



## **MANAGEMENT OF PANGSAN TOURISM VILLAGE AS A TOURISM DESTINATION BASED ON TRI HITA KARANA**

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### **ABSTRACT**

*A tourist village is an area consisting of local communities who interact in tourism management, with the aim of increasing the community's role in increasing tourism potential in each village area. Pangsan Tourism Village is one of the promising tourist destinations in North Badung, but it needs better and more effective management. This research examines the potential of Pangsan Tourism Village as a Tri Hita Karana-based tourist destination, its management efforts, and the obstacles that still exist. This research uses qualitative research methods with descriptive analysis techniques. The research results show that Pangsan Tourism Village has a variety of natural, cultural and artificial potential. Pangsan Tourism Village management efforts have been quite good in providing facilities and access, but deficiencies are still found in supporting facilities and additional services. The obstacles found were less than optimal planning and design of tourism packages, low community involvement, and a lack of understanding of the Pangsan Tourism Village management. Therefore, Pangsan Tourism Village needs to improve supporting facilities, partner with travel agents, and provide further assistance to optimize management.*

**Keywords :** *Management, Tourism Village, Pangsan Village, Tri Hita Karana*

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## **I. INTRODUCTION**

Tourism has become a very important sector in overcoming poverty and improving people's welfare in Indonesia. One effective way to develop tourism is through Tourism Villages. A tourism village is an area where local communities interact in tourism management directly and



have an interest and awareness to play a role together by utilizing their different abilities. The aim of establishing a Tourism Village is to increase the role of the community as direct actors in increasing readiness and awareness of tourism potential in each village area. Tourism Villages also focus on making contributions to the community around the village and preserving the environment in the village. Tourism Villages have cultural values and tourism products that are strong with traditional nuances. Rural tourism also provides an opportunity for tourists to stay in traditional villages and learn about village life. In developing Tourism Villages, the government's active role is very important. The government must provide assistance to managers and communities in managing tourist villages, by creating regulations and policies that support the development of tourist villages. These policies include regulations related to the environment, infrastructure and security to support supporting facilities for tourists. Apart from that, funding and technical assistance are also important in helping managers and communities develop basic infrastructure such as roads, sanitation and other supporting facilities.

Tourism Village Development has become one of Indonesia's leading programs in recent years. The Ministry of Tourism and Creative Economy is targeting hundreds of tourist villages to become certified independent tourism by 2024. Data on public visits to tourist villages will also increase by 30-35% in 2023, according to the Central Statistics Agency. Tourism Villages are now considered Indonesia's flagship program with an icon of tourism revival known as "The Best Tourism Village". However, the development of Tourism Villages also faces several problems. The number of tourists visiting Pangsan Village in 2023 and 2024 has decreased, affecting the well-being of the local community.

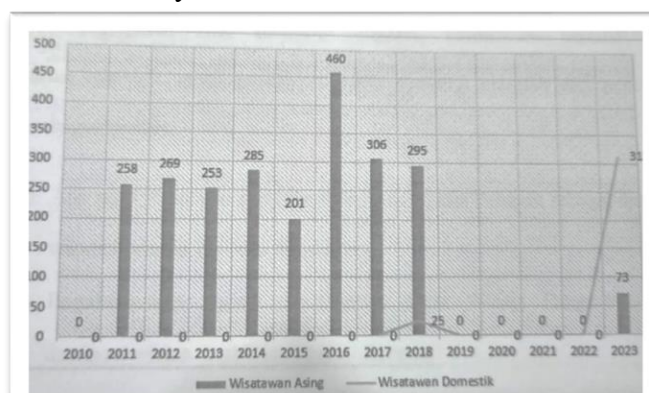


Figure 1. Foreign and domestic tourist visit data in Pangsan tourism village.

Source: Pangsan Tourism Village, 2024

The effectiveness of management has become another challenge in optimizing the village's tourism potential. Important factors must be considered in developing Tourism Villages so that they can develop in the right way and Sustainable is public awareness of tourism, careful planning, management and strategies that are right on target, improving tourist attractions through providing adequate facilities, as well as tourism marketing techniques to support the development of tourist villages. Training and assistance for local communities is very important in village management Pangsan Tourism. This includes tourism management, marketing, financial management and other skills. The government also needs to continue to monitor and evaluate the development of the tourist village periodically to provide the necessary feedback and support. In this way, the development of the Pangsan Tourism Village is expected to improve the welfare of the community local while preserving the culture and environment in Badung Regency. Pangsan Tourism Village is considered the right choice to build and develop the potential and economy of North Badung.

## METHOD

This research uses qualitative methods, where the researcher acts as the main instrument in collecting and analyzing data (Sugiyono, 2019). The research techniques used include observation, interviews and documentation studies. Observations were carried out by observing directly in the field, while interviews were carried out with general and unstructured questions. Primary data is obtained from direct sources, while secondary data comes from analysis of literature and documents. Documentary studies involve collecting documents, photos, or video recordings related to the object of research (Kaelan, 2012). The data analysis technique used is data reduction to produce more detailed reports or data.

## II. RESULT AND DISCUSSIONS

Pangsang Village is considered very special because of the discovery of copper inscriptions indicating the existence of this village. The copper inscription was found at the Penataran Geni Jaya Temple which is located in front of the current Pangsang Village Office. The copper inscription is 41 cm long and 10 cm wide, with the number 5 on the edge, and is written in Old Javanese letters and language. Based on interviews with several residents of Pangsang Village, on September 14 1974, the inscription was read by M. M. Sukarto K. Aimojo from Branch Office II of the Gianyar National Antiquities and Heritage Institute. This inscription is thought to originate from the 12th century, during the reign of King Jaya Pangus in 1811. The inscription describes Paruman Nunung, a royal ceremony, which was attended by eight Senopati who ruled Bali in the 12th Century AD, which is thought to represent the eight district in Bali. Apart from that, there are also two other Senopati, namely Anusning Rat and Toh Ujar. Paruman Nunung was also attended by Tira Wangsa, a spokesperson for Buddhism, three writers, and two Caksu from the temple, Karena Kerata, and Sidhamukti. The inscription also explains that Empu Kuturan, a priest, was also present at Paruman Nunung. During the meeting, the King gave gifts and taxes to Paruman Village, and the results of the meeting were ratified in this village (now Pangsang Village). The fifth sheet is now the confirmation sheet for Paruman Nunung, based on evidence at Penataran Geni Jaya Temple. History of Paruman Nunung, this place is called "PANGSAN", which comes from the words "Penesahan" which means "Confirmation of Paruman Nunung," and "Depang San", which means "Let it be" the 5th plate was left in this place (Pangsang Village now ).

Pangsang Village was declared a Tourism Village after being designated based on the Decree of the Regent of Badung No., 47 of 2010. Mr. Nyoman Kitha, as the pioneer in the establishment of the Pangsang Tourism Village, led efforts to develop the village in various ways to improve the social, economic and cultural life of the community with capital. limited and minimal public awareness of tourism. The Pangsang Tourism Village Management consists of 15 administrators and 7 sections tasked with managing and developing the Tourism Village. The mission of the management of Pangsang Tourism Village is to make Pangsang Village an advanced tourist village by utilizing natural potential and cultural riches, including its sacred traditions. The Pangsang Tourism Village management is also committed to prioritizing economic empowerment in improving community welfare.





**Figure 2.** Expansion of rice fields in the tourist villange of Pangsan  
(Source: Pangsan Tourism Village, 2024)

Pangsan Tourism Village has the tagline "The Beauty of Nature", which describes Pangsan Village as a tourist village with its natural beauty. This village relies heavily on cooperation between the management, community and Pangsan Village Government. Pangsan Tourism Village has protected its natural resources such as forests, rivers and wildlife, as well as paying attention to the preservation of local culture such as organic farming and traditional arts as a form of management effort based on Tri Hita Karana, namely Paringan. Pangsan Tourism Village Management collaborates with the Badung Regency Youth, Sports and Tourism Department. This village too involving development consultants to review village conditions. The concept and theme of planning for the Pangsan Tourism Village is "Living With Locals", in accordance with the Badung government's direction for Tourism Villages in the North Badung area. This concept focuses on improving and maintaining the characteristics of the village area, community, customs, culture and tourism potential.

## **POTENTIAL OF PANGSAN TOURISM VILLAGE AS A TOURISM DESTINATION BASED TRI HITA KARANA**

Pangsan Tourism Village has a lot of potential as a Tri Hita Karana-based tourist destination in accordance with the potential theory initiated by Cooper et al, namely 4A, as shown in the following table:



**Table 1.** Results of 4A Concept Analysis in Pangsan Tourism Village

N O.	FACTOR	AVAILABILITY		POTENCY	
		Good	Enough	Less	
<b>1</b>	<b><i>Attraction</i></b>				
	1. Nature	✓			Landscape of rice fields, teak forests, springs, Ayung river
	2. Culture	✓			Historical inscriptions, Traditions <i>Ngendar</i> , tradition <i>Sekaa</i> <i>kekembangan</i> , tradition <i>Malang</i> , tradition <i>Urak</i>
	3. Artificial	✓			Sekarmukti <i>Eco-Agro</i>
<b>2</b>	<b>Accessibility</b>				
	Track transportation	✓			<ul style="list-style-type: none"> <li>- Tourist Village always clean, condition which is comfortable for you tourists, and various beauties who made tourists feel at home.</li> <li>- Street lighting good enough and necessary upgraded again</li> </ul>
	Quality road infrastructure	✓	✓		<ul style="list-style-type: none"> <li>- Road quality throughout the Village Pangsan Tourism is done quite good and Street lighting quite well, however need to be improved return</li> </ul>
	Vehicle which can accessed	✓			<ul style="list-style-type: none"> <li>- Small motorized vehicles and buses can easily pass through the Pangsan Tourism Village area</li> </ul>

	Network telephone, and network internet		✓		For communication, - The majority of people in Pangsan Tourism Village already use cellular telephones, and landline telephone networks are already available.
<b>3</b>	<b>Amenities</b>				
	1. Public facilities			✓	- Not available yet of rubbish bin - Not yet available Bulletin board - Center not yet available expenses for souvenirs
	2. Akomodation			✓	There are no shelter homes available/ <i>homestay</i>
	3. Restaurant			✓	There is only 1 special restaurant available in the destination area
	4. Central information		✓		Center not yet available information prepared by the Pangsan Tourism Village manager
	5. Parking	✓			Two parking lots have been prepared which will later be managed for tourism needs
	6. Toilet		✓	✓	There are no public toilets available for tourists/ visitors
<b>4</b>	<b>Ancillary</b>				
	Service conversion currency			✓	Not yet available conversion service currency
	ATM		✓		1 ATM available with regional banks so you have to improved



	Service communications and internet	✓			WiFi is available free in every Banjar and in attraction tour
	Rental equipment tourism and vehicle	✓		✓	Not yet available rental service tourist equipment and vehicle
	Service Photography and documentation	✓		✓	Not yet available Photography services and documentation
	Service <i>booking</i> and reservations	✓		✓	Not yet available service <i>booking</i> and reservation
	Service <i>Spa</i> and relaxation,	✓		✓	Not yet available service <i>Spa</i> and relaxation,
	Driver tour			✓	There are no local or foreign tour guides available yet
	Special tour and activity services			✓	Tour services and special activities are not yet available
	Center information			✓	Center not yet available information for para visitors

The research results show that Pangsang Tourism Village has many attractions, including beautiful natural scenery, rich history, and rich cultural heritage. Pangsang Tourism Village has many environmentally friendly facilities, such as a complete transportation system, complete public areas, and various facilities such as ATMs. However, there is a lack of additional services, such as currency exchange, spa and relaxation areas, tourist information centers, local tourist guides, cooperation with travel agents, and Overall, based on the theory used by researchers, elements that support the Pangsang Tourism Village are still lacking from the word enough. Therefore, the Pangsang Tourism Village management failed to fulfill these elements. Thus, Pangsang Tourism Village has the potential to become a tourist destination based on *Tri Hita Karana*, by maintaining the sustainability of this tourist spot through preserving original natural resources and local culture.

Apart from that, based on the elements of tourist attraction, the potential of a Food Tourism Village can be described as follows: What to see is a tourist attraction that can be seen by tourists. There are many tourist attractions that visitors can see. The natural wonders of Pangsang Tourism Village include the green landscape of rice fields with terraces, teak forests, plantations and the clear Ayung River. This view refreshes the eyes and soul visitors. Apart from that, Pangsang



Tourism Village has many attractions because of the traditional customs and ceremonies that are often carried out by local residents. These include traditions such as "Ngendar", "Sekaa Kekembangan", and "Urak". Traditional Balinese houses owned by local people are still in use, providing an overview of the unique local architecture. What to Do is a tourist attraction that tourists can do. One of the attractions of tourism is what tourists can do. Pangsang Tourism Village offers many interesting things to do, such as traditions and traditional ceremonies usually carried out by local residents. In the environment of rice fields and plantations around the village, trekking and hiking trails are provided for tourists to explore nature and see local flora and fauna. Tourists can also visit traditional houses to learn about the traditional architecture and lifestyle of local people, as well as learn about farming methods, from planting to harvesting local crops and livestock.

What to Buy is a tourist attraction that tourists can buy. For this reason of attraction, Pangsang Tourism Village does not yet provide souvenirs such as souvenirs, local food, agricultural and plantation products, and handicrafts. The tourist attraction accessible to visitors is called What to Arrive. Tourists can reach Pangsang Tourism Village in various ways, such as land, sea and air transportation, communications, telephone networks and the internet. Various types of transportation can make traveling to tourist attractions easier. Since the destination will be more accessible, the development of this section will attract more tourists. Lastly, Where to Stay is a tourist attraction that tourists can use as a place to stay. Pangsang Tourism Village does not have many lodging options that meet standards, such as lodgings with beautiful views and halfway houses or homestays available for visitors.

## MANAGEMENT EFFORTS OF PANGSANG TOURISM VILLAGE AS A TOURISM DESTINATION BASED ON TRI HITA KARANA

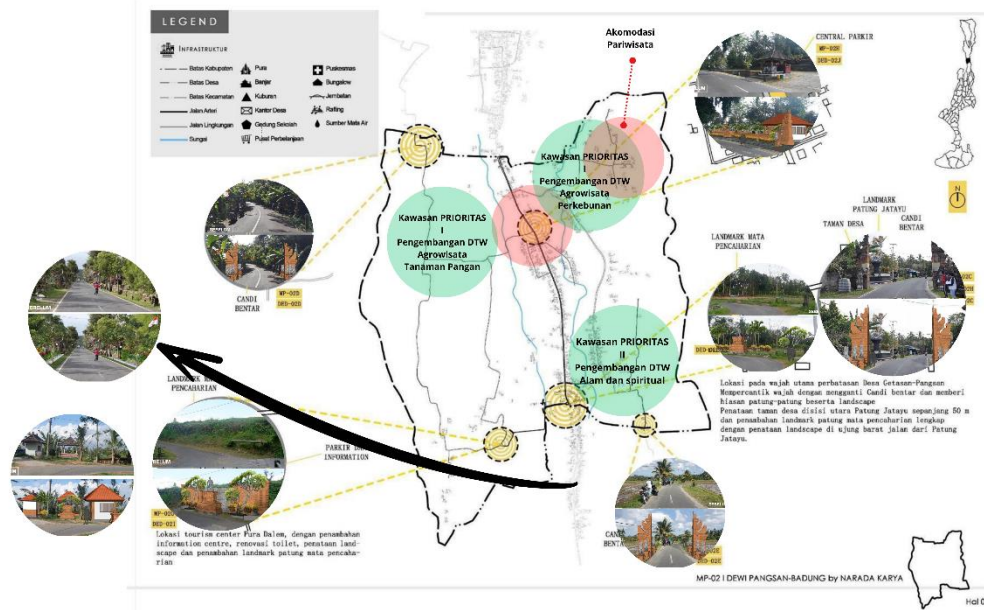
### 1. Planning

In an effort to manage Pangsang Tourism Village as a *Tri Hita Karana*-based tourist destination, there are several strategic steps that need to be involved in planning. Several important points that must be considered include developing village potential, managing natural resources, developing infrastructure, developing supporting facilities, developing tourism activities, and developing promotions. The management of Pangsang Tourism Village is trying to make the village an independent national and international tourist destination. The management also seeks to improve the village economy by involving the community in tourism development and maintaining local cultural values. In addition, Pangsang Tourism Village has protected its natural resources such as forests, rivers and wildlife, and paid attention to preserving local culture such as organic farming and traditional arts. Infrastructure development is also the main focus of the management of the Pangsang Tourism Village, by arranging the face of the main road, residential areas, the Bentar temple, and building a landmark statue of the livelihood mascot. Tourism support facilities such as central parking, information centers and toilet renovations are also priorities in the development of this village. Visitors can enjoy various tourist activities such as cycling along the rice field paths, trekking in the forest, and educational plantation tourism activities. The Tourism Village Manager already has several social media including *website*. In keeping social media accounts active, managers need to create a content plan that will be replaced every month to increase follower engagement. Human resources capable of carrying out this are also needed. Community institutions such as Tourism Village Management and Pokdarwis must be maximized.





Thus, the Pangsan Tourism Village still needs further development so that it can reach the stage of development in accordance with the desired Tourism Village concept.



**Figure 3.** Map of Pangsan Tourism village planning  
(source: Tourism Village Pangsan, 2024)

## 2. Organizing (Organizing)

After being inaugurated as a Tourist Village, Pangsan Village formed a Tourism Village Management Body Organization (BPDW). The formation of the BPDW involves various stakeholders to ensure that the management and development of the Tourism Village is managed well. BPDW Pangsan consists of the community, local government, traditional leaders, youth groups, and representatives of the private sector, which operates under the supervision of the Pangsan Village Government. The management structure of BPDW Pangsan is similar to the Tourism Awareness Group (Pokdarwis) called Mekar Bhuana. The Chairman of the Tourism Village Management is accompanied by a deputy chairman to lead the management body and is responsible for operations. There is also a secretary and treasurer who manage administration and finances. There are 7 divisions of the Pangsan Tourism Village Management division, such as order and security, tourist attractions, community relations, business development, marketing and arts and culture. Even though the process of establishing a Tourism Village and Pokdarwis Management structure has been carried out in accordance with regulations, there is still a shortage of staff due to limited personnel and lack of public awareness. The Pangsan Village Government is having difficulty selecting the right person to fill this position. The Pangsan Tourism Village management collaborates with related parties, such as traditional kelian and temple officials, to develop tourism potential.

### 3. Actuating

After plans are prepared and work is distributed according to an orderly organizational structure, the Tourism Village manager then mobilizes a team with their respective responsibilities to carry out tasks efficiently and effectively so that the work program that has been determined can run smoothly. The aim is to motivate members of the Tourism Village management organization to be active in tourism activities and continue to carry out their duties. Research shows that guidance and motivation have been provided well by the Pangsang Tourism Village management. They hold regular meetings to plan, evaluate programs that have been implemented, and provide guidance to youth to increase their enthusiasm and responsibility. The current focus is to improve accessibility, supporting facilities, and promote Tourism Villages with superior products such as the traditions and potential of Pangsang village. Even though there are still obstacles such as a lack of human resources and funds, the Pangsang Tourism Village management together with the Pokdarwis continue to strive to develop the tourist village. Cooperation and assistance between members of the organization is needed to achieve better goals. Support from the surrounding community is also very important in improving the management of the Pangsang Tourism Village. Before implementing the program, the head of the Tourism Village management needs to collaborate with the government and related parties to provide outreach to the community in order to obtain useful input for the development of the Pangsang Tourism Village.

### 4. Controlling

The control function is one of the important management functions. Supervision is carried out to prevent discrepancies between planning, organizing and implementing. The government and society have a role in carrying out this control function. Government agencies are responsible for monitoring and training community members in managing the Pangsang Tourism Village as a tourist attraction. Current supervision involves direct participation in tourism activities, including direct monitoring. Pangsang Tourism Village involves the community or society as the main subject in tourism development. The community or society has concern and awareness to play a role according to their respective abilities and skills. Supervision also involves perbekel, traditional kelian, Department kelian, planners/stakeholders, and the entire community. They are responsible for supervising tourism activities related to the environment, culture and infrastructure. They also carry out routine monitoring of the environment to ensure that the implementation of Tri Hita Karana runs well. Mr. I Made Yasa, one of the officials at Penataran Agung Sekarmukti-Pundung Temple, said that monitoring of the temple was still being carried out. Managers are required to always coordinate in every action and activity related to the sanctity and sanctity of the temple and traditions.

## II.1 Optimizing Pangsang Tourism Village Management

Pangsang Tourism Village has potential that can be developed, such as rice field tourism, forests, rivers, unique traditions and local community life. However, the management and development of this potential needs to be improved so that the Pangsang Tourism Village becomes better. The problems faced by the Pangsang Tourism Village include, among others, the potential that requires management and development, limited tourism support facilities and infrastructure,



unclear planning and development, development that only refers to incidental activities, management that has not been well coordinated, few tourists visiting come, and community participation is considered passive. To overcome this problem, a development strategy is needed that includes improving management coordination, increasing the difficulty of tracking routes, encouraging farmers to produce high quality products, and encouraging local craft industries. Apart from that, it is also necessary to increase the understanding and knowledge of tourism managers, Pokdarwis, and related parties regarding the management of tourist villages. The community also needs to be involved in managing the Pangsan Tourism Village with various different roles.

### III. CONCLUSIONS

Based on the results of the research, interviews and observations made, the author can conclude several things and provide several suggestions. The author hopes for these suggestions can be used by tourism managers and actors as a consideration in making decisions regarding the management of the Pangsan Tourism Village as a Tri Hita Karana-based destination. The following are the conclusions from this research:

1. Pangsan Tourism Village has great potential with various attractions, such as beautiful natural views, rich history and rich cultural heritage. However, there are still deficiencies in additional services such as tourist information service centers, local tourist guides, collaboration with travel agents, and other supporting services. The Pangsan Tourism Village management needs to improve its supporting components in order to attract more tourists and provide economic benefits to the surrounding community.
2. Efforts to manage the Pangsan Tourism Village are still not optimal and require further assistance from various related parties. Understanding in the management of Tourism Villages is still low, and public awareness needs to be increased so that Pangsan Tourism Village can develop well. Funding for the Pangsan Tourism Village also still relies on the regional APBD, so it is necessary to diversify funding sources to improve supporting facilities and services.
3. Lack of capital in planning and designing tour packages, low community involvement, and lack of understanding of managers and related parties in organizing, implementing and supervising are obstacles in efforts to manage the Pangsan Tourism Village as a Tri Hita Karana-based destination. Further efforts are needed to improve the quality of management of the Pangsan Tourism Village so that it can provide maximum benefits for all parties involved.

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