

## Planning Strategy on Natural and Cultural Tourist Attraction in Wana Village, East Lampung Regency

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### Abstract

Wana Village has a great deal of tourist attraction potential, including natural, cultural, historical, and culinary tourism and unique social life that includes more than one hundred classic traditional home architectures in the form of stilt houses typical of the Lampung tribe. In addition, there are ancient ceremonial customs, including the Melinting dance, which the village population frequently performs at various periods. In addition to ceremonies and arts, there are also traditional clothing and culinary specialties of Lampung Melinting that have attractiveness and cultural uniqueness that is still well maintained by the community so that they are still rich with the cultural values of the indigenous people of the Lampung tribe, making it a highly prospective area for tourist attraction development. This study seeks to identify the existing tourist attraction development strategies that enhance the growth of Wana's tourist attractions. This study employs a descriptive qualitative approach coupled with a SWOT analysis. The research site is in the East Lampung district village of Wana. The research findings indicate the significance of tourist attraction planning techniques that emphasize the planning of tourist attractions, accessibility, accommodation, amenities, and infrastructure supporting tourism activities.

### Keywords

tourism planning; tourist attractions; tourist village



## I. Introduction

The development of tourism is increasingly diverse, both globally and nationally, and the freedom to travel and use leisure time as a form of tourism is part of human rights (Indonesia Law RI No 10, 2009). As long as people continue to travel, tourism's components will continue to expand. Indonesia is an example of a country that continues to develop tourism through creativity, as outlined in the Ministry of Tourism and Creative Industries/Tourism and Creative Industries Agency's strategic plan for 2020–2024. The plan's vision is to create tourism and Indonesia's creative economy that is advanced, competitive, sustainable and prioritizes local wisdom to realize an advanced, sovereign, independent, and prosperous Indonesia. Included in the strategic plan's missions are:

(1) improving the quality of the Indonesian people, (2) achieving a productive, independent, and competitive economic structure, (3) achieving an equitable and just development, (4) achieving a sustainable living environment, (5) achieving cultural progress that reflects the nation's personality, (6) enforcing a legal system that is free of corruption, dignified, and trustworthy, (7) offering security for all nations and a sense of security for all citizens, (8) management of a clean, effective, and reliable government, and (9) local government synergy in a unitary state framework.

The nine principles of the strategic mission outline the need to develop harmony and mutual collaboration amongst sectors to execute sustainable tourism in Indonesia. The population, which is dispersed throughout 98 cities and 83,931 villages (Central Bureau of Statistics, 2021), has the potential to establish tourism sites that would boost the community's well-being and economy.

Tourism development in Indonesia prioritizes pro-poverty, pro-growth, pro-employment, and pays attention to environmental sustainability; therefore, tourism development in Indonesia must be able to improve the quality of life (local communities), create added value, and strengthen cultural and social values such as local wisdom (Muhammad & Prima, 2016).

East Lampung district is one of the districts in Lampung province with a lot of tourism potential but has not been fully managed. Based on the findings of a preliminary survey, the Wana Village Community has several tourist attraction that have the potential to become a tourist attractions, such as custom house architecture. In Wana Village, around 100 ancient stilt houses are dispersed throughout the area.

In addition, there are ancient ceremonial customs, including the Melinting dance, which the village population frequently performs at various periods. In addition to ceremonies and arts, there are also traditional apparel and culinary delicacies of Lampung Melinting that have cultural appeal and are still well preserved by the community to retain the cultural values of the Lampung tribe's original people (Sari, D., et al, 2020).

If properly maintained, Wana Village, which has a great deal of natural and cultural potential, can become a tourist destination. The primary issue is that tourism in this region has not been marketed appropriately, particularly for low-end tourists. There is a dearth of public knowledge of the cultural wealth that supports the tourist sector, despite the intimate relationship between socio-cultural tourism and human resources. The attitude of tourism-aware players who promote this activity must thus be supported.

The growth of tourist activities in Wana Village is not only intended to bolster the local and regional economy but also to introduce, utilize, and maintain existing cultural traditions. Therefore, it is vital to study to find the optimal method for planning Wana's tourist attractions.

## **II. Review of Literature**

### **2.1 Sustainable Tourism**

Tourism is governed by Law Number 10 of the Republic of Indonesia. Tourism is supported by a range of facilities and services given by the community, business people, government, and municipal governments, according to the Ministry of Tourism and Creative Industries (2009). Tourism is essentially travel involving tourist activities undertaken by individuals or groups for a limited period. Tourism encompasses various disciplines, including economic, social, cultural, and environmental.

Sustainable Tourism consists of several aspects or dimensions including environmental, socio-cultural and economic aspects, but there are differences of opinion in the placement of dimensions that separate social and cultural elements into different dimensions, one of which is according to (Williams & Morrow, 2009) that social and cultural elements in sustainable tourism have distinct purposes and potentials but have the same objective: to preserve sustainable community life, including social order and customs.

According to Garau, (2015) Sustainable tourism can generate a balanced and harmonious interaction between the three pillars of tourism: the quality of the visitor

experience, the quality of tourism resources, and the quality of life in the local community. The idea of sustainable tourism was created in the 1990s as a response to the tremendous effect of tourism activities, and it has since become a model for present and future tourism growth (Pjerotic et al., 2017).

## **2.2 Tourist Attraction**

According to Law number 10 of 2009 of the Republic of Indonesia on Tourism, a tourist attraction is defined as anything with originality, beauty, and worth in the form of a diversity of natural wealth, culture, and artificial items that are the focus or destination of tourist visits (Indonesia Law RI No 10, 2009).

The legislation divides tourist attractions into three distinct categories: natural tourist attractions, cultural tourist attractions, and artificial tourist attractions, while according to Zaenuri, (63:2012) There is one part in today's tourist attraction, which requires special intervention and courage or commonly known as special interest attraction.

## **2.3 Local Culture**

In the socio-cultural system of Indonesia, which consists of a pluralistic social, cultural, and economic structure, the local culture is at the cultural level. It is the case when the structure and levels are considered. Jacobus Ranjabar in Thaib, (2019) showed that Considering the pluralistic structure of Indonesian society, there are three distinct cultural groups: ethnic/regional culture, local general culture, and national culture.

Ethnic culture has the same meaning as local culture or regional culture. However, local general culture depends on the characteristics of the location, often urban environments where newcomers bring different local or regional cultures with them. Nonetheless, a dominating culture develops, notably the local culture of the city or location, while the national culture is the aggregate of regional cultures (Denzin, N. K., & Lincoln, 2009).

According to Nawari Ismail (2011), Local culture refers to all ideas, actions, and outcomes of human activity inside a particular communal group. The local culture is still expanding and evolving in the community, and it is accepted and utilized as a standard. Consequently, local cultural sources include not only the values, actions, and outcomes of traditional activities or the ancestry of the local community but also any components or cultural aspects that apply in society and become a feature of or develop exclusively in particular communities (Ismail, 2011)

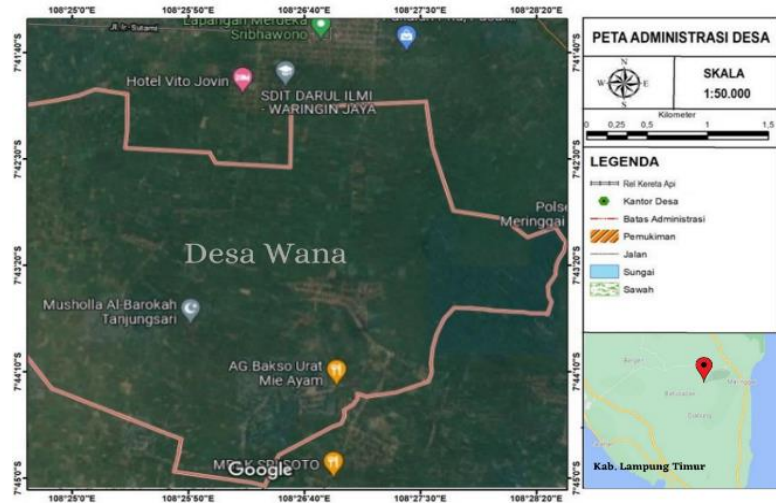
Currently, along with the rapid growth of information technology and social media, the relatively broad definition of local culture is of utmost importance since intercultural interaction must occur, and reciprocal adaptation and cultural acculturation are highly probable outcomes.

## **III. Research Method**

This study uses a qualitative research method to investigate the condition of natural objects. The form of research employed is descriptive since this study aims to explain the conditions that exist at the research site and portray them by their veracity. Direct observation, semi-structured interviews, and documentation are employed to acquire data. Descriptive qualitative analysis using an interactive analysis model and SWOT analysis are used to analyze the data.

## IV. Results and Discussion

### 4.1 General overview of Wana Village



**Figure 1.** Location of Wana Village, East Lampung Regency

Geographically, Wana Village is located on the east coast of East Lampung, specifically in Melinting District. Wana Village has regional boundaries, with Sri Bawono Village to the north, Waringin Jaya Village to the west, Tanjung Haji Village to the east, Tanjung Haji Village to the south, and Sumbarhardi Village to the south. Because infrastructure in the form of a highway has been constructed via the Bandar Lampung-Jabing Labuhan Meringgai route and the Bakauheni-Labuhan Meringgai-Jabing eastern route, Kampung Wana is very accessible. Wana Village is around two kilometers from Melinting District, approximately 64 kilometers from East Lampung Regency, and approximately 85 kilometers from the city center of Bandar Lampung (Rostiyati, 2013)

### 4.2 Analysis of Tourism Potential in Planning Areas

#### a. Tourist Attraction

**Table 1.** Summary of Benchmarks of Wana Village Tourism Attractiveness Indicators (Author, 2022)

Benchmark	Condition	Fulfillment	Analysis
Tourist destinations provide a variety of activities.	Numerous types of tourist potential exist.		It is necessary to manage tourism potential in order for a tour package to be appealing. There should be a strategy for local cultural activities that may complement the pleasure of natural landscapes.
Tourism potential is managed into attractive packages or activities	It is less than ideal tourist potential and activity management.		A tourism potential management strategy is required to function as an appealing cultural tourism package.

## b. Accessibility

**Table 2.** Summary of Benchmarks of Accessibility Indicators (Author, 2022)

Benchmark	Condition	Fulfillment	Analysis
It is capable of linking tourism activities.	Numerous types of tourist potential exist.		A clear tourist route plan is needed to be able to link each tourism activity so that there is synergy with each other. Increasing the effectiveness of the use of tourist routes to create synergy with each other.
It is accessible to excellent tourist destinations.	It is less than ideal tourist potential and activity management.		It is necessary to repair damaged roads in order to facilitate adequate accessibility to destinations.

## c. Accommodation

**Table 3.** Summary of Benchmarks of Accommodation Indicators (Author, 2022)

Benchmark	Condition	Fulfillment	Analysis
It has several accommodations near tourist sites as a place for tourists to stop.	It is the availability of accommodations managed by the local community with inadequate facilities and the Tourism Office's management of others in the development phase.		Because accommodations can attract socio-cultural features of travelers, there is a requirement for lodge management with suitable facilities.

## d. Amenities

**Table 4.** Summary of Benchmarks of Amenities Indicators (Author, 2022).

Benchmark	Condition	Fulfillment	Analysis
There is the service that requires availability.	There are home Facilities to eat and to drink.	There are restaurants with a typical Lampung Melinting culinary menu.	There is a need for culinary development that can become an economic resource for the local community.
It is designed to accommodate tourists.	Information Media	There is presently no media information center. There are available village	It is necessary to have an information media center, install the appropriate signposts, and make it multilingual so that foreign tourists can understand it.

		signposts. However, they are not equally dispersed and are written exclusively in the Indonesian language.	
	Souvenir Shop	There is no souvenir shop selling Lampung specialities.	There should be a special location that serves souvenir shops and offers a variety of items from the town in order to boost the local economy.
	Worship Facilities	The only prayer facilities available are mosques.	It is necessary to provide some distinct places of worship for those who follow to religions other than Islam.
	Medical facilities	Since only Village Health Posts are reachable, there is no guarantee of service accessibility.	It is necessary to enhance Village Health Post services and pharmacy provision.
	Financial Facilities	There are no financial facilities in the form of ATMs.	Provision of a shared ATM or ATM gallery is required.
	Public Toilets	There are no public toilets.	It requires a strategy for the construction of toilet public sanitary facilities that cater primarily to tourists.
	Parking Areas	There is no public parking lot accessible in tourist destinations.	It needs a necessary land that can be utilized as a tourist parking lot.
The physical state of tourism facilities is adequate.	Tourist facilities are poorly maintained.	It is necessary to renovate and repair every tourist facility.	
It has the form and pattern of regional identity.	The shape of the building does not have local characteristics.	It needs to be renovated by adding the local characteristics of the local village.	

**e. Infrastructure**

**Table 5.** Summary of Benchmarks of Infrastructure Indicators (Author, 2022)

<b>Benchmark</b>	<b>Condition</b>	<b>Fulfillment</b>	<b>Analysis</b>
The availability of infrastructure is needed to support the development of village tourism.	Road	<ul style="list-style-type: none"> <li>• There are road systems with asphalt surface and roads with light and serious damage at various spots.</li> <li>• Narrow road sections make it difficult for four-wheeled vehicles to pass.</li> </ul>	<ul style="list-style-type: none"> <li>• Damaged roads should be repaired.</li> <li>• Plans for road widening are necessary.</li> </ul>
	Electricity	All residents' houses have been served by the State Electricity Company network.	Electricity of 80 KVA/ha is necessary for public facilities such as street lights.
	Clean water	There are clean water sources in good condition, some of which are supplied by municipal waterworks. However, in addition to Municipal Waterworks, some individuals obtain clean water from springs and rivers.	The consumption of water by tourists conforms to the Public Faucets of 30 liters per barrel per day.
	Waste Water	The existing waste water treatment system is a private latrine with a subsystem septic tank; however, there is no wastewater sanitation management installation.	Cooperation with the local government is required to implement waste water sanitation management.
	Drainage	It has a primary drainage network system with a width of $\pm 1.5$ meters and an open secondary drainage with a width of $\pm 50$ cm in good condition and part of the surface has been hardened with a cement mixture so that it is closed.	It should be a development integrated drainage to reduce and overcome inundation.

	Garbage	The waste management system is still conventional, carried out by dumping and burning, because there is no integrated waste management system.	<ul style="list-style-type: none"> <li>• An integrated waste management system is required.</li> <li>• Creating a Garbage Bank that is managed by the community.</li> <li>• Establish Temporary Disposal Sites (TPS) is required.</li> <li>• Applying sorting is required</li> <li>• Waste with the concept of 3R (Reuse, Reduce, Recycle) is required.</li> </ul>
	Telecommunication Network	There is one BTS tower unit serving as a telephone and internet network provider, and every tourist location offers free wifi connection.	With the tower's standard range of 7 kilometers, it is ensured that all administrative areas have been reached.

#### f. Awareness

**Table 6.** Summary of Benchmarks of Public Awareness Indicators (Author, 2022)

Benchmark	Existing	Anal ysis
There is an involvement in the management of tourist destinations.	The kind of community involvement in the planning area for managing tourist destinations is interactive participation, with the community participating in analysis activities, developing plans, and forming and strengthening local institutions. The participatory approach employs an inter-disciplinary method that considers different views and is organized and methodical. Locally, community organizations manage decision-making and select how their resources will be utilized to tackle challenges.	<ul style="list-style-type: none"> <li>• The community needs training in tourist management.</li> <li>• Strict restrictions are necessary for the stakeholders (Pokdarwis) to fulfill their duties and responsibilities in managing the existing tourism potential.</li> </ul>



### 4.3 SWOT Strategy in Planning Area

**Table 8.** SWOT Strategy in Planning Area (Author, 2022)

<b>S-O STRATEGY</b>	
<b>I E</b>	<b>Strengths</b>
<b>Opportunities</b>	<ul style="list-style-type: none"> <li>• Developing sustainable and distinctive natural, cultural, and historical tourist attractions in order to transform the community into a sustainable tourism hub.</li> <li>• Developing tourist attractions such as water parks, white water rafting, camping grounds, flying foxes, boat rentals, fishing grounds, and play areas</li> <li>• Adding to the attractiveness of tourist destinations by hosting cultural activities.</li> <li>• Providing a guide to tourists as a tourism facility in order for them to learn about culture and history while traveling.</li> <li>• Developing local culinary specialties into various types of food.</li> <li>• Collaborating with the media to highlight their potential and encourage tourism.</li> <li>• The presence of tourist rules assists to preserve the natural condition of the ecosystem so that it may continue to exist in its pristine state.</li> <li>• Organizing cultural exhibition activities such as regional dance is necessary. performances, as well as exhibitions of special goods to preserve culture.</li> <li>• Cooperating with other tourist attractions by making tour packages is necessary.</li> <li>• Utilizing the role of the local community so as to assist the development of tourism objects and tourism potential is necessary.</li> <li>• Using all current promotional media to reach all segments of society.</li> <li>• Providing the community with the information and training necessary to comprehend tourism and how to enhance their village's potential, so that tourist development in Wana Village may function smoothly and contribute to the community's well-being.</li> <li>• Facilitating accessibility for non-vehicle-owning tourists, such as by providing public transit from the city center to the tourist destination's hamlet.</li> <li>• Constructing and repair facilities and maintain tourism infrastructure, such as by constructing visitor-friendly bathrooms, restaurants, gift shops, ATMs, gazebos, and suitable lodging.</li> <li>• Establishing a Waste Bank so that waste may be repurposed into items that will eventually serve as an economic driver.</li> </ul>
<b>S-T STRATEGY</b>	
<b>I E</b>	<b>Strength</b>
	<ul style="list-style-type: none"> <li>• Developing sustainable, eco-friendly tourist attractions that can avert environmental damage.</li> <li>• Enhancing or expanding existing services, quality, and facilities to keep pace with other tourist destinations.</li> <li>• Tourism objects and tourism potential in Wana Village have a distinctive tourist attraction with historical significance; thus, preservation and enhancement are necessary.</li> <li>• Preserving local wisdom and increasing the diversity of attractions through a cultural base.</li> <li>• Maintaining the image of the area as an area that has the value of local wisdom with natural beauty, culture, history and the environment.</li> </ul>

<p><b>Threats</b></p>	<ul style="list-style-type: none"> <li>• Tourism-related training can be provided to the community by relevant stakeholders.</li> <li>• The development of Wana Village's tourism appeal and potential must be carefully planned and marketed so that it becomes an added value with distinguishing characteristics that set it apart from other tourist destinations.</li> <li>• Wana Village stakeholders must oversee visitors and migrant inhabitants by enforcing cultural life and customs regulations that must be observed.</li> <li>• Enhancing the stakeholders' (Pokdarwis)' performance in accordance with government directives so that the present tourism potential may be developed into a tourist destination.</li> <li>• Providing training to local communities to understand the tourism industry.</li> <li>• Providing a guide for tourists to learn about cultural and historical tourism in Wana Village as they experience each tourist destination.</li> <li>• Public transit is required to facilitate the travel of tourists without private automobiles.</li> <li>• Utilizing the role of the local community and the government to complete existing tourism-related support facilities, such as hotels and restaurants.</li> <li>• Collaborating with Booking Online to market current lodging.</li> <li>• Constructing a unique location to serve as a gift shop selling regional delicacies and one-of-a-kind items from the Local Village.</li> <li>• Formulating rules pertaining to the administration of domestic public infrastructure</li> </ul>
<p><b>W - O STRATEGY</b></p>	
<p><b>I E</b></p>	<p><b>Weaknesses</b></p>
<p><i>Opportunities</i></p>	<ul style="list-style-type: none"> <li>• Cooperating between stakeholders, related to village funding for sustainable tourism village development.</li> <li>• Carrying out promotional activities that can be started from the Wana Village community first.</li> <li>• Building and optimizing tourism support facilities by establishing cooperation with various sectors.</li> <li>• Improving services to tourists.</li> <li>• Implementing the development and use of technology and collaborate or partner with travel agencies.</li> <li>• Providing training and inviting the community to participate in developing their village in the field of tourism and skills that increase community empowerment in improving the economy.</li> <li>• Providing and completing tourism infrastructure and facilities to support tourist activities.</li> <li>• Widening the road to make it easier for 2 motorists to pass at the same time.</li> <li>• Adding a ticket or tourist entry ticket.</li> <li>• The need for more attention to the cleanliness sector such as the addition of cleaners.</li> <li>• Repairing and adding infrastructure and facilities such as: public toilets and lodging.</li> <li>• Cooperating with the cleaning service and waste management offices to help keep the environment clean and natural.</li> <li>• It is necessary to add foreign language words in information media and guides to tourist sites in order to make it easier for foreign tourists.</li> <li>• Building a tourist information center to facilitate tourists in terms of information.</li> <li>• Considering entrance fees and parking so that they can be used as economic income to develop Wana Village as a tourist village destination.</li> </ul>

W – T STRATEGY	
I E	Weaknesses
Threats	<ul style="list-style-type: none"> <li>• Establishing entrance fees for tourism objects to increase the community's economy in the tourism sector and for the management of tourism objects.</li> <li>• Raising awareness and optimizing the importance of the collaborative involvement of all stakeholder components in Wana Village.</li> <li>• Improving the quality of human resources and their potentials so that they become part of an attractive and selling tourism village.</li> <li>• Holding events as complementary tourist attractions such as events from tradition, art, and sports.</li> <li>• Establishing language and art training workshops for local communities.</li> <li>• Making regulations for tourists regarding the obligations that must be carried out in visiting each tourist attraction.</li> <li>• Increasing the contribution of Tourism Village managers, one of which is Pokdarwis recognizing the tourism potential they have.</li> <li>• Adding infrastructure and facilities within the location of tourist attractions such as: gift shops, ATMs, gazebos, rest areas, health facilities, and worship facilities.</li> <li>• Improving and applying tariffs for tourism facilities such as toilets and parking so that they can be managed and function properly.</li> <li>• Making public transportation to the main roads of tourist attractions so that tourists do not have difficulty reaching their destinations.</li> <li>• Establishing cooperation with local governments in improving infrastructure.</li> <li>• Supervising and maintaining existing facilities at tourist sites.</li> <li>• Carrying out proper regulation and supervision of the construction of accommodation, tourism supporting facilities &amp; infrastructure so as not to worsen environmental conditions and not to affect local cultural life and customs.</li> <li>• Establishing regulations in the management of domestic public infrastructure.</li> </ul>

### a. Planning

**Table 9.** Tourism Planning in the Wana Village Area (Author, 2022)

Element	Tour Activity Plan
Tourist Attractions	<p>The plan for developing a tourist attraction with the <b>Growth Oriented Model</b> is a tourism development planning strategy that prioritizes growth.</p> <p><b>a) Something To Do</b></p> <ul style="list-style-type: none"> <li>• Fishing and catching fish in the river.</li> <li>• River rafting.</li> <li>• Bathing.</li> <li>• Learning about the history and culture of the Lampung Melinting tribe.</li> <li>• Observing local cultural customs.</li> <li>• Residing in a home on stilts</li> <li>• Observing and learning the customary Melinting dance.</li> <li>• Watching the Sebambangan dance drama.</li> <li>• Agriculturing and gardening</li> </ul> <p><b>b) Something To See</b></p> <ul style="list-style-type: none"> <li>• Plantation View.</li> <li>• Rice field view.</li> <li>• Sunset View.</li> <li>• Lampung Traditional House.</li> <li>• Water springs.</li> <li>• Panorama of Wana Village.</li> <li>• The village of the Lampung tribe is rolling.</li> <li>• Sarcophagus.</li> <li>• Pine Forest Landscape.</li> </ul>

	<p>c) <b>Something To Buy</b></p> <ul style="list-style-type: none"> <li>• Typical Lampung Culinary.</li> <li>• Traditional Accessories from Lampung Melinting (Fabric Tapis, Traditional Clothing, Sor Tali, etc.).</li> <li>• Community plantation products (vegetables, onions, coffee, etc.).</li> </ul>
Accommodation	<p>a) Improving homestay facilities and service systems so that they are livable by tourists.</p> <p>b) The accommodation development plan is developed with the Development of Eco-Accommodation with 3 sustainability criteria, namely:</p> <ul style="list-style-type: none"> <li>• Environmental responsibility is a principle that encourages tourism actors to reduce the negative impact of tourism activities as much as possible, and is followed by practices to improve environmental quality in a number of ways: waste recycling; utilize renewable energy; control water use; minimize greenhouse gas emissions; and protect ecosystems in nature.</li> <li>• Social and cultural responsibility is a principle that aims to promote the social and cultural values of local communities and involve local communities in tourism management.</li> <li>• Being accountable for sustainable company management is a notion that highlights the necessity for attentive business management to benefit not just the largest capital holders, but also business personnel others who are in tourist destinations, in this case the local community.</li> </ul>
Accessibility	<ul style="list-style-type: none"> <li>• Plans for the development of land transportation modes, namely by enhancing the quality of transportation modes, such as by building double-decker buses that are safe and pleasant for tourists from both inside and beyond the region. With bus lines connecting airports to tourist sites and local bus routes.</li> <li>• Plans to rehabilitate the pier and inter-island marine transit modalities such as ferries.</li> </ul>
amenities	<p>Based on the results of the analysis, it is possible to develop plans for services to support tourism, the infrastructure/facilities that can be added or improved are:</p> <ul style="list-style-type: none"> <li>• Directional signs.</li> <li>• Community-based waste management (Waste Bank).</li> <li>• Provision of souvenir shops.</li> <li>• Road Repair and Widening.</li> <li>• Souvenir/Souvenir Kiosk.</li> <li>• Added Gazebo and Rest Area.</li> </ul>
Empowerment Public	<p><b>Community Based Tourism Development</b> - Tourism planning and development strategies are focused on the empowerment of the community.</p>
Wana Village Tourism Planning.	<p><b>Sustainable Tourism Development</b> - Tourist development planning and the strategies are focused on tourism development's sustainability.</p>

## V. Conclusion

Wana village offers natural, cultural, historical, and local wisdom potential as a tourist village. The findings of the potential analysis in the planning area show the necessity of managing village potential for its development into a tourist village, specifically:

- a. Management of natural, cultural, and historical potential into objects and tourist attractions that have a variety of tourist activities; Management of pristine or natural panoramas by expanding tourist attractions, Management of historical tourist destinations in tourist villages through the use of historical and cultural specialists or guides as tourist facilities for traveling and learning about historical heritage objects. Management of cultural tourism through holding annual events and arranging cultural exhibitions, such as regional dance performances and village specialty exhibitions, to maintain local culture. Management of arts tourism (including the traditional melinting dance) and handicraft tourism in Lampung.
- b. Management of the availability of livable accommodation.
- c. Providing easy accessibility to tourist villages by repairing damaged roads and providing land and lake transportation modes.
- d. Constructing and enhancing supporting facilities and infrastructure in accordance with minimum service standards and the formulation of rules pertaining to supporting facilities and infrastructure for Wana Village tourism in an attempt to become a destination for tourists.
- e. Providing training to the community to understand how to develop the potential of their village, so that tourism development can run well which in turn can improve the welfare of the community.

The results of theoretical research and field analysis provide strategies that might contribute to attempts to revitalize tourism activities and to increase Wana Village's attractions to tourists. The planning for the development of this tourist attraction is conducted without compromising the individuality of the village and the local people, since the originality of tourism is derived from the village itself, as opposed to imitating other tourist villages.

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