

## EXPLORING LOCAL WISDOM AND CULTURAL EVENTS AS SUSTAINABLE TOURISM ATTRACTIONS

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### ABSTRACT

*Tourism activities can underpin a broader spectrum of development fundamentals in countries where the tourism sector is well developed. This sector can be a tool for eradicating poverty, sustainable development, and improving the community's economy. Tourism development should be aimed at the welfare of the community at large and can be used as a driving force to preserve cultural, natural and environmental values. The purpose of this research is to understand how local communities and cultural festivals can be an attraction for sustainable tourism development. This study employs qualitative methods to explore the meaning of the research findings, Purposive sampling and snowball sampling were used in the collection of data. The data collection technique used was observation, and interviews for a period of 8 months in the Kampung Adat Banceuy. This research can provide theoretical benefits in the development of tourism destination marketing management science, especially regarding the management of tourist attractions through the study of local wisdom values that can realize sustainable tourism and become a solution recommendation for tourism stakeholders in developing the concept of cultural tourism based on values local wisdom as a sustainable tourism destination. Currently, the results of cultural works, both "tangible" and "intangible" are quite alarming and many are threatened with marginalization by their own owners, this shows the low appreciation of love and appreciation of the community for the nation's cultural works. The trend of rapidly adopting global culture can shift the dynamics of regional cultural life. Seeing this makes local cultures vulnerable to extinction. With the existence of cultural events such as Ruwatan Bumi which is held regularly every year, it is hoped that it can be a tool to preserve culture, improve the economy through community participation, and minimize negative impacts on the environment.*

**Keywords:** cultural event, wisdom local value, sustainable tourism attractions.

### INTRODUCTION

The tourism sector is categorized as the largest industry globally and the fastest economic growth. Tourism has been utilized to alleviate poverty, increase society's economy, and maintain sustainable development (Adom, 2019). Tourists want to know and experience living in a different environment, and it turns out there is a lot to learn from the local people as well as their oral cultural heritage.

Tourism development is also more oriented to economic interests, this can be seen from the indicators of tourism success which are often measured by the number of visitors, length of stay, the amount of tourist spending while in tourist destinations and the contribution to local revenue. Whereas the main goal of tourism development should be aimed at the welfare of the wider community and can be used as a driver to preserve cultural, natural and environmental values. Natural and cultural-based tourist attraction is one type of tourism that can be developed to attract tourists to carry out tourism activities and at the same time preserve the values of local wisdom.

Currently, tourism is not only a fun activity that has a negative impact, but tourism is an industry that can provide many positive impacts. Tourism that has many positive impacts is known as sustainable tourism. The success of implementing environmentally friendly tourism and in accordance with local conditions can be measured through sustainable socio-cultural processes, natural resources and sustainable environments; and economic processes that can provide sustainable benefits.

Tourism is an inversion phenomenon because basically a person has a tendency to get out of his daily routine and environment to a different, new or unique environment. The uniqueness can be in the form of natural conditions, socio-cultural community, culinary, or an artificial building that can become a landmark. Cultural festivals or cultural events can be a tourist product that is no less interesting than other tourist destinations, such as nature tourism, religious tourism, and so on. Because the wealth of regional arts and culture has its own unique values and values that are interesting to visit, enjoyed as entertainment, as well as an aesthetic experience and educational space for everyone who wants to learn about the arts and culture of a particular area.

The uniqueness of a cultural event can arise because of its location, especially because of the atmosphere of the place (Getz, 2008). The various benefits that cultural events offer to destinations are analyzed in most studies based on the effects of events, including planning for the long-term expected economic benefits for destinations (Getz, 2008; Lee & Taylor, 2005; Preuss, 2007). There have been a number of articles written on the current state of tourism festival and event research over the past few years, most notably Getz & Page (2016) and Wilson, et.al. (2017) which provides an agenda or suggestions for further studies. Events are an important tool for making places more attractive to visit and creating economic benefits for destinations (Hodur & Leistriz, 2006; Richards & Palmer, 2010). Events can be used for destination promotion and destination brand development (Dinnie, 2011; Mackellar, 2014; Mendes, et.al. 2011).

Sunaryo's research (2013) states that in essence tourism development cannot be separated from the resources and uniqueness of the local community, both in the form of physical and non-physical elements (tradition and culture), which are the main driving elements of tourism activities themselves. Tourism development can provide great benefits for the development of people's welfare in the world. Besides providing the benefits of tourism development, it is also often referred to as one of the main sources of environmental damage, when tourism development requires the provision of infrastructure that must destroy nature. However, along with increasing awareness of the importance of environmental functions, a sustainable tourism movement has developed. Sustainable principles for tourism must include three factors, namely providing economic benefits, preserving the natural environment, and preserving culture. Sustainable tourism must be a means of equalizing inequality, involving local community participation, so that the current focus of tourism is not only oriented towards the level of visits, but can create a balance in the economic, socio-cultural, and environmental fields. With this balance, tourism activities can be realized, namely sustainable tourism which was declared by UNWTO in 2014.

Cultural festivals are an important means of communication to build, empower and recognize a cultural identity. West Java Province is known to have a rich culture and unique and diverse tourism potential, some of which have high quality and attractiveness and their existence can be relied on for the development of national identity. Tourism activities have been relied on as a potential sector in the development of West Java, because in it tourism builds several sectors, namely economic, social, environmental and cultural conservation and preservation.

The traditional village of Banceuy is located in Subang Regency, West Java Province, Indonesia. It has a unique cultural and natural charm. The people live in a rural atmosphere that still maintains traditions and rituals from generation to generation. The people of Banceuy are also open to welcoming tourists who want to experience cultural and enjoy the natural atmosphere of the countryside. Compared to the surrounding area, the Banceuy traditional village is visited by many foreign and domestic tourists who continue to grow, both individually and in groups. Tourists can enjoy the activities carried out by the Banceuy people who still hold tightly to the values of local wisdom. There are many ceremonies that are still carried out by the Banceuy traditional village community both related to agriculture, the human life cycle and the religious system. One of them is the Ruwatan Bumi event which is held once a year which is able to attract many tourists to come and enjoy various traditional rituals and traditional arts that are still well preserved. Cultural diversity is often used as an attraction for a tourist destination, therefore it is very important to maintain cultural sustainability. The existence of preservation and culture through tourism can be an effort to increase cultural resilience (Jimura, et al: 2011).

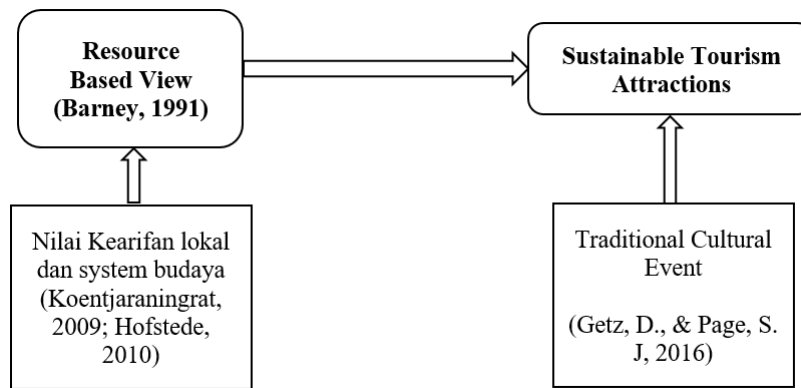
The Banceuy people still maintain and maintain the customs inherited by their ancestors as well as they still have a sense that nature is part of humans. Humans are still part of nature, cannot claim to be rulers. This is represented by holding rituals and ceremonies to honor nature and ancestors. Currently, the results of cultural works, both "tangible" and "intangible" are quite alarming and many are threatened with marginalization by their own owners, this shows the low appreciation of love and appreciation of the community for the nation's cultural works. The trend of rapidly adopting global culture can shift the dynamics of regional cultural life. Seeing this makes local cultures vulnerable to extinction. With the existence of cultural events such as Ruwatan Bumi which is held regularly every year, it is hoped that it can be a tool to preserve culture, improve the economy through community participation, and minimize negative impacts on the environment.

Sustainability is an important issue for organizations (Kartikawangi, 2017). The concept of Sustainability has become an important topic and concept in relation to tourism planning and development, so that tourism development is successful it must be planned and managed sustainably (Byrd, 2007; Kapera, 2018; Goffi et al., 2019). Sustainability consists of environmental, economic, and socio-cultural responsibilities (Kapera, 2018).

Several studies show the importance of cultural tourism, Ashworth and Tunbridge (2004) say when culture is considered as an economic resource and cultural capital, ultimately this reason is used as legitimacy to make culture and as a product in the tourism industry. Santa-Cruz and Guzmán, 2017 stated that culture is one of the most significant motivators of tourists in choosing a particular destination. The role of culture as an asset can attract tourists and can distinguish one destination from another. Seeing this, it appears that culture is currently used as an aspect of tourism products and destination imaging strategies.

The dimensions of cultural tourism products proposed by Ivanovic (2008) and Richards (2018) consist of tangible and intangible materials. Tangible material consists of tangible material and its nature can be seen by visiting tourists such as performing arts, drama, ballet, folk songs, street theater, photo exhibitions, festivals and other special events and intangible materials such as traditional values of a society rooted in cultural values. Getz and Page (2016) The first and primary claim is that events can attract tourists which creates economic benefits events can create positive images for the destination and help brand or re-position cities. They further contribute to place marketing by making places more attractive. Additionally, events can animate cities, resorts, parks, urban spaces and venues of all kinds. Finally, event tourism acts as a catalyst for other forms of desired development, such as improved infrastructure

Tourism can be integrated into a cultural development strategy as a means of supporting cultural heritage and cultural products. Resource-Based View (RBV) theory, which is known as a theory that looks at the ability of an organization's internal resources to exploit internal resources to create sustainable tourism attractions (Barney, 2007: 134). Based on the explanation of the framework of thinking and conceptual framework, it can be described as follows:



Picture 1. Conceptual Framework

The purpose of this research is to explore various tourist attractions based on the values of local wisdom as an effort to realize sustainable tourism and to find out how models and even traditional culture in realizing sustainable tourism attractions.

## METHOD

This study was carried out in the Banceuy Traditional Village using a qualitative approach, a type of research that aims to reveal the meaning of the findings (Ritchie, Burns, and Catherine; 2005). Over eight months, data was gathered from primary and secondary sources using words, pictures, and not numbers (Moleong, 2014:11). The research is carried out in natural settings, is exploratory, and the researcher is the most important tool. Exploratory research is a type of study that focuses on gaining a better understanding of the issues at hand (Malhotra, 2004). Participatory observation was used to collect data, which is a method of observing a community's behavior while directly involved in their activities (Creswel, 2017:24).

The data for this study came from a primary survey in which researchers obtained the information straight from the source. Observation and interviews were used as data collection techniques (in-depth interviews). Traditional leaders, communities, tourism managers, and tourists participating in tourism activities were interviewed. The data search results are then qualitatively processed and described in descriptive form. The sampling process will continue until enough accurate data has been collected to analyze and draw research conclusions.

Direct interviews were used to gather information about the potential value of local wisdom and cultural events as tourism attractions to achieve sustainable tourism. Purposive sampling and snowball sampling were used to select respondents from the community. The sampling process will continue until sufficient accurate data has been collected to analyze and draw research conclusions.

## RESULT AND DISCUSSION

### Variety Implementation of Tourism Attractions Based on Local Wisdom Values as an Effort to Realize Sustainable Tourism

The potential and tourist attraction is the basic capital for the development of a rural area into a tourist village. Development is an effort to advance an object so that it is better and has benefits, development can be done from something that does not exist into existence or develop from something that already exists to be better and of good quality. The Banceuy Traditional Village has various values of local wisdom and a good natural environment that has the potential to become a tourist attraction. Tourist attractions, both natural and man-made, are the core components of an area's tourism products. Without a tourist attraction, there are no other tourism services (Okumus dan Scanttlebury, 2013).

Attraction in the Kampung Adat Banceuy can be seen from the way of life and skills inherited from their ancestors in terms of farming, and preserving nature which is often manifested in the form of ceremonies and traditional ceremonies. Since Banceuy Village was designated as a traditional village, it began to be widely known. Visitors and tourists both domestic and foreign began to arrive. The values of local wisdom owned by the Banceuy Traditional Village have the potential to become a tourist attraction, but to be able to become a destination with elements of tourist attraction with character, it is necessary to explore which local wisdom values can become a tourist attraction and can be a strength as a tourist destination. sustainable and competitive. Goeldner and Ritchie (2009) wrote about the theory of tourist attraction systems, they argue that the stronger an attraction, the greater its ability to attract tourists to a destination.

In addition to having interesting village tourism in the form of culture, traditional arts, nature, legends, and local food that has the potential to be developed as a tourist destination, the Banceuy Traditional Village also has sufficient accessibility both physically and non-physically, so that tourists can carry out tourist activities and enjoy culture. in the Banceuy Traditional Village.

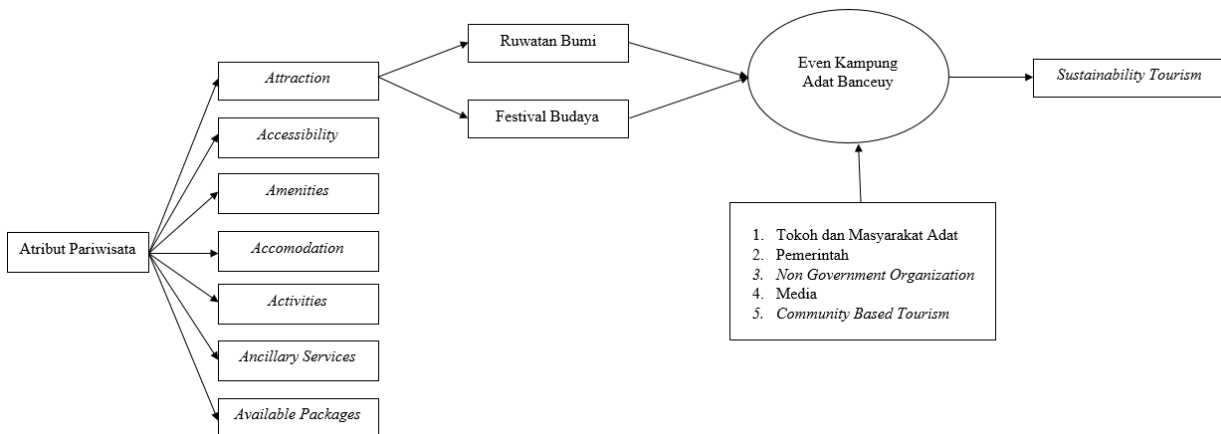
Facilities of worship for Muslims are available there such as mosques and prayer rooms, but there are still shortcomings such as the provision of prayer equipment and arrangement of room plans. In addition to worship facilities, there is the nearest health facility about 7 km from the Banceuy Traditional Village in Kasomalang. The Covid-19 pandemic that occurred caused Kompepar to pay attention to some of the equipment needed, such as thermo guns, hand sanitizers, face shields, disinfectants, and first aid kits.

Tourists will get the experience by staying and mingling at the homes of Banceuy Traditional Village residents. Understanding and enjoying daily life such as sleep, morning activities, and food will be a memorable experience. Tourists who come to the Banceuy Traditional Village can not only enjoy the traditions and rituals of traditional ceremonies when the Ruwatan bumi event or cultural festival is held but also can enjoy the natural beauty of Leuwi Lawang and Curug spans which adds to the attraction so that tourists can do activities such as hiking and trekking. Due to its beautiful natural potential, Kompepar management/parties are currently offering camping and cycling activities.

Public facilities such as ATMs, banks, and hospitals must leave the village area to the Ciater sub-district about 30 minutes away or about 8 km. To get health facilities, Kompepar provides first aid, while the nearest puskesmas is in the Kasomalang area, about 12 (twelve) km with a travel time of about 30 (thirty) minutes. Kompepar also provides tour packages in the form of ready-made tours for tourists who do not want to be involved in the preparation of the itinerary (activity schedule) these tourists usually entrust the manager to arrange activities while they are there. The existence of a tour package that combines several attractions or events in one period of time can make it easier for tourists to feel and experience various attractions in one unit of time.

**Traditional Cultural Event in Realizing Sustainable Tourism Model**

The implementation of traditional cultural events carried out by the Banceuy Indigenous Village people can regularly become a tourist attraction to attract many tourists. Tourists can enjoy a complete cultural offering of various arts, culinary, and other local wisdom values and enthusiasm for maintaining and instilling cultural values to the next generation during the event. The Banceuy Traditional Village, which is famous for its well-preserved cultural values, has become a cultural tourism destination supported by other tourist destination elements consisting of accessibility, amenities, ancillary services, activities, and available packages or the so-called tourism attributes. The explanation is depicted in the following model:



**Picture 2.** Traditional Cultural Event in Realizing Sustainable Tourism Model

Tourist attraction needs to be supported by several other tourism attributes to become complete. Accessibility is the journey taken by tourists to reach the Banceuy Traditional Village, which is located far from the city center. The route taken is a winding road through residential areas, gardens, and beautiful rice fields. Besides access, other facilities needed in tourism activities are eating and drinking, worship, and parking spaces. These are amenities required to support activities in tourism areas.

Tourists who are going to stay at the Banceuy Traditional Village need an accommodation facility. The accommodations available in the Banceuy Traditional Village are homestays managed by local people, along with food and drink services. Tourists visiting the Banceuy Traditional Village can also participate in various activities such as watching the rituals of traditional ceremonies, hiking and trekking, farming, gardening, and playing traditional games.

The Banceuy Traditional Village is managed by Kompepar, which consists of indigenous people. Their activities are mostly related to promotions and provision of health and other ancillary services. Kompepar also provides ready-made tour packages for tourists who do not want to prepare itineraries by themselves. These tourists usually entrust the manager to arrange activities while they are there. Tour packages that combine several attractions or events in one period of time make it easier for tourists to feel and experience various attractions in one unit of time.

Rituals such as Ruwatan Bumi are turned into events in the traditional village of Banceuy. The cultural festival displays a variety of traditional arts typical of the Banceuy Traditional Village and is mainly played by young children. This is intended to introduce the traditions from their ancestors to younger generations so that the young people of Banceuy Traditional Village can know and love their culture and do not feel foreign to their culture. Ruwatan Bumi cultural festival held regularly by the Banceuy Traditional Village can be identified as tourist attractions with unique values to attract tourists. The Banceuy Traditional Village event needs to be supported by other elements such as traditional leaders and communities, government, non-government organizations, media, and community-based tourism. Each supporting element has its role in building a cultural event in the Banceuy Traditional Village. The West Java government shows support in preserving the value of local wisdom in the Banceuy Traditional Village. This can be seen from the presence of provincial government officials during cultural events or celebrations held by the Banceuy Traditional Village, such as the Ruwatan Bumi event. This form of support became a motivation for Kompepar and the residents of the Banceuy Traditional Village. In addition, the provincial government also encourages the involvement of Regional-Owned Enterprises (BUMD), State-Owned Enterprises (BUMN), and the private sector to accelerate rural development through CSR (corporate social responsibility) programs. Currently, the Banceuy Traditional Village has been getting support in ecotourism development and conservation of customary forests from a bottled drinking water company for almost 3 (three) years. One of the organizations that assist development in human resources and tourism is the West Java Human Initiative (HI), collaborating with drinking water companies. Aqua's customary forest conservation program aims to protect water catchment areas. Currently, around 7,300 fruit and timber trees have been planted.

The Banceuy Traditional Village requires media as a digital-based promotional effort. The local community that manages the media has created several social media such as Instagram, Facebook, and even YouTube channels. The development of a tourist village is impossible without the involvement of the community. Tourism activities that are principal in sustainable development include improving the quality of nature, preserving the value of local cultural wisdom, strengthening social order, and empowering communities that can improve welfare.

The implementation of cultural events and festivals supported by these elements as described in the model above is able to form the Banceuy Traditional Village as a sustainable cultural destination. The uniqueness of traditional and cultural values is an asset that has strategic value, so for the long-term development of the implementation of cultural events it must be managed properly so that in addition to strengthening the roots of tradition, it can also provide welfare to the community in an integrated and sustainable manner.

The cultural events and festivals supported by the elements described in the model above can form the Banceuy Traditional Village to become a sustainable cultural destination. The uniqueness of traditional and cultural values is a strategic asset. The organization of cultural events must be adequately managed so that in addition to strengthening the roots of tradition, it can also provide welfare to the community in an integrated and sustainable manner.

Managing cultural heritage tourism requires cooperation between the government, cultural heritage managers, local communities, and the tourism industry and business. Each tourism destination can cultivate and develop sustainable tourism development models by managing natural and cultural assets through preservation, utilization, and development that can provide added value for future generations.

The concept of sustainable tourism is essential and challenging in the future. Sustainable marketing strategies should be used as an alternative policy in realizing the ideals of sustainable tourism development. Sustainable tourism is defined as tourism activities that emphasize current conditions and have future impacts on the economy, social and environment and satisfy the needs of tourists, industry, the environment, and local communities (Astawa, Triyuni, and Santosa, 2018). The implication of this research is to support managers in organizing events as a form of cultural inheritance from generation to generation. Provide support for the development of tourist destinations so that the traditional village of Banceuy has unique tourism products based on the value of their local wisdom. This research cannot be separated from the limitations, because it is only carried out in the Banceuy Traditional Village which is a small part of the portrait of the Sundanese community. The results of this study can be useful for the managers of the Banceuy Traditional Village, but for other areas that want to implement it, some adjustments are needed according to the characteristics of each region. In this study the researcher as the key instrument, this is prone to contain elements of subjectivity when providing meaning and the opinion of the researcher himself, although this has been minimized through data triangulation and data validity testing.

## **CLOSING**

Educational tourism through traditional games can be used as one of the strategies to attract young tourists. Learning while playing can be done while paying attention to the value of culture and local wisdom in tourist villages. The positive impact of education is not only perceived by tourists but also by nature and culture, which are also preserved.

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