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Transforming community-based tourism management toward a sustainable cultural destination: A case study of Osing Kemiren tourism village, Indonesia

Sri Widowati, Hamong Suharsono

Universitas Udayana, INDONESIA

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Abstract - This study aims to analyze the factors influencing the sustainability of Kemiren Tourism Village, Banyuwangi, Indonesia, by examining the effects of community participation, community-based tourism, local cultural preservation, economic benefits, social benefits, tourism village governance, and local wisdom. The study employed a quantitative explanatory approach involving 347 respondents from the Kemiren community. Data were collected through a structured questionnaire consisting of 25 indicators measured using a five-point Likert scale. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS. The results indicate that community participation has a positive and significant effect on tourism village sustainability ($\beta = 0.241$, $t = 5.130$, $p < 0.001$). Local cultural preservation also has a positive and significant effect ($\beta = 0.191$, $t = 4.016$, $p < 0.001$), as do economic benefits ($\beta = 0.134$, $t = 2.527$, $p = 0.012$) and local wisdom ($\beta = 0.230$, $t = 5.062$, $p < 0.001$). In contrast, community-based tourism ($\beta = 0.058$, $t = 1.150$, $p = 0.250$), social benefits ($\beta = 0.016$, $t = 0.367$, $p = 0.714$), and tourism village governance ($\beta = 0.078$, $t = 1.534$, $p = 0.125$) do not have significant direct effects on tourism village sustainability. The structural model produces an R^2 value of 0.459, indicating that the proposed constructs explain 45.9% of the variance in tourism village sustainability. The findings demonstrate that strengthening community participation, preserving local culture, increasing economic benefits, and maintaining local wisdom are essential priorities for achieving sustainable tourism village development in Kemiren. The study provides empirical implications for local governments and tourism village managers in developing community-centered and culturally grounded sustainability strategies.

Keywords: Community Participation; Sustainable Tourism; Local Cultural Preservation; Economic Benefits; Local Wisdom

1. Introduction

Tourism is one of the sectors that can contribute to improving community welfare while also serving as an instrument for preserving the social and cultural identity of a region. In the context of tourism villages, the success of tourism development is determined not only by an increase in tourist arrivals but also by the ability of local communities to manage destination potential, obtain economic benefits, strengthen social relationships, and preserve local values and culture. Therefore, tourism village development needs to be directed toward a management approach that is capable of balancing economic, social, cultural, and destination sustainability interests.

The community-based tourism (CBT) approach positions local communities as the primary actors in destination development. Community involvement can be realized through participation in planning, decision-making, implementation of activities, utilization of tourism benefits, as well as evaluation and monitoring. Research on tourism villages indicates that community participation is an important factor because it provides

communities with opportunities to determine the direction of destination development while simultaneously strengthening their sense of ownership of tourism activities. In the context of Kemiren Tourism Village, Vitasari (2023) highlighted the importance of community participation in managing Kemiren as both a traditional village and a tourism village. These findings demonstrate that the community is not merely a beneficiary but also an active actor involved in destination management.

In addition to participation, community-based tourism development requires management mechanisms that provide opportunities for local communities to develop businesses and obtain benefits from tourism activities. Silalahi and Asy'ari (2022) found that Kemiren Tourism Village possesses characteristics that support community-based tourism development, particularly through community involvement, local potential, and the presence of cultural values that constitute the identity of the destination. Mardiyana et al. (2024) also demonstrated that the implementation of community-based tourism in Kemiren is associated with the economic, social, and cultural aspects of the community. Thus, community-based management constitutes one of the important foundations for achieving the sustainability of tourism villages.

Culture occupies a highly important position in the development of Osing Kemiren Tourism Village. Kemiren is a village with a strong Osing cultural identity, reflected in its customs, traditions, arts, local values, and community practices. This culture is not only an identity of the local community but also a major resource that shapes the tourism attractiveness of the destination. Therefore, cultural tourism development needs to consider the sustainability of local traditions and identity to ensure that the utilization of culture for tourism purposes does not result in the loss of cultural meaning or excessive commercialization. Studies on Kemiren indicate that local wisdom and Osing culture constitute important elements of the tourism village's character and serve as a basis for community-based tourism development (Silalahi & Asy'ari, 2022; Mardiyana et al., 2024).

Tourism activities are also expected to provide economic benefits to local communities. These benefits may include increased employment opportunities, income, business opportunities, and the marketing of local products. From the perspective of tourism village development, economic benefits are an important indicator because sustainable destination management requires economic incentives that can be experienced directly by the community. However, economic benefits cannot stand alone. Unequal distribution of benefits may create disparities and reduce community support for tourism development. Therefore, strengthening community-based businesses and ensuring equitable distribution of benefits are important components of sustainable tourism village management.

In addition to economic benefits, tourism development can influence the social life of local communities. Tourism activities have the potential to increase interaction among community members, cooperation, mutual assistance, and opportunities for community participation in collective activities. In the context of tourism villages, strong social relationships can serve as social capital to support collective destination management. Previous research in Kemiren has demonstrated that the development of community-based tourism is associated with the social dimension of the community, in addition to its economic and cultural dimensions (Mardiyana et al., 2024).

Governance is another aspect that determines the sustainability of tourism village development. Destination management involves not only local communities but also village governments, management groups, tourism awareness groups, business actors, arts and cultural groups, and other stakeholders. Therefore, the existence of management institutions and coordination between managers and communities is an important factor in ensuring that tourism activities are carried out in an organized and directed manner. Nuh et al. (2024), in their study of collaborative governance in Kemiren Tourism Village, demonstrated that destination development involves various stakeholders and that strengthening collaboration is an important requirement for supporting sustainable

tourism development. The study also indicated that community knowledge and collaboration in destination development still need to be strengthened.

Local wisdom is another element that distinguishes culture-based tourism villages from other tourism destinations. Local values and traditions can serve as resources for developing tourism products while simultaneously functioning as mechanisms for preserving community identity. In Kemiren Tourism Village, Osing values and traditions, as well as the cultural identity of the community, constitute important components of the destination's attractiveness. Tourism development that integrates local wisdom can provide economic benefits while strengthening community pride and identity, provided that cultural authenticity is maintained.

Although research on Kemiren Tourism Village has continued to develop, there remains considerable room for further investigation. Previous studies have primarily examined community participation, tourism village characteristics, the implementation of community-based tourism, or governance separately. Vitasari (2023), for example, emphasized community participation in the management of Kemiren, while Silalahi and Asy'ari (2022) examined Kemiren from the perspective of tourism village indicators and community-based tourism. Mardiyana et al. (2024) examined the implementation of community-based tourism from economic, social, and cultural perspectives. Meanwhile, Nuh et al. (2024) focused on the collaborative governance model in the development of Kemiren Tourism Village.

These conditions indicate a research gap, namely the limited number of quantitative studies that simultaneously examine the effects of community participation, community-based tourism, local cultural preservation, economic benefits, social benefits, tourism village governance, and local wisdom on tourism village sustainability within a single empirical model. Previous descriptive and qualitative studies have provided important insights into the conditions of Kemiren; however, they have not fully provided quantitative evidence regarding the strength of the relationships among these variables. A quantitative study employing the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach is therefore necessary to examine the relationships among the constructs simultaneously and identify which variables contribute most significantly to the sustainability of Kemiren Tourism Village.

The use of this approach is also relevant to the development of research on tourism village governance. Studies of tourism villages in Indonesia indicate that sustainable destination development requires community participation, coordination among stakeholders, institutional strengthening, and benefits that can be experienced by local communities (Prasetyo, 2023; Purnamawati & Hatane, 2024). Thus, tourism village sustainability should be understood as the outcome of interactions among community, economic, social, cultural, institutional, and local wisdom factors rather than merely as an increase in tourism activities.

Based on this research gap, this study develops an empirical model that positions seven exogenous constructs, namely Community Participation (X1), Community-Based Tourism (X2), Local Cultural Preservation (X3), Economic Benefits (X4), Social Benefits (X5), Tourism Village Governance (X6), and Local Wisdom (X7), as factors expected to influence Tourism Village Sustainability (Y). The model is used to examine whether stronger community participation, community-based tourism management, cultural preservation, economic and social benefits, governance, and local wisdom are associated with stronger sustainability of Kemiren Tourism Village. Based on this framework, the research hypotheses are formulated as follows:

H1: Community Participation has a positive effect on Tourism Village Sustainability. H2: Community-Based Tourism has a positive effect on Tourism Village Sustainability. H3: Local Cultural Preservation has a positive effect on Tourism Village Sustainability. H4: Economic Benefits

have a positive effect on Tourism Village Sustainability.

H5: Social Benefits have a positive effect on Tourism Village Sustainability.

H6: Tourism Village Governance has a positive effect on Tourism Village Sustainability. H7: Local Wisdom has a positive effect on Tourism Village Sustainability.

This study aims to analyze the effects of Community Participation, Community-Based Tourism, Local Cultural Preservation, Economic Benefits, Social Benefits, Tourism Village Governance, and Local Wisdom on the Sustainability of Kemiren Tourism Village, Banyuwangi. Theoretically, this study is expected to enrich the literature on community-based tourism village management by integrating the dimensions of participation, economic, social, cultural, institutional, and local wisdom into a single empirical model. Practically, the findings are expected to provide a basis for village governments, tourism managers, local communities, cultural groups, and other stakeholders in formulating development strategies for Kemiren Tourism Village oriented toward sustainability.

The conceptual framework of the study positions seven exogenous constructs as factors influencing tourism village sustainability. The relationships among these variables are illustrated as follows:

Exogenous Variables

The model emphasizes that the sustainability of Kemiren Tourism Village is viewed as a multidimensional outcome influenced by community capacity, tourism management, economic and social benefits, cultural preservation, governance, and local wisdom.

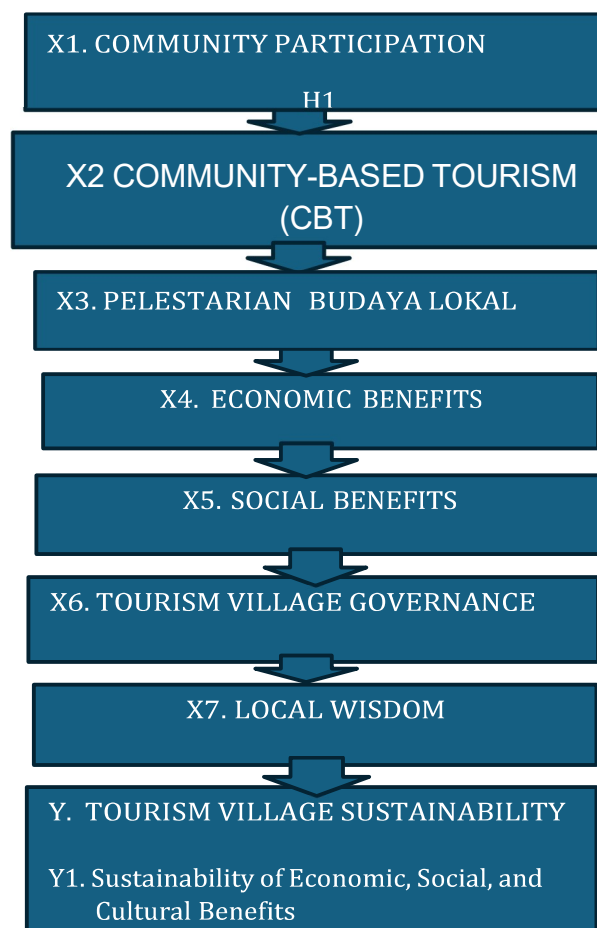


Figure 1. Research Conceptual Framework

2. Method

2.1 Research Design

This study employed a quantitative approach with an explanatory research design. This design was selected because the study aimed to examine the relationships and effects of several exogenous constructs on Tourism Village Sustainability as an endogenous construct. The research was conducted in Osing Kemiren Tourism Village, Glagah District, Banyuwangi Regency, East Java, Indonesia.

The unit of analysis was individual members of the Kemiren Village community who met the criteria for participation as respondents. The community was selected as the unit of analysis based on its position as the primary actor in community-based tourism village management and as the party directly experiencing the economic, social, and cultural benefits and changes resulting from tourism development.

The study used primary data collected through a structured questionnaire distributed to members of the Kemiren Village community. The research instrument consisted of 25 indicators representing seven exogenous constructs and one endogenous construct. The structure of the instrument followed the operationalization of the variables developed in this study, namely Community Participation (X1), Community-Based Tourism (X2), Local Cultural Preservation (X3), Economic Benefits (X4), Social Benefits (X5), Tourism Village Governance (X6), Local Wisdom (X7), Tourism Village Sustainability (Y).

Data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) with the assistance of SmartPLS software. PLS-SEM was employed because the study involved latent constructs measured by multiple indicators and aimed to analyze structural relationships among the constructs simultaneously. The PLS-SEM approach has also been widely used in management and tourism research to analyze models involving multiple constructs and complex predictive relationships (Hair et al., 2019; Hair et al., 2022).

2.2 Population and Sample

The population of this study consisted of the residents of Kemiren Village, totaling 2,569 individuals. Respondents were selected using purposive sampling, namely the selection of respondents based on characteristics relevant to the objectives of the study.

The respondent criteria were as follows: (1) residing in Kemiren Village; (2) being at least 18 years old;

(3) having knowledge of or experience with the social and cultural life and tourism activities in Kemiren Village; and (4) being willing to participate as a respondent and complete the questionnaire in its entirety.

The sample size was determined using the Slovin formula with a 5%

$$\text{margin of error: } n = N / (1 + Ne^2)$$

Here, n represents the sample size, N represents the population size, and e represents the margin of error. With a population of 2,569 individuals and a 5% margin of error, the minimum sample size was approximately 346.1 respondents, which was rounded up to 347 respondents. Accordingly, this study used 347 respondents. This number also corresponds to the number of respondent data available in the research dataset.

2.3 Data Collection Technique

Data were collected using a survey method with a structured questionnaire as the research instrument. The questionnaire was developed based on indicators used in previous studies and adapted to the characteristics of the Kemiren Village community. The adaptation process involved modifying the wording and contextualizing the statements without changing the substance of the constructs being measured.

Each indicator was measured using a five-point Likert scale: 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, and 5 = strongly agree. This scale was used to measure respondents' perceptions of each research statement.

The research instrument consisted of 25 indicators. Community Participation (X1) consisted of five indicators, Community-Based Tourism (X2) consisted of four indicators, Local Cultural Preservation (X3) consisted of three indicators, Economic Benefits (X4) consisted of four indicators, Social Benefits (X5) consisted of three indicators, Tourism Village Governance (X6) consisted of two indicators, Local Wisdom (X7) consisted of two indicators, and Tourism Village Sustainability (Y) consisted of two indicators. This structure corresponds to the operationalization of the research instrument presented in this study.

2.4 Variable Operationalization

The research variables consisted of seven exogenous variables and one endogenous variable. Community Participation (X1) was measured through community involvement in planning, decision-making, implementation, utilization of benefits, and evaluation and monitoring. Community-Based Tourism (X2) was measured through community-based management, community tourism enterprises, benefits to the community, and local institutions. Local Cultural Preservation (X3) was measured through the preservation of traditions, preservation of arts, and cultural utilization.

Economic Benefits (X4) were measured through employment opportunities, increased income, business opportunities, and local product marketing. Social Benefits (X5) were measured through community cooperation, social interaction, and social participation. Tourism Village Governance (X6) was measured through management institutions and coordination. Local Wisdom (X7) was measured through local values and traditions and local identity. Tourism Village Sustainability (Y) was measured through the sustainability of economic, social, and cultural benefits and the sustainability of community involvement. The indicators were derived from previous studies, particularly Vitasari (2023), Silalahi and Asy'ari (2022), Mardiyana et al. (2024), and Fitriyani et al. (2024), as presented in the research instrument.

2.5 Instrument Testing and Measurement Model

The research instrument was evaluated through measurement model assessment (outer model) using the PLS-SEM approach. The evaluation was conducted to ensure that the indicators used demonstrated adequate reliability and validity in measuring the latent constructs.

First, indicator reliability was evaluated based on the outer loading values. An outer loading value of ≥ 0.70 indicates adequate indicator reliability. However, indicators with loading values between 0.40 and 0.70 should not automatically be removed and need to be evaluated based on their contribution to construct reliability and convergent validity (Hair et al., 2019; Hair et al., 2022). Second, internal consistency reliability was evaluated using Cronbach's Alpha and Composite Reliability (CR). Values of ≥ 0.70 generally indicate acceptable reliability.

Third, convergent validity was evaluated using the Average Variance Extracted (AVE). A construct is considered to meet the criteria for convergent validity when the AVE value is ≥ 0.50 , indicating that the construct explains at least 50% of the variance in its indicators.

Fourth, discriminant validity was evaluated using the Heterotrait-Monotrait Ratio (HTMT). An HTMT value of < 0.85 can be used as a conservative criterion, whereas a value of < 0.90 may be acceptable for constructs that are conceptually related (Henseler et al., 2015; Hair et al., 2022). Discriminant validity was evaluated before interpreting the structural relationships among the variables. These criteria are consistent with the PLS-SEM evaluation procedures used in this study.

2.6 Data Analysis Technique

The data were analyzed using PLS-SEM with the assistance of SmartPLS software. The analysis consisted of two main stages: evaluation of the measurement model (outer model) and evaluation of the structural model (inner model). After the measurement model met the required reliability and validity criteria, the analysis proceeded to the structural model to examine the relationships among variables and test the research hypotheses.

The inner model evaluation included tests of collinearity, coefficient of determination (R^2), effect size (f^2), predictive relevance (Q^2), and path coefficients. Collinearity was evaluated

using the Variance Inflation Factor (VIF), with a VIF value of < 5 indicating that there was no serious collinearity problem. The R^2 value was used to assess the ability of the exogenous variables to explain the variance in the endogenous variable, whereas f^2 was used to determine the magnitude of the contribution of each exogenous construct to the endogenous construct.

The effect size f^2 was interpreted using values of approximately 0.02 for a small effect, 0.15 for a medium effect, and 0.35 for a large effect. Predictive relevance was evaluated using Q^2 , with a Q^2 value > 0 indicating that the model had predictive relevance for the endogenous construct. These evaluation procedures followed the methodological recommendations for PLS-SEM (Hair et al., 2019; Hair et al., 2022).

2.7 Hypothesis Testing

Hypothesis testing was conducted using the bootstrapping procedure in SmartPLS. This procedure was used to obtain the path coefficient (β), standard error, t-statistic, and p-value. The tests were conducted at a 5% significance level ($\alpha = 0.05$).

A hypothesis was considered supported when the path coefficient was in the direction consistent with the proposed hypothesis and the relationship was statistically significant. For two-tailed testing, a relationship was considered statistically significant when the p-value was < 0.05 or the t-statistic was > 1.96 . The results were subsequently interpreted based on the direction and magnitude of the path coefficients and related to relevant theories, previous studies, and the empirical conditions of Kemiren Tourism Village.

2.8 PLS-SEM Evaluation Criteria

The evaluation criteria for the research model are summarized as follows:

Evaluation	Criterion
Outer Loading	≥ 0.70
Cronbach's Alpha	≥ 0.70
Composite Reliability	≥ 0.70
AVE (Average Variance Extracted)	≥ 0.50
HTMT (Heterotrait–Monotrait Ratio)	$<$
0.85 or < 0.90 Inner VIF (Variance Inflation Factor)	$<$
5.00	
f^2 (Effect Size)	0.02 small; 0.15 medium; 0.35 large
Q^2 (Predictive Relevance)	> 0
Significance	$p < 0.05$
t-statistic (two-tailed)	> 1.96

These criteria were used as guidelines for evaluating the quality of the measurement and structural models. The final decision regarding indicator adequacy was not based solely on a single statistical value but also considered theoretical consistency, construct validity, and the suitability of the indicators for the concepts being measured.

3. Results and Discussion

3.1 Results

3.1.1 General Characteristics of Respondents

This study used data from 347 respondents who were residents of and actively involved in activities within Kemiren Tourism Village. The characteristics of the respondents were analyzed based on gender, age, educational level, and involvement in tourism activities.

In terms of gender, 178 respondents (51.3%) were female and 169 respondents (48.7%) were male. This composition indicates that information regarding the development and sustainability of the tourism village was obtained from both gender groups in relatively balanced proportions.

In terms of age, 64 respondents (18.4%) were aged 18–30 years, 98 respondents (28.2%) were aged 31–40 years, 95 respondents (27.4%) were aged 41–50 years, and 90 respondents (25.9%) were over 50 years old. The distribution indicates that the respondents were

predominantly within the productive age group of 31–50 years. This condition is relevant to the characteristics of a tourism village community, as individuals of productive age generally have substantial involvement in economic, social, and cultural activities, as well as in providing services to tourists.

In terms of educational attainment, 86 respondents (24.8%) had completed elementary or junior high school, 170 respondents (49.0%) had completed senior high school or vocational high school, and 91 respondents (26.2%) held a diploma or bachelor's degree. Thus, nearly half of the respondents had a senior high school or vocational high school education. This finding indicates that the respondents represented a relatively diverse range of educational backgrounds, suggesting that perceptions regarding tourism village development were not derived solely from members of the community with higher levels of education.

Regarding involvement in tourism activities, 211 respondents (60.8%) were directly involved in tourism activities, while 136 respondents (39.2%) were indirectly involved. This proportion indicates that the majority of respondents had direct experience with tourism activities. This is important because community perceptions of tourism village sustainability are likely to be influenced by their experiences in interacting with tourists, participating in tourism-related economic activities, managing cultural resources, and engaging in decision-making processes at the village level.

3.1.2 Descriptive Analysis of Research Constructs

Descriptive analysis was conducted to determine the tendency of respondents' responses to each research construct. The measurement scale used a five-point Likert scale (1–5); therefore, values closer to 5 indicate increasingly positive perceptions of the measured construct.

Construct	Number of Indicator	Mean	SD	Interpretation
X1	5	4,004	0,469	High
X2	4	4,058	0,488	High
X3	3	4,293	0,456	Very high
X4	4	3,838	0,526	High
X5	3	4,094	0,472	High
X6	2	3,707	0,608	High
X7	2	4,356	0,441	Very high
Y	3	4,028	0,493	High

In general, all constructs had mean values above 3.70. This indicates that respondents had relatively positive perceptions of the aspects examined in the development of Kemiren Tourism Village.

The construct with the highest mean value was X7, with a mean of 4.356, followed by X3, with a mean of 4.293. Meanwhile, the lowest mean value was recorded for X6, at 3.707. Construct Y, representing Tourism Village Sustainability, had a mean value of 4.028. These findings indicate that, descriptively, the community had positive perceptions of the sustainability of Kemiren Tourism Village, although certain aspects still need to be strengthened.

3.1.3 Community Participation (X1)

Community Participation (X1) had a mean value of 4.004 with a standard deviation of 0.469. This value indicates that community participation in tourism village development was perceived to be at a high level. The mean values of indicators X1.1, X1.2, X1.3, X1.4, and X1.5 were 4.017, 4.003, 3.991, 4.029, and 3.980, respectively. All indicators were at relatively similar levels. This finding indicates that the community has generally been involved in tourism

village development activities.

This phenomenon can be associated with the characteristics of Kemiren Tourism Village, which relies on community involvement as one of the main strengths of tourism development. Community participation is not limited to involvement in tourism activities but also includes the community's ability to provide input, participate in management activities, and obtain benefits from tourism d3.2.2 Community-Based Tourism (X2)

The Community-Based Tourism (X2) construct obtained a mean value of 4.058 with a standard deviation of 0.488. The four indicators had mean values ranging from 4.037 to 4.069. This finding indicates that respondents perceived the community-based tourism approach as having been implemented relatively well.

These values indicate that the community is not merely positioned as an object of tourism but also as part of the destination management and development process. In the context of tourism villages, this approach is important because tourism success is determined not only by the number of tourists but also by the ability of local communities to obtain benefits and maintain the social and cultural characteristics of the village development.

3.1.4 Community-Based Tourism (X2)

The Community-Based Tourism (X2) construct obtained a mean value of 4.058 with a standard deviation of 0.488. The four indicators had mean values ranging from 4.037 to 4.069. This finding indicates that respondents perceived the community-based tourism approach as having been implemented relatively well.

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3.1.5 Local Cultural Preservation (X3)

Local Cultural Preservation (X3) obtained the highest mean value among X1–X4, namely 4.293, with a standard deviation of 0.456. Indicator X3.1 obtained a mean value of 4.265, X3.2 obtained 4.314, and X3.3 obtained 4.300.

These results indicate that local culture is one of the relatively strong aspects in community perceptions. This condition is consistent with the characteristics of Kemiren Tourism Village, which has a strong local cultural identity. Cultural preservation is important because the attractiveness of a tourism village derives not only from the physical conditions of the destination but also from its traditions, customs, arts, social values, and local community identity. Therefore, the high perception of cultural preservation indicates that the community is aware that tourism development should continue to maintain local identity and should not eliminate the authentic characteristics of the Kemiren community.

3.1.6 Economic Benefits (X4)

Economic Benefits (X4) had a mean value of 3.838 with a standard deviation of 0.526. This value was relatively lower than those of several other constructs. The four indicators had mean values ranging from 3.827 to 3.870.

These findings indicate that the community has experienced economic benefits from tourism activities; however, perceptions of these benefits were not as strong as perceptions of cultural aspects and several other constructs. This phenomenon may indicate that the economic benefits generated by tourism have not yet been experienced evenly across the entire community.

In the context of tourism village sustainability, this condition requires attention because tourism sustainability depends heavily on the ability of tourism activities to provide tangible and sustainable economic benefits to local communities. If economic benefits are experienced only by certain groups, community support for tourism development may potentially decline.

3.1.7 Social Benefits (X5)

The Social Benefits (X5) construct had a mean value of 4.094 with a standard deviation of 0.472. The three indicators, X5.1, X5.2, and X5.3, had mean values of 4.066, 4.098, and

4.118, respectively.

These findings indicate that the aspects represented by construct X5 were positively perceived by the community. The three indicators also demonstrated a relatively consistent response pattern. Therefore, X5 can be considered one of the aspects supporting the sustainability of the tourism village.

3.1.8 Tourism Village Governance (X6)

The Tourism Village Governance (X6) construct had a mean value of 3.707 and a standard deviation of 0.608. This was the lowest mean value among all constructs examined in the study. Indicator X6.1 obtained a mean value of 3.749, while X6.2 obtained a mean value of 3.666. These findings indicate that the aspects represented by X6 require greater attention. Compared with the other constructs, respondents' responses to X6 also showed relatively greater variation. This indicates differences in community perceptions regarding this aspect. This condition may constitute an important finding for tourism village policy development because aspects with the lowest levels of perception require intervention or strengthening to prevent them from becoming potential barriers to destination sustainability.

3.1.9 Local Wisdom (X7)

The Local Wisdom (X7) construct obtained the highest mean value, namely 4.356, with a standard deviation of 0.441. Indicator X7.1 obtained a mean value of 4.352, while X7.2 obtained a mean value of

4.360. These results indicate that the aspect represented by X7 was perceived very positively by the community. The consistency between the two indicators also indicates that respondents had relatively uniform perceptions of this construct.

3.1.10 Tourism Village Sustainability (Y)

The Tourism Village Sustainability (Y) variable obtained a mean value of 4.028 with a standard deviation of 0.493. Indicators Y1, Y2, and Y3 obtained mean values of 4.026, 4.020, and 4.037, respectively. Descriptively, these findings indicate that the community perceived the sustainability of Kemiren Tourism Village to be in good condition. However, sustainability is not determined solely by the current condition of Y but also by the factors that statistically explain variations in tourism village sustainability.

3.1.11 Evaluation of the Measurement Model (Outer Model)

The outer model was evaluated to assess the validity and reliability of the indicators in reflecting the research constructs. The evaluation criteria included outer loading values, Cronbach's Alpha, Composite Reliability (CR), and Average Variance Extracted (AVE).

Table 3.1. Results of Construct Validity and Reliability Evaluation

Construct	Lowest Loading	Highest Loading	Cronbach's Alpha	Composite Reliability	AVE
X1	0,732	0,826	0,838	0,885	0,606
X2	0,795	0,823	0,819	0,881	0,649
X3	0,799	0,845	0,767	0,865	0,682
X4	0,775	0,838	0,818	0,881	0,648
X5	0,816	0,840	0,771	0,869	0,689
X6	0,886	0,886	0,726	0,879	0,785
X7	0,860	0,864	0,655	0,853	0,743
Y	0,823	0,858	0,798	0,881	0,712

The analysis results show that all indicators had loading values above 0.70. Therefore, all indicators met the criteria for convergent validity. The AVE values for all constructs were also above 0.50. The lowest AVE value was found for X1 at 0.606, while the highest was found for X6 at 0.785. This indicates that each construct was able to explain more than 50% of the

variance in its respective indicators.

The Composite Reliability values for all constructs ranged from 0.853 to 0.885, indicating that all constructs demonstrated adequate reliability. Cronbach's Alpha values ranged from 0.655 to 0.838. The Cronbach's Alpha value for X7 of 0.655 can still be considered acceptable for exploratory research, particularly because the construct consists of only two indicators. Therefore, the measurement model met the required criteria for reliability and convergent validity, and all indicators were retained for the structural model analysis.

Discriminant validity was assessed by examining the correlations among constructs and comparing the values across constructs. The correlations among constructs in this study ranged from 0.290 to 0.514. The highest correlation was found between X1 and Y, with a value of 0.514, while the lowest correlation was found between X5 and X7, with a value of 0.290.

None of the correlations among constructs approached a value of 0.90. This indicates that the research constructs demonstrated adequate empirical distinctiveness and that there was no indication that two constructs excessively measured the same underlying concept. Therefore, the research model could proceed to the evaluation of the inner model.

3.1.12 Evaluation of Inner Model Multicollinearity

Multicollinearity was assessed using the Variance Inflation Factor (VIF).

Predictor	VIF
X1	1,525
X2	1,684
X3	1,474
X4	1,579
X5	1,464
X6	1,432
X7	1,391

VIF values ranged from 1.391 to 1.684 and were well below the threshold of 5.00. Therefore, there was no serious multicollinearity problem among the exogenous constructs. These findings indicate that X1 through X7 provide relatively distinct information in explaining tourism village sustainability. Therefore, each construct was considered appropriate for simultaneous inclusion in the structural model.

3.1.13 Evaluation of the Structural Model (Inner Model)

The inner model was evaluated to determine the ability of the exogenous constructs to explain tourism village sustainability and to test the hypothesized relationships among the variables. The model estimation results showed that the R^2 value for Y was 0.453. This indicates that the seven exogenous constructs in the model jointly explained approximately 45.3% of the variance in tourism village sustainability, while the remaining 54.7% was explained by other factors not included in the research model.

An R^2 value of 0.453 indicates a meaningful level of explanatory power. In other words, the research model provides a substantive explanation of the factors associated with the sustainability of Kemiren Tourism Village.

3.1.14 Hypothesis Testing

Hypothesis testing was conducted using path coefficients and a bootstrapping procedure with 5,000 subsamples.

Table 3.2. Results of Testing the Effects of Exogenous Constructs on Tourism Village Sustainability

Relationship	Path Coefficient (β)	t-statistic	p-value	Decision
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X1 → Y	0,244	4,911	<0,001	Significant
X2 → Y	0,059	1,128	0,260	No-significant
X3 → Y	0,191	3,906	<0,001	Significant
X4 → Y	0,134	2,658	0,008	Significant
X5 → Y	0,010	0,210	0,834	No- significant
X6 → Y	0,072	1,490	0,137	No-significant
X7 → Y	0,231	4,885	<0,001	Significant

Based on the results, four constructs, namely X1, X3, X4, and X7, have a positive and significant effect on the sustainability of the tourism village. Meanwhile, X2, X5, and X6 do not show a significant direct effect on Y.

3.1.15 The Effect of Community Participation on Tourism Village Sustainability

The hypothesis testing results indicate that community participation (X1) has a positive and significant effect on tourism village sustainability, with a path coefficient of **0.244**, a t-statistic of **4.911**, and a p-value of **<0.001**.

This finding indicates that higher levels of community participation are associated with higher levels of tourism village sustainability in Kemiren Tourism Village. Community participation is an important factor because the sustainability of a tourism village cannot rely solely on the government or tourism managers; rather, it requires the active involvement of local communities as both owners and actors in tourism activities.

Empirically, the descriptive result for X1, with a mean score of **4.004**, indicates that the community has a high level of participation. This condition is further supported by the structural model, which demonstrates a significant effect on Y. Thus, community participation is not only positively perceived by the community but is also empirically proven to make a meaningful contribution to tourism village sustainability. These findings imply that the management of Kemiren Tourism Village needs to maintain and expand opportunities for community participation, particularly in planning, implementation, evaluation, decision-making, and the distribution of tourism benefits.

3.1.16 The Effect of Community-Based Tourism on Tourism Village Sustainability

Community-based tourism (X2) has a path coefficient of **0.059**, a t-statistic of **1.128**, and a p-value of **0.260**. Therefore, X2 does not have a significant direct effect on Y. This finding is noteworthy because X2 has a relatively high descriptive mean of **4.058**. This indicates that the community has a positive perception of community-based tourism; however, such a positive perception does not statistically translate into a significant direct effect on sustainability.

This phenomenon may occur because the concept of community-based tourism needs to be translated into concrete mechanisms that directly contribute to sustainability. In other words, the involvement of local communities in tourism activities does not automatically lead to sustainability unless it is accompanied by capacity building, greater decision-making authority, economic benefits, and meaningful involvement in decision-making processes.

This finding highlights the importance of distinguishing between the **presence of a community-based approach** and the **quality of its implementation**. Although the community perceives this aspect positively, its direct effect on Y has not been statistically demonstrated.

3.1.17 The Effect of Local Cultural Preservation on Tourism Village Sustainability

Local cultural preservation (X3) has a positive and significant effect on tourism village sustainability, with a path coefficient of **0.191**, a t-statistic of **3.906**, and a p-value of **<0.001**. This result indicates that stronger local cultural preservation is associated with higher tourism village sustainability. This finding is highly relevant to the characteristics of Kemiren Tourism Village, which possesses a distinctive local cultural identity that

constitutes one of the destination's main attractions.

The mean score for X3 of **4.293** is among the highest values in the study. This indicates that the community has a high level of awareness of the importance of preserving local culture. When local culture is appropriately preserved and developed, it serves not only as a source of community identity but also as a tourism resource that can strengthen the attractiveness of the destination. Therefore, cultural preservation should be directed not only toward maintaining traditions but also toward transmitting cultural values to younger generations, documenting cultural heritage, strengthening cultural institutions, and developing tourism attractions while maintaining respect for the authenticity of local culture.

3.1.18 The Effect of Economic Benefits on Tourism Village Sustainability

Economic benefits (X4) have a positive and significant effect on tourism village sustainability, with a path coefficient of **0.134**, a t-statistic of **2.658**, and a p-value of **0.008**. This finding indicates that increased economic benefits perceived by the community can strengthen tourism village sustainability. Communities tend to support tourism activities when such activities generate tangible benefits, including increased income, employment opportunities, the development of local businesses, and greater demand for locally produced goods.

However, the mean score for X4 of **3.838** is relatively low compared with several other constructs. This indicates that there is still room for improvement in the equitable distribution of economic benefits. This condition is important because tourism sustainability should not be measured solely by the growth in tourist arrivals but also by the extent to which local communities receive economic benefits in an equitable and sustainable manner.

Accordingly, tourism village development strategies should focus on increasing the involvement of local MSMEs, strengthening the marketing of community products, creating employment opportunities, developing local supply chains, and establishing transparent benefit-sharing mechanisms.

3.1.19 The Effect of X5 on Tourism Village Sustainability

Construct X5 has a path coefficient of **0.010**, a t-statistic of **0.210**, and a p-value of **0.834**. Therefore, X5 does not have a significant effect on tourism village sustainability.

Although the descriptive mean score for X5 is relatively high at **4.094**, the structural model indicates that an increase in X5 does not make a statistically significant direct contribution to Y. This condition suggests that a positive community perception of a particular aspect does not necessarily mean that the aspect is a key determinant of sustainability when other factors are simultaneously included in the model. In the context of tourism village development, this finding may indicate the presence of relative effects among the variables. Factors that are more closely related to community experiences, culture, participation, economic benefits may make a stronger contribution to explaining sustainability than X5.

3.1.20 The Effect of X6 on Tourism Village Sustainability

X6 has a path coefficient of **0.072**, a t-statistic of **1.490**, and a p-value of **0.137**. Therefore, the effect of X6 on tourism village sustainability is not statistically significant. The descriptive mean score for X6 of **3.707** is the lowest among the constructs examined in the study. This condition indicates that X6 is a relatively less optimal aspect according to community perceptions. However, this relatively low perception does not statistically demonstrate a direct effect on Y.

These findings indicate that improving X6 remains substantively important; however, within the research model, X6 is not a primary predictor of tourism village sustainability. Efforts to strengthen X6 can therefore be implemented as part of a supporting strategy, while greater attention can be directed toward factors that have been empirically demonstrated to have significant effects.

3.1.21 The Effect of X7 on Tourism Village Sustainability

X7 has a positive and significant effect on tourism village sustainability, with a path

coefficient of **0.231**, a t-statistic of **4.885**, and a p-value of **<0.001**. X7 also has the highest mean score, at **4.356**, indicating consistency between the descriptive findings and the structural model results. This means that X7 is not only perceived very positively by the community but also makes a substantial contribution to explaining tourism village sustainability.

From a policy perspective, X7 should be maintained as one of the key strengths of Kemiren Tourism Village. The tourism village management should preserve existing practices that have performed well while integrating them with community participation, local cultural preservation, and the enhancement of economic benefits.

3.1.21 Overall Discussion of the Model

The results of the study indicate that the sustainability of Kemiren Tourism Village is not determined by a single factor. Of the seven exogenous constructs analyzed, four constructs were found to have direct and significant effects, namely X1, X3, X4, and X7.

Based on the magnitude of the path coefficients, the effects were $\beta = 0.244$ for X1, $\beta = 0.231$ for X7, $\beta = 0.191$ for X3, and $\beta = 0.134$ for X4. Thus, the sustainability of the tourism village is primarily associated with the community's ability to participate, preserve cultural identity, obtain economic benefits, and maintain X7, which in the model makes an important individual contribution.

Community participation is an important finding and is highly relevant to the lives of local residents because the sustainability of a tourism village essentially requires a sense of social ownership among the local community. Communities that feel involved in the destination development process are more likely to support the continuity of tourism activities.

Local cultural preservation was also found to be an important factor. This finding demonstrates that the development of Kemiren Tourism Village cannot be separated from the cultural identity of the community, which has been passed down from generation to generation. Tourism development that neglects local culture has the potential to reduce the uniqueness of the destination and ultimately weaken the competitiveness of the tourism village.

Furthermore, economic benefits indicate that tourism sustainability must generate economic value that contributes to improvements in community welfare. When local communities obtain tangible economic benefits, their support for tourism development is likely to become stronger.

Meanwhile, the non-significant effects of X2, X5, and X6 indicate that not all aspects perceived positively by the community automatically become direct predictors of sustainability. This finding demonstrates the importance of PLS-SEM analysis because the model is able to identify which factors have relatively stronger contributions when all constructs are analyzed simultaneously.

The R^2 value of 0.453 indicates that the exogenous variables in the model explain 45.3% of the variance in tourism village sustainability. Meanwhile, the remaining 54.7% of the variance is explained by other factors that were not included in the research model. Thus, the model has a meaningful explanatory capacity, although a relatively large proportion of the variance remains unexplained by the variables included in the model. These factors may include institutional quality, village leadership, tourism service quality, digital promotion and marketing, accessibility, infrastructure, environmental quality, tourist satisfaction, tourism product innovation, government policies, and other external factors.

3.1.22 Implications of the Research Findings

The findings of this study provide several important implications for the management of Kemiren Tourism Village. First, community participation should serve as the foundation for tourism village development. The community should be involved not only as implementers of tourism activities but also in planning, decision-making, monitoring, and evaluation. Local communities have a deeper understanding of their own village and its potential.

Second, local cultural preservation should be positioned as a key strategy for sustainability. Local culture should be preserved, developed, and further explored, including

cultural elements that may have been neglected or less visible, as tourism attractions without eliminating the values, meanings, and authenticity of the local community's culture.

Third, economic benefits need to be expanded and distributed more equitably. The village government and tourism managers can strengthen micro, small, and medium-sized enterprises (MSMEs), the creative economy, homestays, local culinary businesses, handicrafts, tour guide services, and other economic activities that provide direct benefits to local communities.

Fourth, X7 is an aspect that was positively assessed by respondents and also plays an important role in tourism village sustainability. Therefore, the management of Kemiren Tourism Village should maintain the quality of X7 and continue to develop it so that it becomes one of the village's major strengths or competitive advantages.

Fifth, X6, which had the lowest mean value, requires specific evaluation, even though its direct effect on sustainability was not statistically significant. Improvements in this aspect remain important for creating a stronger and more integrated tourism village ecosystem.

3.1.21 Synthesis of Research Findings

Overall, the PLS-SEM analysis indicates that the sustainability of Kemiren Tourism Village is primarily shaped by a combination of community participation, local cultural preservation, economic benefits, and X7. These findings demonstrate that tourism village sustainability is not merely a matter of increasing tourist arrivals but is closely related to the destination's ability to preserve local identity, provide benefits to the community, and ensure that local residents become active participants in the tourism development process.

The findings also reveal a gap between descriptive perceptions and structural effects. Several constructs had high perception scores but did not demonstrate significant direct effects on sustainability. This condition indicates that tourism village sustainability is a multidimensional phenomenon; therefore, the success of one aspect does not necessarily produce a direct impact when other factors are considered simultaneously.

With an R^2 value of 45.3%, the research model provides empirical evidence that the constructs included in the model have a meaningful capacity to explain the sustainability of Kemiren Tourism Village. However, there remains considerable potential for further model development by incorporating other factors that are theoretically and empirically relevant.

Table Hypothesis Testing Conclusion		
Hypothesis	Relationship	Result
H1	$X1 \rightarrow Y$	Accepted
H2	$X2 \rightarrow Y$	Rejected
H3	$X3 \rightarrow Y$	Accepted
H4	$X4 \rightarrow Y$	Accepted
H5	$X5 \rightarrow Y$	Rejected
H6	$X6 \rightarrow Y$	Rejected
H7	$X7 \rightarrow Y$	Accepted

Accordingly, of the seven hypotheses tested, **four hypotheses were supported by the data, while three hypotheses were not supported**. The factors found to have a positive and significant effect on tourism village sustainability were X1, X3, X4, and X

4. Conclusion

4.1 Conclusion

The results of the study involving 347 respondents and analyzed using SEM-PLS indicate that the sustainability of Kemiren Tourism Village is positively and significantly influenced by **community participation (X1), local cultural preservation (X3), economic benefits (X4), and X7**. Meanwhile, **community-based tourism (X2), X5, and X6** do not have a significant direct effect on tourism village sustainability.

Community participation is the factor with the strongest effect on tourism village sustainability ($\beta = 0.241$), followed by X7 ($\beta = 0.230$), local cultural preservation ($\beta = 0.191$), and economic benefits ($\beta = 0.134$). The research model has an **R² value of 0.459**, indicating that the constructs included in the model explain **45.9% of the variance in the sustainability of Kemiren Tourism Village**.

The findings confirm that tourism village sustainability primarily requires **active community involvement, the strengthening of local identity and cultural heritage, and increased economic benefits for the local community**, accompanied by the strengthening of X7. Therefore, the development of Kemiren Tourism Village should be directed toward an approach that positions the local community as the key actor in sustainable destination management.

4.2 Recommendations

The management of Kemiren Tourism Village and the village government are recommended to prioritize **strengthening community participation, preserving local culture, and ensuring a more equitable distribution of economic benefits**, while maintaining and further developing X7, which has been empirically demonstrated to have a significant effect.

The implementation of community-based tourism should be strengthened through capacity building, greater community involvement in decision-making, and more tangible distribution of tourism benefits. Future research is recommended to develop the model by incorporating other factors that may influence tourism village sustainability and to employ longitudinal research designs or mixed-method approaches to obtain a more comprehensive understanding of tourism village sustainability.

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