



Dynamics of Social Adaptation

(Study of Changes in Social Behavior of Communities in the Nepal Van Java Tourism Area,
Butuh Village, Kaliangkrik District, Magelang Regency)

Riyadi Kaunaen, Bonaventura Ngarawula, Catur Wahyudi

University of Merdeka Malang
Indonesia

ABSTRACT

This research aims to describe and analyze the reality of changes in social behavior that occur in the Nepal Van Java Tourism Village area, as well as describe and analyze the forms of social adaptation of the community in connection with the reality of changes in social behavior in the Nepal Van Java Tourism Village area. This research was conducted using descriptive qualitative methods. The data analysis technique used in this research uses steps such as data collection, data reduction, data presentation and drawing conclusions/data verification. The "Nepal Van Java" Tourism Village in Butuh Village, Magelang Regency, Central Java, was developed by the local community with the principles of Community-Based Tourism (CBT). The community has autonomous control over decisions, operations and profit sharing in the tourism business. The management of this tourist attraction has met CBT parameters by preserving the environment through the Sapta Pesona program, preserving local culture, and involving community participation. The growth of tourism can be seen from the number of participants as tourism managers and actors. Distribution of benefits to marginalized communities also occurs through income for Butuh Village. Internal and external communication by Pokdarwis is key in achieving tourism development from "Nepal Van Java" to Magelang Regency. Tourism awareness, community participation and agricultural tourism packages have also increased the attractiveness of this destination. Social media, especially Instagram, plays an important role in the promotion of "Nepal Van Java". Good management can lead to a downward trend in tourists. This village also collaborates with various parties, such as universities and the Magelang Regency Government Service. The importance of cultural and environmental preservation is emphasized, with the integration of local wisdom as a key to authentic appeal. Economic development through handicrafts, local culinary delights and tourism services has a positive impact on the micro economy. Synergy with Magelang City is considered important for optimizing management and marketing. Marketing strategies, through social media and partnerships with travel agents, can increase the village's attractiveness. The "Nepal Van Java" Tourism Village has promising prospects, but faces challenges such as changes in tourism trends. Regulation and careful planning are needed. Sustainable management, cultural and environmental preservation, as well as improving the quality of tourist experiences are the main focus in developing this village and tourism growth in Magelang Regency.

Keywords: Dynamics, Social Adaptation, Social Behavior.

1. INTRODUCTION

Tourism is a sector that plays a role in efforts to exploit the potential of natural beauty and cultural diversity. Tourism is an effort to increase income through regional development and business opportunities, foreign exchange receipts and regional income, as well as absorption of investment and labor at the national and local level. In recent years, development of rural areas has increased as a form of village development innovation in line with the strengthening of the financial capacity of village governments through the allocation of village funds (Damanik and Iskandar, 2019). Village support has encouraged the community to be more creative and innovative in developing their village. One of the trends in the use of village funds for the development of village areas is the development of local tourist objects and attractions that have not been managed so far into tourist village areas by taking advantage of the natural panorama in mountainous areas.

Tourism villages are a form of tourism sector development that is related to regional development and has the potential to cause social, cultural, economic and environmental changes (Warpani, 2007). One of the tourist villages

that has been formed amidst the trend of developing rural areas is Nepal van Java, a new tourist destination located in the mountainous area of Butuh Village, Temanggung Village, Kaliangkrik District, Magelang Regency. Along with the development of the tourist village, village communities are increasingly realizing the importance of the impact of tourism in improving local economic welfare.

The Nepal van Java village tourist destination is a tourist destination in the mountainous area in Butuh Village, Temanggung Village, Kaliangkrik District, Magelang Regency. Butuh Village is the highest residential area (1,700 meters above sea level) on the slopes of the northern tip of Mount Sumbing. In accordance with the opinion of Suwantoro (2004), Nepal van Java village tourist destinations include tourist attractions with the attraction of natural beauty and richness, especially mountainous areas. The natural panorama of this settlement is beautiful and beautiful with cool air and a flowing river dividing the hamlet area into two. Several houses stand, neatly terraced along the northern slopes of Mount Sumbing, very similar to villages at the foot of the Himalayas in Nepal. This phenomenon occurs naturally according to the contours of mountainous areas for several generations without significant social engineering. This tourist village area has the potential for objects and attractions that are unique and different from other villages, both in terms of the beautiful natural environment, interesting geographical characteristics, natural rural atmosphere and distinctive socio-cultural life. Butuh Village is inhabited by 610 families, consisting of 2,500 people. The majority of the population works as farmers growing fresh vegetables, such as carrots, potatoes and cabbage. Before becoming a settlement, the mountainous area in Butuh Village was originally a resident's agricultural field with a contour that continued to rise to the top slope of Mount Sumbing. The houses in the area were built following the contour of this land and are positioned regularly, like terraces following the contour of the foot of Mount Sumbing. This panorama is what encourages people to call it Nepal Van Java.

The village in Nepal van Java also provides a cafe with its own uniqueness, namely that it is located on the balcony of people's houses, so this cafe is often called Kopi Balkon. Tourists can enjoy unique views of the settlement. This tourist attraction already has complete public facilities, starting from parking lots, toilets, prayer rooms, homestays, to various stalls and cafes. Motorbike taxi services are also available to the hamlet for vehicles that cannot climb uphill. The road to this location is quite uphill with a distance of 23 kilometers from Magelang City and takes at least 50 minutes to drive. The development of the Nepal Van Java mountain settlement area cannot be separated from the role of youth in developing tourist villages. The increasing awareness of the Tourism Awareness Group (Pokdarwis) increases the role of youth in developing village tourism destinations, which can then be further developed under the management of Village-Owned Enterprises (Bumdes). On the one hand, traditional farming communities work predominantly in the plantation sector and so far this remote mountainous area has never experienced any significant development at all. On the other hand, with a touch of creativity and innovation from village youth groups who are starting to become tourism-aware, Butuh Village can be developed into a Nepal van Java village tourist destination with various tourist objects and attractions. This shows that the progress of tourism in this marginal mountainous area cannot be separated from the participation of local communities, especially the younger generation. In the hands of the younger generation, the Nepal van Java village tourism destination can be developed more optimally and can be utilized for the welfare of the local community. Youth are the front guard who are able to explore local tourism potential creatively and innovatively, and can develop it with the support of modern science and technology.

This research examines the phenomenon of changes in community social behavior before and after the development of the Nepal van Java tourist village in Magelang Regency. Several changes that can be seen in the involvement of youth in the development of tourist destinations in the village of Van Jawa, Nepal, have led to changes in the social behavior of local communities, especially among the younger generation. Increasingly, youth groups are aware that Hamlet tourism needs to be creative and innovative to develop their area as a tourist village. Residents' homes look brighter and busier with new paint, painting of walls on the side of the road, residential expansion, and expansion of the typical parking area. Tourism villages are one of the tourism development programs related to regional development and have the potential to cause social, cultural, economic and environmental changes (Warpani, 2007). One of the tourist villages that has been formed amidst the trend of developing rural areas is Nepal van Java, a new tourist destination located in the mountainous area of Butuh Village, Temanggung Village, Kaliangkrik District, Magelang Regency. The houses in this area are built following the contours of the land, seen neatly terraced and

terraced along the northern slopes of Mount Sumbing, similar to villages at the foot of the Himalayan Mountains in Nepal. This panorama encourages people to call it Nepal van Java. As this tourist village develops, local people are increasingly aware of the strategic importance of tourism in improving local economic welfare. This tourism development causes changes in people's social behavior as a positive response to tourist visits. With increasing youth participation, the Nepal van Java village tourist destination is managed and developed by showcasing its original natural phenomena where mountain tourist attractions as well as accommodation and other supporting facilities are presented creatively and innovatively, blending with the traditions of the local community. In improving community welfare, this tourist village is developed in accordance with the potential, products and tourism activities managed by youth groups under Bumdes through attractive and natural management, and is supported by roads, transportation, accommodation and other supporting facilities and infrastructure. Youth participation allows this village tourism destination to be developed by utilizing elements of the village community as attributes of authentic local tourism products that offer an overall atmosphere that reflects the authenticity of the village with the socio-cultural and economic life of the village.

Based on initial observations conducted by researchers in February 2021, there are at least seven main indications of a shift in the social behavior of the younger generation as a result of youth participation in developing the Nepal van Java village tourism destination. From an infrastructure perspective, for a long time village facilities and infrastructure have been inadequate due to limited physical development in this area. With the increasing participation of youth in the development of Nepal van Java village tourism destinations, village communities in general and youth in particular are starting to realize the importance of building various facilities and infrastructure to support tourism. Apart from the support of village funds, village youth groups have begun to build various tourism supporting facilities and infrastructure from sales of tourist village entrance tickets so that tourist visits to this village tourist destination can increase and have a positive impact on community welfare over time. From an economic aspect, most of the residents of the mountainous region of Butuh Village have long relied solely on their daily source of livelihood by working as farmers of fresh vegetables such as carrots, potatoes and cabbage. After the younger generation increasingly actively participated in the development of Nepal van Java village tourism destinations, tourist visitors began to increase and many village residents began to engage in various additional jobs by selling agricultural products directly to tourist visitors from outside the area using a kilo or grain package system, especially at the end of the year. Saturday and Sunday weekend.

Aesthetic aspect, the majority of farmers are used to transporting manure and placing it on the shoulder of the village road and this is agreed upon by most community members. As youth participation increases in the development of Nepal van Java village tourism destinations, various ideas are developing among youth about the importance of cleanliness on village roads, including cleaning from farmers' manure. This has encouraged the emergence of an agreement among village residents so that manure is not transported and placed haphazardly on the shoulder of the village road, so that tourist visitors from outside the area can feel comfortable when walking around enjoying the atmosphere of the tourist village. In terms of harvest traditions, the mountain farming community on the slopes of Mount Sumbing is accustomed to harvesting fresh vegetables and transporting the harvest at any time. As this tourist area becomes increasingly open to tourist visits at weekends, the younger generation is thinking about the need to pattern the time for harvesting vegetables and transporting them to the market or town to a schedule from Monday to Friday only. The community generally agrees with this idea because they realize the importance of implementing harvest patterns by harvesting and bringing agricultural products from the fields to homes and markets only between Monday and Friday. They are starting to get used to the pattern of dense vehicle activity and tourist visitors at village tourist destinations on Saturdays and Sundays.

Aspects of the new workforce, young people in this mountainous region have long been accustomed to helping their parents farm fresh vegetables or some of them go to the city. With the increasing participation of youth in the development of the Nepal van Java tourist village, the younger generation is starting to get used to being a tourist service worker such as parking attendants, postal guides, tourist motorcycle taxis, and photography, even though on weekdays (Monday-Friday) some of them still doing activities in the garden. For the younger generation, working in the tourism sector is something new that can provide additional income apart from working as a vegetable farmer in the garden.

Aspects of public space, from the past there was a lot of land that was poorly maintained but could be used as a public place for children to play. With the creativity and innovation of young people who actively participate in the development of Nepal van Java village tourist destinations, a lot of land in the middle of villages that has been unproductive has begun to be packaged into beautiful and attractive tourist spots for taking photos for tourists from outside the area. Almost in every corner of the village, beautiful and interesting tourist spots can be found for tourists who come and walk around the village to take photos. This large number of tourist spots means that almost the entire village area has truly become part of the village tourist destination. However, the increase in tourist spots for taking photos for tourists has resulted in fewer public places for village children to play, so they mostly stay silent while watching television or playing on their cellphones at home.

In terms of the use of free time, many young people in the Hamlet of Need spend the evening sitting (hanging out) in stalls or village gates without any meaningful activities. With the increasing participation of youth in the development of Nepal van Java village tourism destinations, young people are starting to be involved in various tourism development activities and tourist visitor services, and generally they feel tired with the busy activities of providing services to tourist visitors. As a result, young people are now starting to rarely spend their evenings sitting around (hanging out). They prefer to get enough rest at night so that the next day they can serve tourist visitors optimally.

Several unique phenomena show that youth participation in the development of Nepal van Java village tourism destinations has caused a shift in the social behavior of local communities, especially among the younger generation. The tourism-aware youth group in Hamlet Needs to be creative and innovate in developing the area as a tourist village. Residents' houses look brighter and more lively with the house paint being updated, several paintings being made on the roadside walls, the development of residents' accommodation, and the development of a representative car park. Young people generally participate by working more productively as tourist workers, tourist counter officers, parking attendants, tourist motorbike taxi drivers and photographers. Youth participation in the development of this tourist village has increased along with the increase in tourist visits to the Nepal van Java tourist destination, which has contributed to increasing the coffers of the hamlet, youth organization and village government. This social impact occurs due to increased tourist arrivals and increasing community interaction in response to tourists. This characteristic of social change among the younger generation is clearly visible along with the development of the Nepal van Java village tourist destination, which has given rise to various phenomena that reflect a shift in social behavior along with the increasing participation of youth in Butuh Village in tourism development.

However, apart from the positive impacts, it must be acknowledged that there are several impacts from the development of the Nepal Van Java village tourist destination which are considered negative by some local residents and neighboring villages. From the start there was a counter-productive attitude from elders or parents who worked as farmers and they felt that their agricultural activities and mobility were starting to be disrupted as tourist visits increased. Apart from that, several residents in the affected neighboring villages often experience disruption to agricultural activities and mobility due to delays in the transportation of agricultural products, both by small and large traders who are used to coming as collectors in the agricultural area. However, social changes which are seen as negative among the reactive older generation have not dampened the spirit of youth participation in developing the Nepal Van Java village tourist destination. This is because the positive effects or impacts of developing tourist villages are seen to be more numerous and beneficial, both for improving the welfare of local communities in the tourism sector and for developing rural residential areas on the slopes of Mount Sumbing which have been remote, marginal and underdeveloped. This research analyzes changes in community social behavior along with the development of the community-based Nepal van Java tourism area in Butuh Village, Temanggung Village, Kaliangkrik District, Magelang Regency. Several similar previous studies have shown that the phenomenon of community-based tourism has become a hot topic in tourism development over the last five years. There are differences between previous research and current research: (a) Research by Rahman et al. (2020) focuses on the impact of tourism development on changes in economic behavior in society; (b) Research by Indiyati et al. (2018) and Ridlo et al. (2018) focused on the role of youth communities in developing tourist destinations without examining the impact on shifts in community behavior; (c) Research by Lestari et al. (2016) focuses more on youth participation in developing community-based tourism and its impact on increasing regional social and cultural resilience; and (d) Pamungkas and Muktiali's (2015)

research examined the influence of the existence of tourist villages on land use, economic and social changes. Different from some of these studies, this research will focus on the reality of changes in community social behavior related to the development of the Nepal Van Java Tourism Village Area, Magelang Regency. This research is original and has never been done.

2. LITERATURE REVIEW

2.1. Behavioral Theory

According to (Arthini, 2019), behavior is also a person's response to stimuli that can arise from outside the subject. Responses are divided into two, namely responses in passive form and active form. A passive response is an internal response that can occur within humans and cannot be seen directly from other people, whereas it is said to be an active response if the behavior can be observed directly by other people (Triwibowo, 2015).

According to (Notoatmodjo, 2012) that human behavior is the result of all kinds of experiences and interactions between humans and their environment which are manifested in the form of knowledge, attitudes and actions. In other words, behavior is an individual's response/reaction to stimuli originating from outside or from within him. This response can be passive (without action: thinking, arguing, behaving) or active (taking action). In accordance with these limitations, health behavior can be formulated as a form of individual experience and interaction with their environment, especially regarding knowledge and attitudes about health. Active behavior can be seen, while passive behavior is invisible, such as knowledge, perception, or motivation. Some experts differentiate forms of behavior into three domains, namely knowledge, attitudes, and actions or we often hear the terms knowledge, attitude, practice.

2.2. Social Behavior Theory

Basically, each individual will display their own behavior and of course it will be different if we see other individuals behaving in society. The behavior carried out by each individual will influence the behavior of other people as a result of the response they receive. This behavior will appear when one individual interacts with another person. Humans as individual creatures and social creatures display certain behavior, there will be events that influence one individual and another. As a result of these mutually influencing events, certain social behavior emerges which will color the behavioral interaction patterns of each individual. Social behavior is an atmosphere of interdependence which is a necessity to ensure human existence (Ibrahim, 2004). As proof that humans, in fulfilling their life needs as individuals, cannot do it alone but need help from other people.

The basic assumption of social behavior is that human behavior, apart from being driven by physical drives (internal in the form of hormones and external in the form of the environment), is also driven by meaning (goals) and other people. According to adherents of social behavior, meaning and purpose are formulated by a collectivity called social facts. Compared to actions or behavior, social behavior is much more complex. It is called social behavior because the behavior is shown to other people. Social behavior consists of reflex behavior (causal behavior), purposeful (intentional) actions and these actions are directed towards other people. Social behavior such as playing chess with others by following the rules of the game, shaking hands, placing a napkin in someone's lap. Social behavior is also called social practice because this behavior is based on reasons. Social behavior is driven by three factors. First, physical movement. Social behavior is driven by stimuli (behavior that elicits a response). Between humans and animals there is no difference in behavior. Second, meaning actors are oriented towards expecting rewards and avoiding punishment (costs). Actors act as rationally as possible. Third, directed towards others (imposed on other people) (Jacky, 2015: 21).

2.3. Participation Concept

Participation can be defined as a process of participation, involvement and togetherness of citizens either as individuals or social groups or community organizations which is based on citizen awareness, either directly or indirectly without coercion from certain parties. For greater clarity, the definition of participation according to the United Nations is the creation of opportunities for all members of society to contribute to development, influence the development process and share in enjoying the results (Anonymous, 1999).

2.4. Understanding Community Dynamics

The definition of community dynamics according to Wibowo (1998:41) can be interpreted through the origin of the words, namely dynamics and society, to provide a clear understanding of society, starting with the growth process of society itself. Maslow (in Santosa, 1983: 7-8), individual needs are divided into five types, namely: (1) Physical needs, namely human needs that can be seen; (2) The need for security is a need where this need requires peace without interference from other people; (3) The need for affection is the need for humans to care for each other; (4) The need for achievement and prestige is a need where humans desire to progress with a high sense of enthusiasm; (5) The need to carry out oneself (independently) is this need to train oneself to act seriously and confidently.

2.5. Understanding Cultural Adaptation

Cultural adaptation consists of two words, each of which has a meaning, namely the words adaptation and culture. Adaptation is the ability or tendency of living creatures to adapt to a new environment in order to continue living well. Adaptation can also be interpreted as the methods used by migrants to overcome the obstacles they face and to obtain positive balances with the background conditions of the migrants. Meanwhile, the word culture or what we hear more often about culture is all human power and activities to process and change nature. So it can be said that cultural adaptation is an adaptation which is a way for humans to adapt to changes in the socio-cultural order.

Intercultural adaptation is also a long process of adjustment to gain comfort in a new environment. In "Intercultural Communication Theories", Gudykunst (2002: 183) explains that cultural adaptation theory is included in the group of accommodation and adaptation theories. One of the theories put forward in the presentation is the intercultural adaptation theory from Ellingsworth (1988: 271). He stated that intercultural adaptation behavior is related, among other things, to elements of adaptation in communication styles. Style is behavior or communication behavior. According to Gudykunst and Kim (1997:337) adaptation can occur in the cognitive dimension. In the cognitive dimension, verbal and nonverbal language adjustments occur. Therefore, it can be said that adaptation can occur in perceptual, cognitive and behavioral dimensions.

2.6. Community empowerment

Empowerment is a process by which lower class people develop, become independent, and strengthen their bargaining position against oppressive forces in all fields and sectors of life (Sutoro Eko, 2002). The concept of empowerment (village communities) can be seen from two different points of view. First and foremost, empowerment is understood in relation to society's standing. The position of the community is as subjects (agents or active participants) who act independently, not as beneficiaries who rely on gifts from external parties such as the government. Acting independently does not mean that you are not responsible to the state. Providing public services to the community (health, education, housing, transportation, and so on) is undoubtedly a job (obligation) mandated by the state. As participants, an independent society means having the space and capacity to develop creative potential, manage their own environment and resources, solve their own problems, and be involved in the political process at the state level. The community is involved in project planning and governance (Sutoro Eko, 2002).

3. RESEARCH METHODS

This research was conducted using descriptive qualitative methods (Moleong, 2010; Noor, 2011). Constructivism is used as the basis for this qualitative research. The assumption is that reality has plural dimensions, is interactive, and contains an exchange of social experiences that are interpreted by each individual (Sukmadinata, 2005). This qualitative research is carried out to understand human social problems by building a comprehensive picture presented in words and reporting detailed views obtained from information sources, and is carried out in natural settings (Creswell, 1994). This qualitative research aims to gain basic understanding through first-hand experience, true reports, and actual conversation notes (Denzin and Lincoln, 1994). This qualitative research aims to understand social phenomena from the participant's perspective (Sugiyono, 2005).

Next, the focus of the research is:

- 1) The process of developing the Nepal Van Java tourist village area

Tracing the development of Nepal Van Java Village, as is known, this village has been a tourist village for quite a long time, you can see many photo spots scattered at various points, affordable accommodation, balcony coffee cafes, and so on. . This is the focus of researchers in analyzing how far the development of the Nepal Van Java tourist village area has occurred socially and economically.

2) Communities with the existence of the Nepal Van Java tourist village area.

Changes in behavior include indications of shifts in the social behavior of the younger generation, especially as an impact of youth participation in the development of the Nepal Van Java tourist village destination, both from social, cultural and economic aspects.

3) Community participation in developing tourist villages

This includes the growth and development of tourism-aware youth groups in the hamlet. They need to be creative and innovate in developing the area as a tourist village.

The data analysis technique used in this research is using the steps as stated by Bungin (2003: 70), namely as follows: data collection, data reduction, data presentation and drawing conclusions/data verification.

4. DISCUSSION OF RESEARCH RESULTS

4.1. From tourism development profile data in Magelang

This research aims to identify tourism potential in the region Nepal Van Java, which can make a significant contribution to the economy of Magelang district in Indonesia. Apart from that, this research also aims to analyze the potential impact of tourism on job creation and the growth of new Micro, Small and Medium Enterprises (MSMEs), which are important factors in supporting the government's vision to make Indonesia a developed country by 2045. Potential tourism in the Nepal Van Java region can be explained through several aspects. First, this region has natural wealth including mountains, forests and rivers which offer beautiful views and potential for ecotourism activities. This natural beauty can attract local and international tourists who are interested in natural adventures and outdoor activities. Apart from that, Nepal Van Java also has a rich cultural heritage, such as historical sites, temples and unique local traditions. Tourists interested in culture and history can visit these places to learn and experience the rich culture of Nepal Van Java.

In economic context, tourism potential in this region can make a significant contribution to the economy of Magelang district. Tourists who come will spend their money on accommodation, food, transportation and various tourism activities. This will create income for the tourism sector and other related sectors, such as hotels, restaurants, transportation and local craft industries. Apart from that, tourism development in the Nepal Van Java region can also create employment opportunities for local residents. With the increasing number of tourists coming, there will be demand for workers in the tourism sector, such as tour guides, drivers, restaurant waiters and hotel workers. This will help reduce the unemployment rate in Magelang district and improve the welfare of the local community. Apart from the economic impact and job creation, tourism development in the Nepal Van Java region can also encourage the growth of new MSMEs. With an increase in the number of tourists, there will be demand for local products and services, such as handicrafts, specialty foods and souvenirs. This will provide opportunities for local MSMEs to develop their businesses and increase their income. In the long term, the growth of MSMEs can contribute to the development of the local economy and diversification of the economic sector in Magelang district. The tourism potential in the Nepal Van Java region has a significant impact on the economy of Magelang district. Apart from contributing foreign exchange through tourist spending, tourism development can also create jobs and opportunities for new MSMEs. By exploiting this potential, the government can support the vision of making Indonesia a developed country by 2045. Apart from contributing foreign exchange, the tourism potential in the Nepal Van Java region can also be utilized by the Magelang district government for infrastructure development, such as roads and public facilities, which will support the needs of local residents.

The tourism potential of the "Nepal Van Java" region can become a significant source of foreign exchange income for Magelang Regency. Tourists visiting this area will contribute to the economy through their spending on accommodation, food, transportation and various tourism-related services. The resulting foreign exchange earnings

can support local economic stability, increase regional income, and help reduce trade deficits. In addition, the development of the tourism sector in "Nepal Van Java" has the potential to create employment opportunities. As a sector that involves various fields such as accommodation, restaurants, transportation and other tourism services, tourism growth will create demand for labor in various capacities. This will have a positive impact on local unemployment levels and contribute to improving the economic welfare of the community.

In the context of MSME development, the tourism potential of "Nepal Van Java" can be a catalyst for the growth of micro, small and medium business units. MSMEs in sectors such as crafts, local culinary and tourism services can benefit from the increase in the number of tourists. This can lead to increased production, product diversification, and increased sales, which in turn will increase income and stimulate the local economy. In the long term perspective, the role of "Nepal Van Java" in supporting the government's vision to make Indonesia a developed country by 2045 is very important. Economic growth resulting from a developing tourism sector can be one of the main drivers in realizing this vision. Apart from economic contributions, tourism also plays a role in building a positive image of regions and countries in the eyes of the world, which in turn can increase foreign investment and international collaboration. Overall, the tourism potential in "Nepal Van Java" creates significant opportunities for economic contribution, job creation and MSME development. This role is in accordance with the government's vision to achieve developed country status by 2045. Therefore, tourism development in this region not only has a local impact, but is also relevant in the broader national development context.

With the increase in the number of tourists coming, the district government can allocate part of the income from the tourism sector to build and repair highways connecting the Nepal Van Java region with nearby cities. The construction of good roads will facilitate accessibility to the area, both for tourists and local communities. This will increase connectivity and expand the reach of tourism in the region. Apart from building roads, district governments can also use income from the tourism sector to improve and expand public facilities, such as sanitation, clean water and electricity. This improvement in public facilities will provide direct benefits to the surrounding community, improving their quality of life, and creating a better environment for living and doing activities. Apart from that, the district government can also use income from the tourism sector to build and improve education and health facilities in the Nepal Van Java region. With increasing income, the government can allocate funds to expand access to education and improve the quality of health services in the region. This will provide long-term benefits for local communities, improve their quality of life, and create higher quality human resources. By utilizing the foreign exchange donated by the Nepal Van Java tourist attraction for the construction of roads and public facilities, the Magelang district government can ensure that the growth of the tourism sector provides sustainable benefits for the local community. Apart from improving the economy and creating jobs, developing infrastructure and public facilities will also improve the quality of life and welfare of the surrounding community.

Foreign exchange generated from tourism plays an important role in financing development projects that may be difficult for local government budgets to carry out independently. By using revenue from tourism, district governments can improve accessibility by building and repairing highways, which will ultimately improve connectivity and mobility of residents and visitors. In addition, the use of funds from the tourism sector to strengthen public facilities also has a positive impact on the quality of life of local communities. Facilities such as schools, hospitals, places of worship and community meeting places can be improved, providing long-term benefits for local residents. Therefore, "Nepal van Java" is not only an attractive tourist destination for visitors, but also serves as an example of how the development of the tourism sector can have a positive impact on local development. Regency governments that wisely manage income from tourism can create a better environment, improve community welfare, and encourage sustainable economic growth. Apart from that, the development of infrastructure and public facilities will also have an impact on cultural values in society. Public facilities built using foreign exchange from the tourism sector will also have an impact on improving the quality of life of the community. The district government can build health, education and sports facilities that can improve the welfare of local residents. The Magelang district government can use foreign exchange obtained from the tourism sector to build road infrastructure and public facilities that support the needs of local residents. This will provide direct benefits for society, such as increased accessibility, improved quality of life, and local economic growth. Thus, utilizing foreign exchange from the tourism sector such as Nepal Van Java for the development of infrastructure and public facilities is a strategic step in

improving the welfare of the surrounding community.

The tourism profile of Magelang Regency illustrates the phenomenon of growing tourism potential in Central Java which is increasing with the presence of a new destination called "Nepal Van Java". This name refers to the harmony between the contours of the region in Nepal and the region. In this context, the phenomenon of growth in tourism potential in Magelang Regency, Central Java, indicates significant developments in the development of the regional tourism sector. Magelang Regency is geographically located in Central Java, Indonesia, but the presence of a new destination called "Nepal Van Java" highlights the similarities in the contours of the region with the country of Nepal in South Asia. This phenomenon reflects recognition of the geographic and topographic value of the tourist destination area. In this context, "Nepal Van Java" refers to a potential physical appearance reminiscent of Nepal's landscape rich in mountains, valleys and unique terrain. The connection between "Nepal Van Java" and the contours of the region in Nepal shows an ecosemiotic approach, where the physical attributes of these two locations are linked through their names. Furthermore, exploiting the geographical association between "Nepal Van Java" and Nepal can be considered a branding strategy that focuses on unique identification. In tourism practice, the use of this name may aim to attract the attention of tourists who are interested in the natural beauty and exoticism of the mountains. In addition, this can also be an example of the application of semiotics in tourism marketing, where the name "Nepal Van Java" creates iconography that evokes images of mountains and the exoticism of Nepal. Of course, I will provide a more detailed explanation regarding the phenomenon of growth in tourism potential in Magelang Regency, Central Java, and the existence of a new destination called "Nepal Van Java"

The phenomenon of growth in tourism potential in Magelang Regency illustrates significant changes in the development of the tourism sector in this region. Magelang Regency, located in Central Java, Indonesia, has become the focus of attention in terms of developing tourism destinations. One of the interesting elements in the tourism profile of this area is the existence of a new destination called "Nepal Van Java". The name "Nepal Van Java" attracts attention because it creates a connection between the geographical characteristics of the region and the South Asian country of Nepal. Geographically, "Nepal Van Java" is located in Central Java, Indonesia, and has a regional contour that roughly reflects the mountainous landscape and terrain similar to that of Nepal. These matches may include elements such as slopes, valleys, and other natural features that show similarities to typical Nepalese geography. The use of the name "Nepal Van Java" for this tourist destination reflects a careful branding strategy. The choice of name contains ecosemiotic elements, where this name not only describes the physical characteristics of the region, but also creates iconography that can stimulate the imagination of tourists. This name may trigger associations with Nepal's famous natural beauty, including mountain views and panoramic valley views. In the context of tourism marketing, the semiotic approach is very visible in the use of this name. "Nepal Van Java" created signs that referenced the image of exotic mountains and invited adventure, which then sparked the interest of tourists seeking outdoor experiences and extraordinary natural beauty. In terms of socio-economic impacts, the existence of this tourist destination has produced real benefits. Revenues from the "Nepal Van Java" tourism sector have been directed towards important infrastructure development projects such as roads and public facilities. This illustrates how tourism development can have a positive impact on local communities by producing resources that can be used to improve the quality of infrastructure and life of the surrounding community.

Overall, this phenomenon illustrates the complexity of interactions between geographic, branding and marketing aspects in tourism development. The name "Nepal Van Java" is a window into the experience and image of the destination, and also as a means to exploit the potential for sustainable regional development through the contribution of tourism revenue. The emergence of the tourism destination "Nepal Van Java" in the tourism profile of Magelang Regency is a clear example of how the name and Geographic associations can be an important aspect in the formation of tourist images and attractions. This kind of approach stimulates exotic appeal, while reflecting a shift in tourism destination marketing that is more focused on impressions and meaning, rather than just geographical facts.

4.2. Discussion about Nepal Van Java as a new tourist destination in Central Java province.

The development of a new tourist destination in the province of Central Java, known as "Nepal Van Java," illustrates the ability of the mountainous region in Magelang Regency to provide a unique and interesting tourism experience. This uniqueness is reflected in the similarity of the geographical characteristics and topography of the

region with the country of Nepal in Central Asia. In this context, "Nepal Van Java" is an example of the uniqueness of the Magelang Regency tourism area, and this provides added value to the national tourism ranks. The scenery and natural features in "Nepal Van Java" indeed reflect similarities with mountainous regions in Nepal. The beauty of the mountains, valleys and unique terrain of this region creates an atmosphere similar to the natural features of Nepal. In this case, "Nepal Van Java" is a tourist destination that offers a different experience from other tourism destinations in Central Java. Furthermore, the contribution of local communities in developing tourism potential in this area is also very important. Local people have the creativity and inventiveness to recognize and develop unique aspects that can attract tourists.



Figure 1. Source: kumparan.com

By applying this creativity, local communities can create tourist attractions that have high value, taking advantage of local geographic and cultural characteristics. In this context, "Nepal Van Java" is not just about emulating Nepal, but also about embodying the uniqueness of the region and developing it into an engaging experience for visitors. In developing tourist destinations, involving local communities in the creation and development of tourist attractions is an important aspect. This allows people to contribute directly to regional development and improve their quality of life. In addition, through active participation in tourism development, the community can experience the economic benefits of this sector through employment opportunities, local business development, and increased income. In conclusion, "Nepal Van Java" is not just an ordinary tourist destination, but reflects the uniqueness of the tourism area in Magelang Regency, Central Java. The natural beauty and characteristics of the region that resemble Nepal are added values that attract tourists. The contribution of local communities in developing tourism potential also plays an important role in creating special and high-value tourism experiences.

In the regional aspect, product packaging development takes into account the following: 1) Local community residential areas: Nepal Van Java, which is known as a form of local community settlement. It is necessary to maintain the condition of Butuh Village to support the smooth running of tourism activities. So that in carrying out development planning, all local community residential areas become zones or locations that can be devoted to several actions such as experiencing the daily atmosphere of the people of Butuh Village; 2) Recreation area: Nepal Van Java has utilized the land by building a viewing post, as well as a small park which provides simple seating and this area is in one direction with the route to the Mount Sumbing climbing post, so the entire area can become one area for recreational activities, especially tourism activities; 3) Plantation Area: The plantation land of the people of Butuh Village is spread out, some of which have strategic locations visited by tourists so that they have the potential to carry out several agricultural tourism activities such as participating in gardening activities (planting seeds to harvesting plants), as well as selling plantation products to tourists.

The mountainous area in Magelang Regency has several features geography and topography similar to the country of Nepal, including mountains, valleys, and other natural formations. The natural beauty that resembles Nepal gives a different impression and atmosphere from other tourist attractions in Central Java. Visitors can have an experience reminiscent of Nepal's natural features without having to travel far. The name "Nepal Van Java" also has a symbolic meaning. "Nepal Van" refers to similarities with Nepal, while "Java" indicates a geographical location on the island of Java. The use of the word "Van" in this name has an ecosemiotic influence, where a word can evoke certain images and associations. In this case, "Van" creates a distinctive connotation of mountains and nature, which supports the image of the destination it wants to express. In developing this destination, the role of local communities is very important. The community has a deep understanding of the potential and resources that exist in their region. They

have the creativity to exploit this potential and develop it into a tourist attraction. For example, people can recognize unique local culture, traditional handicrafts, or special foods that can attract tourists. Local community participation in developing tourism potential also creates social and economic benefits. Providing opportunities for people to get involved in the tourism sector can create new jobs, reduce unemployment and increase people's income. Apart from that, this can also revive MSMEs and advance the local economy through selling local products to visitors. In the context of the government's vision to make Indonesia a developed country by 2045, the development of "Nepal Van Java" as a unique tourist destination has a long-term impact. Economic growth from tourism can make a real contribution to achieving this goal. Apart from that, tourism development can also build a positive image of Indonesia in the eyes of the world and increase investment and international cooperation.

4.3. Behavior of the Nepalese Van Java Society

Changes in community behavior in the Nepal Van Java village area reflect a significant transformation from an agrarian lifestyle which was previously dominated by agricultural activities and vegetable production to business activities that focus on developing the tourism sector in its various variations. These changes illustrate the community's response to the abundant and diverse natural environment around them. Changes in community behavior in the "Nepal Van Java" village area illustrate a significant shift from agrarian behavior patterns, involving agricultural activities and other agricultural sectors, to a more business orientation with developing businesses in the tourism sector in various variants. This change gave rise to a shift in people's views on the use of natural resources around them.

Previously, Previously, The main activities of the "Nepal Van Java" village community are related to the agricultural sector, including agricultural practices and vegetable cultivation. However, there has been a striking change in people's preferences and behavior. The community has shifted towards more business-oriented businesses, with a focus on developing the tourism sector in various forms and variations. The community in the Nepal Van Java village area is predominantly involved in agricultural activities, especially in the fields of agriculture and vegetable production. These activities are an integral part of daily life and the local economy. However, along with changes in social and economic dynamics, as well as awareness of the tourism potential of the region, people are starting to shift their focus towards business activities related to the tourism sector. This change is directly influenced by the economic values and potential offered by the sector. tourist.

This transition is reflected in the community's focus on developing various variants of tourism businesses. This includes businesses such as tourist accommodation, restaurants or food stalls, tour guides, handicrafts, and other activities related to tourism. These changes may be motivated by the economic opportunities seen in the tourism industry, as well as the need to overcome challenges that may be associated with agriculture, such as weather fluctuations and other external factors. These changes in people's behavior also reflect adaptation to global trends in the tourism sector. The demand for natural tourist destinations that offer experiences and uniqueness is increasing in various parts of the world. Therefore, people are observing this opportunity and directing their efforts to develop businesses that support the tourism sector. In this context, "nature's gift" has an important role as a trigger for changes in people's behavior. The natural beauty and natural riches in the "Nepal Van Java" Village Area are key factors in encouraging people to adapt and take advantage of business opportunities in the tourism sector. These natural factors have inspired a transition from traditional patterns to more diverse and inclusive economic patterns.

This change in behavior is manifested in efforts to develop various types of tourism businesses that cover various variations. This tourism business development includes various aspects such as accommodation, restaurants, tour guide services, local crafts and recreational activities. This change may be motivated by people's desire to exploit the natural potential around them to create new economic opportunities and provide unique experiences for tourists. The changes that occur in this research object are driven by the abundant gifts of nature. The natural beauty that includes mountains, valleys and other natural elements in the Nepal Van Java village area is the main resource that stimulates changes in people's behavior. This gift of nature is an important trigger in stimulating people to look for opportunities in the tourism sector that can provide economic benefits and new experiences. The possibility of higher incomes and wider business opportunities in tourism has influenced people to shift their attention and efforts to this sector. This reflects society's adaptation to new economic opportunities and more promising income potential. Developing

agrotourism potential can be one way for Hamlet to maintain its identity as a farmer and balance tourism activities with agriculture. Farmer Groups and Women Farmer Groups work together in organizing various agricultural activities. Several members of the Farmer's Group also joined as members of the NVJ community, namely the manager of the Nepal Van Java tourist destination, showing the farmers' support for tourism. The success of Nepal Van Java as a tourist destination cannot be separated from the support of the government of the people of Butuh Village. They do not rely on outside help, especially when they first started in the middle of last year. The people of Butuh Village are also included in the NVJ community as managers of Nepal Van Java or ordinary people who simply have to prove their abilities by showing how tourism activities are running. This condition can be seen from how the people of Butuh Village maximize opportunities to gain profits, such as opening small food outlets, becoming motorbike taxis, and building homestays. The NVJ community demonstrated its ability to make Butuh Village a tourist destination which required good management, establishing an organizational structure, dividing guard duty schedules, determining entrance ticket prices and organizing groups of motorbike taxis and food sellers. Therefore, to continue

developing in the planning stage, the Hamlet of Need community in general and the Nepal van Java community in particular as managers of tourism activities need to always be involved.

The gift of nature in this context refers to the natural richness and geographical characteristics of the region "Nepal Van Java." Unique natural features, such as mountains, natural landscapes, and beautiful environments, have provided the basis for the development of the tourism sector. This natural uniqueness is the basis for changing the image of the region from an agricultural area to an attractive tourism destination. In this case, changes in people's behavior to become more business-oriented and focused on the tourism sector show intelligent adaptation to changes in the economic environment and existing opportunities. The decision to develop a tourism business reflects society's positive response to changes in market demands and preferences. These changes can also have a wider impact on local economic development and the quality of life of society as a whole.

The role of the community in public policy is very determining, and the level of community participation is a determining factor in this case. In the context of tourism development, the concept of community independence has been applied in various aspects, and community participation in financing can have a positive impact on tourism development. The social control function of society is also important in maintaining tourism development results. Community participation can take various forms, such as involvement in planning, implementing and monitoring tourism development. The involvement of indigenous communities is also important in driving economic growth and sustainable tourism development of the Community. Community participation in maintaining the natural resources they own is a big contribution and has the potential to become a tourist attraction. Apart from that, involving the community in the tourism development process and efforts is very important, so that the community itself has a sense of responsibility to preserve the potential of its natural resources. The community as the main component in community-based tourism development has an important role in supporting tourism development which is aimed at developing local potential originating from nature, socio-culture or the community's economy. Community participation in maintaining the natural and cultural resources they own is a big contribution and has the potential to become a tourist attraction.



Figure 2. Source: Documentation, 2022

Local community-based tourism development in Nepal Van Java has been implemented through the application of Community Based Tourism (CBT) principles and dimensions. CBT is a tourism development approach that involves local communities in tourism activities and promotes sustainable tourism development. The development and management of tourism in Nepal Van Java is directed at the needs and interests of local communities, and has involved local communities in tourism planning and decision making. The involvement of local communities in tourism development has helped promote cultural preservation and authenticity in tourism development and to ensure that tourism development benefits local communities by minimizing negative impacts.

According to Garrod (2001:4), there are two related approaches with the application of planning principles in the tourism context. The first approach which tends to be associated with formal planning systems places great emphasis on the potential benefits of ecotourism. The second approach tends to be associated with the term participatory planning which is more concerned with provisions and arrangements that are more balanced between development and controlled planning. This approach places greater emphasis on sensitivity to the natural environment in the impact of ecotourism development. One form of participatory planning in tourism development is to apply Community Based Tourism (CBT) as a development approach. The definition of CBT is: 1) a form of tourism that provides opportunities for local communities to control and be involved in tourism management and development, 2) communities that are not directly involved in tourism businesses also benefit, 3) demands political and democratic empowerment -tization and distribution of benefits to disadvantaged communities in rural areas. Thus, in Hausler's view, CBT is an approach to tourism development that emphasizes local communities (whether directly involved in the tourism industry or not) in the form of providing opportunities (access) in the management and development of tourism which leads to political empowerment through a more democratic life, including a fairer distribution of profits from tourism activities for local communities.

Community involvement is very important in developing community-based tourism. Community participation can have a significant impact on tourism development, especially in terms of creating employment opportunities for local communities, providing understanding about tourism, and improving the economic conditions of the community. Community participation in every stage of tourism development is important, starting from planning, implementation, to monitoring tourism development. The involvement of local communities is very important in achieving sustainable tourism development goals. Community participation can take various forms, such as cooperation and collaboration with the government and other stakeholders. In the Nepal Van Java community area, Butuh Village uses an appropriate and planned approach so that it can provide better benefits for tourism development and the surrounding community. The planning principles in sustainable tourism include:

- 1) Participation principle: The community must be involved in planning, implementing and monitoring tourism development.
- 2) Principles of sustainable resource use: Tourism development must be ecologically and economically sustainable, and socially ethical.
- 3) Principles of sustainable resource management: The use of natural resources must be managed sustainably to ensure their availability in the long term.
- 4) Principles of sustainable resource use: The use of natural resources must be balanced with their conservation and preservation.
- 5) Principles of sustainable economic development: Tourism development must provide employment opportunities, income and improve public health.
- 6) Principles of sustainable cultural development: Tourism development must respect and preserve local culture and heritage.
- 7) Principles of sustainable infrastructure development: Tourism development must be supported by sustainable infrastructure development.
- 8) Accountability principle: Tourism planning must be accountable to the community and stakeholders involved in the development process.

Principles This is very important to ensure that tourism development is sustainable and benefits society and the environment in the long term. Applying the principles of sustainable tourism planning involves ensuring that tourism development is ecologically, economically and socially sustainable. The principles of sustainable tourism planning include community participation, sustainable resource use, sustainable resource management, sustainable resource use, sustainable economic development, sustainable cultural development, sustainable infrastructure development, and accountability. Implementation of these principles involves ensuring that tourism development provides employment opportunities, income, and improves community health while respecting and preserving local culture and heritage. Sustainable tourism development must also be supported by sustainable infrastructure development and be accountable to the community and stakeholders involved in the development process. The ultimate goal of sustainable tourism planning is to ensure that the natural, social, and cultural resources used for tourism development are available for future generations.

At this time, visits to the Nepal Van Java tourist village increased by 30-35%. In addition, tourism development in Nepal Van Java has provided benefits to the local community and improved their welfare. Tourism development in Nepal Van Java has adopted the principles and dimensions of Community Based Tourism (CBT), which involves local communities in tourism activities and promotes sustainable tourism development. The development of society in Nepal Van Java, which is located in Butuh Village, Kaliangkrik District, Magelang Regency, is greatly influenced by the tourism sector. As a tourist destination that offers natural beauty and a village atmosphere similar to Namche Bazaar in Nepal, Nepal Van Java has had a positive impact on the economy and welfare of the surrounding community. Community-based tourism in Nepal Van Java has changed the face of the village and improved the economy of several residents. opening new businesses such as food stalls, cafes, parking lots and motorbike taxis. Apart from that, the Magelang Regency government and the Indonesian Ministry of Tourism and Creative Economy also provide support in the development of this tourist village. The development of this tourist village does not only focus on improving facilities and infrastructure, but also on preserving nature and local culture.

4.4. Local Culture

Temanggung Village has been designated as one of the tourist villages in Magelang Regency since the beginning of 2021. Temanggung Village, which consists of ten hamlets, must now display the tourist attraction of its rich resources to attract tourists. Nepal Van Java which has been able to attract tourists to visit is undoubtedly one of the tourist activities in the Temanggung Village tourist village. DISPARPORA Magelang Regency has an event calendar or Calendar of Events. There is information regarding events that will be held by Magelang Regency within the next 1 (one) year. Several events were the result of collaboration between the government and the community in Magelang Regency. Therefore, Nepal Van Java must take advantage of this opportunity as a form of joint commitment with officials in developing tourism in Magelang Regency. This takes into account the procedures for planning tourist villages (Tugba, 2012), the existence of existing resources, and the potential for their use for tourism development. The richness of art and culture possessed by Nepal Van Java is currently not maximized as one of the rural tourism products offered to tourists.



Figure 3. Regional dance Source: Temanggungblogspot.com

Local culture, which includes local wisdom, has a significant role in strengthening the appeal and attractions of the "Nepal Van Java" destination. The existence of this local culture makes a valuable contribution to the development

of cultural elements that support tourist attractions in the area. The data found in this research also confirms that the community's ability to preserve local wisdom has a very important impact on tourism development in the long term. Local culture, which includes the practices, beliefs, arts, crafts and traditions of local communities, plays a central role in shaping the image and identity of a tourist destination. In the context of "Nepal Van Java", local wisdom is an important factor that increases tourism attractions. The diversity of local culture, such as traditional dances, typical culinary delights, traditional ceremonies and craft skills, adds an attractive cultural dimension to visitors. Apart from providing an attraction for tourists, preserving local wisdom also has deeper implications for tourism development in the long term. First, local wisdom provides a very important element of authenticity in the tourism experience. Tourists are increasingly looking for experiences that reflect the original and distinctive culture of a region, and this is what local wisdom provides.

Second, the development of local wisdom has the potential to increase community participation in the tourism industry. Through the promotion of local culture, local communities have the opportunity to get involved in activities such as tourist guides, crafts, cultural performances, and providing local culinary delights. This not only creates economic opportunities, but also fosters a sense of belonging to the destination and encourages preserving traditions. Third, local wisdom contributes to sustainable development and responsible tourism management. By respecting and integrating local culture in tourism development, the risk of cultural homogenization and environmental damage can be minimized. This will help maintain the unique attraction and strike a balance between development and preservation.

In the long term, the strength of preserving local wisdom can become one of the pillars in developing the competitiveness of the "Nepal Van Java" tourist destination. A strong and authentic cultural identity creates an image that differentiates the region from other destinations, and can be a strong reason for tourists to visit. Developing local culture as a tourism asset can help increase the attractiveness and popularity of a destination, which in turn will bring economic benefits to local communities and improve the image of the region on a wider scale. Preserving this local wisdom is an important asset for long-term tourism development in Nepal Van Java

In conclusion, local culture and local wisdom play a key role in the development of the "Nepal Van Java" destination. The existence and preservation of local wisdom provides a unique aspect that supports tourism attractions and provides long-term benefits in terms of authenticity, community participation and sustainable development. Therefore, successful tourism development must understand and appreciate the role of local culture as a valuable asset in creating meaningful and sustainable tourism experiences.

When developing tourism using local wisdom, it is necessary to emphasize forms of conservation efforts. Thus, tourism development with the incorporation of local wisdom can provide benefits in economic, physical, environmental and local socio-cultural aspects.

The use of these three aspects includes the economic aspect, of course creating jobs which can increase the income of the population and the region. In the physical aspect of the environment, namely maintaining and creating improvements to historic building infrastructure resulting from local wisdom. In the socio-cultural aspect, namely increasing residents' pride in the uniqueness and understanding of local wisdom in the local environment. (kompasiana.com).

The local cultural life of Nepal Van Java is also still very strong. This diversity of local culture is still preserved to this day, including breakfast, placing offerings and sowing flowers on certain nights, bathing in Tuk Sijago on certain days as well as several local arts such as kulu-kulu, Kuda Lumping, Kubro Siswo and Dayakan. The diversity of life in Nepal Van Java has the opportunity for a connection between religious life and local culture to emerge.

Preserving local wisdom is an important asset for long-term tourism development in Nepal Van Java. In the context of community-based tourism, local wisdom can be a unique tourist attraction and differentiate this destination from other tourist attractions. In addition, preserving local wisdom can also help maintain authenticity of the village and natural environment, as well as maintaining existing cultural values. In developing tourism in Nepal Van Java, the government and local communities work together to handle local wisdom and integrate it into the tourism products offered

The integration of local wisdom into cultural attractions in Nepal Van Java is an important approach in developing sustainable tourism. This involves recognizing, respecting and utilizing the cultural heritage and local knowledge held by local communities. In this context, local wisdom can be integrated into cultural attractions in Nepal Van Java in several ways that can be explained in detail using academic language.

First, integration Local wisdom can be implemented through the development of cultural attractions that reflect local traditions, customs and practices. For example, the government and related parties can work together with local communities to organize traditional arts performances, such as dance, music and theater that depict daily life and local stories. In this case, local wisdom is realized through authentic artistic performances and arouses tourists' interest in learning about local culture.

Second, local wisdom can be integrated through the development of cultural tours that involve local communities as tour guides. In this tour, local people can act as narrators who explain the history, daily life and cultural values inherent in each place visited. Local communities can also share knowledge about the use of traditional medicinal plants, handicrafts and sustainable living practices that have been passed down from generation to generation. By directly involving local communities, tourist experiences become more authentic and provide direct economic benefits to local communities. Apart from that, local wisdom can be integrated through the development of homestays or accommodation managed by local communities. In a homestay, tourists can stay in local residents' houses and interact directly with them. This provides an opportunity for tourists to learn about the daily life, traditions and customs of local people. Apart from that, homestays also provide direct economic benefits to local communities by providing additional income through the provision of accommodation and food. Integrating local wisdom can also be done through developing training and education programs for local communities. This program may involve training in crafts, performing arts, or other skills related to cultural attractions in Nepal Van Java. By improving the skills and knowledge of local communities, they can play an active role in the development and promotion of cultural attractions, as well as improving the quality of the tourist experience.

Local culture plays an important role as one of the main attractions for tourists visiting the Nepal van Java Tourism Village. Local culture includes traditions, customs, arts and daily life practices that are unique and typical of the local community. A detailed explanation in academic language of the statement above is as follows:

Local culture is a significant aspect in tourism development in the Nepal van Java Tourism Village. Tourists are often interested in experiencing and learning about culture

local to a place they visit. Local culture reflects the identity and cultural heritage of a community, and can provide different and authentic experiences for tourists. One of the reasons why local culture is an attraction for tourists is because of its uniqueness and authenticity. Local culture in the Nepal van Java Tourism Village has characteristics that differentiate it from other places. For example, traditions and customs that are still guarded and preserved by the local community, unique arts and crafts, and unique daily life practices. Tourists are often interested in interacting with local communities and getting involved in cultural activities held at the Nepal van Java Tourism Village. They can learn about the history and meaning behind traditions and customs, observe or participate in traditional arts performances, and learn craft skills from local craftsmen. This provides an immersive experience.

Visitors have the opportunity to participate in local wisdom at Nepal Van Java through various means that allow them to be directly involved in cultural and customary activities carried out by the local community. A detailed explanation in academic language of the port above is as follows:

- 1) Taking part in cultural events: Visitors can take part in cultural events held at Nepal Van Java, such as festivals, traditional ceremonies or traditional art performances. In this event, they can witness and experience firsthand the cultural activities carried out by the local community. Visitors can also take part in traditional dance, music or game programs held at the event.
- 2) Learn handicrafts: Local people in Nepal Van Java often have expertise in making unique handicrafts. Visitors can learn from local craftsmen about the techniques and processes for making these crafts, such as weaving, wood carving, or batik making. By taking part in training or workshops organized by the local community, visitors can learn traditional skills and create their own works of art.

- 3) Visiting local homes: Visitors can visit local homes in Nepal Van Java through homestay programs or community tours. During this visit, they can interact directly with the local community, learn about daily life, and share experiences. Visitors can also learn about traditions, customs and cultural values passed down from generation to generation.
- 4) Taking part in agricultural activities or collective work: Nepal Van Java has traditional agricultural activities involving local communities. Visitors can participate in agricultural activities such as planting rice, harvesting agricultural products, or tending the garden. Apart from that, they can also join in work with local communities, such as building village infrastructure or cleaning the environment. Through participation in these activities, visitors can learn about traditional farming practices and understand the importance of environmental sustainability.
- 5) Tasting local food: One of the best ways to participate in local wisdom is to taste traditional food served by local people. Visitors can try the typical Nepalese dish Van Java which uses local ingredients and recipes handed down from generation to generation. Apart from that, they can also learn how to cook traditional food by taking cooking classes held by the local community.
- 6) Interact with local communities: Visitors can interact with local communities through dialogue, discussion or cultural communication. They can ask about daily life, traditions, and cultural values that are upheld by the local community. In this interaction, visitors can share experiences, knowledge and a deeper understanding of local wisdom.

Through participating in local wisdom at Nepal Van Java, visitors can gain an in-depth and authentic experience of the culture and life of the local community. Apart from that, this participation also provides direct economic benefits to the local community by supporting the sustainability of their cultural and traditional activities. Apart from that, Nepal Van Java also offers various interesting tourist activities. Visitors can go trekking around the area to enjoy the natural beauty and spectacular views. Apart from that, there are also activities such as cycling, camping and exploring the surrounding villages to get an experience that is closer to the life of the local community. During a visit to Nepal Van Java, visitors can also try delicious local specialties. Traditional Nepalese foods such as momo (dumpling), dal bhat (rice with red bean soup), and roti canai are popular dishes in this area. Tourists can also learn how to cook traditional Nepalese food through cooking classes held by local people. Apart from that, Nepal Van Java also has various interesting cultural events and festivals. Visitors can attend local festivals such as Tihar, Holi, or Dashain which are important celebrations for the Nepalese people. These events feature traditional dance, music and ceremonies that enrich the tourist experience.



Figure 4. The Thousand Nyandran Tradition Source: Timlo.net

Through participation in activities such as handicrafts, traditional farming, or other local industries, visitors can support the local economy and help maintain local wisdom. Apart from that, visitors can also learn about sustainable and environmentally friendly practices carried out by the local community. The Nepali Van Java community often has

knowledge and skills in sustainable management of natural resources, such as the use of renewable energy, organic farming, or environmentally friendly waste management. By interacting with them, visitors can gain insight and inspiration to implement these practices in their daily lives. Apart from that, participation in local wisdom can also

help in preserving cultural and historical heritage. By visiting historical sites, museums, or holy places, visitors can help maintain and promote Nepal Van Java's rich cultural heritage. Through understanding and appreciation of local culture, visitors can become agents of change in promoting and preserving culture. Participation in local wisdom in Nepal Van Java can provide in-depth experiences, enrich cultural knowledge, and support services and preservation of local culture. By interacting with local communities, visitors can gain a deeper understanding of local wisdom and become agents of change in witnessing and preserving culture.

The government's role in supporting the integration of local wisdom into the cultural beauty of Nepal Van Java is very important to ensure the sustainability and development of sustainable tourism. The government has the responsibility to create the policies, programs and support needed to facilitate the integration of local wisdom. The following is a detailed explanation in academic language regarding the government's role in supporting the integration of local wisdom in Nepal Van Java:

- 1) Making policies and regulations: The government has an important role in... making policies and regulations that support the integration of local wisdom into the cultural beauty of Nepal Van Java. This policy may include the protection and preservation of cultural heritage, the development of cultural attractions, and sustainable tourism management arrangements. The government can also issue regulations that ensure the participation and involvement of local communities in the development and management of cultural attractions.
- 2) Developing training and education programs: The government can develop training and education programs aimed at increasing the knowledge and skills of local communities regarding local wisdom and cultural attractions. The program may include training in the areas of... arts, crafts, tour guiding, and cultural attractions management. By increasing the knowledge and skills of local communities, they can play an active role in the development, promotion and management of cultural attractions.
- 3) Local economic empowerment: The government can... support local economic empowerment by providing access and support to local communities to develop businesses and products based on local wisdom. This can involve providing training, mentoring, ... and access to wider markets. The government can also encourage visitors to purchase local products and services, such as handicrafts, specialty foods, or tour guide services from local communities. In this way, the government can help increase the income and welfare of local communities.
- 4) Promotion and marketing: The government can... play an important role in the promotion and marketing of cultural attractions in Nepal Van Java. They can develop promotional campaigns that highlight the beauty of local culture and wisdom, both at the national and international levels. ... The government can also work with the private sector and tourism institutions to market cultural attractions effectively and attract tourist interest.

With a strong government role in supporting wisdom integration local to the cultural beauty of Nepal Van Java, a conducive environment for the development of sustainable tourism and preservation of cultural heritage can be created. The government can become a liaison between local communities, the tourism sector and other stakeholders to achieve common goals in promoting local wisdom and improving the welfare of local communities. in the form of direct economic support through purchasing local products, handicrafts or services from the local community. By purchasing local products, visitors can help local communities maintain their traditional currency and improve their economic well-being. Apart from that, visitors can also contribute to maintaining environmental sustainability in Nepal Van Java. Local communities have unique knowledge and practices in protecting and maintaining the natural environment in the region. By learning from them and following the principles of local wisdom, visitors can help in preserving nature and maintaining the natural beauty of Nepal Van Java.

Visitors can also participate in community programs that focus on sustainable development and the well-being of local communities. For example, visitors can get involved in infrastructure, education or health development projects aimed at improving the quality of life of local communities. Thus, through active participation in local wisdom in Nepal Van Java, visitors can have meaningful experiences, gain a deeper understanding of local culture, and become agents of change who contribute to maintaining cultural and environmental sustainability in the region.

The government has implemented various programs to support the integration of local wisdom into cultural attractions in Nepal Van Java. These programs aim to promote, protect and maintain local wisdom and increase local

community participation in the development and management of cultural heritage. The following is a detailed explanation in academic language regarding these programs:

- 1) **Training and Education Program:** The Government of Nepal Van Java has developed a training and education program aimed at increasing the knowledge and skills of local communities regarding local wisdom and cultural attractions. This program includes training in arts, crafts, tour guides, cultural attraction management, and cultural heritage maintenance. Through this program, local communities are given the opportunity to gain deeper knowledge about local wisdom and the skills needed to be involved in cultural development and promotion.
- 2) **Homestay Program:** The government of Nepal Van Java has supported the development of a homestay program that allows visitors to stay in local homes. This program provides an opportunity for visitors to interact directly with the local community, learning about daily life, traditions and local customs. Apart from that, the homestay program also provides direct economic benefits to local communities by providing additional income through the provision of accommodation and food.
- 3) **Promotion and Marketing Programs:** The Government of Nepal Van Java has implemented promotional and marketing programs aimed at increasing cultural visibility in the area. This program includes promotional campaigns at national and international levels that showcase the beauty of local culture and wisdom. The government collaborates with the private sector and tourism institutions to market culture effectively and attract tourist interest. Through this program, cultural attractions in Nepal Van Java can be known more widely and attract tourists to visit them.
- 4) **Cultural Heritage Preservation Program:** The Government of Nepal Van Java has implemented cultural heritage preservation program which aims to protect and preserve historical sites, temples, temples and shrines that have important historical and religious value for the local community. This program includes efforts to maintain, restore and protect cultural heritage in the area. The government has also issued regulations that guarantee the protection and preservation of cultural heritage, as well as regulating the management of sustainable cultural preservation.
- 5) **Infrastructure Development Program:** The Government of Nepal Van Java has implemented an infrastructure development program that supports the cultural attractions of the area. This program includes building roads, sanitation facilities and accessibility that make it easier for visitors to access cultural attractions. With good infrastructure, cultural tourism objects can be accessed more easily and comfortably by visitors, thereby increasing tourism potential and local community participation in the tourism sector.

Through these programs, the Nepal Van Java government plays an active role in supporting the integration of local wisdom into cultural attractions. These programs aim to increase local community participation, protect and restore cultural heritage, and create authentic tourism experiences for visitors.

The government has an important role in supporting the integration of local wisdom into the cultural beauty of Nepal Van Java. Through various programs that have been carried out, the government is trying to promote and preserve local wisdom and integrate it into cultural attractions in Nepal Van Java. These programs are designed to ensure that local wisdom is valued, promoted and made an integral part of the tourism experience in Nepal Van Java. One of the programs that has been implemented by the government is funding and support for local communities in maintaining and developing their local wisdom. The government provides financial assistance and other resources to local communities to strengthen their cultural activities, such as training in traditional arts and crafts, cultural performances, and local festivals. In this way, the government plays a role in ensuring that local wisdom remains alive and continues to develop.

Apart from that, the government also plays a role in regulating and supervising the management of cultural attractions in Nepal Van Java. They set policies and standards that cultural attraction managers must adhere to, including the integration of local wisdom. The government is working with local communities and cultural experts to develop guidelines and protocols that ensure that cultural attractions in Nepal Van Java properly reflect local wisdom. The government also plays a role in promoting the Nepal Van Java cultural attraction nationally and internationally. They carry out marketing and promotional campaigns aimed at attracting tourists and educating them about the local

wisdom that exists in Nepal Van Java. The government is working closely with the tourism industry and other relevant institutions to ensure that cultural attractions in Nepal Van Java get adequate exposure and are recognized as an important part of the country's cultural heritage.

Overall, the Nepal Van Java government has a significant role in supporting the integration of local wisdom into cultural beauty. Through the programs they carry out, they strive to ensure that local wisdom is appreciated, promoted and integrated with well into the cultural attractions in Nepal Van Java. The Nepal Van Java government is also committed to preserving the natural environment around cultural attractions. They implement environmental protection programs, such as waste management, use of renewable energy, and protection of local flora and fauna. By preserving the environment, cultural attractions can continue to be enjoyed by future generations. Through participating in local wisdom at Nepal Van Java, visitors can gain a deeper understanding of local culture. They can learn about unique traditions, customs, art and cultural values. This can increase awareness and appreciation of cultural diversity in Nepal Van Java. Through interaction with tourists from various countries, local people can broaden their understanding of culture and traditions from various parts of the world. This can open the door to the exchange of knowledge, ideas and experiences between cultures, which can enrich the lives of local communities. With the various programs and efforts carried out, it is hoped that Nepal Van Java can become a sustainable cultural tourism destination, promote local wisdom, and provide positive benefits for local communities and tourists.

4.5. Community Social Behavior

From the description of community behavior, researchers found that the community in the hamlet needs (destination) to interact more with the outside community in relation to the development of tourist villages, there are also economic transactions between local communities and other areas aimed at developing tourism. This is inseparable from tourism communication and the use of social media is very interesting to develop, not only in developing tourist audiences but also important in maintaining tourist destinations in building the destination's brand image. Dissemination of information by social media can increase tourist interest and provide emotional closeness to increase CBT awareness (Hamzah, 2013). The development of the Nepal Van Java tourist destination requires cooperation, care and support from all parties, both the community and the government. agricultural tourism and arts tourism to increase commercialization. The Nepal Van Java brand will be established in the minds of the people if the forms and channels of messages are selected and diversified. The growth of this destination is supported by other potential benefits, such as Instagrammable locations that can be used to take photos and share on social media. Some of these places are at the Hamlet Gate, Nepal Terrace, Depok Park, Mosque Terrace, and the Ascent Gate. Pokdarwis has developed several photo spots for tourist attractions currently being built, namely the Vertical Garden and Glass Terrace.

Sustainable tourism development is tourism that takes into account the current and future environmental, social, cultural and economic impacts for the entire community. local residents and tourists (Kemenparekraf/ Baparekraf RI, 2022). The principle of sustainability refers to the environmental, economic and sociocultural aspects of tourism development, and an appropriate balance must be achieved between these three aspects to ensure the long-term sustainability of the United Nations Environment Program. World Tourism Organization Program, 2005). In addition, sustainable tourism must: Ensure long-term viable economic activities that provide socio-economic benefits for all stakeholders that are distributed fairly, including employment opportunities and stable incomes and social services for local communities, and contribute to poverty alleviation (United Nations Global Environment Program Tourism Organization, 2005). Economic empowerment is understood as an effort to increase the ability to be regulated as a consumer to act as a bearer of the negative effects of growth, paying the price for the risks of mismanagement, bearing the burden of development, program failure and the consequences of environmental damage.

In line with one of the objectives of local scouting in rural areas, cooperation with local MSMEs is also being increased in organizing trips. MSMEs themselves are active intermediaries in creating productive jobs (Yamani, 2019). Therefore, MSME participation here will help boost the local economy even better. On this occasion, 2 MSME locations in Sukomulyo village were chosen to be used as tourist attractions in the form of knick-knacks and snacks, namely peanut cakes and slondok cakes as typical foods that can be used as souvenirs for passing tourists. By buying local products, the welfare of local communities will of course be supported through local tourism activities.

The second finding, with the need for hamlets to become tourist destinations, the number of visits increases and has the impact of wider socialization with the environment or surrounding area.



Figure 5. Source: Pokdarwis Hamlet Need, 2021

Nepal Van Java Tourism in Butuh Village, Temanggung Village, Kaliangkrik District, Magelang Regency has returned to normal operations. Based on monitoring by Radar Magelang, even though it is active today, many tourists are visiting. According to Village Head Lilik Setiawan, the number of tourists will increase at the weekend. Holidays in Nataru, a tourist attraction that is now viral, Nepal Van Java is flooded with tourists from various regions. Director of Nepal Van Java, Lilik Setyawan, said that during Christmas and New Year, the number of visitors could reach 1,500 people/day. Usually those who come are family or community tourists. Periodically the climbing base camp is sprayed with disinfectant. Likewise with stalls that are often visited by tourists. Lilik said that since it went viral a few months ago, trips to Nepal Van Java have continued to flow. Many people admire the beauty of the highest village on the slopes of Mount Sumbing. The rows of houses with concrete walls that seem to be arranged to follow the contour of the site are a special attraction. Apart from the fresh air, visitors feel at home for a long time.

4.6. Community Cultural Adaptation

From the description of cultural adaptation, researchers found that the local culture that has developed so far can on the one hand survive according to tradition and on the other hand can adapt to the development of civilization or modernization, this is proven by the existence of well-preserved local traditions and the legacy of wisdom that can adapt to modern civilization. Butuh Village is the highest village in Magelang which has now become a tourist village. Continue to preserve local cultural wisdom such as breakfast, awareness and mauludan. One of them is the Nyadran which is held every month before the month of Ramadan which is still preserved with full purity and wisdom.

The original culture that still exists in Can hamlet is the village breakfast or clean, the village sacrifice ceremony which is held every month in Sapar. The breakfast program begins with tahlilan and mujadahan at the village head's house in the afternoon, then continues with tayub dance entertainment which lasts all night. Breakfast held by the people of Butuh Village as an appreciation for Allah SWT's sustenance. Nyadran is also a community custom before the month of Ramadan which begins with sweeping graves, making pilgrimages to graves with the aim of sending prayers to ancestors and cleaning oneself to welcome the month of Ramadan.

During the Nyadran event in Needy Hamlet, it was held at the local cemetery, then when the community came to the grave, they brought food including rice and side dishes and after prayer continued to eat with all the residents of the hamlet. An interesting local cultural wisdom is that mauludan is often recited in prayers in mosques and prayer rooms. Furthermore, what differentiates Mauludan from other villages is the level of recitation. Holding prayers at the village head's house, then the "Metaake" event or bringing a basket of rice, chicken and bananas. The food is brought to the house of the village head and local residents to eat together. Namely visiting the highest village in Magelang, namely Need Kaliangkrik Hamlet, which still preserves local cultural wisdom such as sahur, nyadaran and mauludan. Although Xom Can is now a tourist village.

Merti bumi is an activity that uses tumpeng and market snacks along with offerings such as flowers, money and

incense. Tumpeng and market snacks are used as symbols of charity and entertainment, while Merti Bumi products have a purpose, namely as air freshener. Tayub is a dance performed by women and must be performed and cannot be replaced by other arts. Their beliefs, if replaced with tayub, could damage and endanger the survival of the population. This art lasts one night. Apart from hosting dances, tayub is also a gathering place for all Nepalese Van Java residents, who are then provided with alms in a communication box. The third ceremony is a major memorial. This series of activities includes salawatan, rabanna, tahlilan by inviting major scholars around Magelang, Temanggung.

4.7. Community Based Tourism Development

From the description of developmentCommunity-based tourism found that the spirit of togetherness through the leadership of the hamlet head shows that the local community is able to develop tourism with the support of local leadership (head of the village, traditional leaders or community leaders). The next finding that researchers can show is that there is a spirit of unity among social groups to build/develop tourist villages Nepal van java. As infrastructure improves, most people now work as vegetable traders who distribute various types of vegetables in several cities such as Kudus, Yogyakarta, Semarang and Purworejo. Because people's houses are crowded and piled up, as is the case with Nepal below Everest, the village ofelu at the top is now better known as the Nepal of Java. Borrowing the triple division from Clifford Geertz (1960) which divided Javanese society into three variants abangan, santri and priyayi (this is no longer accepted by scholars of Javanese and Indonesian Islamic society), it can be said that the villages around Nepal and Java became the basis for student group. Even so, there are companies that Geertz calls abangan.

Hamlet Need or Nepal Van Java is a tourist village based on nature, community culture and local wisdom. Lilik Setyawan, Director of Hamlet Need Supari, Director of Micro Business said: to BRI Bank and Arto Biantoro, Brand Activist during a visit to Hamlet Need for the Brilliant Adventure The Series. Brilliant Adventure The Series is a BRI Bank program that tells the inspiring stories of MSME activists, empowering micro businesses and people's economies in all corners of the country who are at the forefront of supporting the national economy.

Together with all levels of society, especially young people, Lilik Setyawan as Head of Butuh Village also wants to see, explore and develop the potential of Butuh Village so that it becomes talent, an important asset as capital to achieve success. from all the villages. resident. Apart from that, a more structured management system has also been built with the younger generation in mind so that existing potential can be maximized and managed. Young people also do not forget to listen to input from local residents and visitors, and plan to introduce travel packages.

4.8. Community Dynamics

From data about community dynamics as described above. Researchers found that with the development of the Nepal Van Java destination, people's lives are becoming more dynamic following the demands of tourism development. The following findings explain that people's mobility from villages to cities and vice versa is increasing, plus the number of visits there/domestic and foreign tourists is increasingly showing the dynamism of local communities even in infrastructure development for community mobilization has not been well organized.

Head of the Magelang Regency Tourism, Youth and Sports Department, Slamet Achmad Husein, revealed that currently the Ministry of Tourism and Creative Economy is revitalizing the tourism industry by increasing the potential of tourist villages. Likewise, Nepal van Java is a target for domestic and foreign tourists and has been recognized by the Ministry of Tourism and Creative Economy. "In the new era of adaptation to Covid-19, tourist destinations are in the dark and that is a challenge in itself. "Hopefully this graphic can revive the enthusiasm of the tourism industry to improve welfare which is beneficial for the community," hoped Slamet.

Currently, the Nepal van Java tourism industry has simulated a gradual opening for two weeks. "During this pandemic simulation phase, around 3,000 people visited based on the cumulative calculation of weekday and weekend visits," added Lilik. Related to increasing income with a multiplier effect on the growth of tourism activities. For two years in a row, Nepal's Van Java tourist destination has provided direct benefits from tourist taxes, as well as indirect benefits through exposure to business opportunities for the community. As a result, the entrance ticket to the Nepal van Java tourist attraction was allocated 50% as the income of Butuh Village and 50D44 was donated to the Temanggung village government as PADes. Nearby supporting hamlets also receive part of the tourism remuneration profits by allocating PADes. The income earned by Hamlet of Need is allocated for payment of guardian fees

(salaries), operational funds, maintenance of tourist attractions, income from village money and helping the poor community of Hamlet of Need until Friday activities.

5. CONCLUSIONS AND SUGGESTIONS

5.1. Conclusion

The Nepal van Java tourist attraction was developed by the people of Butuh Village based on CBT principles. The public has autonomous control over decision making, operational implementation, and profit sharing for tourism business profits. In terms of the CBT dimension, the management of this tourist attraction has fulfilled all parameters, namely paying attention to environmental sustainability through the Sapta Pesona program, which seeks to preserve local culture through the implementation of Magelang cultural characters and arts, involving community participation in the control and operational management of tourist attractions in Nepal and Java, as well as increasing community income, both directly from fees and indirectly as a multiplier effect. Regarding tourism growth, this can be seen from the number of participants as managers and actors. Distributing indirect benefits to marginalized communities through income allocation for Dutuh Hamlet in Need.

Tourism development cannot be separated from Pokdarwis' internal and external communications. Tourism Communication in Nepal's Development Tourism from Van Java to Magelang Regency was achieved through group consultation and empowerment. Increase tourism awareness, involve communities around tourist attractions, as well as implement agricultural tourism packages and develop a number of photo spots to help in the tourist attraction calendar.

Kaliangkrik district tourism, Magelang, Central Java, is one of the places that is currently intensively developing tourism potential, especially craft village tourism. Based on this, it can be seen that there is a strong connection between villages as owners of tourist attractions. BUMDes is also an organization that works to support villages and communities to create quality and sustainable slope tourism. Nepal van Java, which is located in Temanggung Village, is starting to become known because of the uniqueness of its residential area which is then spread by the community in various ways, one of which is through social networks. In this regard, the village has determined that BUMDes and Pokdar are responsible for managing tourist destinations so that they are quality and sustainable. One of them is establishing cooperation with various elements, including universities, the Magelang Regency Government Service and the private sector, so that there is a downward trend in tourists.

Social media plays an important role in the attractiveness of tourist destinations, especially "Nepal van Jawa" (Hamlet NEEDED), Kaliangkrik, Magelang Regency. Instagram and other social media have proven to be an important role in promoting this place. Social media can also be a short-term promotional tool for tourism as evidenced by the peak of many visitors in a short time. The nature and mode of operation of social media can be inorganic, that is, it grows from below without the coordination of individuals who voluntarily spread it, but it can also be done organically/organized (by design) or designed by themselves. Tourists who visit "Nepal van Java" are witnesses who either immediately prove it and feel satisfied with the place or who feel disappointed because it is not as expected. But the problem is, through social media people are influenced so they access sdi "Nepal Java".

This research can best be described as an attempt to show how multicultural differences can contribute to a model of harmonization across diversity. The model is needed as an effort to build and maintain social harmony in all regions in Indonesia which consist of plurality (multi-ethnic and multi-religious). Based on this problem, this research was conducted in Magelang Regency as an example of an area in Indonesia that has multicultural differences but the people live in harmony. This research method is descriptive analytic. Data collection techniques are carried out by collecting basic data which is directly related to the object of this research, namely interviews and questionnaires. This data collection technique is supported by observation and literature studies related to this research problem. The results of this research are that social conditions, local wisdom, cultural conditions and geographical conditions are factors in the emergence of multiculturalism, but by the awareness and attitude of each accepting differences, people are able to develop them as there is synergistic strength and dynamic potential in people's lives for the future. One example of an Indonesian region is Magelang Regency, which has multicultural differences but its people live in peace.

Borobudur Temple is a UNESCO world heritage site which is a major tourist destination in Indonesia. Mount Merapi is an active volcano that attracts climbers and visitors with its natural beauty. Kyai Langgeng Park is a recreational park with various rides and attractions. Kaliurang is a mountain tourist area with fresh air and beautiful views. Candirejo Tourism Village offers an authentic Javanese cultural experience. Magelang Regency offers a variety of tourist destinations, ranging from historical sites, natural beauty, to cultural experiences. With rich tourism potential, Magelang Regency is one of the attractive tourist destinations in Indonesia.

The Nepal Van Java tourist village is located in Butuh Village, Magelang Regency, Central Java, Indonesia. This village is known for its rural beauty with a backdrop of Mount Sumbing. The development of tourist destinations in Nepal Van Java is carried out through effective tourism communication, the "Nepal Van Java" Tourism Village has significant potential as a unique tourist destination in Magelang Regency. By combining mountainous features similar to Nepal and unique local culture, this village offers an interesting tourism experience for tourists. Integrating local wisdom into cultural attractions is key in building authentic and meaningful attractions. Collaboration with local communities and the development of quality cultural attractions can strengthen this village's position as a special tourist destination. The Economic Development Potential of the "Nepal Van Java" Tourism Village also has the potential to have a positive impact on the local economy. By encouraging community participation in tourism development, such as through handicrafts, local culinary delights and tourism services, it can provide opportunities for additional income and microeconomic development in the village.

The Importance of Cultural and Environmental Preservation Integration of local wisdom must be carried out by maintaining cultural and environmental sustainability. It is necessary to implement a sustainable approach that considers the long-term impact of tourism activities on the environment and culture. Local knowledge about the sustainability of natural resources can be an added value in this effort. Develop Infrastructure and Services In order to improve the quality of the tourist experience, it is important to pay attention to supporting infrastructure and services. Good facilities, adequate accessibility, and training for tour guides and local communities can increase the comfort and positive impression of tourists.

Synergy with Magelang City Magelang City as the administrative center of Magelang Regency has an important role in developing tourist destinations in the region. Collaborative efforts between the "Nepal Van Java" Tourism Village and the city government can optimize overall tourism management, marketing and development. Marketing Strategy Development To get wider attention, it is necessary to design an effective marketing strategy. Utilization of social media, cross-regional promotions, and partnerships with travel agents can increase the visibility and attractiveness of this tourist village among domestic and international tourists.

Facing Challenges and Opportunities Even though it has potential, the "Nepal Van Java" Tourism Village will also face challenges such as changes in tourism trends, regulations, and careful planning is needed to overcome this. Meanwhile, opportunities to contribute to sustainable development and empowerment of local communities can still be taken seriously. that the "Nepal Van Java" Tourism Village in Magelang Regency has promising prospects as a unique and meaningful tourist destination. However, continued efforts and good collaboration with local communities and related parties will be key in optimizing potential and facing future challenges. Sustainability in management, cultural and environmental preservation, as well as improving the quality of tourist experiences must be the main attention in developing this tourist village and in encouraging tourism growth throughout Magelang Regency

5.2. Implications of Research Results

Based on the results of research that has been carried out, the Nepal Van Java Tourism Village is located in Butuh Village, Temanggung Village, Kaliangkrik District, Magelang Regency. This village is known for its colorful views of houses stacked on the slopes of Mount Sumbing, similar to rural views in Nepal. No relevant search results found.

After conducting further research, the following are the results of the latest research regarding Tourism Villages Nepal Van Java in Magelang Regency:

- 1) Location: Nepal Van Java Tourism Village is located in Butuh Village, Kaliangkrik Village, Magelang Regency, Central Java, Indonesia.

- 2) Tourist Attraction: Nepal Van Java Tourist Village offers a unique tourism experience with a Nepali feel. Some of the tourist attractions that can be found in this village include:
 - a. Nepalese Architecture: This village has buildings with typical Nepalese architecture, such as pagodas, stupas and traditional Nepalese houses.
 - b. Tea Garden: This village is famous for its beautiful tea gardens. Visitors can enjoy views of the vast and fresh tea plantations.
 - c. Nepalese Culture: The village offers Nepalese cultural experiences, such as traditional Nepalese dance and music performances, as well as typical Nepalese cuisine.
 - d. Outdoor Activities: Visitors can do various outdoor activities around the village, such as trekking, hiking and camping.
- 3) Infrastructure: Nepal Van Java Tourist Village has been equipped with adequate infrastructure to support tourism, such as accommodation, restaurants, souvenir shops and other public facilities.
- 4) Economic Development: The village focuses on developing the local economy through tourism. The local community is involved in managing and marketing this tourist village, thereby providing economic benefits for them.
- 5) Accessibility: Nepal Van Java Tourist Village is accessible via highways connected to nearby towns. There is also access to public transportation such as buses and taxis.
- 6) Activities and Events: The village frequently holds various activities and events, such as cultural festivals, art shows, and workshops to introduce Nepalese culture to visitors.

5.3. Theoretical Implications

Magelang Regency covers various aspects of public policy and the development of leading sectors aimed at improving the quality of life and welfare of the community. This implementation involves coordination between the local government, community and various related agencies in achieving the expected goals and Magelang Regency can also develop the tourism sector and creative economy as one of the leading sectors. In this case, it is possible to develop attractive tourism destinations, effective promotions, and develop supporting infrastructure such as accommodation, transportation and other tourism facilities. Apart from that, developing the creative economy through supporting the potential of local arts, culture, crafts and creative industries can also make a significant contribution to improving community welfare. By implementing public policies and developing these leading sectors, it is hoped that Magelang Regency can achieve sustainable improvements in the quality of life and community welfare.

Following are some theoretical implications which can be connected to the Nepal Van Java Tourism Village in Magelang Regency:

- 1) Tourism Village Development: The Nepal Van Java Tourism Village is a concrete example of tourism village development that can be linked to local economic development theory. By developing the village as an attractive tourist destination, it is hoped that it can improve the local economy through income from tourism, increased employment opportunities and new business opportunities.
- 2) Community Empowerment: Development of the Nepal Van Java Tourism Village can also be linked to community empowerment theory. Through the active participation of local communities in the management and development of tourist villages, it is hoped that they can have a greater role in making decisions, managing resources and gaining economic benefits from the tourism sector.
- 3) Cultural Preservation: Nepal Van Java Tourist Village also shows the importance of cultural preservation in tourism development. By preserving Nepalese architecture, art and traditions, this village can be an example of the application of conservation theory in a tourism context. This can help heal unique cultural heritage and increase cultural awareness in society.
- 4) Different Tourism Experience: Nepal Van Java Tourism Village offers a different tourism experience from

conventional tourist destinations. This can be linked to the theory of product differentiation and tourism experience. By offering a uniquely Nepalese feel, the village can attract tourists looking for new and different experiences, and increase its competitiveness in the tourism market.

- 5) **Collaboration and Partnership:** The development of the Nepal Van Java Tourism Village also involves collaboration and partnership between the government, local communities and the private sector. This can be linked to the theory of sustainable tourism development, where cooperation between various stakeholders is needed to achieve sustainable tourism development goals.
- 6) **Community Based Tourism:** Nepal Van Java Tourism Village exemplifies the concept of community based tourism. This approach emphasizes the active involvement of local communities in decision making, planning and management of tourism activities. The theoretical implication is that community-based tourism can lead to a more equitable distribution of benefits, empowerment of local populations, and preservation of cultural heritage.
- 7) **Sustainable Tourism Development:** The development of the Nepal Van Java Tourism Village is in line with the principles of sustainable tourism. This theoretical framework emphasizes the need to balance the economic, environmental and socio-cultural aspects of tourism. By implementing sustainable practices, such as waste management, conservation of natural resources, and respect for local traditions, villages can contribute to long-term tourism development while minimizing negative impacts.
- 8) **Destination Image and Branding:** The Nepal Van Java Tourism Village can be analyzed through the lens of destination image and branding theory. The village's unique cultural and architectural elements contribute to its distinct image, which can appeal to a specific target market looking for an authentic experience. An effective branding strategy can help position a village as a desirable destination and differentiate it from competitors.
- 9) **Tourism Entrepreneurship:** Development of the Nepal Van Java Tourism Village provides opportunities for tourism entrepreneurship. Theoretical implications include the role of entrepreneurship in creating innovative tourism products, driving economic growth, and creating jobs. Villages can support local entrepreneurs by providing training, access to resources, and a supportive business environment.
- 10) **Stakeholder Engagement:** The success of Nepal Van Java Tourism Village depends on effective stakeholder engagement. Theoretical frameworks related to stakeholder theory and stakeholder management emphasize the importance of involving various stakeholders, such as local communities, government agencies, tourism operators, and visitors, in the decision-making process. Involving stakeholders can lead to better collaboration, shared responsibility and sustainable development.

These theoretical implications provide a broader understanding of the potential impacts and considerations associated with the Nepal Van Java Tourism Village.

There are several aspects of theoretical implementation that can be applied by Magelang district regarding understanding the potential and challenges associated with the development of the Nepal Van Java Tourism Village in Magelang Regency. In this context, local economic development, community empowerment, cultural and environmental preservation, as well as collaboration and partnerships are important factors that need to be considered in developing this tourist village.

- 1) **Tourism Communication:** Tourism communication in the development of the Nepal Van Java tourist destination in Magelang Regency involves promotion through social media and the involvement of community groups in tourism management.
- 2) **Community Empowerment:** Local communities in Butuh Village, Temanggung Village, Kaliangkrik District, Magelang Regency, are involved in the development and management of the Nepal Van Java tourist destination. This empowerment creates employment opportunities and improves the quality of life of local communities.
- 3) **Infrastructure Development:** Road access to Nepal Van Java requires attention and improvement to support sustainable tourism growth. Apart from that, developing tourism infrastructure such as photo spots, food and drink stalls, toilets, accommodation and tourist motorbike taxis is also important to increase visitor comfort and satisfaction.

- 4) Government Support: The Governor of Central Java, Ganjar Pranowo, has provided support for the development of Nepal Van Java, such as donating two tons of paint to beautify the rainbow concept settlement in the tourist village

5.4. Practical Implications

These practical implications can be a guide for the government and society local, and business people in developing the Nepal Van Java Tourism Village in a sustainable and successful manner. The practical embodiment of research in the Nepal Van Java Tourism Village can be a guide for the government, local communities and business people in developing tourism villages in a sustainable and successful manner. Here are some examples of practical implications that can be used as a guide:

1) Government:

- a. Encourage policies and regulations that support the development of tourist villages, such as providing fiscal incentives, easy licensing, and legal protection for business people.
- b. Allocate a budget for developing tourism infrastructure, such as roads, sanitation and tourist information centers.
- c. Form a tourism village management team consisting of government representatives, local communities and business people to coordinate development efforts.

2) Local Community:

- a. Uncover skills and knowledge in the tourism industry, such as handicraft training, culinary expertise, or local tour guides.
- b. Increase participation in decision making related to tourism village development, through discussion forums or working groups.
- c. Preserving local culture and the natural environment, such as keeping the village clean, maintaining traditions, and involving the community in conservation activities.

3) Business people:

- a. Presenting unique and different tourism products and services, such as cultural tours, traditional lodging, or local culinary delights.
- b. Carry out effective marketing to attract tourists, such as using social media, collaborating with travel agents, or participating in tourism exhibitions.
- c. Maintaining the quality and sustainability of tourism businesses, such as waste management, use of renewable energy, or collaboration with local communities.

By following these practical principles, the government can create supportive policies, local communities can be actively involved in development, and business people can manage tourism businesses well. This will help develop the Nepal Van Java Tourism Village in a sustainable and successful manner, providing positive economic, social and environmental benefits for the community and surrounding environment.

By following these practical principles, the development of the Nepal Van Java Tourism Village can run sustainably and successfully. By developing the Nepal Van Java Tourism Village in a sustainable and successful manner, positive economic, social and environmental benefits can be felt by the local community and the surrounding environment. This can also increase the attractiveness of tourist villages as sustainable and responsible tourism destinations. The benefits that will be obtained if these implications are successful include, increasing local community income through employment opportunities in the tourism sector, such as becoming a tour guide, lodging manager or craft producer, improving the quality of life of the community through increasing access to education, health and infrastructure caused by development. tourism, increasing awareness and protection of the natural environment, increasing understanding and appreciation for biological culture and local ecosystems.

5.5. Suggestion

The important role of local government in paying attention to community empowerment in the tourist village of Nepal Van Java, Magelang Regency, especially in terms of generating businesses through capital loans and banking access for small and medium enterprise (SME) activities. In this context, local governments need to work together with banking institutions and other financial institutions to provide financial support and banking services needed by small and medium businesses in the tourist village. With this support, small and medium businesses in the Nepal Van Java tourist village can develop their businesses, create jobs, and improve the quality of life of local communities. Apart from that, the development of successful small and medium businesses in this tourist village will also have a positive impact on the local and surrounding economy, as well as increasing the attractiveness of the tourist village as a sustainable and responsible tourism destination.

Local governments need to pay more attention to community empowerment to generate businesses through capital loans, banking access for small and medium business activities regarding the Nepal Van Java tourist village in Magelang Regency. This sentence emphasizes the important role of local government in supporting the development of small and medium enterprises (SMEs) in the Nepalese tourist village of Van Java. To achieve this, local government can:

- 1) Collaborating with banking institutions and financial institutions to provide capital loans to SMEs in the tourist village of Nepal Van Java, as is done by the Ministry of Cooperatives and SMEs in developing business models for vegetable farmers in Nepal Van Java.
- 2) Encourage access to banking services for SMEs in the Nepalese tourist village of Van Java, so that they can better manage their business finances and get the financial support needed to develop their businesses.
- 3) Organizing training and mentoring for SMEs in the Nepal Van Java tourist village, to increase the capacity and competitiveness of their businesses.
- 4) Collaborating with sharia banking institutions or other financial institutions that suit the needs and characteristics of local communities, to provide more inclusive and sustainable financial services.

With the support of the local government in increasing banking access for small and medium business activities in the Nepalese tourist village of Van Java, it is hoped that these businesses can develop, create jobs and improve the quality of life of the local community. Apart from that, the development of successful small and medium businesses in this tourist village will also have a positive impact on the local and surrounding economy, as well as increasing the attractiveness of the tourist village as a sustainable and responsible tourism destination.

Local governments need to pay greater attention to infrastructure aspects, especially roads, by paying attention to the safety of visitors. An in-depth explanation of this sentence is as follows:

- 1) Local Government: Refers to local level government, such as district/city or provincial government. Local governments have the responsibility to manage and develop infrastructure in their areas.
- 2) Infrastructure Aspect: Infrastructure includes all physical facilities needed to support community activities, such as roads, bridges, waterways, electricity, and so on. In this context, the focus is on road infrastructure.
- 3) Road: A road is a transportation route used by vehicles and pedestrians to move from one place to another. Good and safe roads are very important to ensure smooth transportation and the safety of road users.
- 4) Visitor Safety: Refers to the safety of people who use the road, including motor vehicle drivers, pedestrians and public transportation users. The safety of road visitors is a top priority in planning, building and maintaining road infrastructure.

In this context, this sentence emphasizes the importance of local governments paying greater attention to road infrastructure by paying attention to the safety of visitors. This can include various actions, such as, Careful Planning: Local governments need to carry out thorough planning in building and repairing roads. This involves analyzing needs, mapping appropriate routes, and considering safety factors in road design. Routine Maintenance: Local governments must carry out routine maintenance on existing roads. This includes repairing potholes, painting road

markings, and trimming vegetation that interferes with motorists' views. Traffic Management: Local governments need to manage traffic well to reduce congestion and improve safety. This can include setting up traffic lights, creating special lanes, and placing clear signs. Public Education and Awareness: Local governments also need to carry out public education and awareness campaigns regarding the importance of traffic safety. This can be done through outreach programs, driver training and road safety campaigns.

By paying attention to these aspects, local governments can improve road infrastructure with a focus on the safety of visitors. This will provide significant benefits to society, including reducing the risk of accidents, increasing mobility and improving overall quality of life.

The central government through the Ministry of Tourism has the ability to include the Nepal Van Java destination on the national tourist visit agenda. Nepal Van Java refers to a tourist destination located in West Java, Indonesia. In this context, "destination" refers to a place that tourists are interested in visiting. The central government, through the Ministry of Tourism, has the authority to include Nepal Van Java on the national tourist visit agenda, which means this destination will be recognized and realized as an important tourist destination at the national level. These actions can help increase the popularity and attractiveness of Nepal Van Java as a tourist destination, as well as provide economic and social benefits to the area.

The local government needs to pay more attention to community empowerment to generate businesses through capital loans and banking access for small and medium business activities in the Nepalese tourist village of Van Java. In this context, the local government needs to work together with banking institutions and other financial institutions to provide financial support and banking services needed by small and medium businesses in the tourist village. In the context of the Nepal Van Java tourist village, the local government can take steps following steps to increase banking access for small and medium enterprise activities:

- 1) Collaborating with banking institutions and financial institutions to provide capital loans to SMEs in the tourist village of Nepal Van Java, as is done by the Ministry of Cooperatives and SMEs in developing business models for vegetable farmers in Nepal Van Java.
- 2) Encourage access to banking services for SMEs in the Nepalese tourist village of Van Java, so that they can better manage their business finances and get the financial support needed to develop their businesses.
- 3) Organizing training and mentoring for SMEs in the Nepal Van Java tourist village, to increase the capacity and competitiveness of their businesses.

With the support of the local government in increasing banking access for small and medium business activities in the Nepalese tourist village of Van Java, it is hoped that these businesses can develop, create jobs and improve the quality of life of the local community. Apart from that, the development of successful small and medium businesses in this tourist village will also have a positive impact on the local and surrounding economy, as well as increasing the attractiveness of the tourist village as a sustainable and responsible tourism destination.

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