

# Sustainable Tourism Development Strategy for Bakaran Wetan Village, Pati Regency Based on Edutourism: Community Based Tourism (CBT) Approach

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**Abstract:** Bakaran Wetan Village, Central Java Province is one of the areas in Indonesia with various superior tourism potentials such as the Bakaran Sudewi Batik Museum, Punden Nyai Ageng and Ki Dalang Soponyono and others that are closely related to historical, social, cultural philosophies and educational elements. However, the main problem faced is the lack of involvement of stakeholders, especially the community, in an integrated, integrated and active manner in realizing it as a sustainable tourism village. Based on this, the objectives of this study are: 1) To identify the potentials and problems in developing sustainable tourism in Bakaran Wetan Village and 2) To identify actors/stakeholders who play a major role in realizing it as a sustainable tourism village based on edutourism. This research method is mixed methods with a qualitative descriptive and quantitative approach based on actor/stakeholder mapping using the Matrix of Alliance and Conflict: Tactics, Objectives and Recommendation (MACTOR). The results of the study show that the Youth, Sports and Tourism (DINPORAPAR) has the highest convergence value with the Office of Tourism Awareness Group (POKDARWIS), which integrates it with the roles of other stakeholders, namely the Education and Culture Office (DISDIKBUD), Museum Management (MUSEUM) and the Office of Regional Development Planning, Research and Innovation (BAPPERIDA). Meanwhile, related to the identification of actor objectives, the highest convergence is the optimization of edutourism tour packages (EDUTOURISM) with synergy efforts to develop the tourism sector based on stakeholder intensification (SINERGITAS). The practical impact of this research is to map the synergy between stakeholders involved in the development of sustainable tourism while also determining the priority strategies to be implemented in Bakaran Wetan Village.

**Keywords:** Bakaran wetan, community based tourism, development strategy, edutourism, sustainable tourism

**History Article:** Submitted 10 May 2025 | Revised 22 May 2025 | Accepted 23 June 2025

**How to Cite:** Setyaputri, N. A., Rusdarti, & Rachmadi, M. F. (2025). Sustainable Tourism Development Strategy for Bakaran Wetan Village, Pati Regency Based on Edutourism: Community Based Tourism (CBT) Approach. *International Journal of Green Tourism Research and Applications*, 7(1), 84–98. <https://doi.org/10.31940/ijogtra.v7i1.84-98>

## Introduction

Tourism is one of the leading sectors of the national economy and a source of foreign exchange earnings (Apriyanti et al., 2023). One of the current government's focuses is to encourage the tourism sector by optimizing biodiversity and optimizing other resources effectively and efficiently (Ohorella et al., 2021; Azizi et al, 2021). As of 2023, the number of domestic tourist trips reached 7,518,895 visits. In line with this, the number of foreign tourists in Indonesia also experienced a very significant increase, namely 11,677,825 visits per year in 2023 (Central Bureau of Statistics of Indonesia, 2024).

Revenue in the national travel and tourism sector in 2023 is projected to reach IDR 854.80 billion rupiah with an annual growth rate of 2023-2027 reaching 4.41% (Statista, 2022). The massive growth of the tourism sector is an opportunity in itself to improve the national economy (Anggraini & Pujiati, 2022). The government also continues to strive to integrate various things in realizing a superior, competitive and sustainable national tourism sector without changing/replacing local wisdom, one of which is through the concept of edutourism (Akib, 2020; Pujiati et al, 2022).

Edutourism is a combination of education and tourism into an educational travel program by individuals and/or groups with the aim of gaining learning experiences from the locations visited (Rozak et al., 2021; Bare et al., 2021). The concept of edutourism cannot run without the involvement of various actors, especially the community. Through Community Based Tourism (CBT), the community will be actively involved in managing regional tourism, decision-making and other activities in synergy with various actors (stakeholders) (Zielinski et al., 2020; Arintoko et al., 2020).

Central Java is the province with the 3rd densest tourist mobility nationally after East Java and West Java, reaching 106,531,426 travel visits (Central Bureau of Statistics of Indonesia, 2024). This opportunity must receive serious attention from various actors in developing the sustainable tourism sector, including in the regions. One of the areas in Central Java that has great potential in the tourism sector is Bakaran Wetan Village, Pati Regency. This village has been confirmed as a developing category tourist village by the local government (Lestari & Suparwi, 2023; Sudarsono, 2022). The stages of becoming a tourist village include starting from the pioneering, developing, advanced to independent categories.

Bakaran Wetan Village is one of the leading villages of the Pati Regency Government. This is due to the various tourism potentials and local wisdom that exist, ranging from historical, culinary and traditional aspects (Lustianto et al., 2020). The characteristic of this village is the bakaran batik with unique motifs and historical value so that in 2021 it was designated as an intangible cultural heritage by the government through the Ministry of Education and Culture (Nihayah & Purwanto, 2022). In preserving the local wisdom of its batik, in 2022 the Bakaran Sudewi Batik Museum was inaugurated which is closely related to historical, cultural and educational values.

Another historical tour is the existence of the Nyai Ageng and Ki Dalang Soponyono punden which are still believed by residents to be the key ancestors of the Majapahit descendants (Rahmadhani et al., 2023). These two places are still a special attraction for tourists and the surrounding community still preserves customs from generation to generation to maintain the punden (Reswari & Nugroho, 2023). Punden Nyai Ageng is an old well that is estimated to be hundreds of years old. Meanwhile, the Petilasan Ki Dalang Soponyono is a hermitage in the form of a stone. The hermitage of Ki Dalang Soponyono is in the same complex as the hermitage of Nyai Ageng, who is the founder of the local village. The hermitage of Soponyono is on the south side, while the hermitage of Nyai Ageng is on the north side. Both places are still guarded and maintained by the local community as evidence of preserving customs and respecting ancestors.

With the provision of historical, cultural and local wisdom potential, Bakaran Wetan Village has a great opportunity in its efforts to intensify its efforts to become edutourism. Cultural and historical heritage provides its own educational experience regarding the flow of life, human behavior from time to time and the origins of a region. The local community is also one of the supporting elements in realizing Bakaran Wetan Village as edutourism by providing information, services and other educational efforts. This will also improve the skills and capacity of the community in

managing local wisdom and local culture while being able to increase community empowerment efforts and improving the regional economy.

However, the main problem in developing the tourism sector in Bakaran Wetan Village, Pati Regency is the lack of involvement of stakeholders, especially the community, in an integrated and integrated manner in realizing it as a sustainable tourism village. In fact, in the development of sustainable tourism, synergy, collaboration and cooperation between actors/stakeholders are very necessary (Maturbongs & Lekatompessy, 2020) (Fairuza, 2017). The urgency of this research is that there needs to be a strategy for developing Bakaran Wetan Village into a sustainable tourism village based on edutourism with a Community Based Tourism (CBT) approach.

## Methodology

This research method is a mixed method consisting of qualitative and quantitative approaches. In sharpening the research, the researcher determines the focus. The focus of the research is the main problem in the research. The focus is a single domain or several related domains of the social situation. Qualitative methodology is stated as a research procedure that produces descriptive data in the form of written or spoken words from the people being observed (Sugiyono, 2017; Moleong, 2011).

Qualitative data analysis is inductive, meaning that data analysis is carried out based on the data obtained and then developed into a hypothesis. In addition, data analysis can also be interpreted as a process of arranging the sequence of data, organizing it into a pattern, category, and basic description unit. This data analysis is in the form of qualitative description, namely analysis that describes the state or status of a phenomenon with words/sentences, then separated according to categories to obtain conclusions in a descriptive manner, so the analysis must be appropriate and relevant to the problems that occur in the field.

The first stage carried out is using interviews, in-depth interviews, field observations and surveys, documentation and Focus Group Discussions (FGD) with the aim of collecting data related to the research. Data analysis in qualitative research uses the Miles & Huberman model. In conducting data analysis, there are several steps taken, namely: 1) Data reduction; 2) Data presentation; and 3) Conclusion Drawing and Verification. The analysis of quantitative research data with questionnaire and based on the influence between actors, namely using the Matrix of Alliance, Conflicts, Tactics, Objectives, Recommendations (MACTOR). The MACTOR method tries to provide a global picture of the importance and possible outcomes of various issues, as well as the expected actor strategies, power relationships and potential alliances and conflicts. This method is intended to obtain the possibility of the evolution of the system being studied to build a better and more coherent scenario.

The MACTOR method is used to see the preferences of each stakeholder and the level of support for the identified goals (Fauzi, 2019). This method also determines the level of support that each stakeholder has for each goal and group. After the actors are identified, they can be grouped based on their respective roles so that it will be known whether the actor is included in the main actor, key actor, or supporting actor. Respondents are determined by identifying actors who have a significant influence on the research objectives. Actors can be individuals, groups, organizations or related institutions. Respondents are selected using the purposive sampling method based on certain relevant criteria. The main focus is tourism development, so the determination of actors is relevant to the field, both as main actors and supporters.

Then in the MACTOR analysis in this study it is also used to explain the relationship/interaction between actors. The MACTOR technique is based on three main inputs in the form of matrices. These three inputs are based on the "influence relationship" between one actor and another. With this concept, the input for MACTOR is through a position matrix (known as 1MAO [Matrix Actor Objective] and 2MAO) which uses the Saliency variable from the actor to the objective (objective). The third matrix is the MID (Matrix of Influence Direct) which uses the influence variable. In calculations with software, input from the user only requires the MID matrix, 1MAO, and 2 MAO matrices. Then it will be calculated by the computer through a mathematical algorithm process. Based on the MID matrix, MACTOR then calculates the direct and indirect effects of one actor to another actor.

## Results and discussions

### Results

The development of sustainable tourism in Bakaran Wetan Village, Pati Regency is carried out by mapping and identifying actors who have a major role or contribution in realizing this. There are 9 actors involved and each has a code, abbreviation/keyword to facilitate the data analysis process carried out. The actors involved are the Office of Youth, Sports and Tourism of Pati Regency (DINPORAPAR); the Office of Regional Development Planning, Research and Innovation of Pati Regency (BAPPERIDA); the Office of Education and Culture of Pati Regency (DISDIKBUD); Academics/Researchers (AKADEMISI); Museum Management (MUSEUM); UMKM Actors of Bakaran Wetan Village (UMKM); Bakaran Wetan Village Tourism Awareness Group (POKDARWIS); Karang Taruna of Bakaran Wetan Village (KRNGTARUNA); and Media (MEDIA).

Meanwhile, there are 7 objectives that are reviewed and examined in this study, which consist of: Local Wisdom of Bakaran Wetan Village (KEARIFANLO); Innovation and Regional Competitiveness (INOVATIF); Synergy in the Development of the Tourism Sector in Bakaran Wetan Village (SINERGITAS); Profitability and Income of the Surrounding Community (PROFITABIL); Increasing Competence, Skills and Capabilities of Human Resources (SDM); Superior Potential of Bakaran Wetan Village (PTNSUNGGUL); and Optimization of Educational Tour Packages (EDUTOURISM).



(Source: Personal Documentation, 2025)

**Figure 1.** Interview with Museum Manager (Batik Bakaran Sudewi Museum)

The first step in actor analysis is to identify the accumulation of actor scores in the MDI (Matrix of Direct Influence) table. This table will describe the influence between actors on other actors with a score range of 0-4. A score of 0 means no influence, 1 indicates that the actor influences operational procedures, 2 means influencing work, 3 means influencing the actor's mission and finally a score of 4 is the existence of an influential actor.

**Table 1.** The Value of Matrix of Direct Influence (MDI)

MDI	DINPORAPAR	BAPPERIDA	DISDIKBUD	AKADEMISI	MUSEUM	UMKM	POKDARWIS	KRNGTARUNA	MEDIA
DINPORAPAR	0	4	4	4	3	4	2	4	3
BAPPERIDA	2	0	3	3	2	4	2	3	1
DISDIKBUD	1	1	0	2	2	3	2	2	3
AKADEMISI	1	3	2	0	0	0	1	0	2
MUSEUM	2	1	2	1	0	0	2	1	2
UMKM	0	1	0	1	1	0	1	0	0
POKDARWIS	3	2	3	3	2	4	0	3	2
KRNGTARUNA	0	0	1	0	2	0	1	0	0
MEDIA	3	2	2	1	3	1	3	0	0

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Source: Processed Primary Data (2025)

After MDI identification, the next step is the assessment and scoring of the actors' perceptions of the predetermined objectives. Filling in the Matrix of Actor Objective (MAO) has the same scoring as MDI, namely a range of values 0-4. A score of 0 indicates that the objective has an uncertain outcome, a score of 1 means that the objective interferes with the actor's procedure for operations, then a score of 2 means that the objective interferes with the actor's success in work. Meanwhile, a score of 3 means that the objective interferes with the achievement of the actor's mission/cannot be ignored, and a score of 4 means that the objective interferes with existence/cannot be ignored as an effort to exist for the actor.

**Table 2.** The Value of Matrix of Actor Objectives (MAO)

2MAO	KEARIFANLO	INOVATIF	SINERGITAS	PROFITABIL	SDM	PTNSUNGUL	EDUTOURISM
DINPORAPAR	3	2	4	2	3	4	4
BAPPERIDA	2	3	3	1	2	3	2
DISDIKBUD	4	2	2	2	2	2	3
AKADEMISI	2	4	2	1	1	2	2
MUSEUM	4	3	3	2	3	3	4
UMKM	1	2	1	1	1	1	2
POKDARWIS	3	3	3	2	4	3	3
KRNGTARUNA	1	1	1	0	2	1	1
MEDIA	1	2	2	1	0	0	3

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Source: Processed Primary Data (2025)

After knowing MDI and 2MAO, to understand the level of influence and dependence between actors, you can use the Matrix of Direct and Indirect Influences (MDII). The MDII matrix determines the direct or indirect influence of order 2 between actors. The usefulness of this matrix is its more complete vision of the competitive game (one can reduce the number of choices of another party by influencing it through an intermediary actor). MDII has 2 important indicators, namely Li (showing direct and indirect influence) and Di (showing the level of dependence). The value represents the direct and indirect influence between actors. The higher the value, the higher the influence of the actor on others.

**Table 3.** The Value of Matrix of Direct and Indirect Influence (MDII)

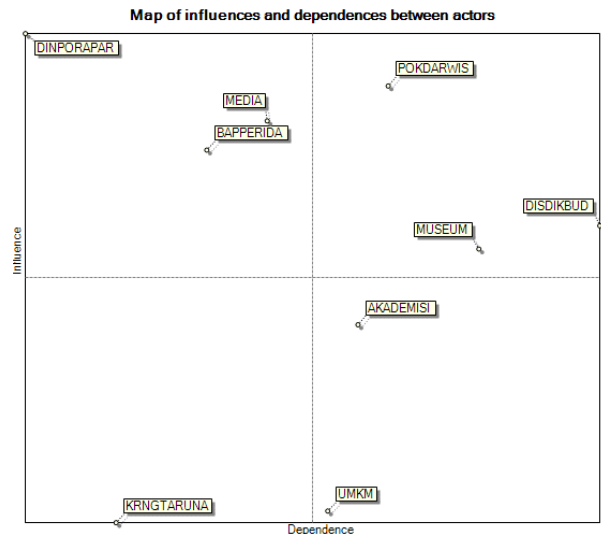
MDII	DINPORAPAR	BAPPERIDA	DISDIKBUD	AKADEMISI	MUSEUM	UMKM	POKDARWIS	KRNGTARUNA	MEDIA	Li
DINPORAPAR	11	14	16	14	15	14	14	12	13	112
BAPPERIDA	9	11	13	12	12	12	12	10	12	92
DISDIKBUD	10	10	11	9	12	8	12	7	11	79
AKADEMISI	7	8	9	8	8	8	8	7	7	62
MUSEUM	9	9	11	9	10	8	11	8	10	75
UMKM	4	4	4	4	3	2	4	3	4	30
POKDARWIS	11	13	15	13	14	13	13	11	13	103
KRNGTARUNA	4	3	4	3	4	2	4	3	4	28
MEDIA	12	11	13	13	13	11	13	11	11	97
Di	66	72	85	77	81	76	78	69	74	678

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Source: Processed Primary Data (2025)

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Source: Processed Primary Data (2025)

**Figure 2.** Map of Influence and Dependence between Actors

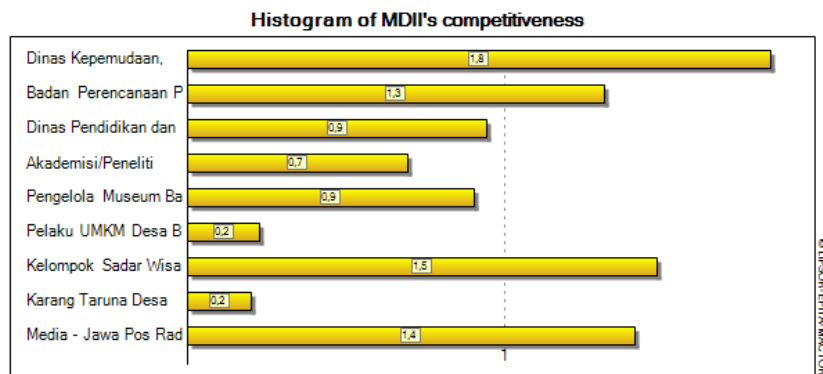
The map of influence and dependency between actors is a graphical depiction of the position of actors in relation to the influence and dependency (direct or indirect: Di and Li) between each other. The position is calculated automatically by the MACTOR software. The map is divided into 4 parts showing the existence of quadrants 1, 2, 3 and 4, each of which has a meaning in terms of influence and level of dependency. In quadrant 1, it means having a large influence and low dependency. Quadrant 1 which contains DINPORAPAR, MEDIA and BAPPERIDA is an actor in fully supporting various efforts to develop sustainable tourism in Bakaran Wetan Village by quadrant 2. Without quadrant 1, quadrant 2 cannot function optimally because they are interrelated. While quadrant 2 which contains POKDARWIS, DISDIKBUD and MUSEUM is the main actor.

The meaning is that the main driver of sustainable tourism in Bakaran Wetan Village is POKDARWIS. Tourism Awareness Group (POKDARWIS) has a high contribution role in planning, organizing, actuating and controlling various tourism policies in its region. However, the collaboration element must still be implemented with the main driver being POKDARWIS. The aspect of independence is also important, so that the POKDARWIS role model can carry out its activities, roles and functions optimally. Various activities that are routinely held include ketoprak, wayang kulit performances, sedekah bumi, batik festivals, batik ambassador elections, batik fashion shows and so on.

Meanwhile, apart from POKDARWIS, there is DISDIKBUD which is included in quadrant 2. In this case, preserving the arts, culture and local wisdom of Bakaran Wetan Village is very important. Intensive assistance by the Education and Culture Office (DISDIKBUD) with the contribution of all stakeholders including bakaran batik craftsmen has produced extraordinary works in the fields of arts, culture and history. By the Ministry of Education and Culture of the Republic of Indonesia, bakaran batik has been designated as an Intangible Cultural Heritage in 2021. Consistency, the spirit of mutual cooperation, togetherness and sustainability are important things in maintaining this achievement. To note, until now there are three works that have been designated as intangible cultural heritage, namely the Meron tradition, Kedung Panjang Mask Wayang, and the latest is Batic of Bakaran Juwana.

Next, MUSEUM is in quadrant 2. This is very much in line with the needs and roadmap for sustainable tourism development in Bakaran Wetan Village. So far,

edutourism-based tourism packages have not been very actively implemented. Many obstacles are encountered in the field, for example, the lack of integration of various supporting elements of tourism, such as natural tourist attractions, regional specialties and so on. These various supporting elements will simultaneously be interrelated in supporting sustainable tourism. In the future, optimization of edutourism will be encouraged by collaborating with various parties. Not only focusing on the *Projek Penguatan Profil Pelajar Pancasila (P5)* program but also by organizing various activities that are continuous and sustainable.



Source: Processed Primary Data (2025)

**Figure 3.** Actor Competitiveness Diagram

The image above shows the competitiveness of actors directed by the level of direct and indirect influence of actors on other actors. Actors who play an important role based on the image are DINPORAPAR, POKDARWIS, MEDIA and BAPPERIDA. Next is the result of MACTOR analysis by identifying the position of each actor towards each goal/strategy in the development of sustainable tourism in Bakaran Wetan Village based on edutourism. The objectives that have been set consist of 7 types, namely: 1) Local Wisdom of Bakaran Wetan Village (KEARIFANLO), 2) Regional Innovation and Competitiveness (INOVATIF), 3) Synergy in Developing the Tourism Sector of Bakaran Wetan Village (SINERGITAS), 4) Profitability and Income of the Surrounding Community (PROFITABIL), 5) Increasing Competence, Skills and Capabilities of Human Resources (SDM), 6) Superior Potential of Bakaran Wetan Village (PTNSUNGGUL) and 7) Optimization of Educational Tour Packages (EDUTOURISM).

**Table 4.** The Value of Matrix of Direct and Indirect Influence (MDII)



3MAO	KEARIFANLO	INOVATIF	SINERGITAS	PROFITABIL	SDM	PTNSUNGUL	EDUTOURISM	Mobilisation
DINPORAPAR	5,5	3,7	7,3	3,7	5,5	7,3	7,3	40,3
BAPPERIDA	2,6	3,9	3,9	1,3	2,6	3,9	2,6	21,0
DISDIKBUD	3,8	1,9	1,9	1,9	1,9	1,9	2,8	16,1
AKADEMISI	1,4	2,8	1,4	0,7	0,7	1,4	1,4	9,7
MUSEUM	3,6	2,7	2,7	1,8	2,7	2,7	3,6	19,8
UMKM	0,2	0,5	0,2	0,2	0,2	0,2	0,5	2,1
POKDARWIS	4,4	4,4	4,4	3,0	5,9	4,4	4,4	31,0
KRNGTARUNA	0,2	0,2	0,2	0,0	0,4	0,2	0,2	1,5
MEDIA	1,4	2,8	2,8	1,4	0,0	0,0	4,2	12,7
Number of agreements	23,2	22,9	24,9	13,9	20,0	22,1	27,1	
Number of disagreements	0,0	0,0	0,0	0,0	0,0	0,0	0,0	
Degree of mobilisation	23,2	22,9	24,9	13,9	20,0	22,1	27,1	

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Source: Processed Primary Data (2025)

The values in this matrix have taken into account the level of competence among the actors, the hierarchy of objectives and the degree of opinion of each actor towards the objectives in developing cooperatives. Positive values indicate actor support for the objectives. The higher the value, the higher the actor's support for the objectives. Likewise, negative values indicate conflict between actors and objectives. The higher the value, the higher the actor's rejection of the objectives. The 3MAO matrix shows that the optimization of educational tourism packages (EDUTOURISM) has the highest number of agreement, namely 27.1, then the next highest is the synergy score for developing the tourism sector in Bakaran Wetan Village (SINERGITAS), namely 24.9. The value of the objective means that EDUTOURISM elaborated with SINERGITAS is the objective that most activates actors/stakeholders.

Meanwhile, the actor with the highest mobility is DINPORAPAR with a value of 40.3 followed by POKDARWIS with a value of 31.0. This is in line with the research objectives that with the synergy of various stakeholders, especially DINPORAPAR as an element of the government as well as the holder of regional tourism policies with the main actor of Bakaran Wetan Village tourism, namely POKDARWIS. In addition, the 3MAO matrix table also shows that the number of disagreements is in a neutral position with a value of 0. This means that all actors/stakeholders agree on all the research objectives that have been compiled.

The weighted convergence matrix or Convergences Actors-Actors (3CAA) is related to the weighted position matrix Matrix Actors-Objectives (3MAO). It identifies several actors regarding the amount of similarity they have towards an objective (pro or con). It will identify the number of possible alliances considering the preferences of the actors in terms of their objectives and competitiveness. The 3CAA is a symmetric matrix.

**Table 5.** Matrix of Convergences Actors-Actors (3CAA)

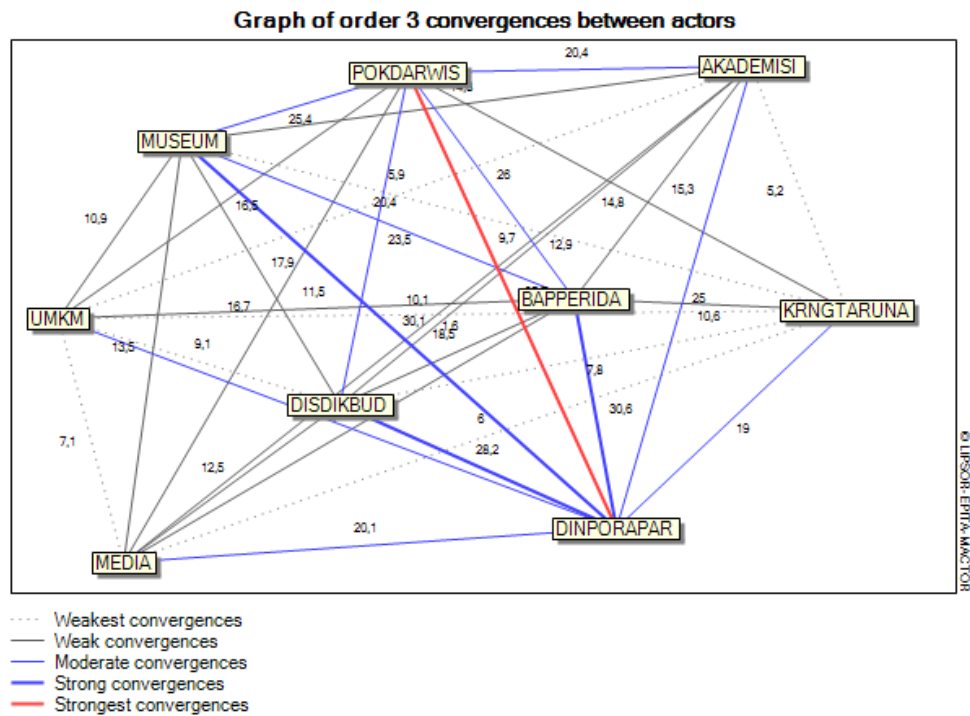
3CAA	DINPORAPAR	BAPPERIDA	DISDIKBUD	AKADEMISI	MUSEUM	UMKM	POKDARWIS	KRNGTARUNA	MEDIA
DINPORAPAR	0,0	30,6	28,2	25,0	30,1	21,2	35,7	19,0	20,1
BAPPERIDA	30,6	0,0	18,5	15,3	20,4	11,5	26,0	10,6	13,5
DISDIKBUD	28,2	18,5	0,0	12,9	17,9	9,1	23,5	7,8	12,5
AKADEMISI	25,0	15,3	12,9	0,0	14,8	5,9	20,4	5,2	10,1
MUSEUM	30,1	20,4	17,9	14,8	0,0	10,9	25,4	9,7	13,5
UMKM	21,2	11,5	9,1	5,9	10,9	0,0	16,5	1,6	7,1
POKDARWIS	35,7	26,0	23,5	20,4	25,4	16,5	0,0	14,8	16,7
KRNGTARUNA	19,0	10,6	7,8	5,2	9,7	1,6	14,8	0,0	6,0
MEDIA	20,1	13,5	12,5	10,1	13,5	7,1	16,7	6,0	0,0
Number of convergences	209,8	146,4	130,4	109,6	142,8	83,9	178,9	74,8	99,6
Degree of convergence (%)	0,0								

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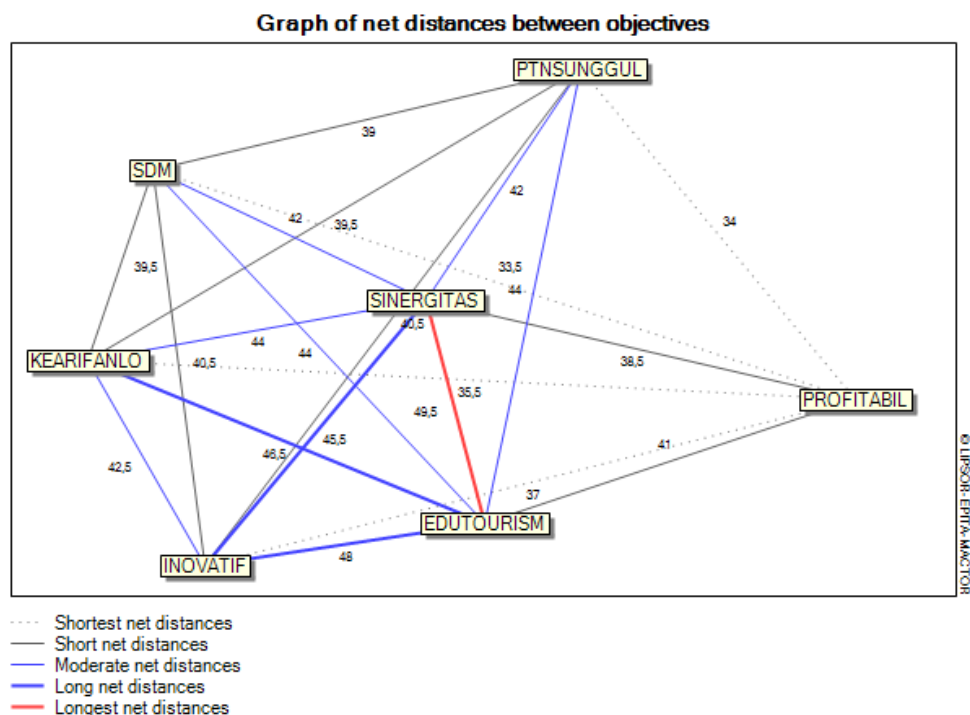
Source: Processed Primary Data (2025)

The value in the 3CAA matrix represents the degree of convergence between one actor and another. The higher the value, the greater the similarity of interests or goals of the actors. From the convergence analysis, a number of possibilities for the formation of alliances between the actors can be identified. In the 3CAA table, it can be seen that DINPORAPAR with POKDARWIS are the actors with the highest correlation of interest relationships with a convergence coefficient of 35.7. The second highest convergence is DINPORAPAR with BAPPERIDA with a score of 30.6. BAPPERIDA has a high role in terms of regional development policy efforts in Pati Regency, including in Bakaran Wetan Village. Some of BAPPERIDA's general tasks are related to supporting regional planning, research, development, assessment, and innovation. In more detail, BAPPERIDA is tasked with compiling technical operational policies in the field of planning and conducting research, as well as monitoring, evaluating, and reporting regional development performance including coordinating cross-sectorally with DINPORAPAR, especially related to regional tourism development.

The higher the value in the matrix will be indicated by the thicker the connection line on the map. This means that the higher the level of convergence between the actors. The red color means the strongest/highest convergence on the map that connects the influence of DINPORAPAR with related actors including POKDARWIS. In addition, other related actors are BAPPERIDA, MUSEUM and DISDIKBUD. The cooperation of these actors is also expected to support the success of the program, problem formulation and research objectives as previously determined.



Source: Processed Primary Data (2025)  
**Figure 4.** Convergence (3CAA) between Actors



Source: Processed Primary Data (2025)  
**Figure 5.** Net Distance Between Targets Graph

The image above is used to identify the objectives of actors who have the same position (pro or con). The stronger the relationship between objectives, the higher the convergence of the actors' opinions on the objectives. In the image, it is explained that

the realization of priority sustainable tourism is with EDUTOURISM which synergizes with the intensification of SINERGITAS of various stakeholders. Furthermore, other supporting indicators are INOVATIF and KEARIFANLO.

## Discussions

Sustainable tourism is a long-term strategy implemented by the government as an effort for national development. Meanwhile, the local wisdom of Indonesian tourism which is closely related to cultural, historical, social and educational elements is also a special attraction for tourists. Through sustainable tourism, it will synergize the preservation of local wisdom. Therefore, the development of sustainable tourism based on edutourism is carried out by carrying out economic, social, environmental and local wisdom aspects as a development model for Bakaran Wetan Village. These efforts will not be able to run without synergy and active involvement of stakeholders, especially the community. The development carried out is based on Community Based Tourism (CBT). Involving community participation in various policy-making, strategic directions and related decisions, especially in the development of sustainable tourism in Bakaran Wetan Village. Sustainability analysis uses MACTOR to identify stakeholder interactions, especially the community.

Previous research has emphasized that the development of the tourism sector is very important as an effort for national development including the regional scope (Vardopoulos et al., 2023; Zhang et al., 2024). However, there are still egos across stakeholders and undirected duties and functions (Redyanto et al., 2018; Sakina et al., 2023; Fauziah et al., 2023; Toruan et al., 2025). The community has also not been included in the development of sustainable tourism, especially in the regions, due to several things, starting from less intensive communication between stakeholders, minimal competence, capability and ability to manage tourism (Maulana et al., 2012; Sukaris et al., 2023; Kharisma, 2023). Whereas other researchers conclude that in tourism development, especially in the regions, the role of the community is very significant (Yuardani et al., 2021; Syarifuddin, 2023; Ikhlas & Agustar, 2024).

Based on the state of the art, further research is needed with a focus on sustainable tourism development strategies with the integration of all parties/stakeholders, especially community elements. The novelty of this research is the development of sustainable tourism based on edutourism with the Community Based Tourism (CBT) approach in Bakaran Wetan Village. This novel model aims to make Bakaran Wetan Village a role model for sustainable tourism development in Central Java Province while still upholding the preservation of local wisdom and culture through edutourism. This research is also based on the CBT approach to map the role, interaction and contribution of sustainable tourism development, especially from community elements.

## Conclusions

Sustainable tourism is one of the national development roadmaps. Not only thinking about short-term management in terms of benefits, advantages, risk mitigation, opportunities, threats and challenges but also in the long term. Empowering and integrating various cross-sectoral elements in various circles, so that a dynamic, humanistic, sustainable, integrated and sustainable sustainable tourism ecosystem will be created. In an effort to develop sustainable tourism in Bakaran Wetan Village, it has been determined that there are 9 actors/stakeholders within the scope of Academics, Business, Community, Government and Media (ABCGM). In addition, it also consists of 7 interrelated objectives. The conclusion is that the strongest/highest convergence is

between the influence of DINPORAPAR and related actors including POKDARWIS. In addition, other related actors are BAPPERIDA, MUSEUM and DISDIKBUD. Meanwhile, the priority goal of sustainable tourism development is EDUTOURISM which synergizes with the intensification of SINERGITAS of various stakeholders. Furthermore, other supporting indicators are INOVATIF and KEARIFANLO.

Suggestions for further research are related to the development of sustainable tourism scopes that are studied not only in one place, but can be in the scope of the region, region or province. The goal is that the recommendations of the research results have an impact and become a comprehensive consideration for regional development. In addition, studies on the objectives of sustainable tourism development can be studied intensively to find out and measure the extent of knowledge, abilities, skills, insights and operational provisions for managing tourism in a region.

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