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TOURISM GOVERNANCE: VILLAGE-BASED TOURISM CRITERIA IN INDONESIA

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Abstract: Recently, village-based tourism has been discussed by practitioners and academics after considering the importance of the criteria before destination development. However, there are limited studies concerning these criteria, specifically village-based tourism. Therefore, this study aims to develop the village-based tourism criteria. The literature review showed that thirteen criteria are being suggested, and the experts from the government agency and academics from the tourism department were surveyed using questioners. The twenty-seven experts who participated in this study were analyzed using nonparametric statistics, such as the Mann Whitney and Kruskal Wallis tests, to gain agreement among samples. Therefore, the exploratory factor analysis was conducted to classify the criteria into several factors, also this study was developed using the measurement model. The result showed two types of village-based tourism criteria: (ii) Attractive condition, and parking factor, and (ii) Appealing activity, essential condition, and mitigation factor. Practically, this finding can be considered while developing the village-based tourism criteria and literature.

Key words: village-based tourism criteria, attractive condition, appealing activity, essential condition, parking area, mitigation

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INTRODUCTION

Significant attention should be given to tourism governance, specifically public policy and planning (Wesley and Pforr, 2010) since it is less frequently used in the literature. Tourism governance utilizes related terms, such as destination management, policy-making and planning, and tourism politics (Hall, 2008). Meanwhile, governance terminology should be used in the context that relates to the concept of "regulation" and "control" (Lukviarman, 2016). It signifies a focus on the "system of governance" and how the societies are ruled or steered and governed (Stoker, 1998). A key requirement for gaining sustainable tourism is effective governance (Bramwell and Lane, 2011). Furthermore, Bramwell and Lane (2011) stated that sustainable tourism also needs an effective governance process.

Graham et al. (2003) proposed five categories for good governance, which are legitimacy and voice, direction, performance, accountability, and fairness. From legitimacy and voices, there are two governance principles: public participation and consensus orientation. In the tourism context, the governance implementation is related to the sustainability of tourism. Sustainability is achieved by analyzing the best criteria in developing a destination, such as village-based tourism or destination. Tourism is one of the most important sectors of the Indonesian economy (Murvianti and Arida, 2015). It contributes to foreign exchange and earnings as well as acts as a tool to grow job opportunities and offer better income distribution to the local people (Utami and Kafabih, 2021).

One of the tourism classifications is village-based tourism, and it has been popular among international tourists due to various cultural and natural resources (Moswete et al., 2009). Besides, Moswete et al. (2009) stated that village tourism is a subset of cultural tourism in which tourists can participate and experience routine activities, customers, and local community traditions. It supports economic development in the poorer region (Gao and Wu, 2017).

Previously, studies on village-based tourism have been conducted in Indonesia (Hermawan, 2016, 2017; Maulana, 2016; Michandani and Arida, 2019; Sastrawan et al., 2017; Wiguna et al., 2018) but are not focused on the criteria. However, a study conducted by Arida and Pujani (2017) investigated the criteria using a qualitative approach. The criteria are an important aspect that should be considered when developing a village-based tourism destination. Studies outside Indonesia have also been conducted (Ling et al., 2011), but they do not focus on the village-based tourism criteria. Therefore, this study aims to develop the village-based tourism criteria and the destination. It is organized into several aspects, namely: study background, theoretical aspect, study method, result, and discussion, as well as conclusion and recommendation. Tourism sustainability refers to tourism that answers the current generation's needs

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without spending the capacity of the next generation (Bazneshin et al., 2015), and there are thirteen criteria identified in the literature. The first is beautiful landscapes (Arida and Pujani, 2017), which include hills, rivers, trees, plants, etc., beautiful, and rare landscapes to attract tourists. Meanwhile, the second criteria are habitat and species diversity (Ling et al., 2011). Variety of habitat and species will bring special attention from tourism, and the village that has a kind of habitats and species has an opportunity to develop tourism sites.

The next criteria are endemic, threatened, and endangered flora and fauna in the village (Arida and Pujani, 2017; Ling et al., 2011), and they can attract tourists' special attention to visiting the place. Critical wildlife area in village is another attractiveness for tourism to visit a village-based tourism area (Arida and Pujani, 2017; Ling et al., 2011). In this case, the tourist can observe this area and feeds the animal during their visit. The next criteria is an opportunity in the village for tourists to conduct tracking, rafting, and snorkeling (Arida and Pujani, 2017).

Tracking and rafting activity is conducted in the village with the hill while snorkeling is by marine resources. Village-based tourism destinations equipped with a lifeguard and lifesaving are more attractive to invite tourists to visit (Chen and Bau, 2016; Ling et al., 2011). In previous studies, clean destination area, local community value, facilities (including parking), emergency plan, and safe public access were suggested (Arida and Pujani, 2017; Chen and Bau, 2016; Liaghat et al., 2013; Ling et al., 2011). The criteria are also demonstrated in Table 1 below.

Table 1. Tourism destination criteria

Criteria	References	Code
Beautiful landscape	(Arida & Pujani, 2017)	C1
Habitat and species diversity	(Ling et al., 2011)	C2
Endemic, threatened, and endangered flora species	(Arida & Pujani, 2017; Ling et al., 2011)	C3
Endemic, threatened, and endangered fauna species	(Arida & Pujani, 2017; Ling et al., 2011)	C4
Critical wildlife area (saltick, feeding area)	(Arida & Pujani, 2017; Ling et al., 2011)	C5
Tracking, Rafting, and Snorkelling opportunities	(Arida & Pujani, 2017)	C6
Lifeguard and lifesaving equipment	(Arida & Pujani, 2017; Chen & Bau, 2016; Ling et al., 2011)	C7
Clean destination area	(Chen & Bau, 2016)	C8
Local community value	(Arida & Pujani, 2017; Chen & Bau, 2016; Yang *et al.*, 2020)	C9
Toilet, restroom, and shop facilities	(Chen & Bau, 2016; Ling et al., 2011)	C10
Parking Space	(Chen & Bau, 2016; Ling et al., 2011)	C11
Emergency plan	(Chen & Bau, 2016; Khosravi, Fischer and Jha-Thakur, 2019)	C12
Safe public access	(Arida & Pujani, 2017; Chen & Bau, 2016; Liaghat et al., 2013)	C13

MATERIALS AND METHODS

The study subjects are tourism academics and practitioners, which were taken from the head of the local government office in west Sumatra (tourism agency). The academics were from the department of tourism studies in Padang. Furthermore, primary data were collected through a mail survey using WhatsApp, and the questioners based on criteria (13 criteria) were suggested by previous literature. Respondents react based on five Likert scales (strongly disagree to strongly agree), and Google form was used to create the link shared with respondents.

Data were presented by google services and analyzed using SPPS and smart-pls. In the three steps used to analyze data, Mann Whitney (2-independent samples) and Kruskal Wallis test (k-independent samples) gained agreement among respondents. Any significant difference of criteria was excluded for the next analysis. Second, explanatory factor analysis (EFA) was used to group the criteria. Several tests should be conducted to have the factor and its loading: KMO and bartlett test (Hair et al., 2014), anti-image correlation, variance extracted, and loading factor (Hair et al., 2014).

The final step developed a village-based tourism criterion using the structural equation (SEM) and the measurement model. The measurement model was assessed using convergent validity and discriminant validity (Hair et al., 2017). Convergent validity was evaluated using outer loading, composite reliability, Cronbach alpha, and average variance extracted (AVE). Meanwhile, there are two statistical properties used to assess the discriminant validity: Fornell-Lacker criterion and cross-loading.the research flow chart is depicted below (Figure 1).

RESULTS AND DISCUSSION

This session describes the result of the study where twenty-seven respondents returned the filled questionnaire, and the demographic data are seen in Table 2. According to gender, twenty were male (74.07%), and the rest were female (25.93%). Based on age, seven respondents belonged to twenty to thirty-five years old (25.93%), followed by thirty-six to fifty years old (44.44%), and above fifty years old (29.63%). Meanwhile, the respondents were also categorized based on the type of experts, where nine were lecturers (33.33%), and the rest were tourism agencies (66.67%). The education level showed that seven respondents have a bachelor's (25.93%) and a master's degree (74.07%).

Analysis of consensus

The normality test for all criteria was conducted to select the statistic (parametric or nonparametric statistics) method for performing the consensus among experts. In this case, the univariate normality test is employed using the Kolmogorov-Smirnov test. The value of test statistic and asymptotic sig value is assessed to conclude whether there is normal data or not, as seen in Table 3. The asymptotic sig value showed that all criteria have 0.00, and can be concluded that they are not normal. Therefore, the nonparametric statistic was used for the next process. Table 4 showed the group

difference test using the Mann-Whitney U test for gender. First, it runs all samples (male and female), followed by male and female. Therefore, it is a test for Cronbach alpha (reliability test) and Mann Whitney U test. The reliability test showed that all male and female samples are reliable because their Cronbach alpha is above 0.70 (Nunnally, 1978). The Mann-Whitney U test for a male and female sample showed agreement because all variables have an asymptotic sig value greater than 0.05 (Denis, 2019). It can be concluded that experts agree with all village-based tourism criteria.

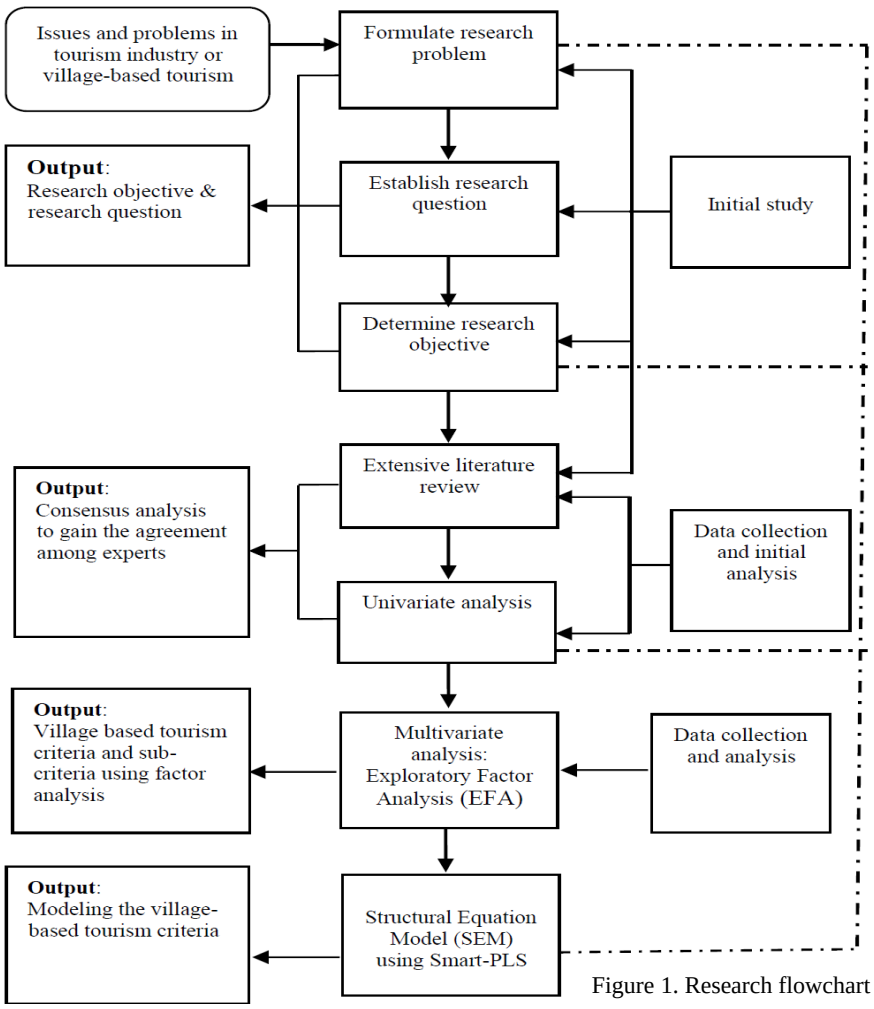

Figure 1. Research flowchart

Table 2. Demography data of the respondent

Demographic data	Category	Frequency	Percentage
Gender	Male	20	74.07
	Female	7	25.93
Age	20 to 35 years old	7	25.93
	36 to 50 years old	12	44.44
	Above 50 years old	8	29.63
Type of Experts	Lecturer	9	33.33
	Tourism Agency	18	66.67
Education	Bachelor	7	25.93
	Master	20	74.07

Table 3. Test for normality

criteria	test statistic	Asym sig	decision
c1	0.31	0.00	not normal
c2	0.32	0.00	not normal
c3	0.23	0.00	not normal
c4	0.19	0.00	not normal
c5	0.23	0.00	not normal
c6	0.28	0.00	not normal
c7	0.23	0.00	not normal
c8	0.29	0.00	not normal
c9	0.31	0.00	not normal
c10	0.29	0.00	not normal
c11	0.30	0.00	not normal
c12	0.27	0.00	not normal
c13	0.28	0.00	not normal

The second test to build agreement among experts (age level) is the Kruskal Wallis (Table 5). KW test is employed because the sample is k-independent (in this case, three independent samples). The result of the reliability test using Cronbach alpha showed that the variable for all sub-sample is reliable. In addition, Cronbach alpha for age level was also greater than 0.70 (Nunnally, 1978), and it can be concluded that all variables for the sub-sample are reliable. The test for three groups (20-35 years old, 36-50 years old, and above 50 years old) using the Kruskal Wallis showed that criteria 9 and 10 (c9, and c10) have an asymptotic sig value lesser than 0.05. In conclusion, experts of different ages do not agree with this criteria. However, they agree with other criterias due to their asymptotic sig value greater than 0.50 (Denis, 2019).

The third evaluation is any difference means between respondents from academia and tourism agencies, and the reliability test showed that Cronbach alpha for all samples and sub-sample (academia and tourism agency) is above 0.90. This value is far above 0.70, which is required by an expert (Nunnally, 1978). Furthermore, the resulting test for these two independent samples using the Mann-Whitney test showed that all variables have an asymptotic sig value above 0.05. Therefore, there is a respondent agreement between academia and tourism agencies (Table 6).

The fourth difference test is respondent education level. There are two types of respondent education levels: bachelor's and master's degrees (Table 7). The reliability test indicates that criteria for all samples and sub-sample are reliable because their value of Cronbach alpha is above 0.70 (Nunnally, 1978). Furthermore, the Mann-Whitney test result for all criteria showed that different education levels of respondents agree with the criteria because the asymptotic sig value is greater than 0.05 (Denis, 2019). Experts do not agree with two village-based tourism criteria following the two independent and k-independent samples using the Mann Whitney and Kruskal Wallis test (c9 dan c10). Therefore, they are excluded from the next process (exploratory factor analysis).

Exploratory Factor analysis

The exploratory factor analysis is used to differentiate the criteria into several factors. Factor analysis is a statistical approach that can analyze interrelationships among large variables. It also explains them in terms of their common

underlying dimension (Hair et al., 2014). In addition, it reduces a large set of variables to a smaller and manageable underlying dimension (Fidle, 2009; Kim and Muller, 1978). There are several steps when conducting the EFA, and the first is to test the sampling adequacy using Kaiser Meyer Olkin (Kaiser, 1970), Bartlett test (Bartlett, 1950), and anti-image correlation. The second step is to run the component analysis, and reduce criteria into several factors (Denis, 2019). To assist with interpretation, factor rotation is employed to minimize the distance of each variable from one of the factors. Meanwhile, principal component analysis with varimax rotation is utilized to access the underlying dimensions. Only variable loading on each factor at 0.5 or higher is extracted (Hair et al., 2014). A screen plot and eigenvalue greater than one are used to determine the number of factors in each dataset (Churchill and Iacobucci, 2004).

Table 4. Group difference tests using the Mann-Whitney U test for gender

Variable	All sample		Male		Female		Mann-Whitney U test Asym. Sig.
	Mean	Rank	Mean	Rank	Mean	Rank	
C1	4.41	1	4.50	1	4.14	2	0.21
C2	4.19	6	4.20	7	4.14	3	0.85
C3	4.11	7	4.15	8	4.00	4	0.60
C4	3.74	12	3.70	12	3.86	9	0.86
C5	3.63	13	3.55	13	3.86	10	0.65
C6	4.26	5	4.35	5	4.00	5	0.45
C7	3.89	11	4.05	10	3.43	13	0.15
C8	4.37	2	4.40	3	4.29	1	0.54
C9	4.11	8	4.15	9	4.00	6	0.23
C10	4.11	9	4.25	6	3.71	11	0.12
C11	4.30	4	4.40	4	4.00	7	0.23
C12	3.93	10	4.00	11	3.71	12	0.21
C13	4.33	3	4.45	2	4.00	8	0.10
n	27		20		7		
Cronbach alpha	0.91		0.90		0.94		

Table 5. Group difference test using Kruskal-Wallis for Age

Variable	All sample		20-35 years		36-50 years		> 50 years		Kruskal-Wallis test Asym. Sig.
	Mean	Rank	Mean	Rank	Mean	Rank	Mean	Rank	
C1	4.41	1	4.29	1	4.50	5	4.38	1	0.85
C2	4.19	6	4.00	7	4.42	7	4.00	3	0.25
C3	4.11	7	4.29	2	4.25	10	3.75	7	0.37
C4	3.74	12	3.57	13	4.17	11	3.25	12	0.14
C5	3.63	13	3.71	11	3.75	13	3.38	10	0.77
C6	4.26	5	4.29	3	4.42	8	4.00	4	0.52
C7	3.89	11	3.71	12	4.08	12	3.75	8	0.62
C8	4.37	2	4.29	4	4.67	1	4.00	5	0.08
C9	4.11	8	4.00	8	4.67	2	3.38	11	0.03
C10	4.11	9	3.86	10	4.67	3	3.50	9	0.03
C11	4.30	4	4.14	6	4.58	4	4.00	6	0.19
C12	3.93	10	4.00	9	4.33	9	3.25	13	0.13
C13	4.33	3	4.29	5	4.50	6	4.13	2	0.47
n	27		7		12		8		
Cronbach alpha	0.91		0.89		0.92		0.87		

Table 6. Group difference tests using the Mann-Whitney U test for Expert Type

Variable	All sample		Academia		Tourism Agency		Mann-Whitney U test Asym. Sig.
	Mean	Rank	Mean	Rank	Mean	Rank	
C1	4.41	1	4.44	1	4.39	2	0.73
C2	4.19	6	4.00	5	4.28	7	0.30
C3	4.11	7	4.00	6	4.17	9	0.56
C4	3.74	12	3.78	8	3.72	13	0.87
C5	3.63	13	3.33	13	3.78	12	0.17
C6	4.26	5	4.00	7	4.39	3	0.24
C7	3.89	11	3.67	9	4.00	11	0.43
C8	4.37	2	4.11	3	4.50	1	0.20
C9	4.11	8	3.56	11	4.39	4	0.33
C10	4.11	9	3.67	10	4.33	6	0.21
C11	4.30	4	4.11	4	4.39	5	0.47
C12	3.93	10	3.56	12	4.11	10	0.61
C13	4.33	3	4.44	2	4.28	8	0.50
n	27		9		18		
Cronbach alpha	0.91		0.92		0.90		

Table 7. Group difference tests using the Mann-Whitney U test for Education

Variable	All sample		Bachelor		Master		Mann-Whitney U test Asym. Sig.
	Mean	Rank	Mean	Rank	Mean	Rank	
C1	4.41	1	4.57	2	4.35	1	0.48
C2	4.19	6	4.43	4	4.10	6	0.24
C3	4.11	7	4.57	3	3.95	9	0.10
C4	3.74	12	3.71	13	3.75	12	0.91
C5	3.63	13	4.00	10	3.50	13	0.26
C6	4.26	5	4.43	5	4.20	5	0.55
C7	3.89	11	4.00	11	3.85	11	0.68
C8	4.37	2	4.71	1	4.25	3	0.09
C9	4.11	8	4.43	6	4.00	8	0.55
C10	4.11	9	4.14	9	4.10	7	0.95
C11	4.30	4	4.43	7	4.25	4	0.59
C12	3.93	10	4.00	12	3.90	10	0.86
C13	4.33	3	4.29	8	4.35	2	0.85
n	27		7		20		
Cronbach alpha	0.91		0.90		0.91		

Table 8. Sampling adequacy test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.76
Bartlett's Test of Sphericity	Approx. Chi-Square	153.47
	df	45
	Sig.	0.00

Table 9. Anti-image correlation

variable	c2	c3	c4	c5	c6	c7	c8	c11	c12	c13
c2	**0.77**	-0.33	-0.20	-0.12	0.21	-0.09	-0.24	-0.41	0.39	0.27
c3		**0.90**	-0.27	0.00	-0.21	-0.03	0.16	-0.17	0.00	0.06
c4			**0.77**	-0.51	0.17	0.45	-0.41	0.10	-0.21	-0.36
c5				**0.84**	-0.09	-0.40	0.11	-0.06	0.10	0.07
c6					**0.77**	0.00	-0.50	0.01	0.04	-0.32
c7						**0.62**	-0.21	0.04	-0.25	-0.17
c8							**0.73**	-0.01	-0.36	0.38
c11								**0.78**	-0.50	-0.67
c12									**0.73**	0.23
c13										**0.64**

The factor analysis for eleven criteria was run (two criterias are dropped at the above process: c9 and c10). A criteria (c1) with a low anti-image correlation was deleted, to conduct the second run. Table 8 provided the result of the sampling adequacy test using the KMO for the second run. The sample of this study is adequate because the KMO value is 0.76, and the sig value is lesser than 0.00. Furthermore, the anti-image correlation was used to support the sampling adequacy conclusion as seen in Table 9 above. One criteria (c1) was excluded due to low anti-image correlation (< 0.50). Therefore, ten criteria were used for the next step. The principal component analysis is utilized to extract the factor, and Table 10 showed that two factors (component) are successfully extracted because the eigenvalue is greater than 1. Furthermore, factor 1 has an eigenvalue of 5.29 and 1.22 for factor 2.

Table 10. Factor extraction

	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	**5.29**	52.87	52.87	5.29	52.87	52.87	3.93	39.28	39.28
2	**1.22**	12.20	65.07	1.22	12.20	65.07	2.58	25.79	65.07
3	0.99	9.94	75.01						
4	0.77	7.66	82.67						
5	0.58	5.80	88.47						
6	0.42	4.24	92.71						
7	0.30	3.03	95.74						
8	0.21	2.05	97.80						
9	0.13	1.30	99.09						
10	0.09	0.91	100.00						

Figure 2 showed that the scree plot has two factors extracted from this analysis. Table 11 showed the loading factor for each criterion. Ten criteria have a loading factor at above 0.50, and the results showed that factor 1 has six criteria (c2, c3, c4, c5, c11, and c13), meanwhile, factor 2 has four criteria (c6, c7, c8, and c12). The results showed that two factors were extracted from the analysis, and factor 1 was labeled as public access, attractive condition, and parking area factor. Meanwhile, the second factor consists of the appealing activity, essential condition, and mitigation factors.

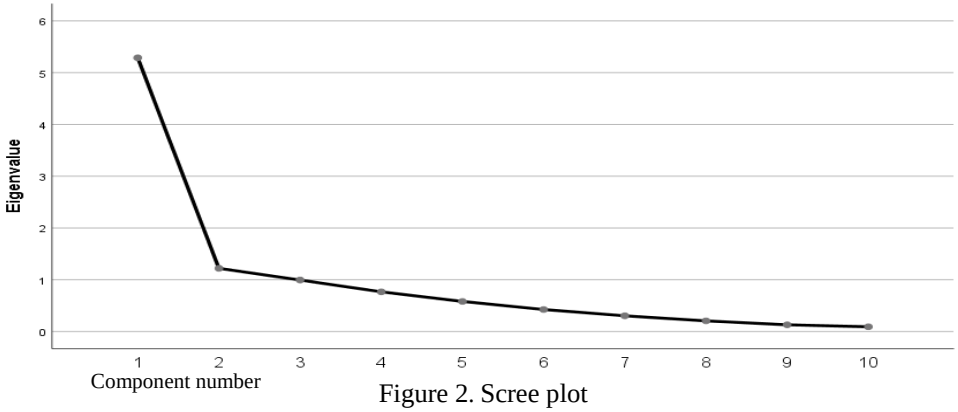

Figure 2. Scree plot

Table 11. Loading factor

Criteria	Factor	
	1	2
c2	0.82	
c3	0.85	
c4	0.85	
c5	0.73	
c6		0.65
c7		0.73
c8		0.73
c11	0.76	
c12		0.79
c13	0.63	

Table 12. Convergent validity

Factor	Criteria	Outer loading	CR	CA	AVE
Attractive condition, and parking factor	c11	0.83	0.93	0.91	0.73
	c2	0.84			
	c3	0.85			
	c4	0.90			
	c5	0.84			
Appealing activity, essential condition, and mitigation factor	c6	0.75	0.88	0.79	0.70
	c8	0.90			
	c12	0.86			

Table 13. Discriminant validity: Fornell-Lacker

Factor	Appealing activity, essential condition, and mitigation factor	Attractive condition, and parking factor
(F2 Appealing activity, essential condition, and mitigation factor	**0.84**	
(F1) Attractive condition, and parking factor	0.63	**0.85**

Modeling the village-based tourism criteria

The model was developed to validate or confirm the above finding. In this case, the measurement model was used to conduct assessment through the structural equation. This study uses the smart-pls to confirm the factor. In smart pls, two assessments of convergent and discriminant validities are used to validate the model (Hair et al., 2017). The four statistic properties used are outer loading, composite reliability, Cronbach alpha, and average variance extracted (AVE).

The first run of the pls algorithm showed that there is one criterion for each factor (c13 for factor 1 and c7 for factor 2) with outer loading lesser than 0.70 (Hulland, 1999) as required. Therefore, they are eliminated, and the pls algorithm runs for a second time. The result of convergent validity is shown in Table 12, where all criteria have outer loading

greater than 0.70 and have achieved the requirement. The next step is to assess the composite reliability and Cronbach alpha as an indication of construct reliability, and these values should also be above 0.70 (Bagozzi and Yi, 1988). Therefore, the conclusion that the convergent validity is reached was supported. Finally, the AVE value is also greater than 0.50 (Chin, 2010), and it supports the convergent validity.

The second validity of measurement model assessment is discriminant validity, which is assessed using the Fornell-Lacker criterion and cross-loading (Vinzi et al., 2010). Fornell Lacker criterion (Fornell and Larcker, 1981) was produced by calculating the square root of the construct's AVE, and the result is demonstrated in Table 13. Furthermore, all construct (factor) has a higher square root of AVE than the correlation with other constructs. For example, F2 has a square root of AVE at 0.84, and this value is greater than the correlation of F2 with F1 (0.63).

Table 14. Discriminant validity: cross-loading

Criteria	(F2) Appealing activity, essential condition, and mitigation factor	(F1) Attractive condition, and parking factor
c11	0.62	**0.83**
c12	**0.86**	0.52
c2	0.42	**0.84**
c3	0.47	**0.85**
c4	0.64	**0.90**
c5	0.51	**0.84**
c6	**0.75**	0.45
c8	**0.90**	0.60

The second test for discriminant validity is cross-loading (Table 14), and the criteria should have higher loading to their factor. For example, c11 has a loading factor of 0.83 to factor 1 and it is higher than its loading to F2. The bold number showed that the criteria belong to that factor. Therefore, F1 has five valid criteria (c2, c3, c4, c5, and c11), and F2 has three (c6, c8, and c12). The detail of discriminant validity using cross-loading is exhibited in Table 14, and the measurement model is pictured in Figure 3.

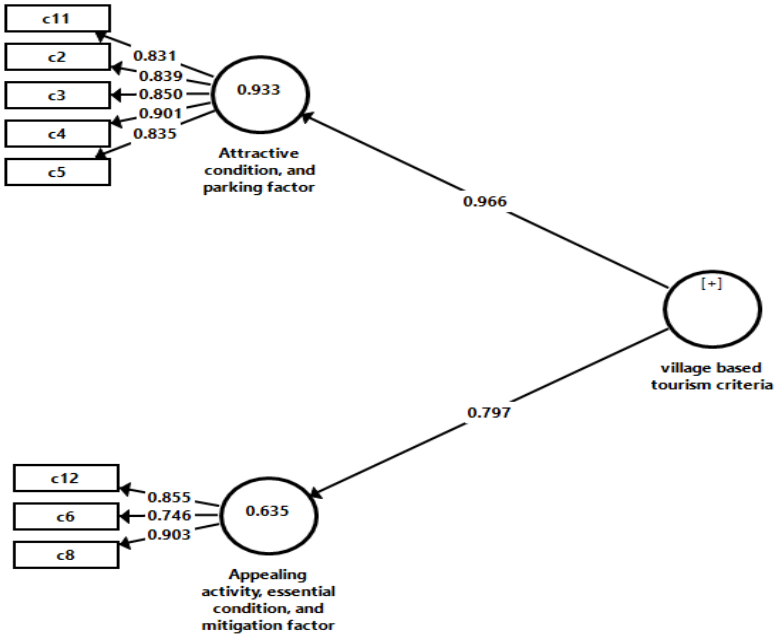

Figure 3. Measurement model

Village-based tourism criteria found two factors: (i) Attractive condition and parking factor, and (ii) Appealing activity, essential condition, and mitigation factor. Attractive conditions and appealing activity are relevant to the previous finding on cognitive destination image and revisit intention (Beerli and Martın, 2004; Pike and Ryan, 2004; Stylos et al., 2016).

CONCLUSION

Village-based tourism sustainability needs effective governance, which considers legitimacy and voice as principles of public participation and consensus. In addition, village-based tourism criteria should be established to have sustainable tourism through good governance practices. Therefore, this study investigates the village-based tourism criteria in Indonesia. The result concludes that there are two types of criteria: (i) Attractive condition, and parking factor, and (ii) Appealing activity, essential condition, and mitigation factor. Furthermore, the study has practical and theoretical implications. Practically, tourism stakeholders can use this finding, such as local and village governments, in developing village tourism. Attractive condition is related to the good quality of infrastructure, standard hygiene and cleaness, and unpolluted natural environment. In addition, appealing activity is associated with interesting culture attractions, historical monument and relevant event, and opportunities for garden-tourism.

Further, essential condition is the form of avaibility of hoels/lodgings/camping, safe place to travel, family oriented destination, and good value for mony. It contributes to the tourism literature and should be considered by future investigation on this topic due to its limitation. Furthermore, it involves limited experts, and in the future, other relevant stakeholders such as the village, the government should be added. It covers the area of West Sumatra, and the next investigation can consider other areas from Indonesia or other countries.

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