



RESEARCH ARTICLE

Collaboration of Various Parties: Breakthroughs in Improving the Welfare of Rural Communities

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| ARTICLE INFO | ABSTRACT |
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| Received: Jul 15, 2024 Accepted: Sep 10, 2024 Keywords Collaboration Various Parties Communication Added Value Deliberation *Corresponding Author: cudainur@unm.ac.id | The purpose of this study is to determine the role of collaboration in increasing the number of rural tourism visitors for community welfare, so that it can be sustainable with the collaboration of various parties. Qualitative research was chosen as the method in this collaborative research, which views collaboration as a horizontal and vertical activity with three components, namely communication, added value, and deliberation. The results of the study indicate that the three components have been running in rural tourism cooperation, while still referring to the applicable rules, habits, and customs. The communication component has been carried out well by various parties in implementing horizontal and vertical relations, but the added value and deliberation components have not been optimally. So there are still many problems in the development of rural tourism that have not been resolved properly. Further research is still needed, especially how to increase regional income and the welfare of rural communities through tourism. |

INTRODUCTION

Several research results show that the rural phenomenon has various problems (Heinrich, 2016; Lecy & Van Slyke, 2013) , such as low public awareness, lack of access and available supporting facilities, making it difficult for existing villages to develop. It cannot be denied that rural development is still a concern in most western countries (Atkočiūnienė et al., 2018; Eme & Emeh, 2012; Wellbrock et al., 2013). The magnitude of the problems faced in rural areas, including rural tourism, has received large financial support and direct assistance from the public sector (Christensen & Wright, 2011; De Vries et al., 2016; Song et al., 2017), because the rural tourism sector is considered capable of making a positive contribution to the fate of rural communities. It is hoped that rural tourism will encourage policy makers to choose rural tourism as a superior “replacement industry”, capable of offsetting the decline in traditional rural livelihoods (Bellé, 2014; Brown et al., 2010; Fishenden & Thompson, 2013).

However, existing empirical evidence regarding the socio-economic impacts of rural tourism does not provide a basis for considering rural tourism as a “panacea for the problems facing rural areas” (Crăciun et al., 2022; Gnanapala & Sandaruwani, 2016; POPŞA, 2020; Sanchez del Rio-Vazquez et al., 2019). Based on several existing research results, rural tourism is not a 'magic wand that will accelerate economic progress'. although it is quite effective in attracting public interest attention of

local communities, and producers regional policy. Although the findings of (Guo & Sun, 2016; Kusworo, 2023; Liu et al., 2020) state that the development of tourist villages can provide many benefits, including (1) improving the collective rural economy, (2) beautifying the appearance of villages, (3) strengthening construction. rural civilization, (4) increasing people's income, (5) changing people's livelihood activities and traditional lifestyles, and (6) reducing the urban-rural gap and building a harmonious society.

(Surpa & Agung, 2023; Wiranata et al., 2022) said that a tourist village is a village that has its own charm, which can be in the form of the unique physical environment of the village, as well as the socio-cultural life of its people which is presented in a natural and interesting way. Tourism is considered one of the largest and fastest growing industries in the world, and has made a significant contribution to national economic growth in terms of providing employment opportunities and community welfare. The World Travel and Tourism Council concluded that travel and tourism has become the backbone in providing dynamic employment opportunities. In 2019, the tourism industry supported 333 types of employment, or around 10% of all types of employment. In addition, this also contributed to the creation of 1 in 4 new jobs in the world between 2014 and 2019.

In rural development, economic growth is not only supported by the agricultural sector, there are several villages that can grow because they are supported by the tourism sector related to rural communities' efforts to achieve prosperity. (Aziz et al., 2023; Komariah et al., 2019; Rajovic & Bulatovic, 2014) said that a tourist village is a rural area that has the characteristics of becoming a tourist destination with the unique physical and socio-cultural life of the local community as its attraction. Although rural areas are generally faced with various problems that result in development being hampered compared to urban areas in terms of social and economic growth, which results in limited employment opportunities, inadequate infrastructure, and narrow economic diversity. However, the Indonesian government believes that through developing tourism in rural areas, it will increase tourist visits and can support the gradual development of the tourism industry in Indonesia. So that the Bulukumba Regency government continues to optimize the development of tourism potential in the area. In the future, it is hoped that its implementation will be successful if it is accompanied by a rational basis by implementing comprehensive planning mechanisms and concepts in a holistic and comprehensive system based on the potential and dynamics of socio-economic change in the region. Likewise, tourism development in the tourist village of Bulukumba Regency basically focuses on developing natural tourism, coastal areas, historical tourism and other artificial tourist attractions based on the characteristics and segmentation of the objects they have which have not been managed well. The following is a table of tourist visits to tourist villages in Bulukumba studied in 2022-2023:

Table 1. Tourist Visits to Tourist Villages Bulukumba in Year 2022 and 2023

| No. | Village | 2022 | 2023 |
|-----|----------|---------|---------|
| 1. | Kahayya. | - | 256 |
| 2. | Darubiah | 378 | 557 |
| 3. | Tana Toa | 8.665 | 11.428 |
| 4. | Bira | 662.495 | 528.904 |

Source: Processed by researchers, 2024

Rural areas are tourist village destinations in Indonesia which have great potential to stimulate tourism and the country's creative economy. Tourism is the activity of visiting a certain place under

certain conditions, and this place is called a tourism destination. The World Tourism Organization also states that a tourist destination is a physical area where visitors stay for at least for a one night. Tourism is one of the strategic sectors given the diverse potential of Indonesian culture and nature so that it attracts tourists both domestically and abroad to come (Nur, A.C. Et. Al. 2024). Indonesia's tourism motto now leads to quality and sustainable tourism which is intended to create tourism that preserves and makes people prosperous. Realizing this direction requires community empowerment that supports the running of Indonesia's tourism motto.

This phenomenon can be seen in the increasing number of tourists visiting tourist villages every holiday. This shows that tourist village destinations are one of the tourist destination choices that many people are interested in during holidays, as evidenced by several reports received directly from tourist village managers and from media partners regarding the increasing number of tourist visits to tourist villages during holidays (Nur et al., 2024). There are travel patterns that become tourist destinations of choice for tourists, and tourist communities choose tourist villages on their holiday routes. Several tourist destinations that are often visited during holidays in Indonesia include Borobudur, which is one of the Super Priority Destinations. It was recorded that there was an increase in occupancy of homestays in tourist villages around Borobudur Temple by 100 percent. Apart from that, there was an increase in the number of tourists, namely 5,000 people to the Tegalmulyo Tourism Village, Klaten Regency; an increase in the number of tourists by 400 people to the Grouper Tourism Village, Situbondo Regency; an increase in the number of tourists by 700 people to the Kalibiru Tourism Village, Kulon Progo Regency; and increased sales of tour packages with the number of tourists reaching 1,357 people to Jenissari Tourism Village, Sleman Regency. Apart from that, the number of tourists also increased by 1,700 people to the Cikakak Tourism Village, Banyumas Regency; towards an increase in the number of tourists by 6,320 people to the Pentagen Tourism Village, Kerinci Regency. Seeing this potential, the Ministry of Tourism and Creative Economy is currently promoting the top 50 ADWI 2021 tourist villages through social media, YouTube channels and several national television media by broadcasting (A. C. Nur et al., 2023).

So that tourist villages in each tourist destination continue to develop, the Minister of Tourism and Creative Economy appealed to local governments and tourist village managers to continue to adhere to health protocols in a strict and disciplined manner, strive for CHSE certification, and strive for sustainable tourism village certification, and giving appreciation to the community driving the tourism sector through ADWI, to develop Indonesian tourist village areas in the future. Natural beauty, a prosperous nation, customs, culture, creativity of village communities and various eternal works inherited from our ancestors are a gift to the Indonesian people (A. C. N. Nur et al., 2021).

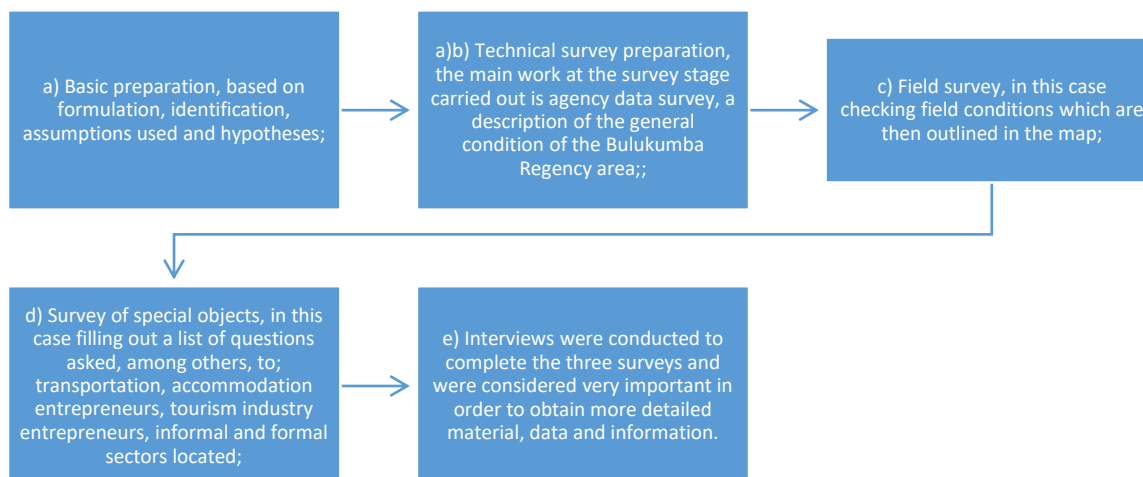
One of the most important things in tourism is collaboration in structured and synergistic tourism destination governance, including the functions of coordinating, planning, implementing and controlling destination organizations in an innovative and systemic manner. As well as completing the four main dimensions of tourism, in the form of attractions, facilities, transportation and hospitality. No less important is the use of networks, information and technology that is guided in an integrated manner with the participation of the community, association players, industry, academics and government. The impact will be seen on tourism destinations, namely increasing the quality of management, volume of tourist visits, length of stay, and the amount of tourist expenditure, as well as benefits for local communities. So there are four subsystems that are connected and intersect, namely destination, governance, communication information and technology, and marketing. Organizing the management of tourist destinations using a modern approach, namely the use of networks, information and technology. Implementing three main components, namely coordinating tourism stakeholders, destination crisis management, and destination marketing. (Prakoso Bhairawa Putera: 2017, LIPI).

Bambang Sunaryo (2013:77-81) stated that: the principle of implementing good tourism governance is the coordination and synchronization of programs between existing stakeholders as well as the involvement of active participation that is synergistic, integrated and mutually reinforcing between the government, the tourism industry and related local communities (Sari Lenggogeni: 2020), then Eka Mariyanti: 2020, said that it is necessary to apply the Community Based Tourism concept in developing local tourism because it is generally small scale, involves interaction between visitors and the host community, is suitable for rural and regional areas, managed and owned by the community, in the form of 'local' tourism, which is supported by the community, local government agencies and non-government organizations by managing tourism holistically. All of this is in line with the ultimate goal of SDGs, number 17, which reads "Partnerships for the purpose of strengthening the means of implementation and revitalizing the global partnership for sustainable development". The Bulukumba Regency Government has collaborated with various parties as one of the breakthroughs in realizing SDGs, namely improving the welfare of rural communities through tourism development. Cooperation with various parties to support the success of increasing visits to tourist villages is very important in sustainable development.

METHODS

Qualitative research was chosen as the method in this collaborative research, which views collaboration as a horizontal and vertical activity with three components, namely communication, added value, and deliberation (Hallinger, 2014; Yalçın et al., 2016). The qualitative approach is a research procedure that produces descriptive data in the form of written and spoken words from informants, namely people who are informants and are related to the problem that is the focus of the research. Qualitative research is carried out with characteristics that describe actual facts or conditions, but the reports made must pay attention to scientific interpretation so that the results are good. Explains that the qualitative characteristics are: 1) Natural setting (naturistic inquiry), 2) The researcher is the key instrument, 3) Descriptive in nature, 4) Qualitative research places more emphasis on process rather than results/results, 5) Data analysis is carried out inductively, and 6) Qualitative research places more emphasis on meaning.

This research uses a qualitative descriptive approach (Ashworth et al., 2019; Hendren et al., 2023; Osifo, 2015; Ospina et al., 2018), with a survey method, namely research carried out with the aim of accurately describing certain situations, and groups to determine the frequency and distribution of certain relationships between one thing and another in society. The stages of research implementation include three components, namely communication, added value, and deliberation in capturing the matters in Figure 1 as follows:



Data collection work is a stage in the process of selecting data and grouping data according to needs, equipped with tables, diagrams and maps which are arranged in such a way that they are easy to read for analysis needs, with the systematic data required as follows in table 2 as stages of research implementation:

Table 2. The Systematic Data Required

| NO | ANALYSIS | DATA SYSTEMATICS |
|----|--|--|
| 1 | Regional macro data | Development policies which are estimated to have an influence on tourism development in the Bulukumba Regency area |
| 2 | Visitors | Tourist attractions, demographic aspects, including: gender, education level, religion, occupation, community income level, and so on. |
| 3 | Population development | The number, distribution and composition of the population; customs, community customs and so on; Economic aspects, including: Potential economic activities and their distribution. |
| 4 | Development of economic | Activities and their relationship with labor in the tourism sector; Patterns of flow of goods and services and exchange of economic value. |
| 5 | Natural resource aspects | Aspects of tourism service facilities and infrastructure, including: Micro Data which includes basic data. |
| 6 | Social aspects and cultural | Characteristics of the community include: the number and distribution of the population at each tourist attraction location, the composition of the population according to age group and gender, as well as level of education, religion, occupation, income and so on. |
| 7 | Aspects of tourism service facilities and infrastructure | Type of accommodation, Type of tourist attraction, Tour package travel patterns, and Availability of land for developing tourist areas. |

Source: Processed by researchers, 2024

View collaboration as horizontal and vertical activities (Costumato, 2021; Eriksson et al., 2020; Liddle, 2018; Piña & Avellaneda, 2018). Then, these activities are analyzed through the following components:

1. Communication

Intensive communication is very important in collaboration. Collaboration can be done directly and indirectly. Communication carried out indirectly can be through technological intermediaries. Communication through intermediaries will be more effective in collaboration where there is conflict between actors.

2. Added value

The values referred to here are public values, namely those resulting from efficiency, democracy in institutions/organizations, and collaborative processes. The problem in creating public value is that there is a level of importance, urgency, and scope of problems that are cross-sectoral, thus making people aware that the government itself is unable to create an important part of public value itself so collaboration with non-actors is needed government.

3. Deliberation

Deliberation is an advantage of collaboration that forms mutually beneficial learning, building communities and utilizing interactive processes.

Result and Discussion

The tourism potential of Bulukumba District in the four existing tourist villages includes a description of the location, facilities, and managers or owners which can be seen in table 3 below:

Table 3. The Tourism Potential Of Bulukumba District

| No | Village | Object Description | Facilities Owned | Manager and Owner |
|----|----------|--|---|----------------------------|
| 1 | Kahayya | Kahayya Tourism Village is a tourist village located in Kindang District, Bulukumba Regency. This tourist village was established through the Decree of the Regent of Bulukumba Number 188.45-111 of 2019 dated April 10 2019. Offering a very beautiful and amazing panorama of nature and mountains, it will spoil every eye that sees it, and the cool air will be the first treat when entering the Kahayya Tourism Village Area. Located 47 KM from Bulukumba City, we can use two-wheeled or four-wheeled transportation, although it is still limited. Local wisdom and traditional farming habits of the surrounding community are still very strong, and interesting to learn about. Apart from that, the beauty of Lurayya Lake, Lurayya Peak, Donggia Peak, Gamaccayya Waterfall and Bravo 45 Waterfall are icons of tourist destinations in the Kahayya Tourism Village. | Road There are signs showing directions to the destination (Pustu) Destination spots for selfie photos Trekking paths Homestay Local culinary Parking Mosque and prayer room Meeting hall Sports fields | Pokdarwis Kahayya Hills |
| 2 | Darubiah | Darubiah Tourism Village is located in Darubiah Village, Bontobahari District, which has various potentials, not only the potential for marine beauty but also the potential for culinary and local culture that can be presented to visiting tourists. This tourist village was established through the Bulukumba Regent's Decree Number 188.45-111 of 2019 | Road Villas and homestays Restaurants and eating houses Telecommunication network Internet network | Pokdarwis Darubiah Tourism |

| | | |
|----------|---|---|
| | <p>dated April 10 2019. Tourist attractions that can be enjoyed are bathing at Marumasa beach, taking photos at various places prepared by the management, snorkeling and diving for lovers of underwater beauty in the form of coral reefs and other marine biota. Tourists can be invited to take part in preserving the marine environment (coral reefs and other marine biota) because the management has prepared this in one tour package.</p> | <p>Worship facilities available (mosque) Sea transportation facilities (boat and speed bout) Sports fields Diving equipment Electricity network Parking</p> |
| <p>3</p> | <p>Tana Toa Tanah Towa Village is located in Kajang subdistrict, Bulukumba district, South Sulawesi. The distance from Bulukumba city is around 40 km. Tanah Towa Village is divided into nine hamlets and is inhabited by the Kajang Tribe. The Tanah Toa Tourism Village was established through the Bulukumba Regent's Decree Number 188.45-111 of 2019 dated April 10 2019. The Kajang traditional community still upholds Pasang Ri Kajang as their philosophy or guide to life both in government and in everyday life. The Kajang indigenous community protects its customary forests by imposing sanctions on anyone who destroys the forest. In daily life, the Kajang traditional community carries out many traditional ceremonies both in government circles and in activities within their family circles. In the Tanah Toa tourist village, you are required to wear all black when entering the traditional area and take off your footwear. So that the preservation of black clothing and the environment can be maintained both by the indigenous people themselves and when tourists visit, they need a tour guide, so members of the Tourism Awareness Group who are always on standby at the TIC before entering the area will always be ready to guide tourists. And don't worry if tourists don't wear black</p> | <p>Road Ammatoa Puskesmas Traditional Destination spots Pokdarwis available for selfie photos Trekking paths Homestay Local culinary Parking Mosque and prayer room Meeting hall Sports fields Tourism Information Center (TIC)</p> |

| | | |
|----------|---|---|
| | <p>clothes because Pokdarwis Adat Ammatoa Kajang has prepared at TIC a clothing rental system that is quite affordable for tourists. One of the tourist attractions is visiting the Ammatoa Kajang traditional area in terms of its house, traditional forest or meeting directly with traditional leaders known as AMMTOA and learning to weave Kajang cloth.</p> | |
| <p>4</p> | <p>Bira Village, Bontobahari District, with the name Tanjung Bira is famous for having a white sandy beach with clear sea water, and as a place where Pinisi ships are built that sail across the archipelago. Tanjung Bira is located at the southeastern tip of South Sulawesi Province, about 200 km from Makassar City. The currently available transportation to Tanjung Bira is via provincial roads which takes around 5 hours by car from Makassar.</p> <p>With quite large tourism potential, in the future Tanjung Bira tourism will continue to develop and improve its transportation infrastructure. Bira Berdaya Tourism Village has white sand beach as the main spot, and has beautiful coral reefs for diving lovers. Apart from that, it also has a zero point area which is very exotic for marine tourism lovers. Liukang Loe Island is an attraction in itself, surrounded by white sand, cliffs and exotic coral reefs. Apart from Tanjung Bira beach which has white sand, there is also Bara beach which is no less beautiful, including a stretch of fine white sand which allows tourists to play in the sand. Pua Janggo Peak is an extraordinary spot to capture the expansive views of Tanjung Bira. Has a well-known creative economy business, namely making bira sarongs, culinary uhu-u hu cakes, etc.</p> | <p>Road</p> <p>Hotels, villas and homestays</p> <p>Restaurants and Eating Houses</p> <p>Telecommunication network</p> <p>Internet network</p> <p>Health facilities (Pustu Bira)</p> <p>Digital levy service building</p> <p>Facility of worship (mosque)</p> <p>Sea transportation facilities (boat and speed bout)</p> <p>Electric network</p> <p>Parking area</p> <p>Tourism Information Center (TIC)</p> <p>Sports field</p> <p>Meeting hall</p> <p>Diving equipment</p> <p>Pokdarwis Bira Berdaya</p> |

Source: Processed by researchers, 2024

Rural areas are tourist village destinations in Indonesia which have great potential to stimulate tourism and the country's creative economy (Aly et al., 2019; Cozma & Coros, 2017; Diacon & Apopei, 2020; Frînculeasa & Chițescu, 2018; Hardjosoekarto & Lawang, 2021). This phenomenon can be seen from the increasing number of tourists visiting villages, especially tourist villages, every holiday. This shows that tourist village destinations are one of the tourist destination choices that many people are interested in while on holiday, as evidenced by several reports received directly from tourist village managers and the media, as well as several other parties regarding the increasing number of tourist visits to tourist attractions. village on holidays. There are travel patterns that become tourist destinations of choice for tourists, and tourist communities choose tourist villages on their holiday routes. Several tourist destinations are often visited, including Borobudur, which is one of the super priority destinations. A strategy for handling development is needed, in particular the preparation of various development policy tools that are not only oriented towards fulfilling basic needs, but also fulfilling the needs for implementing the regional functions of Bulukumba Regency in one unified system. So that economic growth is expected to increase regional income, especially those originating from tourist attractions, especially tourist village areas that can be more optimal.

The development of Indonesian tourism as an integral part of national development is carried out in a sustainable manner with the aim of contributing to improving the personality and abilities of the Indonesian people and society by utilizing science and technology and paying attention to global development challenges. Apart from that, it is implicitly hoped that tourism development in rural areas will be able to encourage regional development which is directed at improving the welfare of society in all regions by reducing disparities between regions and encouraging the utilization of the potential and capacity of each region within the framework of the Unitary State of the Republic of Indonesia which can develop domestic tourism in fostering unity and love for the homeland.

The development of Indonesian tourism into a national tourism destination requires a concept grand, known as a tourist destination village area. According to Goodwin in, tourism development in an area will have both positive and negative impacts negative. This impact will have a significant influence, both for the destination country and for local communities also states that tourism has become a social and economic phenomenon of movement carried out by several people or individuals within a certain period (up to 1 year) from their place of residence. Programmes of tourism and resorts' development hinder substantially not only development of the tourism sphere, but also activation of investment activity of enterprises.

According to (Androniceanu et al., 2022; Chen et al., 2020; Gębczyńska & Brajer-Marczak, 2020) development is a multidimensional process that includes important changes in social structures, attitudes of the people and national institutions as well as accelerated economic growth, reduction of disparities. According to (Androniceanu et al., 2022) development is a planned change from situation to another situation that is considered better. Related to this, the concept of sustainable development which is supported by a humanitarian approach is a concept that has been implemented to improve the welfare of society, because naturally society has a tendency to change life and life in accordance with current developments. The dynamics of regional development in Bulukumba Regency apparently presents various physical, social and economic problems, including in the management, and utilization of tourism area potential in an integrated manner with integrated area management. Increasing economic productivity in Bulukumba Regency continues to be carried out on an ongoing basis, and technically operational needs to be carried out:

- a. Revalidation of tourist attractions in tourist village areas;
- b. Assess tourist attractions physically, economically and socio-culturally;
- c. Balancing and harmonizing the function and intensity of space use in some tourist village areas;

- d. Maintaining environmental sustainability in all tourist attractions, which is an effort to establish a harmonious relationship between humans and their environment, which is reflected in the pattern of intensity of space use;
- e. Increasing the usability and results of services is an effort to utilize optimally which is reflected in the formation of a regional system by monitoring the implementation of the physical development of each part of the tourist village area in a measurable manner, both in quality and quantity;
- f. Support the development of a special economic zone in Bulukumba Regency as part of the strategic area of data village.

Collaboration as stated by Chris Ansell Alison Gash, is “A governance arrangement in which one or more public institutions directly involve non-state stakeholders in a formal, consensus-oriented and deliberative collective decision-making process and which aims to create or implement public policy or management of public programs or assets,” and states it as collaborative governance, referring to this theory the researcher describes it in the following figure 2 :

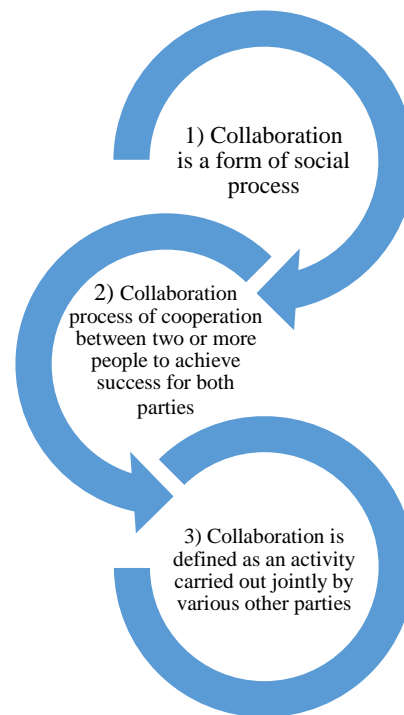


Figure 2. Based on the theory of (1) Chris Ansell Alison Gash, “Collaborative Governance In Theory and Practice University Of California, Berkeley,” *Journal Administration Research and Theory JPART* 18 (November 13, 2007): 543–571); (2) Abdulsyani, *Schematic Sociology, Theory and Application* (Jakarta: Bumi Aksara, 1994). 156. Source: Processed by researchers, 2024

There is tourist motivation that influences the behavior of rural communities, so understanding tourist behavior in the tourism industry is one thing that needs to be considered. Management of the tourism industry needs to understand that tourist behavior is not just a process of interaction between tourists or what in marketing terms can be called customers and managers or producers.

The development of adequate facilities and infrastructure in the form of infrastructure and industrial centers in tourism areas is one of the government's special actions. Community involvement in tourism development and processing is very important because the community is the owner of the property. According to (Bello et al., 2017; Cheng et al., 2019; Ruhanen, 2013) "Local community participation is a prerequisite for sustainable tourism, by inviting local communities to maintain the local wisdom they have. Local wisdom with community involvement is a requirement to support sustainable development. These considerations form the basis and direction of space utilization patterns, including the determination of tourist area zones, including core area zones, supporting area zones and interior areas in one unified regional development system. The tourism village area development system in Bulukumba Regency is positioned as strategic development of water front city, Minapolitan development, agropolitan area, agrotourism area, tourism development center, trade area, feeder airport area, Tabuakkang ecotourism area, and Special Tourism Economic Zone.

Tourism is the main sector of a city or inner region increase the number of tourists. This sector is an important factor in improving the regional and national economy. This is because tourism contributes to the exchange rate, creates jobs, and improves infrastructure in an area (Matzana, Oikonomou, & Polemis, 2022, Isni Wahidiyah Susanto & Asrifia Ridwan, 2024). The development of a regional system which is part of a strategic tourist village area should be carried out by planning and building a comprehensive and holistic regional system based on sustainability, to answer various challenges to community needs. So far, tourism development has placed more emphasis on fulfilling basic needs, and less on laying the foundation for sustainable development. Physical development in the current basic concept of Bulukumba Regency development, including the development of strategic functional areas for the development of tourist villages, has experienced many obstacles because its implementation has not been integrated between one sector and another with different natural resource conditions in each sector and the destination of tourist villages. Bulukumba Regency is an administrative region, which has tourism potential which is regulated in regional development policies, and the direction of the regional spatial plan for Bulukumba Regency which consists of natural tourism, historical tourism and artificial tourism spread across various rural tourist destinations. in Bulukumba Regency. Bulukumba has quite diverse types of tourism, and the largest number is dominated by natural tourism which consists of 78 natural tourism, 18 historical tourism, and 20 artificial tourism spread across the villages in Bulukumba.

Collaboration, which involves a group of people sharing ideas and skills to achieve a common goal, can help increase productivity in achieving goals. Makes it easier to brainstorm ideas to solve existing problems, or complete required work on time. Various ideas, different points of view and expertise from the parties working together will make it easier to find innovative solutions, so that solving problems more quickly, and efficiently can be realized. Inherent in the collaborative approach is the assumption that the most just, fair, and equitable solutions can often be found via a negotiating process that involves people working together toward a shared goal. Sometimes in carrying out a collaborative activity, voting becomes the preferred decision-making tool, whether all participants have the same voting rights or not, this is important to know when collaborating with various parties.

The various parties working together show a fairly balanced and parallel relationship in decision making and efforts to implement the agreements that have been reached can be implemented in all tourist villages. We still continue to strive for vertical relationships with all collaborating parties, with intensive communication, discussing the added value of tourist village locations, and discussing it in a deliberative manner to make appropriate decisions that can be accepted by all collaborating parties. The various parties working together show a fairly balanced and parallel relationship in decision making and efforts to implement the agreements that have been reached can be implemented in all tourist villages. So, implementing various development programs in rural areas requires an effective strategy to achieve targets and realize successful development of tourist village areas by carrying out programs and activities that refer to regional policies and have been stipulated

in the strategic plan. So far, collaboration has been established with various parties such as regional and provincial governments, state and private universities, banking, travel as MSMEs, and insurance, which can be seen in table 4 below:

Table 4. Collaboration Between Various Parties Together With The Bulukumba Tourism Department for 2019-2025

| No | Village | Government | Universities | Banking | Travel | Insurance | Media |
|----|-----------|---|-------------------------------------|----------------------------------|--------|---------------------------------|------------------------|
| 1 | Kahayya | Bulukumba, Government Provinsi South Sulawesi | Politehnik Pariwisata Makassar | BNI, Mandiri | ASITA | PT. Asuransi Jasaraharja Putera | PT. Media Harapan Baru |
| 2 | Bira | Bulukumba, Government Provinsi South Sulawesi | Politehnik Pariwisata Makassar | BNI, Mandiri. BPD South Sulawesi | ASITA | PT. Asuransi Jasaraharja Putera | PT. Media Harapan Baru |
| 3 | Darubiah | Bulukumba, Government Provinsi South Sulawesi | Politehnik Pariwisata Makassar | BNI, Mandiri | ASITA | PT. Asuransi Jasaraharja Putera | PT. Media Harapan Baru |
| 4 | Tanah Toa | Bulukumba, Government Provinsi South Sulawesi | Politehnik Pariwisata Makassar, UGM | BNI, Mandiri | ASITA | PT. Asuransi Jasaraharja Putera | PT. Media Harapan Baru |

Source: Processed by researchers, 2024

Table 4 shows the collaboration that has been running for five years with various parties in all tourist villages. There are two villages that receive special attention, namely Bira Village which collaborates directly with Bank BPD South Sulawesi, making it easier for business actors around Bira beach to obtain capital. So that SMEs and MSMEs can continue to make improvements to increase their business in providing various tourism needs. The number of tourist visits to Bira is higher than other villages, because of its popularity. Likewise, Tana Toa Village, which collaborates directly with University, received direct guidance on how to maintain nature conservation. It is hoped that Tana Toa will continue to maintain the authenticity of the culture of its people's life, and receive quite a lot of attention from tourists who are looking for the sensation of a different and quite unique view compared to other tourist villages. To date, the two villages have experienced quite good development, seen from the number of tourist visits and the condition of the village which continues to improve in the construction of road infrastructure, accommodation and other supporting facilities such as restaurants, souvenir shops and various services for tourists. The community has the opportunity to be directly involved in providing various needs for the tourism industry, thereby contributing to improving the welfare of the community.

Based on a theory that views collaboration as horizontal and vertical activities. Considering that this research looks at the phenomenon of collaborative tourism development in rural areas which is still very simple and the availability of data and information is limited. Likewise, the conditions and culture in rural areas are still very traditional, so it is quite difficult to penetrate the communication

that exists, especially for parties who collaborate in the field of rural tourism quickly. It still requires a fairly long approach and process to be accepted, as well as communicating with various parties to find complete information. Likewise, problems in the field are considered complicated because the conditions and habits inherent in local community life are still closed. Primarily the designated location for tourist villages such as Kahayya Village in Kindang District, Darubiah Village in Bontobahari District, Tanah Toa Village in Kajang District, and Bira Village in Bontobahari District. The four villages have carried out communication, added value, and deliberations which are described as following is a table 5:

Table 5. The Four Villages Have Carried Out Communication, Added Value, and Deliberations

| NO | VILLAGE | COMMUNICATION | ADDED VALUE | DELIBERATION |
|-----------|----------------|---|--|--|
| 1 | Kahayya | Horizontal communication with various parties including stakeholders has been carried out by local governments, local communities, entrepreneurs and the media. However, they have not communicated vertically, so this does not support solving problems because it is still limited to cooperation. So that problems at the grassroots are not detected and there is no effort to fix them. | Collaboration between various parties has not been carried out well, so that various programs and activities carried out by local governments to get support from stakeholders have not been implemented. Socialization in an effort to improve social and economic standards of living through rural tourism has not been achieved. Has not provided added value to local tourism. People still enjoy farming, and living simply, with the natural potential they have. | Deliberations have not been held with various parties, especially to make decisions. So no deliberations have been held to develop rural tourism in their village. |
| 2 | Darubiah | Communication both horizontally with various parties including stakeholders has been carried out by the regional government, local communities, entrepreneurs and the media. However, this | The collaboration of various parties enables the implementation of various programs and activities carried out by local governments to gain support from | Deliberations have not been held with various parties, especially the regional government has failed to invite village communities to |

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|---|-----------|---|---|--|
| | | cannot solve the problem because it is still limited to horizontal cooperation, vertical communication is still lacking. So that problems at the grassroots are not reached and cannot be resolved completely. International language skills have not been socialized, only limited to tour guides. | stakeholders, in an effort to improve social and economic standards of living through rural tourism. The added value that is really felt is the change in the local community's mindset to always strive to improve their standard of living by actively working hard and running businesses that can support tourism to improve their welfare. | work together to build a tourist village, especially communication in making decisions has not been implemented. So that tourism management is only one-sided, namely by individual business activists. |
| 3 | Tanah Toa | Communication both vertically and horizontally with various parties including stakeholders in this case: local government, local communities, entrepreneurs, academics and the media. As a result, it has not been able to provide solutions to various problems faced in the field, such as local communications which still use the Konjo language. Limitations in the Konjo language used by local people, namely that it is still difficult for all visitors and observers of rural tourism to understand, this happens to the "Kajang Dalam" tribe in Tanatoa village. Increased added value, and horizontal deliberation. Relationships in communication, both vertical and horizontal, | Collaboration between various parties makes it possible for the implementation of various programs and activities carried out by local governments to be supported by stakeholders. The added value that is really felt is the change in the local community's mindset which is transferred to tourists, especially in implementing the culture of preserving nature, and maintaining local culture, especially a lifestyle that upholds traditional behavior in daily life with love for the | It is always prioritized to make the right decisions that can be accepted by all parties in the tourist village, by involving interested parties. In particular, traditional tribes are led by traditional leaders called "Ammatoa", who determine all decisions that will be taken through negotiations through the local government which has become the representative of the regional government. Communication is somewhat closed and very careful in involving elements from outside the |

| | | | | |
|---|------|--|---|--|
| | | with all collaborating parties continue to be improved through intensive communication. | natural surroundings. | village and internal customs. |
| 4 | Bira | Communication both vertically and horizontally with various parties including stakeholders has been carried out by regional governments, local communities, entrepreneurs, academics, banking and the media. However, it has not been able to provide solutions to various problems faced in the field, such as local communication which still uses Konjo language, international languages used are still limited to tourists. So the limitations of the Konjo language used by local people are that it is still difficult for all visitors and observers of rural tourism to understand. | With collaboration between various parties enabling the implementation of various programs and activities carried out by regional governments through collaboration. The added value that is really felt is the change in the local community's mindset, especially in implementing a healthy culture, actively carrying out business by collaborating with various parties | Always prioritized to make appropriate decisions that can be accepted by all parties in the tourist village, by involving all interested elements. deliberations through musrembang have also been carried out online, proving that collaboration can be done anywhere and at any time with the support of technology. |

Source: Processed by researchers, 2024

Village development essentially prioritizes togetherness, kinship and mutual cooperation in order to realize mainstreaming in maintaining local wisdom, peace and social justice. Rural communities who live in tourist village destination areas whose lives are quite unique, such as in Bira Village in ancient times, had quite unique lives. It is customary for men to go to sea, so the housewives who are left behind faithfully wait by carrying out activities such as weaving sarongs known as bira sarongs. Housewives left behind in the village will try to become breadwinners by weaving sarongs, embroidering clothes and weaving pottery to meet their daily needs. Likewise, Tana Toa Village has unique features in its daily life, such as walking barefoot in black clothes. Their clothes are made of black cloth, this black color comes from trees that grow in protected forests, and is only found in the forests they own. The limited availability of these trees means that the clothes they weave are also limited in availability so they cannot be mass produced. The forest is in the traditional area of Ammatoa who are the leaders of Tana Toa village. The Ammatoa indigenous people are quite respected because of their persistence in maintaining traditions, local culture and living habits that are one with nature and highly respect the natural environment in which they live.

This uniqueness became an attraction for tourists to visit, and ultimately became a tourist village area to this day. The opening of tourism flows to the village has made the people experience developments in life, so that they have started going to school, using modern equipment, and starting

to speak Indonesian. These traditional life habits are now starting to be packaged into interesting traditions for tourist consumption. This development in life has made the people in the villages of Bira and Tana Toa begin to improve their economy with tourism activities in their villages. Their behavior has begun to gradually change, with multi-stakeholder cooperation ranging from the government, community, MSME activists, banks, to universities who have collaborated to develop villages.

To realize this vision, various methods are needed, including maximizing the administrative and management aspects of developing tourist village areas as follows:

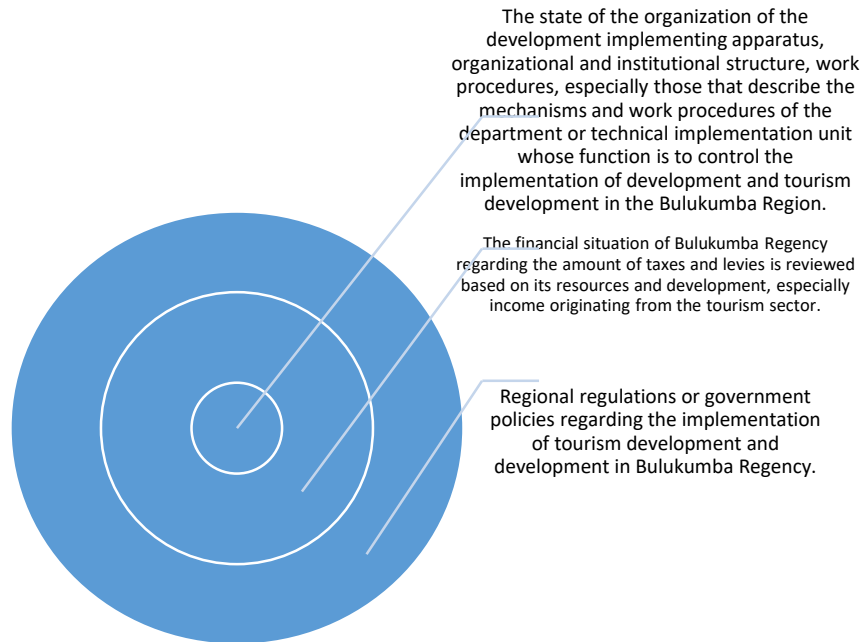


Figure 3. Aspects of Administration and Management of Development of Tourist Village Areas

Source: Processed by researchers, 2024

Next, managing risks related to safety, health and the environment must have evacuation routes and signs. Having infrastructure supporting tourist safety (emergency communication equipment, APAR, first aid kit, life jackets, etc.), having a risk profile for tourism activities and anticipatory plans, having programs related to safety and health risk management that have been initiated by the central government, regional government, village government and private sector, so that tourist villages can survive. No less important is the presence of quality human resources which is needed apart from innovation, because one of the keys to success in surviving, being sustainable and having lots of visitors is being supported by quality human resources. The potential of local residents is always optimized, by budgeting funds to increase human resources to participate in various training, by maintaining consistency to optimize the use of social media (A. C. Nur et al., 2024). Likewise, digital marketing has an important role that must be carried out by the creative team, one of which is by consistently uploading various activities via social media. Not only managers, tourist villages really need the support of local communities who are aware of the implementation of *Sapta Pesona* which consists of elements of security, order, cleanliness, coolness, beauty, friendliness and tranquility (A. C. N. Nur et al., 2021).

Developing a tourist village cannot be done unilaterally, there must be collaborative cooperation between all parties involved. The results of this research also show that cooperation exists and takes

place harmoniously between all interested parties in developing tourist areas in rural areas, by further optimizing the development of tourism potential based on segmentation in: a) Increasing tourist accommodation facilities in tourist villages; b) Improving tourism infrastructure in tourist villages; c) Development of a tourism system supported by attraction facilities in tourist villages; d) Optimization of tourism promotion and marketing in tourist villages; e) Integrate the tourism development system as a special economic unit in the tourist village area; f) Develop segmentation of tourism village area objects through a comprehensive and sustainable planning mechanism; g) Determination of zones in core tourist village areas to support synergistic tourist attractions, so that they have interconnectivity with other tourist areas; h) Develop and increase the accessibility of tourist village areas to support investment.

Research Implications

The results of this study have implications for the government in rural areas, especially the Bulukumba Regency Government, to continue to collaborate with various parties as one of the breakthroughs in realizing the SDGs for improving the welfare of rural communities through tourism development. Cooperation with various parties to support the success of increasing visits to tourist villages is very important in sustainable development. Strong synergy is needed with direct communication with all collaborating parties, to increase added value, synergy between various parties is needed to meet various tourism needs, through deliberation between various interested parties for targeted decision making.

CONCLUSION

The three components, namely communication, added value and deliberation have not been implemented optimally both horizontally and vertically for all parties collaborating in the two villages, namely Kahayya Village and Darubiah Village, so improvements and more professional governance are still needed. However, the development of the tourism industry in Bira Village and Tana Toa Village has been running well, all parties have communicated using various media including technology, added value has increased, especially the implementation of a healthy democratic culture in the tourist village environment, and deliberation continues to be carried out and is carried out well in the interaction process to achieve targeted decision making. The Bulukumba Regency Government has collaborated with various parties as one of the breakthroughs to realize the SDGs in improving the welfare of village communities through sustainable tourism development. Cooperation with various parties to support the success of increasing visits to tourist villages is very important. Strong synergy is needed with direct communication with all collaborating parties, to increase added value, through deliberation between various interested parties.

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