

Rural Creative Tourism as A Growth Triangle on The Slopes of Mount Sumbing, Magelang in The New Era of Normality

Muhamad Muhamad*, Sri Rahayu Budiani

Universitas Gadjah Mada, Yogyakarta

*Corresponding Author: drmuhammad@ugm.ac.id

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Abstract

The substantial goal is how the creative tourism in rural areas can develop through tourism activities where the tourist can develop the creative potential through active participation in the experience of learning arts, legacies, or special characteristics of the location as the destination. The implementation method explains clearly about the research subject during the pandemic: such as gathering information by identifying problems and asking questions so that answers will be found in the field, researchers will ensure the capability/feasibility of other variables. The variables in the study include: the component of destination requirements as an important element so that tourists feel satisfied and enjoy all the components contained in the destination. The results of the service activities for the development scheme of the assisted villages are used to determine the important elements in cruising tours so that a model of developing a tourism village development that is independent and prosperous is formed. Including policy elements at the government level and village level in the master plan for tourism development on the slopes of Mount Sumbing and its surroundings in a quality and sustainable tourism. Suggestions for the next research is to build relevant theories that can be used as a reference for the next researcher.

Keywords: creative tourism; independent tourism village.

INTRODUCTION

Background

Through the strategic area of regional tourism which has the main function of Magelang Regency, Central Java currently has tourist attractions that are on the rise, namely villages located on the slopes of Mount Sumbing. Some of the villages that are growing rapidly in the tourism sector are: Kebon Legi Village, Banjarejo

Village, Temanggung Village, and Mangli Village, this village is located in Kaliangkrik District, Magelang Regency. The region has been designated as Strategic tourism region in addition to Mount Sumbing Agroculture Region, Borobudur Agroculture Region, and Merapi-Merbabu Agroculture Region. The three areas are strategic areas with the theme of developing natural tourism areas, agricultural tourism and cultural tourism areas of Mount Sumbing.

On the highest slope is Temanggung Village, which has a beautiful natural and exotic cultural landscape. The Butuh Hamlet is nicknamed as the Nepal van Java. True to its nickname, Butuh Hamlet offers its unique scenery in the form of vil-lagers; houses on the mountainous slope, seemingly piling up to one another, as can be seen in Nepal. Nepal is a country located in South Asia and one of the landlocked nations. Nepal only has two land borders, one with PRC in the north, and India in the south, west, and east. Despite its small territory, the nation has a diverse landscape, from the damp Teri in the south, to the tall Himalayas in the north. Nepal has eight of the ten tallest summits in the world, including Mount Everest near the Chinese Border. Kathmandu is the capital and its largest city.

A difference between Nepal van Java in Temanggung Village, Magelang Regency with Nepal is, while Nepal has a background scenery of Mount Everest, Nepal van Java has the background scenery of Mount Sumbing. When the weather is clear, the 3,371 meter tall mountain becomes the main background of Butuh Hamlet. The scenery of houses that seems to pile up atop one another and the background of Mount Sumbing created a perfect combination for photography. The Nepal van Java experience is perfect for drone cameras, which can capture the houses that pile up on the slope perfectly, which itself is an exotic tourism attraction in Butuh Hamlet

During holiday, the area is packed with visitors. Vehicles, from motorbikes to cars usually packed the roads of Butuh Hamlet. The visitors only need to pay for a parking fee if they want to visit the Nepal van Java in Butuh Hamlet. The fee amounts to Rp 2,000 for motorbikes and Rp 5,000 for cars. Due to the Covid-19 situation, the visitors must follow the health and safety protocols, like wearing masks, washing hands with soaps, and social

distancing. If one is feeling sick or under the weather, it is advisable to stay at home instead. A hamlet in Magelang Regency is famous for its similarity with the Himalaya Mountain Range, Nepal. The hamlet has multiple story houses with the background scenery of the magnificent Mount Sumbing in the north. The beautiful panorama and the incredibly fresh air will leave a lasting positive impression in every visitor's heart and memory. Butuh Hamlet is located in Temanggung Village, Kalingkrik District, Magelang Regency, Central Java.

The location of this hamlet is claimed to be the highest in Magelang Regency, located right at the foot of Mount Sumbing with an altitude of 1,620 meters above sea level. The hamlet is located at the northernmost area. The Mount Sumbing itself is divided into three regions; Magelang, Wonosobo, and Temanggung. A river flows through the center of the hamlet, dividing the area. The term Nepal van Java has recently surfaced in Indonesia's tourism Industry. Because of its beauty, which is comparable to Nepal's villages, Butuh Hamlet, located on the slope of Mount Sumbing, became the highlight of both domestic and international tourism. The Village Tourism concept itself is currently promoted by The Ministry of Tourism and Creative Economy/Tourism and Creative Economy Agency (Kemenparekraf/Baparekraf), considering the thousands of villages scattered throughout Indonesia, which mostly have their own tourism and creative economy potential that can be developed.

The Village Tourism concept itself is currently promoted by The Ministry of Tourism and Creative Economy/Tourism and Creative Economy Agency (Kemenparekraf/Baparekraf), considering the thousands of villages scattered throughout Indonesia, which mostly have their own tourism and creative economy potential that can be developed. So why Nepal van

Java? The nickname is given because of the tourism village's location which is at the slope of Mount Sumbing, and its houses are seemingly piled up to one another, just like the ones in Nepal. Furthermore, when the weather is clear, we can see directly the beauty of Mount Sumbing which became the background of Butuh Hamlet.

Traveling activities in the Butuh Hamlet include exploring the village which has its own characteristics. Tourists go around the village, experiencing the beautiful and friendly atmosphere of Butuh Hamlet and follow the daily activities of the residents of Butuh Hamlet, namely farming. Farming or picking your own vegetables in the Butuh Hamlet. Nepal van Java is also equipped with various Instagramable spots that we can use to take pictures and share them on social media. Some of these places are in the Hamlet Gate, Nepal Terrace, Depok Park, Mosque Terrace, to Climbing Gate.

After the tourists have explored the tourist villages, there are also coffee shops in people's houses and viewing positions that offer 360-degree beautiful views. In addition to the enjoyable beautiful sunrise, the Butuh Hamlet tourist village also has a selection comfortable homestay to be a place to rest, while waiting for the sun to start to rise. Route to Nepal van Java to go to Nepal van Java, there are two routes that we can choose, namely through Yogyakarta and Semarang. The difference is, if from Yogyakarta takes about 2 hours. Meanwhile, from Semarang and using the toll road, it takes about 2.5 hours to travel. Interest in tourist visits can be seen in the table below.

As can be seen, before going viral on social media, the average Nepal van Java visitor was only around 251 people per month. Now the average visit has increased dramatically to 19,113 people per month. In early 2021, the tourist visitors amounted to 19,605 people. The number had

decreased from the previous month, which amounted to 28,520 people. In February 2021, the number of visitors experienced a decrease of more than 40% to 8,814 people and experienced an increase in the next month of 3,731 people, amounting to 12,545 people. Meanwhile, from April to May 2021, the number of visitors keeps decreasing as the Enforcement of Restrictions on Community Activities (PPKM) gets more and more strict.

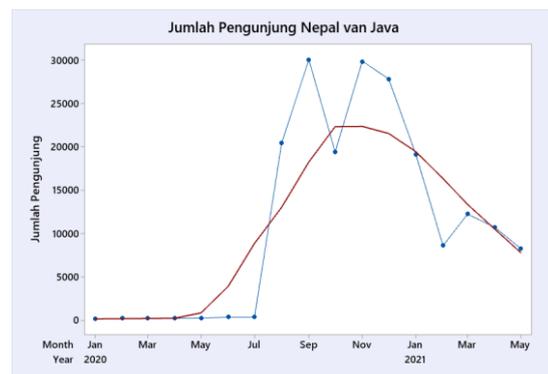


Figure 1. Rate of Tourist visitors to “Nepal van Java” during the Covid-19 pandemic.

From Figure 1 above, it can be seen that the number of tourists who visited the Nepal van Java in 2020 were increasing. The number were then decreased to May 2021 along with the implementation of the Enforcement of Restrictions on Community Activities (PPKM). Even so, the number of tourists from January to May 2021 is still higher than January to May 2020. The number of tourists visiting the growth triangle area affects the amount of income from the tourist attraction. The length of stay of tourists also affects the incoming income. Theoretically, the longer tourists stay in a tourist destination, the more money they spend in that area, at least for the purposes of eating, drinking, and hotel or lodging accommodations during their stay. Income can be obtained from the sale of entrance tickets and shopping expenses from tourists. The results of observations, income from ticket sales in the growth triangle area in January 2020 to May 2021.

The problem of this research is how to identify the Components and Conditions of Creative tourism destinations as a condition that there must be special tourist objects and attractions that are different from what other regions have to see and important elements so that tourists feel satisfied in enjoying their trip on village cruising tours, in Nepal Van Java, in Butuh Hamlet, Temanggung Village, Kalingkrik District, Magelang Regency, Central Java. The above questions provide research questions for which answers will be found in the field. The purpose of the research is to find out the development of creative tourism through tourism activities, and the active participation of tourists and the community in the creative economy, enriching art, culture as a heritage or special character of a place as a destination. The questions asked contain variables related to research and the researcher will ensure the capability/feasibility of one variable with another variable. The implementation of this study focused on creative tourism as an alternative to tourism, especially during the pandemic, as follows.

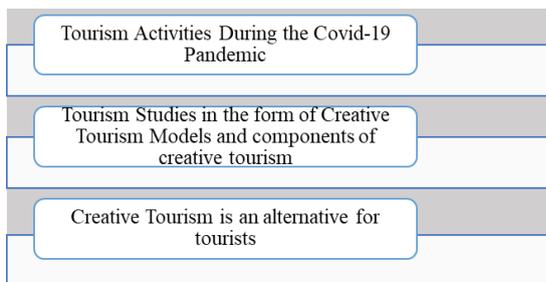


Figure 2. Scheme and Focus of the Study
Source: Situation Analysis, 2021

The first stage of this research is to look at the development of tourism activities during the pandemic and how to identify the components and requirements of creative tourism destinations as the main requirements and which are different from those of other destinations, so that creative tourism is an alternative tourism for tourists during the pandemic.

RESEARCH METHODS

The research location, namely in Magelang Regency, Central Java, currently has tourist attractions that have a very good visitation rate and are experiencing a surge in visitors, namely the villages located on the slopes of Mount Sumbing. Some of the rapidly growing villages in the tourism sector are: Kebon Legi Village, Banjarejo Village, Temanggung Village and Mangli Village, this village is located in Kalingkrik District, Magelang Regency. The time of the research was carried out for 7 months, from April 2021 to October 2021.

The method of implementing the development of the assisted villages was carried out descriptively with research methods that describe the characteristics of the population or phenomena and dynamics being studied in the village. Therefore, the research method will focus mainly on explaining the object of research to answer what events or phenomena occur.

This study method is research that seeks to describe a phenomenon, an indication, of the current state of affairs. The main focus of the implementation method lies in the problems that occur now (actual) or when the research is carried out. In this study method, the researcher chose the one that has the highest level of tourist visits and has a rapid development in the tourism sector. The research subjects to be studied include gathering information with questions, interviews and identifying problems and providing research questions where answers will be found in the field obtained from local communities. The questions asked must contain components related to the focus of the component in tourism.

This study ensures the capability/feasibility of one component with another research component which includes: Components of destination requirements for tourists and important elements so that tourists feel satisfied in enjoying

attractions for all components contained in the destination. Implementation activities continue to be carried out, among others, with an online model implementation through the use of the internet network with community members, especially tourism awareness groups and the Magelang Regency government, in this case, with the Magelang Regency Tourism Office.

RESULT AND DISCUSSION

In accordance with the Constitution of Republic of Indonesia Number 10 of 2009 concerning tourism, a tourist destination which is also called a tourism destination is a geographical area located within one or more administrative areas in which there are tourist attractions, public facilities, tourism facilities, accessibility, and community, which are interrelated and complement the realization of tourism. According to Prof. Mariotti in Oka A Yoeti (1996), tourist destinations must have interesting things that can be offered to tourists. Tourism destination must fulfill the three following prerequisites:

Table 1. Components of Terms of Destination Terms for Tourists

Creative Tourism Components	Creative Tourism Components that can be developed as an alternative to tourism
have something to be seen	The destination must have special tourist objects and attractions, which are different from what other areas have to see.
provide various activities	These destinations must be provided with facilities to carry out recreational activities that can make tourists comfortable on their trips.
provide something that can be bought	The destination must have facilities for shopping, especially souvenirs and handicrafts that can be brought back to the place of origin of the tourists.

Source: Study Analysis, 2021.

Table 2. Elements of Tourists Attraction

Creative tourism elements	Criteria and Indicator	Explanation
The central attraction of the tourism industry.	<ul style="list-style-type: none"> a) Has a tourist attraction, especially a tourism attraction from the creative culture of the community b) Have at least more than one attraction that utilizes and upholds the local culture of the community c) Have other attractions that support the existence of the destination and can develop in supporting the destination. 	<p>An attraction is something that is able to attract tourists who want to visit it. The motivation of tourists to visit a tourist destination is to fulfill or satisfy some need or demand. Usually, tourists are attracted to a location</p>
Elements of facilities tend to be oriented towards attractions in a location because the facilities must have an attractiveness that allows them to be purchased by tourists.	<ul style="list-style-type: none"> a) Have lodging or accommodation facilities at least around the tourist village location b) Have shopping facilities both inside and around the tourist village location c) tourism supporting facilities that 	<p>Facilities tend to be supportive and does not encourage growth and tends to develop at the same time or after attractions develop. Attractions can also be in the form of facilities</p>

Creative tourism elements	Criteria and Indicator	Explanation
Elements of Facility and infrastructure development	<p>support the development and adjustment of tourist attraction objects (art performance areas, stages, audience seats,</p> <p>a) Repairs of supporting facilities that support the attractions</p> <p>b) Repairs if facilities according to the current and future needs</p> <p>c) Development of facilities according to context of the existing attractions</p> <p>d) Attraction and facility element cannot be achieved easily if the basic infrastructure is still lacking.</p>	<p>a) There are repairs or construction of supporting facilities for tourism activities</p> <p>b) Infrastructure includes all below and above ground construction and a region or area</p>
Elements of transportation	<p>a) Elements of transportation Land, sea, and air</p>	<p>Elements of transportation, elements of transportation and means for tourists to reach tourist attractions</p>
Hospitality	<p>The elements of hospitality include: certainty of security guarantees is very important for tourists</p>	<p>Tourists who are in an unfamiliar environment</p>

Source: Study Analysis, 2021.

The elements in table 2 above are elements of a tourist attraction which are facilities and five important elements so that tourists feel satisfied on their journey. The number and type of facilities depend on the needs of tourists. According to Gunn and Turgut (2002), facilities are service facilities and infrastructure supporting tourism which will later be able to meet the needs of tourists while traveling to a place. In this characteristic, the facilities in question include basic facilities and supporting tourism activities. This criteria can be broken down into several indicators.

Elements of attractions and facilities cannot be achieved easily if there is no basic infrastructure. Andi Hasbi, Ahmad Ab, Muhamad Muhamad, (2021). Infrastructure includes all construction below and above the ground and a region or area

4) Transportation Elements transportation include elements of transportation and means for tourists to reach tourist attractions

5) Hospitality Elements hospitality include elements of local community's acceptance of tourists. Tourists are in an unfamiliar environment, therefore, it is important to ensure security, especially for foreign tourists.

Many things are still lacking, the development of tourism activities so far has more or less encouraged the development of economic, social and cultural activities. Integrated planning to anticipate the development of tourism activities that tend to move quickly needs to be based on accurate and up-to-date data, information and facts that includes several things such as beauty, sustainability, markets and a balance between the authenticity of the area and the addition of new facilities that are appropriate to the context. To realize an integrated planning concept for existing rural tourism potentials and not be limited to conceptual plans, an inventory of tourism potential at the rural level needs to be carried out carefully and thoroughly with detailed, in-depth and operational discussions

and includes problems which is technical in nature with a multi-disciplinary, multi-personal and multi-dimensional approach so that in the end the quality of the area and the tourist objects in it can be improved.



Figure 3. The Landscape of the Kalia-krik Region of Magelang Regency which sells Natural and Cultural Landscapes as a Competitive Tourist Attraction as a Community economic revival.

Source: Researcher's Documentation, 2021

The tourism sector for villages that are ready to position the tourism sector can have an important meaning for the regional economy, especially at the village level, Andi Hasbi, Ahmad Ab, Muhamad Muhamad, (2021). Similar to other regions, the rise of villages trying to develop themselves by optimizing the use of tourism resources to encourage economic growth, increase job opportunities and regional and community income. The basic pattern of tourism development is a guideline that must be considered in its preparation. This plan concerns the background to be achieved, with the aim of getting a clear picture of tourism development at the rural level including: medium-term plans (6–10 years) and short-term plans (1-5 years).

The involvement of the Nepal Van Java community is the one that formed in the tourism awareness group is participation in the entire development process starting from decision making in identifying

problems and needs, planning programs, as well as evaluating and enjoying the results. Community participation in various collective actions through local activities has resulted in a social learning process which can then increase the community's capacity to participate better in joint actions and subsequent local activities, Mukhlison, Wiryanto, Muhamad Muhamad (2021). According to Rocharungsat, Pimrawee, (2008), from another point of view, community participation in development can also serve as both input and output.

As input, according to Rocharungsat, Pimrawee, (2008), community involvement in tourism management forms a tourism awareness group organization (Pokdarwis) and the role of the village government in establishing a tourist village through local regulations approved by the Regent of the Magelang Regency Government.

Tourism activities in Law Number 10 of 2009, and Muhamad Muhamad (2021) state that tourism is everything related to tourism, including the exploitation of tourist objects and attractions as well as businesses related to the implementation of tourism, thus tourism includes: a) All activities related to tourist travel, b) Exploitation of tourist objects and attractions such as: tourist areas, recreation parks, historical heritage areas, museums, cultural arts performances, community or natural life: natural beauty, volcanoes, lakes, and beaches, c) Business of tourism services and facilities, namely: tourism service businesses (tourist travel agencies, travel agents, conventions, incentive trips and exhibitions, tourism consultants, and tourism information). According to Muhammad Muhamad, Saryani (2021), it is stated that the tourism facility business consists of accommodation, restaurants, bars, tourist transportation.

Tourist destinations must be able to have components as important requirements in destinations, Muhammad

Muhamad and Widya Rini, (2020). The existence of village cruising tours, in Nepal Van Java, in Butuh hamlet, Temanggung Village, Kalingkrik District, Magelang Regency, Central Java, fulfills important components, including the following in table 4 below.

Table 3. Component Analysis of Quality Creative Tourism Requirements

Compo- nents and Terms	Condition of Destination
The creative tourism component is an attraction that can be seen by tourists.	<ul style="list-style-type: none"> An altitude of 1,620 m above sea level is located in the northernmost part. When the weather is sunny, we can see firsthand the beauty of Mount Sumbing which became the background The highest location in Magelang Regency, at the foot of Mount Sumbing The Mount Sumbing itself is divided into three region; Magelang, Wonosobo, and Temanggung. The villagers' houses seems to be stacked up, similar to the ones in Nepal. A river flows in the center of the hamlet, dividing the area

Source: Study Analysis, 2021.

Table 4. Component Analysis of Quality Creative Tourism Requirements

Compo- nents and Terms	Condition of Destination
Components of attractions that provide activities for tourists.	<ul style="list-style-type: none"> Walk around the village and feel the beautiful and friendly atmosphere. Instagramable spots that we can use to take pictures and share on the social media. Some of these places are in the Hamlet Gate, Nepal Terrace, Depok Park,

Compo- nents and Terms	Condition of Destination
	Mosque Terrace, and Climbing Gate <ul style="list-style-type: none"> Following the daily activities of the residents of Butuh Hamlet, namely farming. Farming or picking vegetables

Source: Study Analysis, 2021.

Table 5. Analysis of Components of Prerequisites for Quality Creative Tourism

Compo- nents and Terms	Condition of Destination
Attraction components that can be bought by the tourist.	a). Buying the local vegetables of Butuh Hamlet : 1. Celery 2. Chili 3. Mustard 4. Corn 5. Tobacco, 4. Corn, 5. Cassava, 6. Chili, 7. Tomato 8. Cabbage 9. Spring Onion 10. Eggplant. b). Dine-in at the local community's restaurants : 1. Instant Indomie, 2. Special Vegetables 3) Red ginger coffee , and more

Source: Study Analysis, 2021.

Creative Tourism Attractions

The condition of attractiveness at the study site is adjusted to the concept of the Master Plan for Natural Tourism Development (RIPPDA) in Magelang Regency. The RIPKA document of the Central Java Province Tourism Development Master Plan has been prepared and determined. The document has determined the Vision and Mission of tourism development in the next 5-10 years. The Bakalsari Development Area (Bandongan- Kalingrik-Windusari) includes the following main functions:

- 1) Kalingkrik District as the development of agriculture, tourism and nature conservation.
- 2) Bandongan District as the development of agriculture, education, trade and

tourism supporting activities.

- 3) Windusari District as the development of agriculture, tourism and nature conservation.

A quality creative tourism attraction is largely determined by several factors, namely: it is a tourism activity where tourists can develop their creative potential through active participation in the experience of learning art, heritage or the special characteristics of the place visited, Muhammad Muhammad, Saryani (2021). The creative communities in the destination in terms of tourism must be based on the local culture. Art and cultural activities become an important part of this process, so the community will still thrive, when, in time, the tourist leave their tourism destination. "The advantage of this pattern is that the creativity of the community continues to develop, while simultaneously reviving the local people's economy, more importantly, regional tourism will stay alive because they are supported by local creativepreneurs - local people who are creative and have a high entrepreneurial spirit.

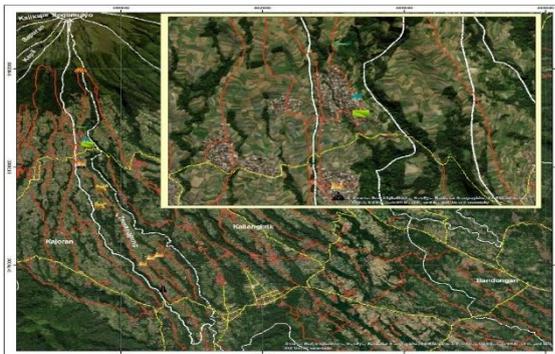


Figure 4. One of the Distributions of Tourist Attractions in Temanggung Village In Butuh Hamlet Temanggung Village.

Source: Researcher's Documentation, 2021.

The location of the Butuh Village in Temanggung Village is claimed to be the highest hamlet in Magelang Regency, located right at the foot of Mount Sumbing with an altitude of 1,620 meters above sea level. The hamlet is located at the

northernmost area. The Mount Sumbing itself is divided into three region; Magelang, Wonosobo, and Temanggung. A river flows through the center of the hamlet, dividing the area. The term Nepal van Java has recently surfaced in Indonesia's tourism Industry. Because of its beauty, which is comparable to Nepal's villages, Butuh Hamlet, located on the slope of Mount Sumbing, became the highlight of both domestic and international tourism. The Village Tourism concept itself is currently promoted by The Ministry of Tourism and Creative Economy/Tourism and Creative Economy Agency (Kemenparekraf/Baparekraf), considering the thousands of villages scattered throughout Indonesia, which mostly have their own tourism and creative economy potential that can be developed.

CONCLUSION

1. The development of tourism during the pandemic experienced rapid development through creative tourism.
2. Creative tourism is part of alternative tourism which is a tourism concept that is more friendly to nature and the local community, which cannot be obtained when visiting tourist destinations in general.
3. Tour packages that promote culture, nature and something unique to the destination will be in great demand.
4. The main key for tourism and creative economy actors to survive in the midst of a pandemic is to have good adaptability, innovation, and collaboration, now community actors are starting to change, and this is accompanied by shifting tourism trends.
5. Branding of tourism destinations is very influential on tourist interest.
6. High quality creative tourism attraction resources are largely determined by

several factors, namely: it is a tourism activity where tourists can develop their creative potential through active participation in learning experiences of art, heritage or the special character of the places visited

7. The creative communities in the destination in terms of tourism must be based on the local culture. Art and cultural activities become an important part of this process, so the community will still thrive, when, in time, the tourist leave their tourism destination.
8. Component Analysis of Destination Requirements for Tourists Temanggung village has the potential as a destination that has tourist attraction as a form of village cruising attraction.
9. The region has been designated as Strategic tourism region in addition to Mount Sumbing Agrocitv Region, Borobudur Agrocitv Region, and Merapi-Merbabu Agrocitv Region. The three areas are strategic areas with the theme of developing natural tourism areas, agricultural tourism and cultural tourism areas of Mount Sumbing.

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