

Preserving cultural heritage: Integrating traditional values and local arts for sustainable tourism

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ABSTRACT

Tourism significantly contributes to global economics, with Indonesia relying heavily on this sector for economic growth. However, tourism often challenges cultural and environmental preservation. This study explores the Cultural Village of Polowijen in Malang City, Indonesia, where Malangan masks play a central cultural and economic role. By integrating sustainable tourism principles, the research aims to develop a model for preserving Malangan masks, boosting economic growth while safeguarding cultural heritage. The study employs a qualitative approach. Joint Ministerial Regulation (PBM) Number 40 of 2009, which provides guidelines for cultural preservation through protection, development, and fostering, underpins the study. Findings indicate that sustainable tourism practices significantly contribute to both economic benefits and cultural preservation. Increased local engagement and awareness have been observed, with community members showing a strong commitment to preserving Malangan masks. Economic data reveal that cultural tourism development generates additional income and new employment opportunities. The regulation's implementation has successfully protected cultural heritage, enriched traditional arts, and promoted community sustainability. This study demonstrates that sustainable tourism can balance economic growth and cultural preservation, providing a model for other regions aiming to develop cultural tourism while safeguarding heritage.

Keywords:

arts preservation; sustainable tourism; cultural village

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INTRODUCTION

Tourism stands as a key economic sector in numerous countries, significantly contributing to Gross Domestic Product (GDP) growth and job creation (Manzoor et al.,

2019). This trend holds true for Indonesia, where the tourism sector has emerged as the economy's backbone, generating substantial foreign exchange earnings (Jaelani et al., 2020). However, as is often the case, every coin has two sides. Despite the positive economic impact of tourism, we must acknowledge its negative effects, particularly on the preservation of cultural and natural heritage sites (Archer, 2005). The escalating number of tourists and the development of tourism destinations often come at the expense of environmental and cultural sustainability (Benner, 2019). This underscores the importance of developing a sustainable tourism model that not only fosters economic growth but also prioritizes the preservation of cultural heritage. The concept of sustainable tourism, also known as responsible tourism, has thus become a focal point in the tourism industry's development (Higgins-Desbiolles, 2018). The Indonesian government, through the Ministry of Tourism and Creative Economy, has outlined four key pillars to drive sustainable tourism: sustainable management, sustainable economy, cultural sustainability, and environmental sustainability. This approach aims to attract tourists' interest, particularly in Indonesia.

One of the challenges that vividly illustrates the conflict between economic growth and cultural preservation is found in the Cultural Village of Polowijen, Malang City, Indonesia. Here, Malangan masks, a significant cultural heritage, have become a cornerstone of the local community's economy. Initially, the village experienced a surge in tourist visits, providing a stable income for its residents. However, since the COVID-19 pandemic, tourist interest has sharply declined, leading to an economic downturn in the community (Higgins-Desbiolles, 2020). The lack of interest among the younger generation in local cultural arts also poses a threat to the preservation of values and knowledge related to Malang mask art (S. Kim et al., 2019). Nevertheless, the potential of Malang masks as part of Malang City's identity remains substantial. Through a cultural tourism strategy aligned with the principles of sustainable tourism, the preservation of cultural arts can become a sustainable and profitable tourism model that not only benefits economically but also preserves local cultural heritage. Within the framework of sustainable tourism, preserving Malangan Mask culture will enhance the local economy and conserve the richness of traditional arts. Active involvement of local communities in sustainable tourism development is paramount to achieving this success. Engaged communities will feel a sense of ownership and pride in their cultural heritage. Hence, the significance of involving communities in cultural heritage conservation and promotion efforts cannot be overstated (Richards, 2018).

Past research by Richards (2018) has provided valuable insights that will serve as the foundation for developing a model for preserving culture within the context of sustainable tourism. According to Jamal & Robinson (2010) implementing cultural preservation practices can yield positive outcomes in addressing current challenges and supporting sustainable growth in the tourism sector. Previous studies by Guttentag (2015) also demonstrate that integrating cultural preservation in sustainable tourism strategies can create more authentic experiences for tourists. This aligns with our research objective of developing a model for preserving the Malangan Mask culture as a form of sustainable tourism, combining economic growth with the preservation of local culture. Additionally, research by Timothy & Boyd (2006) provides evidence that involving local communities in sustainable tourism development is key to success. Their research indicates that community participation in tourism decision-making and management can enhance environmental and cultural sustainability.

By using the Malangan Mask in Polowijen Village as a case study, this research aims to develop a model of cultural preservation within the context of sustainable tourism. This model will not only support economic growth but also safeguard traditional culture. Thus, the implementation of industrial tourism as a sustainable and comprehensive tourism

product will demonstrate that economic development and cultural preservation can go hand in hand, preserving the cultural, historical, and natural heritage of an area (Richards & Munsters, 2010). Consequently, cultural preservation practices and the promotion of cultural heritage will become vital elements in sustainable tourism development. This research will attempt to address the questions arising from this context. How can the protection of Malang mask culture be achieved through the development of sustainable tourism? How can the development of Malang mask culture add value to the sustainable tourism sector? How can the development of Malang mask culture encourage local community participation and create economic opportunities for them? It is hoped that this research will make a significant contribution to understanding how the implementation of three methods of cultural preservation—protection, development, and guidance—can support sustainable tourism. The findings of this research can also provide practical guidance for the government, stakeholders, and local communities in their efforts to preserve and develop Indonesia's cultural heritage. Furthermore, this research can serve as a foundation for the development of more effective policies in promoting sustainable tourism and cultural preservation.

METHOD

The research utilized a qualitative case study approach to understand the implementation of sustainable tourism in the Polowijen Cultural Village. This method was chosen to obtain descriptive data in the form of words and images, rather than numbers, allowing for a detailed exploration of the cultural and economic dynamics at play. The study relied on interviews, observations, and documentation to gather data, ensuring a comprehensive view of the community's engagement with cultural preservation (Moleong, 2014). Data collection involved extensive interactions with local artisans, community leaders, and tourism stakeholders to capture their perspectives and experiences. This approach facilitated an in-depth understanding of the preservation efforts for Malangan masks and the role of sustainable tourism in this process. The analysis process was qualitative, systematically organizing and connecting the data to describe related variables. Data reduction techniques were used to enhance clarity while maintaining the integrity of the information. The findings were then interpreted within relevant theoretical frameworks, linking the data to broader concepts in cultural preservation and sustainable tourism. This methodological approach provided rich insights into the practical implementation of Joint Ministerial Regulation (PBM) Number 40 of 2009, highlighting the effectiveness of protection, development, and guidance strategies in preserving cultural heritage within the Polowijen Cultural Village.

RESULT AND DISCUSSION

Joint Ministerial Regulation (PBM) Number 40 of 2009 concerning Guidelines for Cultural Preservation issued by the Minister of Home Affairs together with the Minister of Culture and Tourism is an important step in safeguarding and preserving Indonesia's cultural riches. This PBM underlines the importance of preserving cultural heritage as one of the nation's valuable assets that needs to be well looked after. With this PBM, the two ministries have a clear legal basis for carrying out cultural preservation efforts in various regions in Indonesia. Apart from that, PBM Number 40 of 2009 also provides guidance on how collaboration between the Minister of Home Affairs and the Minister of Culture and Tourism can be carried out effectively to achieve better cultural preservation goals. PBM provides comprehensive direction and guidance in managing the country's cultural heritage. One of the main points outlined in this PBM is that cultural preservation can be carried out

through three main approaches, namely Protection, Development and Fostering. PBM provides a strong framework for maintaining the integrity of Indonesia's cultural heritage and preventing the loss of valuable cultural values. Thus, this PBM is not only a legal regulation, but also an encouragement to create a spirit of shared concern for the proud cultural riches, which constitute the unique identity of the Indonesian nation.

Protection

Polowijen Cultural Village is one of the thematic villages located in RW 02, Polowijen Village, Blimbing District, Malang City. This tourist village has developed the Polowijen culture through the art of mask-making, a cultural heritage passed down from its ancestors. The village boasts several heritage sites, including the Windu Well, believed to be the bathing place of Ken Dedes, and the grave of Mbah Reni, the first person to make Malang masks. The establishment of Polowijen Cultural Village has positively impacted the local economy through creative industries such as crafts, performing arts, and sculpture. However, the Covid-19 pandemic led to a decline in tourist visits and a lack of appreciation from the younger generation, threatening the village's cultural tourism.

According to the Joint Ministerial Regulation (PBM) between the Minister of Home Affairs and the Minister of Culture and Tourism, PBM Number 40 of 2009 concerning Guidelines for Cultural Preservation, cultural preservation can be achieved through Protection, Development, and Fostering. Protection of cultural tourism involves optimizing administration and document archives related to cultural heritage, registering cultural sites to obtain Intellectual Property Rights (IPR), strengthening the legality of cultural sites, conducting ongoing research, and enforcing laws and regional regulations. Regional regulations bolster institutional credibility, especially when backed by a decree and strong legality. The establishment of thematic villages is a step towards optimizing the regional economy, as stated in Malang City's Perwali No. 15 of 2017, which aims to enhance existing thematic villages. The Polowijen Cultural Village was officially inaugurated by the Deputy Mayor of Malang on June 10, 2017.

Efforts to protect the Polowijen cultural site, including the Malangan Mask, rely on a robust administration system, a well-maintained archival system, and effective tourism management. Integral to this process is the Tourism Awareness Group (Pokdarwis), which frequently holds Musrenbang (development planning meetings). According to the official website malangkota.go.id, Musrenbangkel meetings are conducted by stakeholders every January to agree on the Development Work Plan, which refers to the Sub-district Strategic Plan. These planned future work plans are critical in protecting cultural sites, as they include agreed-upon steps for research and collaboration. Pokdarwis was established under several regulations, including Law No. 10 of 2009 on Tourism, the Presidential Instruction No. 16 of 2005 on Culture and Tourism Development Policy, and various Ministerial Regulations concerning tourism awareness and strategic planning.

To support these efforts, the Malang City Government, through the Head of the Culture and Tourism Service, issued Decree No. 85/2017, establishing the Tourism Awareness Group (Pokdarwis) for Polowijen Cultural Village. The decree outlines the duties of the Pokdarwis, which include reporting all activities to the Mayor of Malang through the Malang City Culture and Tourism Office. This decree provides a strong legal basis for the Polowijen Cultural Village. The Culture and Tourism Office (OPD) of Malang City plays a crucial role in managing the village's assets. Efforts to protect these assets are carried out by Pokdarwis and the local community and include increasing the knowledge and insight of Pokdarwis members in tourism, providing services to tourists and the local community, and actively participating in advising government officials about the Polowijen Cultural Village.

Additionally, Pokdarwis strives to protect cultural assets by implementing Criterion A for Friendly Tour Performance.

Through these comprehensive efforts, Polowijen Cultural Village not only preserves its cultural heritage but also contributes to the sustainable development of the local economy and tourism.

Development

The development of culture is crucial for its preservation, as outlined in the UNESCO Framework for Cultural Statistics report. This report explains that cultural development involves utilizing, promoting, and preserving cultural values for the benefit of the entire community, considering both the protection of cultural heritage and the development of individual creativity (UNESCO, 2019). Culture is dynamic and adaptive, as it evolves with the changing interests, ideas, and environment of each generation (Y. J. Kim et al., 2022). Therefore, continuous efforts are necessary to ensure the sustainability of culture, one of which is through development.

In Indonesia, cultural development is further guided by Joint Ministerial Regulation No. 40 of 2009, agreed upon by the Minister of Home Affairs and the Minister of Culture and Tourism, which outlines the Guidelines for Cultural Preservation. According to this regulation, development efforts aim to enhance cultural ideas, behaviors, and works through changes, additions, or replacements that adhere to existing norms and rules without compromising authenticity. The regulation identifies three main components: protection, development, and guidance, all of which are interconnected. It mandates regional governments to actively engage in cultural preservation and development, emphasizing that these efforts are already being undertaken in Indonesia.

Articles 10 and 11 of Joint Ministerial Regulation No. 40 of 2009 highlight the importance of maintaining the authenticity of cultural roots in development efforts, avoiding the inclusion of foreign cultural elements that could replace existing ones. Cultural development can be pursued through various means, such as studies, research, discussions, seminars, workshops, experiments, and the creation of new models. Notably, the regulation underscores the significance of research activities focused on preventing cultural damage and destruction, involving government agencies, individuals, private institutions, universities, and non-governmental organizations with relevant expertise and authority.

Implementing cultural development strategies requires careful consideration of technical aspects, including the design and arrangement of specific areas (Gopalakrishnan & Okada, 2007). An example of effective cultural development can be seen in the Polowijen Cultural Village in Malang City. This village, known for its rich cultural heritage, not only includes historical sites but also traditional dances, arts, and supporting facilities that enhance its cultural diversity. As detailed in the book "The Charm of Malang City Thematic Villages," Polowijen Cultural Village (KBP) features amenities such as the Polowijen Cultural Library, Mask Dancing Equipment, Ken Dedes Mask Craft Art Equipment, and local culinary specialties. Noteworthy attractions include the Windhu Well and Batu Kenong, both linked to the history of Ken Dedes.

Polowijen Cultural Village has implemented a comprehensive cultural development strategy that aligns with its identity as a cultural village. This strategy includes leveraging myths and historiography as tourist attractions, such as constructing narrative stories related to the Malangan Mask and the character Ragil Kuning. According to Rohman et al. (2022), the village has branded Ragil Kuning as an iconic mask associated with Mbah Reni, the inventor of the Malangan Mask, thus enhancing its cultural appeal and supporting its development goals.

Overall, the development of culture, guided by regulatory frameworks and strategic initiatives, plays a vital role in preserving cultural heritage and promoting sustainable cultural practices. By engaging local communities, government agencies, and various stakeholders, these efforts ensure that cultural treasures like the Malangan Mask continue to thrive and contribute to the cultural and economic vitality of regions like Polowijen Cultural Village.

Guidance

General guidance and supervision are essential for cultural preservation in Polowijen Village, Malang City. The government, governors, and district/city administrations play pivotal roles in realizing cultural preservation goals, particularly in Polowijen Village. The governor and local governments support cultural preservation programs by allocating budgets, managing resources, and advocating for cultural preservation at regional and national levels. This includes ensuring that Malangan Mask art, a significant cultural heritage, remains a prominent part of the province's cultural identity. General supervision is crucial to monitor and evaluate cultural preservation activities, ensuring they align with set objectives and are conducted efficiently. This section evaluates the specific steps taken in these three aspects and discusses how these efforts have contributed to sustainable tourism includes technical guidance and supervision, empowering local communities, collaboration, effective management, as well as monitoring and evaluation.

Technical guidance and supervision, as defined in PBM Number 40 of 2009, are also crucial for maintaining cultural sustainability. These efforts aim to empower local communities, artists, and individuals involved in preserving and developing Malangan Mask art. Technical guidance includes training in traditional mask-making techniques, performing arts, and cultural event management. It also involves monitoring the impact of conservation programs and ensuring the efficient use of allocated funds. Technical supervision includes audits of program implementation, evaluation of results, and reporting to the central government. These efforts are fundamental in ensuring the sustainability and preservation of Malangan Mask art for future generations. Moreover, technical guidance and supervision play a key role in promoting increased cultural insight and understanding among the younger generation and local residents. By introducing culture to younger generations and promoting an understanding of local cultural values and heritage, technical guidance and supervision contribute significantly to the sustainability and preservation of this cultural heritage. Overall, the guidance and supervision efforts by the government, governors, and district/city administrations are crucial steps in supporting the preservation of Malangan Mask art culture in Polowijen Village and similar areas. These efforts ensure that this valuable cultural heritage remains alive and can be enjoyed by future generations while also contributing to the development of responsible sustainable tourism.

Empowering local communities is the first step in maintaining the sustainability of Malangan Mask art. Local communities often have unique knowledge and skills related to this art because they are the main actors in keeping the tradition alive. Empowering local communities also includes providing them with access to necessary resources and technical support around funding for arts projects, assistance in obtaining necessary materials, or even assistance in managing cultural activities. Collaborative management is essential, where community participation is integrated into resource management. Research by [Endah & Nadjib \(2017\)](#) on Lake Maninjau's preservation highlights the importance of collaborative management through adaptive and negotiated approaches. Collaborative management involves various parties, including local communities, cultural institutions, universities, and cultural NGOs, working together to preserve cultural heritage.

Local culture encompasses knowledge, beliefs, arts, morality, customs, and practices unique to each region. Local culture is something that needs to be learned and acquired so that a person can adapt to the culture around him and this happens dynamically along with the passage of time (Suradi, 2018). Thus, understanding and adapting to local culture through education is essential for fostering intellectual, emotional, and spiritual intelligence. Several alternatives can be implemented in cultural training and education to develop the technical skills needed for mask-making, performances, and cultural event management. Workshops and courses led by artists or cultural experts, cultural performances and exhibitions, educational materials in schools, and social media and digital content can all contribute to spreading knowledge and interest in Malangan Mask culture.

Collaboration is a cornerstone in preserving the Malangan Mask art. The various parties involved can contribute in their own ways to the success of cultural preservation for sustainable tourism. In operational arrangements, the parties involved can negotiate, describe the required activities, and determine their duties and obligations in managing and carrying out responsibilities for an area that requires management (Partomo in Endah & Nadjib, 2017). Local governments can facilitate meetings between various stakeholders, including local communities, cultural institutions, universities, and NGOs. Universities can contribute through cultural education and research programs, while cultural institutions and NGOs can provide technical and financial support. Collaboration with tourism actors, such as travel agents and hotels, can help promote the art as a cultural tourism attraction.

Effective management of social media is crucial for improving the local community's image and promoting cultural preservation. Utilizing technology can expand the reach of cultural influence and maintain relevance in modern society. Creating digital archives of performances, digitizing historical materials, leveraging social media for promotion, providing online education, and facilitating remote collaboration are some ways technology can support the preservation of Malangan Mask art.

Monitoring and evaluation of cultural preservation achievements are necessary to ensure programs run according to plans and objectives. Conservation teams and local communities can be involved in monitoring program implementation, budget allocation, and timing. Impact assessments can measure program success and relevance, identify challenges, and contribute to accountability and transparency in fund usage. Continuous improvements based on monitoring and evaluation can lead to better and more efficient solutions in preserving Malangan Mask culture.

Malangan Mask Art Preservation Model

The model for preserving the Malangan Mask art to support sustainable tourism in the Polowijen Cultural Village, Malang City, can be established by combining three main elements: Protection, Development, and Guidance, as outlined in Joint Ministerial Regulation Number 40 of 2009. Based on observations, the steps taken in these aspects have made a positive contribution to the preservation and development of Malangan Mask art. Efforts to preserve and develop Malangan Mask Art in Polowijen Cultural Village focus on the aspects of Protection, Development, and Guidance. Malangan Mask art is an important part of East Java's cultural heritage, and its preservation is increasingly crucial in supporting sustainable tourism and ensuring future generations can inherit this traditional art. This section evaluates the specific steps taken in these three aspects and discusses how these efforts have contributed to sustainable tourism.

To preserve the art of Malangan mask making, protection efforts are vital. Several safeguards have been implemented. First, a Tourism Awareness Group (Pokdarwis) was formed based on Decree Number 85 of 2017. This group aims to create a community that is

aware of the importance of preserving and protecting cultural heritage, including Malangan mask art. Pokdarwis membership involves the local community in actively participating in preservation and development efforts. Additionally, regular monitoring of cultural sites is crucial to maintain the physical integrity of the cultural heritage. By regularly monitoring the physical condition of the Malangan Mask culture and art site, preventive measures can be taken to prevent accidental damage or destruction, ensuring that this cultural heritage can be enjoyed by future generations.

Development aims to enrich and advance the traditional arts and culture of a community or region. Intensive training programs have been successfully organized for young artists interested in this art form, with collaboration between young and senior artists helping to share traditional knowledge and skills. Innovation is also encouraged, with artists experimenting with modern elements in their performances, such as using technology and incorporating contemporary elements while maintaining traditional characteristics. Partnering with the local tourism industry allows the creation of cultural tourism packages that combine Malangan mask art performances, visits to cultural villages, and traditional culinary experiences. Special tour programs invite visitors to experience the mask-making process and participate in workshops.

Guidance is key to supporting the preservation and growth of Malangan Mask Art. Senior and junior artists support each other in their creative development through a mentoring program, while artists and arts groups receive technical and financial assistance to create quality performances. Public education is also important, with workshops and seminars held to increase local community awareness about the importance of maintaining Malangan Mask Art. The community is encouraged to actively participate in performances, masquerades, and other cultural events. Economic development is also emphasized, with efforts to build local businesses related to Malangan Mask art, such as souvenir shops, art galleries, and traditional restaurants. Organizing art markets or small festivals in local neighborhoods benefits the local economy and encourages the sales of art products.

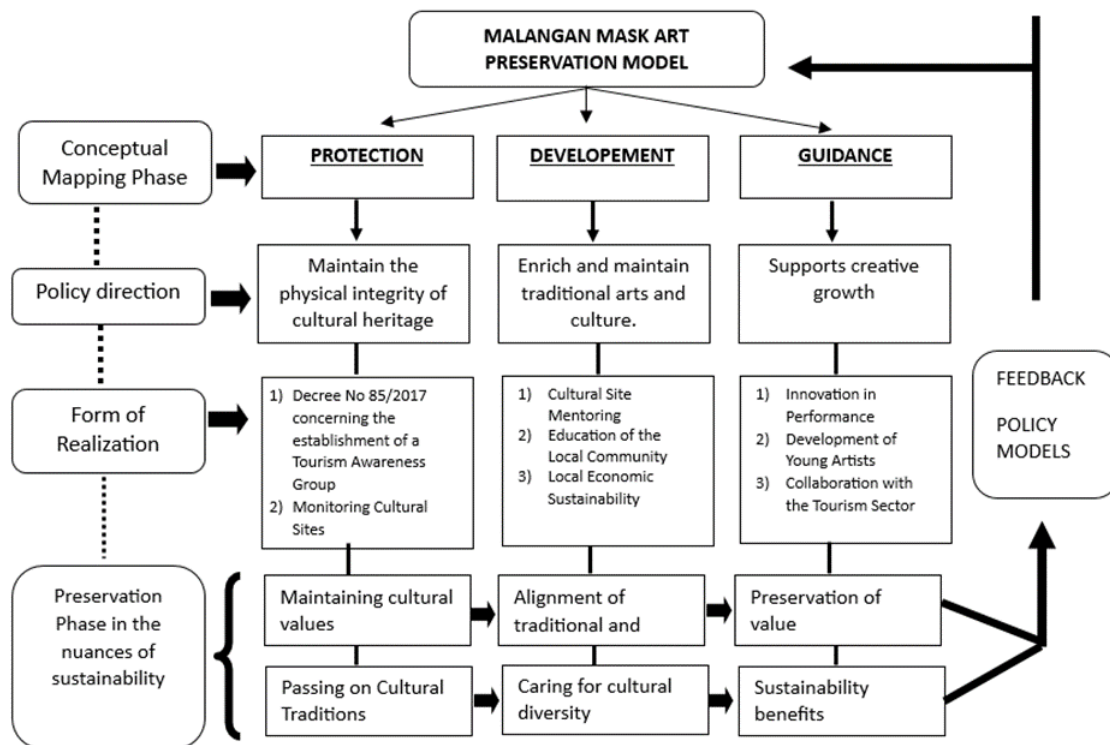


Figure 1. Malangan mask preservation model for sustainable tourism

Overall, the integration of Protection, Development, and Guidance elements has significantly contributed to the preservation and development of Malangan Mask art, supporting sustainable tourism and ensuring that this cultural heritage is passed on to future generations.

This model aims to ensure that Malangan Mask art is well-preserved while simultaneously fostering the economic and cultural growth of the Polowijen Cultural Village. Additionally, it will play a crucial role in promoting sustainable tourism in Malang City and safeguarding valuable cultural heritage. By focusing on preserving the physical integrity of the art, encouraging innovation and training among young artists, and involving the community in economic development, this approach creates an optimal environment for the preservation and advancement of Malangan Mask art, turning it into a major attraction for both tourists and locals.

CONCLUSION

Joint Ministerial Regulation (PBM) Number 40 of 2009 concerning Guidelines for Cultural Preservation is a vital legal instrument for maintaining and developing Indonesia's cultural heritage. This PBM outlines three main approaches—Protection, Development, and Fostering—that provide clear directives for safeguarding, enriching, and nurturing cultural heritage. In the protection aspect, the formation of Tourism Awareness Groups (Pokdarwis) and regular monitoring of cultural sites have been instrumental in preventing damage and destruction. Development efforts, including training programs, collaboration between young and senior artists, innovation in performances, and partnerships with the tourism sector, have enriched traditional arts and culture. Guidance through mentoring programs, technical and financial assistance, community education, and support for culture-related businesses have all contributed to the cultural and economic sustainability of local communities. This PBM offers strong guidance for preserving cultural heritage and significantly contributes to the country's sustainable development. To further support the implementation of PBM Number 40 of 2009, it is crucial to promote collaboration between government, society, and relevant stakeholders in executing the three main approaches: Protection, Development, and Fostering. Active involvement from local governments in supporting Pokdarwis and monitoring cultural sites is essential. Additionally, investment in training young artists, innovation in performances, and integrating culture into the tourism sector will continue to enrich and promote Indonesia's cultural heritage. Strengthening mentoring, financial support, and community education programs will ensure cultural sustainability and foster local economic growth. Through these efforts, the preservation and development of Indonesia's cultural wealth will remain a valuable asset for future generations, supporting sustainable tourism and the development of local communities.

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