



## Educational Tourism and Community-Based Ecotourism: Diversification for Tourist Education

Rini Andari

*Universitas Pendidikan Indonesia*

Correspondence: E-mail: [riniandari@upi.edu](mailto:riniandari@upi.edu)

### ABSTRACT

The era of globalization has an influence on various areas of life, a lack of belonging to the local culture and environment can result in damage to nature and culture. Educational tourism becomes a unity between tourism and education that can improve the education system, improve the competitiveness of the younger generation and develop human resources for the better. The purpose of this study is to understand how the results of educational tourism for education based on eco-tourism and community based tourism. This research used qualitative to uncover the meaning of research results with case study techniques. The results of exploration of the educational tourism in the Kampung Adat Banceuy can be grouped in the form of community life and rural atmosphere as educational tourism, community based tourism (CBT), and educational and eco-tourism. Educational tourism can provide benefits in addition to tourists as well as for researchers, where recreation can be done while learning directly with the local community. The presence of Kampung Adat Banceuy provides new learning opportunities as well as teaching the value of life, especially to maintain nature and culture.

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## 1. INTRODUCTION

The era of globalization has an influence on various areas of life, including causing changes in people's lifestyles to environmental damage. People tend to choose new cultures that are considered more practical compared to local culture (Muhtarom, 2021). This tendency can erode the existence of local culture due to the lack of the next generation who have an interest in learning and inheriting their own culture. A lack of belonging to the local culture and environment can result in damage to nature and culture. Preventing such damage is needed means of information and learning of the natural and cultural environment so that people better understand and play an active role in maintaining the sustainability of the natural and cultural environment.

Educational and character education facilities that can develop tourism are by the development of tourism based on nature and culture. Promoting educational tourism can provide experiences for tourists and increase community participation to maintain environmental quality and protect social and cultural life through the development of community-based tourism (CBT) (Prasiasa, 2011). Educational tourism becomes a unity between tourism and education that can improve the education system, improve the competitiveness of the younger generation and develop human resources for the better (Ekasani et al., 2020). While travelling, tourists are actively involved in their cognitive, emotional and learning becomes possible through the direct experience, which is "meaningful discovery" (Tomasi et al., 2020).

Educational tourism includes several subtypes, including ecotourism, heritage tourism, rural tourism, and student exchange between educational institutions (Lee, 2018). Travel that does not disturb natural sites and is responsible for the conservation of natural resources, relaxation and recreation, cultural education, as well as assisting the preservation and expansion of traditional ecology that preserves biodiversity can be called ecotourism (Regmi & Walter, 2016). Educational tourism and ecotourism in principle not only as a tourist destination but also as a place that provides knowledge and value of local wisdom. Edu-ecotourism is a development of ecotourism which was first introduced by The Ecotourism society in 1990, a form of tourism that is responsible for environmental conservation, preserving the lives and welfare of local residents.(Flamin & Asnaryati, 2013).

The development of Edu-ecotourism with community-based (CBT) is closely related to indigenous peoples that affect the sustainability of development because tourist experiences and moments of truth in tourist destinations are influenced by interactions between tourists and the community (Chen & Dwyer, 2018). Indigenous groups have habits that are reflected in their knowledge, actions and work as social creatures that are used to understand their environment and guide their behavior to achieve peace and / or welfare of life called the concept of culture (Sibarani, 2018).

Indigenous people living in an indigenous village is a territorial unity whose supporting communities are still bound by the rules of tradition. Kampung Adat Banceuy is one of the traditional villages that has the potential to create edu-tourism and eco-tourism products with natural wealth in the form of rice fields, gardens, pine forests, and customary forests that are still maintained, as well as the atmosphere of rural people living in Kampung Adat Banceuy has unique life characteristics they have indigenous figures who lead and control the trust behavior of the local community. They still nurture noble values and ceremonial traditions and live in harmony with nature. The daily life of the people of Kampung Adat Banceuy still maintains the traditions or customs carried out by their ancestors and treats nature as part of the human self so that humans cannot declare themselves as rulers.

Edu-tourism and eco tourism can be an educational paradigm that can create added value in society both in the form of increased education, environmental awareness and creating new economic opportunities as a result of knowledge gained through tourism activities. The success of the learning process in educational tourism is strongly influenced by the role of educators and tourism service providers. A wide range of studies have been conducted on Education Tourism but none of which explore the potential outcomes of education tourism to the participants (Wijayanti et al., 2018). The purpose of this study is to understand how the results of educational tourism for education based on eco-tourism and community based tourism.

## **2. METHOD**

The method used in this research is qualitative method. This means identifying a culture-sharing community, then examining how the community develops behavioral patterns by observing the behavior of participants by being directly involved in their activities (Creswell & Creswell, 2018). This research uses qualitative to uncover the meaning of research results using case study techniques (B. W. Ritchie et al., 2005). One approach that allows researchers to explore over time about one or more defined systems using information to understand in detail about individuals and communities in natural settings is the case study technique. (Creswell et al., 2007).

Data collection techniques in qualitative research are carried out in natural settings and sourced from primary data. The author as a researcher came directly to the research location, namely to Kampung Banceuy, Sanca Village, Subang Regency to carry out data collection activities. The types of data collection carried out are participant observation, interviews, documentation, and focus group discussions.

Data collection techniques are carried out by observing and being directly involved in the activities of a community or called participation observation (Creswell, 2017). Another source of information is by interviewing Banceuy Traditional Village leaders, cultural actors, and indigenous peoples who understand cultural heritage, besides that questions are also asked to several tourists who are traveling. The selection of informants is based on snowball sampling, sampling will continue until sufficient and accurate information is obtained to draw research conclusions. After going through a search, the data that has been collected is processed qualitatively and then described in a descriptive form.

## **3. RESULT AND DISCUSSION**

### **3.1 Community Life and Rural Atmosphere as Educational Tourism**

Forests, gardens, and rice fields are natural resources in Kampung Adat Banceuy. The area of forest area reaches 47 hectares, 78 hectares in the form of rice fields, 20 hectares of gardens, and only about 12 hectares of land area is used as residential residents. There is a small river called Solokan Ito and solokan Cipadaringan. There is a waterfall named Curug Bentang which is now a natural tourist attraction. The extent of forests, rice fields, and plantations compared to those used for settlements shows that indigenous peoples in Banceuy still depend on natural resources.

The life of the Banceuy people who are in harmony with nature leads to a society that still maintains traditions in caring for nature and its environment. The people of Kampung Adat

Banceuy still maintain noble values and carry out various traditional ceremonial traditions as a form of reciprocal relationship between humans and their natural environment. The implementation of various traditional ceremonies believed by the people of Kampung Adat Banceuy is a form of gratitude to the Creator. The life of local residents is different because it still maintains the traditions inherited by their ancestors so that it is known as Kampung 101 Adat. Kampung Adat Banceuy began to be visited by many tourists who want to know and experience firsthand the rural life.

Tourists have an interest in understanding the circumstances and atmosphere of Kampung Adat Banceuy which still maintains cultural heritage for generations. Cultural experience and rural natural atmosphere make this traditional village as an area visited by foreign and domestic tourists, both individuals and groups. Activities carried out by the people of Kampung Adat Banceuy still hold closely the values of local wisdom that can always be enjoyed by tourists.

The indigenous people of Banceuy have a sense that nature is part of man, and man are part of nature, cannot claiming to be the ruler. This can provide a lesson to always respect the natural environment that provides human needs. Various educational institutions ranging from secondary education to college come to Kampung Adat Banceuy with the aim of providing learning to students and students through education with direct experience on rural tourism. Direct interaction between students / students with the local community can provide community life lessons that are more memorable, easy to understand and remember because of the experience felt directly (Sudirgayasa et al., 2021).

Educational tourism is a tourist concept that combines the concept of non-formal education with tourism (entertainment) to tourists. In this concept, when tourists visit in addition to getting entertainment (recreation) also get experience / learning with fun methods. Educational tourism is a program where participants of tourist activities travel to a certain place in a group with the main purpose of getting a learning experience directly related to the location visited (Rahman et al., 2021). Educational tourism obtained in Kampung Adat Banceuy can be a product or result of learning experiences and processes or functions that focus on how to achieve the goals needed by students (J. R. B. Ritchie & Crouch, 2003).

Labschool Jakarta High School has an annual agenda of bringing students and their teachers to observation in Kampung Adat Banceuy as part of the learning process. Their arrival in 2019 coincided with the holding of their "Banceuy Festival" activities in Kampung Banceuy for 5 (five) days starting from October 17, 2019. The people of Kampung Adat Banceuy are happy to welcome guests from Jakarta by holding traditional arts. Chairman of KOMPEPAR Kampung Adat Banceuy, Kang Odang explained that students stay in people's homes and are directly involved with the daily life of local communities such as farming and gardening. The design of the agenda of activities that are prepared is dense enough to introduce various lifestyles of the community, typical culinary to traditional arts such as *celempung* and *toleat*.

The Head of Student Council Labschool Jakarta High School who has conducted farming activities in the rice field area stated that he had an extraordinary experience of how food sources are processed and obtained and hard work lessons. Students who stayed at homestays also conveyed that life values such as simplicity and sincerity had been felt during their stay with the local community of Kampung Adat Banceuy.

On November 24, 2019 Kampung Adat Banceuy welcomed a group of students of the University of Education Indonesia (UPI) majoring in Indonesian Language and Literature class of 2017 who conduct edu-tourism activities. Students plunge directly into people's lives to recognize people's daily lives and collect research data on Anthropolinguistic courses. They

explained that by traveling education in Kampung Adat Banceuy provides inspiration for further study where this area can be used as a place of research and devotion. Kampung Adat Banceuy is often used as an object of research on traditional values by students from various universities such as Telkom University, Bandung Islamic University, and Universitas Pendidikan Indonesia for the completion of the final task.

Kampung Adat Banceuy is not only in demand as research by domestic students, but cultural researchers from Tama Art University Japan, Mr. Yu Kaneko, were also present at the earth event. He has a high interest in tradition and culture that is still run by the people of Kampung Adat Banceuy. Mr. Yu explained that the traditions in the form of rituals, traditional ceremonies and arts that are still maintained in Banceuy Customary Village show the closeness of the community with ancestors and nature so that they always live simple and in harmony with nature even though they cannot avoid outside cultural influences completely. Mass tourist destinations in Kampung Adat Banceuy are less approved by Mr. Yu because according to him, tourists who come to Kampung Adat Banceuy should be educated to adapt and respect the prevailing values.

Educational tourism is very beneficial for the community by participating in providing positive lessons and experiences so that anyone who travels *eduwisata* can take lessons / lessons. Tourists benefit from gaining new knowledge and experiences in addition to the pleasure felt in tourist destinations. Development is needed to maintain the sustainability of an educational tour by applying the principles of 3E, namely environmental factors, engagement, and exploration (Sharma, 2015).

Environmental factors (environmental factors), are physical environment and social environment to create comfort for tourists when doing tourist activities, can be in the form of a residential atmosphere or learning environment that can support smooth tourist activities. Kampung Adat Banceuy has a physical environment in the form of a beautiful natural atmosphere, a clean environment, away from pollution and garbage and the social environment in the form of community attitudes in receiving and serving guest visits, friendly and polite attitudes, and community attitudes that cause a sense of security and comfort for tourists. The people of Kampung Adat Banceuy have begun to realize and understand that their village is a cultural tourist destination and they make it happen by making a *Sapta Pesona* board placed in front of the Banceuy Village Kompepar Secretariat to provide assurance for tourists who come.

Exploration (exploration) can provide direct learning to tourists about a place (tourist destination). Tourists who do activities in Kampung Adat Banceuy can explore and dig up the information they need, as students do for final assignment needs and researchers by direct observation. Usually before conducting exploration activities, first carried out directing activities by the manager of the tourist village. Directing is conducted to provide basic knowledge, while exploration will provide more in-depth knowledge and understanding through experience gained in the field.

Starting in 2008 the people of Kampung Adat Banceuy increased their role through education by including indigenous values at the level of basic education, because the community believes, fostering love for these customs and traditions must start early on to their children. In addition to formal education, the habit of instilling this tradition is done when commemorating the big days and Independence Day, they will be taught trainings on traditional arts that are characteristic of the Banceuy Indigenous Village people, for example playing musical instruments, so that since childhood it has been embedded and has a sense of ancestral art. From these efforts, the people of Kampung Adat Banceuy always strive to maintain and preserve the customs of the ancestors of the founders of the village.

### **3.2 Community Based Tourism (CBT)**

The development of tourist villages is closely related to the community, tourism activities that are principled on sustainable development include improving the quality of nature, preservation of the value of local cultural wisdom and strengthening social order and community empowerment that can improve welfare. The management of tourist villages with a good spirit foundation should strive to apply the element as an effort to improve development in the village.

The most basic thing in the concept of community based tourism is to facilitate the involvement of indigenous peoples in the process of developing and utilizing social, cultural and economic values for tourism activities. Local communities have an important role as a very substantive control in the development and management of tourist resources as the attraction of local destinations (Nagarjuna, 2015). The application of CBT allows local communities to bring together cultural and natural environments with tourists.

The area of agriculture that remains the same but the population that continues to grow cannot continue to be used as income for rural communities. One of the new life strategies that can be carried out by local communities is to develop tourism based on the concept community based tourism (CBT). Involving local communities to be more active by providing support and participation to maintain cultural identity, the natural environment, as well as improving the economy and social community can be done to develop the tourism (Rajagukguk & Sofianto, 2020).

Forms of community participation in Kampung Adat Banceuy began to be seen in tourism activities including as a provider of tourism information services, art actors, arts regulators, visitor arrangements, accommodation service providers, and transportation. Currently many visitors who come at the time of customary activities or who deliberately come to enjoy nature by doing various activities such as following residents gardening or hiking. The residents of the Banceuy Traditional Village need to provide accommodation and food and drink needs for tourists who come and stay at the homes of local residents. Economic benefits for the community as well as an increase in community welfare can occur with tourism activities in a destination.

The need for assistance is very necessary for local resident of the Banceuy Traditional Village to improve the best service to tourists so as to create satisfaction. The lack of readiness of local residents needs to be overcome by training in order to provide services that do not eliminate the usual rural atmosphere. Counter measures can also be useful for building balanced tourism, especially in optimizing the positive impacts and minimizing the negative impacts of tourism. Local communities can play a role in developing community development and development, as well as inclusive responsibilities (SIREGAR & DARAJAT, 2019).

The local community's attachment to the place and the sense of belonging to the place are strong factors for local communities to be involved in tourism development. The spirit to care for and if an area can be raised from the community's love for the area, so that it can influence their actions to give the best to the area they inhabit.

Kampung Adat Banceuy has the concept of a tourist village based on local wisdom and through community empowerment. Continuous participation and community involvement in the development of a tourist village is very important so that the potential can be managed optimally and can provide welfare for the local community. This is because the local community is very familiar with the environment, in their daily lives people live side by side with nature in harmony, and understand how to use resources wisely and wisely. The involvement of local communities, especially among the younger generation in addition to

being able to foster a sense of belonging can also be a job in the field of tourism so as to prevent urbanization.

Forms of community concern in maintaining and preserving tourist areas and the surrounding environment include a form of local wisdom values that will create positive synergies to raise the spirit to return to love the environment and be proud of the nation and country through the value of local wisdom in it. Maintaining and preserving the value of local wisdom carried out by involving the active participation of the community is the implementation of community-based tourism activities. The involvement of the surrounding community who care about the potential and attraction of tourism contributes to the success of conservation activities of local wisdom values of the tourist area. The sustainability of tourism development can be guaranteed with the involvement of indigenous peoples. (Idziak et al., 2015).

Habits that are reflected in indigenous peoples are their knowledge and actions as social beings that are used to understand the environment and lead them to behavior that achieves prosperity and peaceful life (Sibarani, 2018). By involving the community, relying on an area to be developed as a tourist spot, and making them partners are several things to achieve environmental conservation.

*Kang Odang* as chairman of KOMPEPAR explained that he must be able to involve the community, especially the younger generation. Often get difficulties that can handle the needs of guests when guests come with a hefty amount. In addition, it is also revealed that it is not uncommon for the younger generation who are not confident when interacting with guests. Therefore, the Banceuy Indigenous Village company seeks to actively establish communication and cooperation with stakeholders, especially the government and academia to socialize and improve soft skills and hard skills of tourism to the local community.

*Kang Tito* as a representative of CSR Aqua in Kampung Adat Banceuy explained that it helps hold various trainings to increase human resources capacity. The training that has been carried out is an event management training, according to him, it is important because in Kampung Adat Banceuy there are often traditional ceremonies that require good event management. In addition, information about training was obtained from the Disparpora Kabupaten Subang. Mrs. Ida Erlinda as *Kasie Destinasi* stated that it has an annual program in carrying out training in managing tourist destinations. The office always invites the company in its environment to participate in training in managing tourist destinations, especially for tourist villages including homestay management, development of tourist products, preparation of tour packages, and guiding.

Increasing knowledge and skills of destination management can be understood is important because tourism activities are activities that offer experiences in the form of direct interaction with the people in the destination so that public awareness of tourist activities is the key to the success of tourist activities. Public awareness is the key that can move to get involved in managing the area as a tourist destination. The principle of community-based tourism management must come from the community carried out by the community and the benefits are felt by the community (Dinnie, 2011).

### 3.3 Educational and Eco-tourism

Tourist village is a place to learn about sustainable life this can be seen based on the firm values of togetherness, family, kegotongroyongan, sincerity, patience, caring, independence, simplicity and living in harmony with nature. Not only does tourism have a pleasant negative impact, but now it has many positive impacts which are often referred to as sustainable tourism.

In sustainable tourism there is ecotourism which relies on three tours, namely rural tourism, cultural tourism and nature tourism (Wood, 2002). Ritual ceremonies are carried out consistently by the people of Banceuy with the intention of preserving nature and fear if the alama is damaged in the future there will be disasters such as a small harvest amount. The people of Kampung Adat Banceuy still have customary forests that are always well maintained as a place to source water. The catchment area should be guarded shoulder to shoulder, they believe when nature is preserved then God will give abundant produce because the source of water is maintained.

Kompepar Kampung Adat Banceuy in addition to developing cultural festivals and natural tourism, also develops ecotourism to empower the people of Kampung Adat Banceuy. "The people of Kampung Adat Banceuy are the majority of their livelihoods are farmers and ranchers, therefore we develop ecotourism as an aspect of social, cultural, and economic empowerment and aspects of learning and education," explained *Kang Tito* as a representative of CSR Aqua stationed in Kampung Adat Banceuy.

Ecotourism can provide a solution to the conflict between environmental conservation and economic development because it is a term for the relationship between natural or ecological sustainability and tourism (Hsu, 2019). All forms of tourism that can protect and do not disturb nature can be recognized as an ecotourism concept (Adom, 2019). Ecotourism is a responsible tourist activity, which preserves the environment and sustains the welfare of local communities (Tripathi, 2016). One of the studies of ecotourism is with cultural practices such as traditional festivals that promote conservation and are directly related to protected sites (Adom, 2016).

Villagers are often referred to as traditional societies because they still maintain and preserve the values of local wisdom to maintain the harmonization of life with fellow beings, nature, and God. Village Tourism, where small groups of tourist stay in or near traditional, often remote villages and learn about village life and the local environment (Inskip, 1991). Often people call the village people outdated, and poorly educated but can clearly be seen and feel the hospitality, smile greetings, attitude of glorifying guests even though materially lacking. This noble attitude and values are many and will always be missed by tourists who have come to Kampung Adat Banceuy.

Villagers have the skills to work on land that can meet daily needs without having to rely on other parties, especially for food needs, with natural conditions that are still maintained, it can provide the needs of clean and clear water flowing from the source, clean and cool air and natural beauty. This condition is rarely obtained elsewhere, especially in urban areas so that tourist villages can provide valuable lessons to be the best human being, namely humans who benefit the surrounding environment in a sustainable manner.

The value of local wisdom provides clues to how the people in the village live in harmony with nature, by appreciating nature and treating as if nature is a living being that can be talked to that Banceuy residents implement through various traditional ceremonies related to nature they have the belief that nature will give everything in the form of a gift from the Almighty. Not only for human needs but local knowledge ensures that nature must always be maintained and utilized sustainably because it will be able to provide basic needs of humans and other creatures for the foreseeable future.

Village tourism always attracts people to come because it has a fair culture that makes people comfortable. Hospitality and a sincere way of thinking of simple villagers, healthy food, a beautiful environment, and cool air are some of the reasons expressed by tourists who visit Kampung Adat Banceuy. The people of Kampung Adat Banceuy have many noble pituturs that are still used as guidelines by residents including advising not to damage nature and must



preserve nature as an example of Banceuy residents very much keep large trees should not be cut down because it is a source of water that they call Kijangut. This can provide many lessons on how to live in harmony with nature that can provide a healthy life physically and spiritually.

Actualization of local wisdom values in the people of Kampung Adat Banceuy through community empowerment, educational tourism (edu-tourism) and eco-tourism is a tourist attraction that implements the concept of sustainable tourism. The development is based on cultural values that have the potential to provide benefits in realizing tourism that has the advantage of sustainable competitiveness that is principled on economic aspects, social aspects and environmental aspects.

In the economic aspect of sustainable tourism demands to be able to improve the quality of human resources, empower livelihoods and increase people's incomes, strengthen lower middle-class entrepreneurs, establish partnerships between regions, communities and private entrepreneurs, encourage the role of economic actors in increasing productivity and quality. All these things can increase independence, justice and ensure the compatibility of the relationship between man with his God, man with his environment and between man and his society. The management of cultural heritage tourism requires cooperation with stakeholders including the government, local communities, industry and tourism businesses. This interaction needs to be implemented because every tourism destination can cultivate and develop sustainable tourism development models through the management of natural and cultural assets, through preservation, utilization and development that are able to add value to future generations.

Ecotourism now become an important economic activity that gives tourists the experience to understand and learn about the importance of conserving biodiversity and local culture. In addition, ecotourism can also provide useful income for communities around ecotourism sites and conservation activities. Tourists from Japan who are academics said that there is a negative impact on the behavior of indigenous peoples if there are many visits and interactions between residents and tourists.

The authenticity and sacredness of traditional traditions can be polluted if there are too many visits from tourists or outsiders. Therefore tourists who come to cultural and natural destinations must be tourists who enjoy nature and culture. It can be understood that in tourism activities to provide satisfaction to tourists do not always have to obey the wishes of tourists but there is more important thing that is to maintain natural and cultural resources.

The current trend suggests domestic and foreign tourists prefer alternative types of travel. Alternative tourism that is very concerned about the preservation of tourism resources is the development of environmentally friendly tourist attractions. Eco-tourists are generally looking for a special experience that cannot be reached in other areas by choosing a destination according to the type of product offered. Therefore it is very important to provide high value services and products (Poupineau & Pouzadoux, 2013).

The ability to survive in the face of various changes is owned by the people of Kampung Adat Banceuy who are built on social ties where they hold fast to norms, values and customs. Interaction and cooperation in their social relationships are based on shared needs and goals. Upholding the attitude of peaceful living by avoiding conflict becomes the visible norm that governs their relationship. The compatibility of relationships with others should be maintained as best as possible. The norms governing the lives of Banceuy indigenous peoples strongly uphold indigenous and religious values.

The center of local community life is the presence of their traditional leaders, therefore traditional leaders must be physical and spiritual role models for their citizens. The harmony

of life in relation to the creator is shown in this principle where it is necessary to live life as best as possible, reasonable and not excessive. The traditional leaders who were present were then respected and obeyed by the local community as well as good social ties, it can be believed that the tourism activities that grew in the Kampung Adat Banceuy were able to change the mindset, way of thinking, and how the community acted quickly to the demands of the times without succumb to and be carried away by negative influences. Preserving culture, nature and traditions and taking advantage of economic opportunities carried out by the community as a role in tourism can be used as a catalyst in the development of ecotourism.

#### 4. CONCLUSION

Educational tourism can provide benefits in addition to tourists as well as for researchers, where recreation can be done while learning directly with the local community. The presence of Kampung Adat Banceuy provides new learning opportunities as well as teaching the value of life, especially to maintain nature and culture. In order to maintain the existence of learning facilities in the open air, Kampung Adat Banceuy requires support from the local government to the community by providing coaching for the local KOMPEPAR.

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