaining and distinctive activities that diverge from the usual daily routine. Genuine and indigenous entertainment can generate indelible recollections for tourists, enhancing the event with a deeper sense of significance and resonance. Tourists acquire a significant aspect of engaging with local communities through cultural events. The community's enthusiastic engagement in events fosters prospects for tourists to directly communicate, interact, and gain deeper insights into the daily life and local customs. These interactions enhance the tourist experience by providing a social aspect, enabling them to feel the warmth and friendliness of the local community. This also helps to establish an emotional connection between tourists and the community.

Ensuring the success and positive impact of events in Indonesian tourist villages relies heavily on the crucial foundation of planning and designing cultural events that take into account cultural sustainability and local uniqueness. Selecting a theme that aligns with the village's identity, promotes cultural sustainability, and explores local potential are strategic measures that can enhance and enhance the appeal of the event. During the planning phase, it is crucial to engage diverse stakeholders, such as local authorities, village administrators, and community members, to ensure the inclusion of all parties' interests. This process entails a thorough examination of various elements of cultural sustainability, encompassing the conservation of customary practices, indigenous artistic expressions, and the harmonization of contemporary advancements with traditional principles (Rachmat, 2021). Selecting a theme is an imaginative and tactical initial step in the creation of cultural events. An overarching motif that not only embodies the village's distinctiveness, but also embraces the preservation of cultural heritage, has the potential to captivate tourists seeking genuine and unforgettable encounters. Furthermore, selecting a theme that mirrors the local potential has the capacity to stimulate the economy of the local community, rally local business participants, and promote economic sustainability. When designing, it is important to thoroughly investigate and skillfully incorporate distinctive local characteristics into different components of an event, such as art performances, exhibitions, or interactive activities. This approach not only generates an aesthetically pleasing event, but also demonstrates reverence for the cultural and ecological variety present in the village.

Moreover, a discourse on the importance of coordination and collaboration among stakeholders as a crucial element in executing cultural events in Indonesian tourist villages can be initiated by elaborating on several significant aspects. Effective collaboration and communication among local governments, village administrators, and local communities are essential for ensuring the smooth and efficient execution of events, maximizing their productivity and impact. An initial area that requires consideration is the engagement of local authorities as facilitators and regulators. It is the duty of regional governments to establish an environment conducive to hosting events, encompassing tasks such as issuing permits, allocating funds, and providing logistical assistance. As stated by Wiyana et al. (2018), collaborating with pertinent government agencies such as the tourism, culture, and regional development offices will guarantee that event planning adheres to relevant regulations and policies. Moreover, the primary emphasis is placed on the role of village managers in coordination. Their responsibility entails coordinating the technical aspects of implementation, including event licensing, logistics management, and promotions. Establishing synergy with the local government is crucial to ensure that village managers receive the necessary support and guidance to effectively execute the event. Active participation of the local community is a crucial element in facilitating coordination and cooperation. The local community possesses extensive expertise regarding cultural heritage and local distinctiveness, and their active

involvement can enhance the event's authenticity. Engaging them in the planning process, offering chances to express innovative ideas, and empowering them as participants or performers in events, can enhance and intensify the tourist experience.

The management of resources, encompassing financial allocation, infrastructure, and personnel, is a technical aspect that demands careful consideration. Thoroughly investigating the responsibilities of each party involved in the provision and utilization of these resources is essential in order to ensure that each component can contribute to the event's success to the fullest extent. Efficient logistics and infrastructure management are crucial for achieving success. Prasetyo and Syafrini (2023) assert that effective logistics management entails the meticulous arrangement of facilities, infrastructure, and other auxiliary resources. Sufficient infrastructure, encompassing factors such as ease of access and suitable lodging, will enhance the comfort of tourists, facilitate the execution of events, and augment the appeal of the destination. The active engagement of local communities is an essential component within the framework of sustainability. Communities engaged in the process of organizing, executing, and assessing cultural events typically develop a sense of ownership and accountability towards ensuring the long-term viability of these activities. This participation encompasses contributions in all facets, ranging from the coordination of shows and exhibitions to the sale of locally sourced products. Hence, the active involvement of the local community can serve as a catalyst for achieving both economic and cultural sustainability in tourist villages. Additionally, promotional and marketing components are also crucial factors. Strategic promotional campaigns, utilizing both traditional and digital platforms, have the potential to broaden the audience and enhance the appeal of cultural events.

#### **4. CONCLUSION**

As a whole, the process of organizing, creating, and executing cultural events in Indonesian tourist villages involves a sequence of intricate and interconnected phases. The outcome of an event is contingent not only upon elements of originality and ingenuity in its design, but also significantly impacted by the synchronization and collaboration among involved parties. Ensuring cultural sustainability, community involvement, and highlighting local uniqueness relies heavily on the active participation of local governments, village managers, and local communities as primary stakeholders. Selecting a theme that accurately represents the village's identity, prioritizes cultural sustainability, and investigates local potential is crucial for creating engaging and significant cultural events. Simultaneously, it is crucial to prioritize coordination and cooperation among parties as the primary basis for achieving successful implementation. The active participation of local governments in offering assistance, authorizations, and logistical support forms the basis that underpins efficient event management. In order to achieve common objectives, it is crucial for village managers, who play a central role in the design and execution process, to establish a strong synergy with both the local government and the local communities.

The inclusion of local communities is an indispensable factor in endeavors to uphold cultural sustainability. Their engagement, both as observers and active participants, in addition to their role as guardians of cultural heritage, contributes significantly to the preservation of tradition and the maintenance of genuine authenticity. Furthermore, the inclusion of local communities can generate a favorable economic outcome and enhance the overall tourist experience. Efficient management of logistics and infrastructure, along with effective promotion, play a crucial role in ensuring the success and appeal of cultural events. Optimal infrastructure and effective marketing can enhance tourist satisfaction, generate favorable publicity, and amplify the beneficial effects of events. The efficacy of cultural events in Indonesian tourist villages is gauged not only by their level of interest, but also by their capacity to foster cultural sustainability, engage local communities, and showcase the distinctiveness of the destination. The integration of these aspects is crucial in the creation of cultural events that not only offer entertainment, but also yield a lasting beneficial effect on the village and its visitors.

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