Journal

Original Research Article

https://doi.org/10.62142/zc8v1a74

Community Perceptions and Preferences Toward Tourism Village Development in Kojadoi Village, East Alok Subdistrict, Sikka Regency, East Nusa Tenggara Province

Received: 21 July 2023
Accepted: 27 December 2023
Published: 30 December 2023

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AFILIATIONS

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The purpose of this study was to determine the Perceptions and Preferences of the Community towards the Development of Tourism Villages in Kojadoi Village. This research was conducted with descriptive analysis with a percentage analysis approach. Sample determination was carried out using the Slovin formula. The population in this study is the entire community, namely 486 heads of families (KK) and visitors who visit Kojadai Tourism Village, namely 1,184 people. The total number of respondents was 82 local people and 93 visitors, sample details were carried out on visitors, and local people (including Pokdarwis, BUMDES, and community leaders). This research uses a Likert scale, where the Likert scale is used to measure the attitudes, opinions, and perceptions of a person or group of people about social phenomena. The data analysis process begins by reviewing all data obtained both through the results of questionnaires and interviews, then described by using percentage analysis. The results showed that community perceptions of tourism village development were considered quite good with an average scale of 4.08 and tourist preferences for the development of Kojadai tourism village were classified as very good, with a preference level on an average scale of 4.24.

Keywords: Village tourism, ecotourism, community perceptions and preferences

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1. Introduction

One of the utilization of conservation areas in an effort to maintain and preserve the ecosystem and all components within it is through the tourism sector. Utilization of conservation areas for tourism purposes is a complex process that involves balancing ecological sustainability, community involvement, and visitor experience (Suksmawati et al., 2022). Overall, tourism can serve as a catalyst for biodiversity conservation, but requires strategic planning, collaboration among stakeholders, and overcoming challenges such as poor waste management and lack of awareness (Acharya, 2023).

The tourism sector is considered as one of the alternatives in the economic sector to accelerate poverty reduction in Indonesia and is believed to not only be able to become a mainstay sector in an effort to increase foreign exchange, but also able to alleviate poverty. In its development, the world of tourism has experienced developments in tourism development patterns due to the negative impact that tourism in general has on the natural environment (Mu'tashim & Indahsari, 2021). Studies

highlight the importance of providing nature experiences to tourists to stimulate environmentally responsible behavior, although there may be a contradiction between recreational use and environmental protection (Zhang et al., 2022).). One of the efforts to develop and preserve natural resources is through the ecotourism sector. Ecotourism is a form of tourism that is closely related to the principle of conservation, using conservation strategies to maintain the integrity and authenticity of ecosystems in unspoiled areas, while at the same time improving the economic welfare of the people in the region (Adharani et al., 2020). Ecotourism is a form of sustainable tourism that focuses on responsible travel to natural areas, aiming to educate, inspire, and contribute to environmental conservation while supporting local communities (Stefanica & Vlavian-Gurmeza, 2010) and ecotourism is seen as a positive step towards environmental conservation (Muller, 2007).

By utilizing the abundant natural potential, communities in various regions are now optimizing the tourism sector by building ecotourism areas such as tourist villages. Tourism village is one form of implementation of community-based and sustainable tourism development. Through the development of tourist villages, it is expected that there will be equalization in accordance with the concept of sustainable tourism development. In addition, the existence of a tourist village makes tourism products more valuable to rural culture so that the development of a tourist village is culturally valuable without destroying it (Sidiq & Resnawaty, 2017).

The development of tourism villages has a positive impact on the economic, socio- cultural and physical aspects of local communities. The impact of tourism village development can increase community income, employment and business opportunities, local community ownership and control, and village government revenue. The success of tourism village development depends on the level of acceptance and support of the local community. Local communities act as hosts and become important actors in the development of tourist villages in all stages starting from the planning, supervision, and implementation stages (Sidiq & Resnawaty, 2017). Through ecotourism, tourists and all components related to the implementation of tourism are invited to be more sensitive to environmental and social issues so that it is expected that natural resources remain sustainable and tourists have a high environmental appreciation (Mu'tashim & Indahsari, 2021).

Kojadai Village is a village located in a conservation area, with a land area of 1,184 ha. One of the models of area utilization carried out by the Kojadai community is through the utilization of the potential of a tourist village. Village tourism is defined as a concept of rural area development that presents the authenticity of the aspects of customs, socio-culture, traditional architecture, daily life, and village spatial structure offered in an integrated tourism component, namely between attractions, accommodation, and supporting facilities. The components that make up a tourist village consist of management and community involvement, tourist education, partnerships, and increased community income (Mumtaz & Karmilah, 2022).

The tourism potential in Kojadai Village is quite numerous and interesting. For example, coral reef conservation areas, mangroves, marine attractions, cultural studios, weaving, and many more. For the sake of ecotourism development, there are four aspects in the implementation of ecotourism that need to be considered, namely natural or cultural attractions, conservation, education, and local community participation. Community participation in development is important when it is based on the belief that the community knows best what is needed. True participation will involve the community in all stages of development, starting from the planning process, decision-making, and supervision of tourism village development programs (Sidiq & Resnawaty, 2017).

One form of active community participation in tourism village development efforts is to see the extent of their perceptions of the development of local economic activities. In addition, community preferences arise from the wants and needs of tourists who travel to tourism products offered are considered necessary for further research because the wants and needs of tourists for tourism products are increasingly complex, dynamic and demand adequate quality.

2. Method

This research was conducted with descriptive analysis with a percentage analysis approach. Descriptive research is intended to describe existing phenomena, both natural phenomena and man-made phenomena that can include activities, characteristics, changes, relationships, similarities, and differences between one phenomenon and another. Data collection is done by field studies and literature studies. Field data was obtained through observation or observation and using a questionnaire to determine respondents' perceptions and preferences towards the development of a Tourism Village in Kojadai Village. The population in this study is the entire community, namely 486 heads of families (KK) and visitors who visit Kojadai Tourism Village, namely 1,184 people. Based on the slovin formula, the sample size was obtained as follows.

Local community

$$n = \frac{N}{1+N\,(e^2)}$$

$$n = \frac{486}{1486\,(0{,}01^2)}$$

$$n = 82\ people$$

Visitors

$$n = \frac{N}{1+N\,(e^2)}$$

$$n = \frac{1.184}{1+1.184\,(0{,}01^2)}$$

$$n = 93\ people$$

The total number of respondents was 82 local people and 93 visitors, sample details were carried out on visitors, and local people (including Pokdarwis, BUMDES, and community leaders). The data analysis process begins by reviewing all the data obtained both through the results of questionnaires and interviews, then described by using percentage

analysis. To calculate the percentage of answers given by respondents using the following formula:

$$P = \frac{F}{N} \times 100\%$$

Description:
P : Percentage
F : The Frequency that is being looked for percentage (frequency of answer)
N : Number of respondents
This study uses a Likert scale, where the Likert scale is used to measure the attitudes, opinions, and perceptions of a person or group of people about social phenomena (Sugiyono, 2012). The Likert scale has several categorizations.
1) SA (Strongly Agree) answers are scored 5
2) Answer A (Agree) is given a score of 4
3) Answer N (Neutral) is given a score of 3
4) D (Disagree) answer is given a score of 2
5) SD (Strongly Disagree) answers are scored 1
To get a ranking of community perceptions, several questions were asked with a total maximum score of 5 and a minimum of 1. Then the scores of each respondent were summed up and a ranking was made with the following rating scale.

$$\text{Difference per category} = \frac{Highest\ Score - Lowest\ Score}{Number\ Of\ Categories}$$

$$\text{Difference per category} = \frac{5-1}{5}$$

Difference per category = 0.8
Based on the formula above, the community attitude scale can be seen at the level of each value in the following table.

Table 1. Community Attitude Scale

No	Community Attitude Scale		
	Attitude	Score	Category
1	Strongly Agree/Very Good	5	4,3-5,0
2	Agree/Good	4	3,5-4,2
3	Undecided / Good Enough	3	2,7-3,4
4	Disagree / Not Good	2	1,9-2,6
5	Strongly Disagree/Very Poor	1	1,0-1,8

Source: Modified Likert Scale (Yudiantari, 2002)

3. Result and Discussion

Community perceptions of tourist villages are influenced by various factors such as landscape, facilities, cultural activities, and economic impact (Shen, H. et al. 2023). While community preferences for tourist villages are influenced by various factors such as unique experiences offered, socio-economic impacts, and community involvement (Triyanto., et al. 2022). Community perceptions and preferences for the development of Kajodai tourism village are substantial information that has a significant impact on the development and sustainability of tourism objects in the future. From the perceptions and preferences of the community, an overview of the quality of service provided by visitors is obtained whether it is as expected by visitors or not.

1) Community Perceptions of Kojadai Tourism Village Development

a) Perceptions of the Promotion Aspects of Tourism Villages

The community's perception of the promotional aspects of tourist attractions carried out by the management of Kojadai Tourism Village in an effort to increase the interest of visitors or tourists consists of several attributes or approaches, including exhibitions, access to information and through brochures or famphlets. Community perceptions about the promotion of tourist attractions in Kojadai Tourism Village can be seen in the following table description.
A total of 17.5% of respondents rated very good on the promotion and information aspect. Then as many as 77.6% of respondents rated good. Meanwhile, 4.5% of respondents rated it quite good and the remaining 0.4% rated it less good. The high percentage of assessment of the promotion aspect shows that the promotion of Kojadai tourism village has improved. This is reinforced by a statement from the head of the Tourism Awareness Group (Pokdarwis), El Ansahary;
"*Previously, visitors who came were only from around here (Maumere), but now visitors come from various regions*". Said Anshari, interview result on November 6, 2021. The following is one of the promotional designs for a tourism village in Kojadoi Village that offers culture or culture, and its natural potential.



Figure 1. Promotion of Activities at Kojadoi Tourism Village

In supporting the urgency of research conducted by researchers, it needs to be strengthened by previous research studies that are relevant to the research topics compiled. Based on previous research conducted by Ridwan (2019), it is explained that the community's response to the promotion of the Madapangga Nature Tourism Park object is fairly good.

Table 2. Perceptions of the Promotion Aspects of Tourism Villages

Attributes	Perceptions					Perceptions Weight	Average
	SB	B	CB	KB	STB		
Brochures and Famplets	4	69	8	1	0	322	3,93
Exhibition	12	67	3	0	0	337	4,11
Information Access	27	55	0	0	0	355	4,33
Total	**43**	**191**	**11**	**1**	**0**	246	4,12
Percentage	**17,5**	**77,6**	**4,5**	**0,4**	**0**	100	

Source: Processed primary data, 2021

b) Perceptions of the Development Aspect of Economic Activities

Community perceptions of the development of economic activities in Kojadai Village can be seen in the description of the following attributes.

A total of 3.7% of respondents rated very good regarding local economic activities with the existence of a tourist village in Kojadai Village. As many as 80.5% of respondents rated it as good. Meanwhile, 12.2% of respondents rated it quite good. Only 3.7% of respondents rated it unfavorable. Overall, the average respondent rated the aspect of developing community economic activity as good because there were significant changes. This is reinforced by the statement of one of the local people of Kojadai who became part of the research respondents.

"*Alhamdulillah, before we became a tourist village, we used to sell our weaving products in Alok market (a traditional market in Maumere City), we left it with one of the people selling there. But now we can display it in front of the house or LOPO. So when there are activities or visitors who come they can see the results of our weaving directly* ". Said Mrs. Sawaria, interview results on November 10, 2021.

Table 3. Perceptions of Economic Activity Development Aspects

Attributes	Perceptions					Perceptions Weight	Average
	SB	B	CB	KB	STB		
Increased Community Income	3	68	9	2	0	318	3,88
Incoming Investor	3	64	11	4	0	312	3,8
Total	**6**	**132**	**20**	**6**	**0**	164	3,84
Percentage	**3,7**	**80,5**	**12,2**	**3,7**	**0**	**100**	

Source: Processed primary data, 2021

The following is one of the utilization of the potential of the local community in making woven fabrics, which has become one of the driving forces in Kojadai Village. The presence of a tourist village is considered as one of the ways to grow the local economy.



Figure 2. Ikat weaving in Kojadoi Tourism Village

In supporting the urgency of research conducted by researchers, it needs to be strengthened by previous research studies that are relevant to the research topics compiled. Based on previous research conducted by Ridwan (2019), it is explained that community responses to the promotion of Madapangga Nature Tourism Park objects make or affect community economic activity. This shows that with the development of tourist areas, people's income can increase from before.

c) Perception of Job Aspects

Community perceptions of employment opportunities in Kojadai Tourism Village can be seen in the following attribute descriptions.

The community's perception of the existence of a Tourism Village in Kojadai Village is very accepting. This can be seen from the aspects of job availability, trading activities and the intensity of the increase in development is very large. A total of 28.9% of respondents strongly agreed. Then 69.9% of respondents suggested agreeing. Meanwhile, 1.25% of respondents expressed doubt. The high number of statements that agree with the existence of a tourist village can open up jobs shows the acceptance of the local community. This is reinforced by the following statement from one of the respondents.

"*The development of tourism villages developed by the village government is very good. Especially now that visitors are not only from Maumere. Now there are many visitors who come from various regions, sometimes also from abroad. With the increase in visitors who come, it also has an impact on the community, for example, they can trade and also make crafts such as bracelets, necklaces and so on*". Said Budi, who is one of the Pokdarwis (Tourism Awareness Group). The results of the interview on October 31, 2021.

Table 4. Perceptions of Employment Aspects

Attributes	Perceptions					Perceptions Weight	Average
	SS	S	RR	TS	STS		
Available opportunities	15	67	0	0	0	343	4,18
Improving Development	13	69	0	0	0	341	4,16
Trade	43	36	3	0	0	368	4,49
Total	**71**	**172**	**3**	**0**	**0**	**246**	**4,28**
Percentage	**28,9**	**69,9**	**1,2**	**0**	**0**	**100**	

Source: Processed primary data, 2021

In supporting the urgency of research conducted by researchers, it needs to be strengthened by previous research studies that are relevant to the research topics compiled. Based on previous research conducted by Ridwan (2019), it is explained that the community's response to the promotion of the Madapangga Nature Tourism Park object can provide employment opportunities for the local community by cooperating in managing and developing tourism for the needs of visitors.

2) Tourist Preferences for the Development of Kojadai Tourism Village

a) Preference for Promotion Aspects of Tourism Villages

Based on respondents' perceptions of the promotional aspects of Kojadai tourism village which show very good, visitor preferences need to be seen further through the 3 main attributes. For more details can be seen in the following table description. is certainly seeing that the promotional aspect still has several things that need to be improved again, including innovation efforts in expanding access to information about Kojadai tourist village. Based on the level of assessment from respondents, the average gave a very good statement on this aspect. This is reinforced by a statement from one of the respondents through his statement as follows.

"*The promotion of this tourist village has been good, it can be seen by the number of visitors who come from various regions. I, for example, from Jakarta can get here because of the promotion carried out by the relevant parties*" said Aidil Zaki, who is a reporter from a national TV station. Interview results on November 6, 2021. For more details, here is one of the efforts made by the management of the tourist village in promoting the tourist village to tourists.



Figure 3. Famplet as access to promotion of Kojadoi tourism village

Table 5. Preference for Promotion and Information

Attributes	Perceptions					Perceptions Weight	Average
	SB	B	CB	KB	STB		
Brochures and Famplets	2	62	23	2	4	335	3,60
Exhibition	10	47	34	1	1	343	3,69
Information Access	22	48	21	0	2	367	3,95
Total	**34**	**157**	**78**	**3**	**7**	**279**	**3,75**
Percentage	**12,19**	**56,27**	**27,96**	**1,08**	**2,51**	**100**	

Source: Processed primary data, 2021

The data shows that promotion and information in its role in building tourist villages is classified as good according to visitors. This can be seen from the percentage level of visitors who said as many as 12.19% of respondents stated very well, and 56.27% of respondents stated well to the promotional aspects carried out by the tourist village manager. As for 27.96% of respondents stated quite well, while the remaining 1.08% of respondents stated less well. This

b) Preference for Facilities and Infrastructure Aspects

Facilities and infrastructure are one of the aspects that a person considers in choosing a tourist attraction location. This aspect consists of six tributes, namely transportation access, availability of restaurants, public toilets, houses of worship, water sources and tourist attractions. For more details about visitor preferences on the aspects of facilities and infrastructure of Kojadai tourism village can be seen in the following table.

Table 6. Preferences for Facilities and Infrastructure Aspects

Attributes	Perceptions					Perceptions Weight	Average
	SB	B	CB	KB	STB		
Transportation	45	33	14	0	1	400	4,30
Restaurant	19	30	37	5	2	338	3,63
Toilet	18	35	35	3	2	343	3,69
Water Source	58	21	13	0	1	414	4,45
Mosque	84	6	3	0	0	453	4,87
Attractiveness	57	24	11	0	1	415	4,46
Total	**281**	**149**	**113**	**8**	**7**	**558**	**4,23**
Percentage	**50,36**	**26,7**	**20,25**	**1,43**	**1,25**	**100**	

Source: Processed primary data, 2021

As many as 50.36% of respondents rated very good and as many as 26.7% of respondents rated good on the infrastructure aspect. As for other assessments of aspects of facilities and infrastructure from visitors, namely as many as 20.25% of respondents rated it quite good, only 1.43% of respondents gave a poor assessment. Based on different levels of assessment, the average shows that the availability of facilities and infrastructure in Kojadai Tourism Village is classified as good, although there are still some that need to be improved and updated for the safety and security of visitors. Based on this, the assessment given by respondents is reinforced by the following statement from one respondent.

"*The facilities and infrastructure available may be good. In 2018 when I first came, water sources, electricity and transportation were quite difficult. But now they are there. I was surprised to see everything now. Maybe what he added was a public restaurant anyway*". Said Atsi Husni who is one of the visitors from the Maumere Religious Court. Interview result on October 17, 2021.

c) Preference for service

There are three attributes of service aspects that will be a reference for assessing visitor preferences, namely aspects of attitude, communication and guides. For more details can be seen in the following table description.

Based on the description of the table above, 83.87% of respondents rated very good, 6.81% rated good on services in Kojadai Tourism Village. As for 8.96% rated it quite good and 0.36% rated it less good. The service aspect talks about visitor satisfaction with the treatment provided by the tourist village manager. From this assessment, the average shows that visitors are satisfied and assess the services provided very well, although some preferences submitted by visitors are less satisfied, but it is considered necessary to be considered by the management of tourist villages so that in the future maximum service becomes one of the priorities in increasing the interest and satisfaction of tourists. Regarding the assessment given to the service aspects of the tourist village, one respondent gave a statement through the results of the interview as follows.

"*The community service here is very friendly and good. We do not hesitate to communicate with the people here very easily because we can say that the facilities and infrastructure available may be good*". Said Christoper, one of the visitors from Manada. Interview results on October 22, 2021.

Table 7. Service Preference

Attributes	Perceptions					Perceptions Weight	Average
	SB	B	CB	KB	STB		
Attitude	79	6	8	0	0	443	4,76
Communication	74	10	9	0	0	437	4,70
Guide	81	3	8	0	1	442	4,75
Total	**234**	**19**	**25**	**0**	**1**	**279**	**4,74**
Percentage	**83,87**	**6,81**	**8,96**	**0**	**0,36**	**100**	

Source: Processed primary data, 2021

3) Recapitulation of Perceptions and Preferences of the Kojadai Tourism Village Community

a) Recapitulation of Community Perceptions of Kojadai Tourism Village

The following is a recapitulation of community perceptions of Kojadai Tourism Village in terms of several categories.

Of all the indicators, it can be said that the highest total score is in the good and agree category, because it has a high score value of the entire indicator, for example, the indicator is in the community's perception of facilities and infrastructure, with a total average score of 4.08.

Table 8. Recapitulation of Community Perceptions of Kojadai Tourism Village

No	Category	Score	Average
1	Community Perception of promotional aspects	good	4,12
2	Community perceptions of aspects of economic activity development	good	3,84
3	Community perceptions on aspects of employment	agree	4,28
	Total		**4,08**

Source: Processed primary data, 2021

b) Recapitulation of Tourist Preferences for Kejadai Tourism Village

The following is a recapitulation of tourist preferences for the Kojadai tourist village which can be seen in the following table description.

Table 9: Recapitulation of Tourist Preferences for Kojadai Tourism Village

No	Category	Score	Average
1	Travelers' preferences on promotion and information aspects	Good	3,76
2	Travelers' preferences on facilities and infrastructure aspects	Very Good	4,23
3	Travelers' preferences on service aspects	Very Good	4,74
	Total		**4,24**

Source: Processed primary data, 2021

Based on the recapitulation results, it is known that the preferences of tourists in Kojadai Tourism Village are considered sufficient with an average rating scale of 4.24 out of a total score of 5, which means that the assessment given by tourists on the indicators is considered good.

4. Conclusion

Community perceptions of tourism village development are seen as quite good with an average scale of 4.08, which means that the perception of the current assessment felt by the community on existing tourism indicators, they consider it quite good so far.

Tourists' preferences for the development of Kojadai tourist village are very good, with a preference level on an average scale of 4.24. This means that tourists consider the existence of the Kojadai tourist village very important. This is shown by the 93 respondents who stated that Kojadai Tourism Village is feasible and has the potential to be a tourist village destination.

5. Author Contributions

The contribution of the first author is as a compiler and formulator of scientific methodology and assists in collecting data in the field, while the contribution of the second and third authors is to assist the first author in analyzing field data and assisting in revising the writing of scientific articles, the fourth contribution is to assist in revising the editing of scientific articles.

6. Completing Interests

The authors have declared that there are no competing interests and that it is a shared research and responsibility.

7. Acknowledgements

Thank you for all the help from fellow writers who participated in compiling this article so that it could be published in the Wasian Journal, Muhammadiyah University, Makassar.

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How to cite this article:

Wardana, H. W., Muthmainnah , M., Molo, H., & Ariandi, R. (2023). Community Perceptions and Preferences Toward Tourism Village Development in Kojadoi Village, East Alok Subdistrict, Sikka Regency, East Nusa Tenggara Province. *Jurnal Wasian*, *10*(02), 26-33. https://doi.org/10.62142/zc8v1a74

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