



Are There Opportunities for Developing Thematic Education Tourism in Bali Aga During COVID-19 Pandemic? (Based on Tourist's Learning Motivation)

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Abstract- The COVID-19 pandemic has made it difficult for many tourist villages to bring in tourists. However, this condition did not occur in the village of Bali Aga village, which still received tourist visits amid the COVID-19 pandemic. Various motivations encourage tourists to travel to Bali Aga village during the COVID-19 pandemic. This article analyzes the motivation of a tourist visit to an old village located in the rural area of Bali Aga, Banjar District, Buleleng Regency. Qualitative and quantitative studies were carried out in analyzing this paper. This research begins with data collection through interviews, field observations, and distributing questionnaires to 60 visitors conducted before and after the COVID-19 pandemic. The questionnaire was also given to 246 visitors who participated in the virtual tour, by filling in their reasons for joining the virtual tour during registration. The results showed that the motivation for tourist visits was an educational opportunity. Natural and cultural tourism attractions in the old village have implications for the sustainability of the tourist village and for strengthening the strong elements of education as an understanding of ancestral heritage.

Keywords: Bali Aga; Motivation; Virtual Tour

I. INTRODUCTION

The COVID-19 pandemic that hit the world at the end of 2019, including Bali at the beginning of January 2020, caused the tourism sector to worsen (Parwata, 2020). The phenomena that emerged during the COVID-19 pandemic until this study was written gave significant changes to people's lifestyles. Traveling is now a primary need which is equivalent to the needs for food, clothing, and shelter (Hariyanto et al., 2018). Visitors who come to an area have different motivations (Uno, 2009). It can be understood that motivation is a factor that underlies a person in determining the choice of tourist destinations he wants to visit. Therefore motivation is a driving force that moves an individual to act to achieve certain goals.

The motivation of the visitors is a strong reason for tourist destination developers to create attractive attractions. This is also in line with Herdiana (2012) which stated that attractive tourist attractions can attract tourists to visit a tourist attraction. Tourist destinations in the form of old villages in Bali are scattered throughout the regency, the existence of these old villages by publications from researchers, especially anthropologists, has made this village famous (Reuter, 2018), not only among academics but also especially among travel agents. Some of these old villages are like old villages scattered in the Bali Aga rural area, which is located quite close to the center of tourist areas such as Lovina beach (Andiani, 2020). The existence of the people in these old villages has a tremendous influence in attracting tourists to come to Bali Aga.

The trust of tourists to make their choice of visiting rural areas of Bali Aga both before and amid the current COVID-19 pandemic shows the attraction of visitors to this area. Studies on tourist attractions in the Bali Aga rural area have been carried out previously, specifically in villages in the area, but no one has examined the motivation for tourist visits to rural Bali areas both before and during the COVID-19 pandemic. The reason for focusing on the study of visitor motivation is because when tourists have special motivation to come to rural Bali Aga, they will still come, even during the COVID-19 pandemic.

II. LITERATURE REVIEW

Some of the results of previous research that are relevant to this research, namely research related to the rural area of Bali Aga, research related to the loyalty of tourists to Bali Aga, research on the potential of the old village area in the rural area of Bali Aga and the implementation of a virtual tour. For more details,

previous research will be presented as a comparison with this study. The results of previous research that are specifically related to tourist loyalty are researched by [Andiani \(2020\)](#), [Widiastini \(2020\)](#), [Maheswari \(2018\)](#), [Haribawa \(2018\)](#), [Andini & Pujaastawa \(2018\)](#).

[Andiani \(2020\)](#) stated that the reason for the loyalty of tourists visiting one of the tourist villages in the rural area of Bali Aga, namely the Village of the Pedawa, is due to behavior, the mindset of the people of Pedawa Village is reflected in the Tri Kaya Parisudha concept which is implied in every element of community life in the Pedawa Village makes women come more than once. Meanwhile, the results of research on holding virtual tours in rural areas of Bali Aga by [\(Widiastini, 2020\)](#) stated that virtual tours are one of the global solutions in the pandemic era to introduce tourism potential in Bali Aga. The two studies provide an initial description of the interest of tourists visiting one of the villages in the rural area of Bali and illustrate how much the desire of the Tourism Awareness Group in Sidetapa Village to take advantage of technological advances through existing platforms to organize virtual tours, to introduce the potential of their village.

As an area consisting of old villages, many have written about the various potentials and cultural uniqueness of the Bali Aga rural area (SCTPB village) such as by [Maheswari \(2018\)](#), [Haribawa \(2018\)](#), [Andini & Pujaastawa \(2018\)](#), [Andiani \(2020\)](#). [Maheswari \(2018\)](#) in his article emphasizes the potential of Sidetapa village which can become a tourist attraction, analysis of this potential using a SWOT analysis. Furthermore, [Haribawa \(2018\)](#) has carried out the perceptions and motivations of stakeholders in ecotourism development in Pedawa and Cempaga Villages, using a phenomenological approach. [Andini & Pujaastawa \(2018\)](#) specifically pay attention to the participation of village elites in developing tourism and the impact of tourism development in Cempaga Village. This study uses Karl Mannheim's theory in reviewing elite participation in tourism development in Cempaga Village, and Dickman's theory to review the impact of tourism development.

Among the four studies that took place in several villages which are rural areas of Bali Aga, namely Sidetapa Village, Cempaga Village, and Pedawa Village have differences with this study because the objects and objectives of the research are different. Of the four studies, no one has elaborated on the motivation of tourists to come during the pandemic and how virtual tours can attract visitors to Bali Aga. Tourist visits both online via virtual tour media and offline during the COVID-19 pandemic are interesting to study. The concept of a virtual tour during a pandemic will help increase the motivation of tourists to find out about the rural areas of Bali Aga, even though only through a virtual tour. Currently, virtual tours are used as a promising promotional tool to invite domestic and foreign tourists to get to know the tourism potential in rural areas of Bali Aga. It can be understood that the virtual tour is also known as a panoramic tour, which is a simulation activity of a place that is aimed in real-time on the screen ([D.G Thomas, 2018](#)).

Apart from promotional tools with the help of internet media and the use of the current virtual tour concept, it turns out that the motivation of tourists who want to visit rural areas of Bali Aga is to want to know a lot and learn about Bali Aga, especially what is currently the icon of Bali Aga is the traditional house of Bali Aga. Many tourists who initially wanted to see the physical form of the cultural heritage of the Bali Aga people in the form of traditional houses have survived for a longer stay because they feel comfortable living with the indigenous people of Pedawa Village ([Andiani, 2020](#)). Learning about customs and culture is the main concern of those visiting the rural areas of Bali aga. The concept of educational tourism will be able to provide an overview in describing the motivation of tourists who come to rural areas of Bali Aga.

Motivation is a process to achieve a goal. A visitor to a tourist destination who has motivation means that he has the power to get what he needs ([Wall & Mathieson, 2006](#)). Through the use of this theory, it can be seen that the motivation of visitors visiting the Bali Aga rural area, because motivation is the trigger for the tour process, even though this motivation is often not realized by the tourists themselves. By knowing the motivation of these tourists, it will provide an insight to the researcher regarding the original purpose so that tourists are moved to visit the Bali Aga rural area, especially during the COVID-19 pandemic. Motivation can be in the form of intrinsic and extrinsic motivation.

III. RESEARCH METHODS

This research uses qualitative research methods, using qualitative and quantitative data collected through observation techniques, distributing questionnaires, documentary studies, and interviews. This research was conducted for 13 months from November 2019 to December 2020. To determine visitor motivation, questionnaires were distributed to 120 visitors who were met at the research location and to 246 visitors who visited the Bali Aga area through a virtual tour. Furthermore, the data is processed using a qualitative descriptive method to describe the virtual tour activities undertaken. The method for identifying tourist

motivation is by distributing a questionnaire consisting of eight driving indicators mentioned above to obtain data and information on the motivation of tourists choosing to visit the Bali Aga SCTPB village area. In determining the number of samples to be used using the formula in [Harir et al. \(2010\)](#) that is, the sample size is at least five times the number of indicators. After the data or information is obtained, the measurement is carried out using a Likert scale. The sampling method was using the purposive sampling technique.

The theory of motivation and the concept of a virtual tour as well as the concept of education are used as references in parsing the research results. The consideration of using the theory of motivation is that by analyzing the motivation of tourists, it is possible to make it easier to analyze the reasons related to visitors deciding to visit rural areas to Bali Aga, both online and offline. The virtual tour concept can break down the components that make virtual tours even more enjoyable during the pandemic. Through the concept of educational tourism offered can provide understanding related to a strong encouragement for tourists to travel not only for recreation but also to gain knowledge of objects that are seen directly or through virtual.

3.1 Motivation of Tourists to Rural Bali Aga

Rural areas are one way to improve the economy in an area. Through the Regulation of the Minister of Villages for Disadvantaged Areas and Transmigration No. 5/2016 concerning Guidelines for the Development of Rural Areas, it clarifies the objectives of rural area development, namely to accelerate and improve service quality, economic development, and/or empowerment of rural communities. The potential possessed by a rural area that consists of several villages requires efforts to bring out its identity as a rural area. Visits of tourists or visitors to rural areas are what is expected by every rural area that has a development base as a tourist area, such as the rural area of Bali Aga.

A visit to the rural area of Bali Aga is influenced by motivation. Motivation is a factor that underlies a person in determining the attitudes and actions he will do ([Khuong, 2014](#)). The higher a person's motivation, the higher the efforts made to achieve what he wants. The arrival of tourists is the initial purpose why the *Tourist Destination Region (DTW)* was introduced. The number of tourist visits is still used as a measure of a typological measure of the success of a DTW. So that this also makes tourists very important in tourism research. Motivation is the most important component in tourists in the decision-making process in visiting the DTW to be visited. Thus, tourist motivation is defined as a driving force that creates encouragement to someone in carrying out activities, and as a cause, a channel for acting that is integrated with all efforts to achieve satisfaction ([Setiadi, 2003](#)).

To find out the motivation of visitors to the Bali Aga Rural Area, a questionnaire was distributed to 60 respondents to get answers to the motivations that encourage and attract visitors to carry out tourism activities in the Bali Aga Village area. Based on the number of respondents, it is known that most of them have a high school education, namely 23 people (38.33%), while 16 people are S1 (26.66%), followed by S2 as many as 9 people (15%). Meanwhile, the respondents with doctoral education were 7 people (11.66%), Dr. as many as 2 people (3.33%), D3 as many as 2 people (3.33%), D1, and high professor as many as 1 person (1.66%). Based on the condition of tourists who are respondents in this study, it is known that 38.33% who have a high school education and 26.66% who have a bachelor's degree have an interest in traveling to the Bali Aga Village Area because the natural and cultural tourism offered are attractive and contemporary. However, it does not rule out the possibility for higher education levels to visit the Bali Aga Rural Area. Their tendency is not only to travel but to have the main objective, which is to do research.

3.2 Identification of Tourist Motivation

Identification of the motivation of tourists to visit the Bali Aga SCTPB Rural Area is formulated in eight driving indicators including escape, relaxation, play, straggling family bonds, prestige, romance, educational opportunity, commitment, and take the risk. 1). Escape is a motivation to get away from the boredom of daily work as well as a driving factor for tourists to visit the Bali Aga SCTPB Rural Area. 2). Relaxation is the desire for a recuperation of the environment that is felt to be fattening and is one of the factors driving tourists to visit the Bali Aga SCTPB Village Area. 3). Play, which is the desire of tourists to enjoy joy, is one of the factors driving tourists to visit the Bali Aga SCTPB Village Area. 4). Strengthening Family Bonds is the motivation of tourists to strengthen familiarity with relatives, which is one of the driving factors for tourists to visit. 5). Prestige is that the desire of tourists to follow lifestyle trends is one of the factors driving tourists to visit the Bali Aga SCTPB Village Area. 6). Romance is the desire of tourists

to meet people who provide an atmosphere of romance which is also a driving factor for tourists to visit the Bali Aga SCTPB Rural Area, 7). Educational Opportunity is the desire of tourists to see something new and know the culture of the Bali Aga SCTPB Rural Area which has nature-based tourist destinations but is also rich in traditions and culture. 8). The excitement and Take a Risk, which is the desire of tourists to find something interesting and do challenging activities, is a driving factor for tourists to visit the Bali Aga SCTPB Village Area.

The method for identifying tourist motivation is by distributing a questionnaire consisting of eight driving indicators mentioned above to obtain data and information on the motivation of tourists choosing to visit the Bali Aga SCTPB Village Area. After the data or information is obtained, the measurement is carried out using a Likert scale. Sarantakos (1998) stated that it has a gradation from very positive to very negative. Interval 1 -1.8, for Very Bad, interval 1.81 - 2.6 for Bad, interval 2.61 - 3.4 for Neutral, interval 3.41 - 4.2 for Good, and interval 4.21 - 5 for Very good. The results of the motivation of tourists to visit the Bali Aga SCTPB Rural Area are shown in Table 1.

Table 1. Internal motivation of tourists to visit the Bali Aga SCTPB Village Area

No	Indicator	Strongly agree		Agree		Neutral		Disagree		Strongly Disagree		Total Score	Score
		5	Score	4	Score	3	Score	2	Score	1	Score		
1	escape	25	125	28	112	5	15	neutral	4	0	0	2,1333333	neutral
2	relaxation	38	190	15	60	6	18	bad	2	0	0	2,25	bad
3	play	40	200	15	60	5	15	very good	0	0	0	2,2916667	very good
4	stragtening family bonds	37	185	15	60	5	15	very good	4	1	1	2,2083333	very good
5	prastige	5	25	6	24	1	3	very good	56	20	20	1,0666667	very good
6	romance	0	0	0	0	8	24	good	64	20	20	0,9	good
7	education oportunity	48	240	10	40	2	6	very good	0	0	0	2,3833333	very good
8	exitmen & take a risk	37	185	10	40	7	21	good	8	2	2	2,1333333	good

Source: Primary data processed, (2020)

Based on the data in Table 1, it can be seen that the highest score or assessment for tourist motivation is the educational opportunity which gets a score of 2.38. This shows that the motivation of most tourists visiting the Bali Aga SCTPB village area is the desire to get the opportunity to learn about the customs, culture, and natural resources of each village that is part of the Bali Aga SCTPB Village Area. This condition is in line with Yoeti (1996) which stated that the motivation of tourists to visit is due to culture and education. Table 1 also shows the lowest score, namely the romance indicator, which gets a score of 0.9. Identification focuses not only on the push indicators but also on the identification of the pull indicators. Identification of the motivation of tourists to visit the Bali Aga SCTPB Rural Area is formulated in 4 (four) attractive indicators including attractions, access, amenities, and ancillaries.

1) Attractions

The availability of attractive tourist attractions is one of the factors that attract tourists to visit because the Bali Aga SCTPB Rural Area has cultural and natural tourist attractions that are very diverse and interesting to visit.

2. Accessibility

The ease of transportation accessibility to reach tourist attractions as well as accessibility due to easy road conditions is one of the factors that attract tourists to visit the Bali Aga SCTPB Village Area.

3. Amenities

The ease with which tourists find accommodation and the availability of its facilities are other attractive factors for tourists to visit the Bali Aga SCTPB Rural Area.

4. Ancieliries

The availability of good service by POKDARWIS and the readiness of tourism leaders in managing tourism activities is one of the factors that attract tourists to visit the Bali Aga SCTPB Village Area.

Based on the data in Table 2, it can be seen that the highest score or rating for tourist motivation is the attraction which received a score of 8.34167. This shows the motivation of most tourists who visit the Bali Aga SCTPB village area in terms of attractive indicators, that the attractions offered to tourists are easy to find and attractive with all the uniqueness of natural and cultural tourism they have. Table 2 shows the lowest score, namely the amenity indicator which scores 6.60003 and is still considered neutral.

Table 2. The motivation of Tourists Visiting the Village Area of Bali Aga SCTPB

No	Strongly agree	Strongly agree		Agree		Neutral		Strongly disagree		Strongly Disagree		Total Score	Score
		5		4		3		2		1			
		number (person)	Score	number (person)	Score	number (person)	Score		Score	number (person)	Score		
1	Attractions												
	attractive and easy	48	240	10	40	2	6	good	0	0	0	2,38	good
2	was found												
	access	22	110	10	40	18	54	good	14	3	3	1,98	good
3	easy transportation												
	amenities	20	100	25	100	9	27	neutral	8	2	2	1,97	neutral
4	ancillaries												
	pokdarwis	38	190	19	76	2	6	good	2	0	0	2,28	good

Source: Primary data processed, 2020)

3.3 Tourist Motivation to Join Virtual tours in Rural Bali Aga

The phenomenon of disseminating information on tourist destinations during the COVID-19 pandemic through virtual tours has penetrated the entire world. This is confirmed by the opinion (Thomas, 2018) that virtual tours are a new promotional tool that presents a tour trip to a tourist destination in real terms that can be displayed on a computer monitor screen or cellphone. Also, according to Lasabuda, Badzila K. (2019) explained that virtual tours can introduce tourist destinations efficiently compared to promotions with non-interactive writing and images.

This is also emphasized by Setianto et al. (2020) that virtual tours are also very helpful for tourists who want to visit or just know tourist destinations regarding layout, overall location to existing tourist facilities, so that not only through social media but also can see visual forms as a whole a tourist destination. This virtual tour can also be useful for tourism actors as explained by Widiastini et al. (2020), that this virtual tour can be a solution for tourism actors from both formal and non-formal fields so that the output provided not only promotes tourist villages but is also able to train tour guides. Therefore, an integrated tour package has also been developed involving the potential of five villages, namely Sidatapa Village, Cempaga Village, Tigawasa Village, Pedawa Village, and Banyuseri Village. However, with its different uniqueness in each village, each village is also able to develop its package.

A virtual tour, known as a panoramic tour, is a simulation activity of a real destination on the screen. In the broadcast, the virtual tour implementer will use a device in the form of a laptop or PC so that it can provide an experience for tourists to feel the sensation of being in a place that is displayed on the monitor screen (Widiastini, 2020). On the third tour with the theme "Hacking the Science of Bali Aga Traditional Houses" as can be seen in the following pamphlet in Figure 1.



Figure 1. Virtual tour flyer, 2020.

The results also showed that based on the results of registration of the participants who filled out a questionnaire regarding the motivation for their visit to the rural area of Bali Aga by using online virtual media, it was aimed at gaining knowledge or educational opportunities. The graph showing the motivation to take part in the Bali Aga tour is shown in Figure 2.

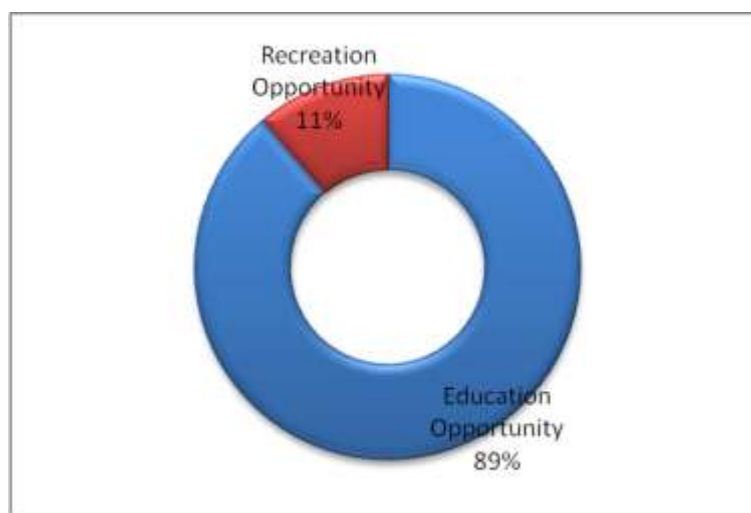


Figure 2. Diagram of virtual tour data results

The results of an interview with the organizer of this third Virtual tour event as well as the CEO of Trex tour, Amelia (in the interview) stated that:

“This virtual tour offers the concept of education, travelers are not only invited to know and have recreation in traditional houses in rural areas of BALI but by presenting three resource persons who are traditional house owners and 2 reviewers from historical elements and conservationist architect practitioners, making it virtual. it has more value with the concept of Edutainment”. (interview, 21 January 2021).

What was conveyed was supported by the results of a review from the tour participants which was shown by the committee in a group, that there were participants who said that:

"Congratulations on the virtual tour yesterday which went smoothly, with interesting and quality material, with great participants and resource persons. A mature and humble moderator when directing the event "(quote chat Whatsapp Putra tour participant, 22 January 2021)

The response from the chat Whatsapp is one of the responses of the many tour participants who enjoy the Edutaimen concept in organizing this virtual tour. So it is not surprising if the participants of this third tour get more than 200 participants. Evidence of the number of interesting participants and taking part in this tour activity can be seen in the e-registration form shown by the committee as shown in [Figure 3](#).

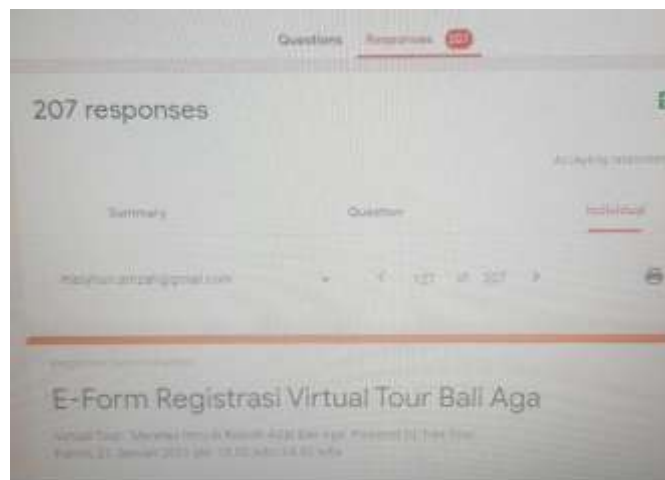


Figure 3. E-form registration, 19 January 2021

According to the organizer's companion from the Trex Tour Jakarta Founder in the interview, it was stated that:

"This is a special pride for us because even though this virtual tour does not use artists as influencers, this virtual tour is the most successful because there are many enthusiasts compared to other virtual tours that have ever existed. There are virtual tours that use artisans, not as many participants as virtual tours to gain knowledge in the traditional house of Bali Aga. " (Source: an interview with Amelia, CEO of Trex Tour January 23, 2021)

This virtual tour phenomenon by raising traditional houses as potential can attract many virtual tourists who attend. The participants were 70% students, 10% scientists or researchers, and 20% came from various backgrounds. This was conveyed by the organizing committee of the Buleleng homestay association, as the initiator of this virtual tour activity. The activities of the Virtual Tour Hacking Traditional Houses have been able to raise the self-confidence of village tourism village managers in the rural area of Bali Aga. The value of his ancestral heritage in the form of traditional houses, values , and philosophy has been able to become a tourist magnet.

[Jafari & Ritchie \(1981\)](#) tourism is closely related to several other sciences. Although it can be understood that education and tourism are two different things, they can work together and can complement each other. The educational process carried out in tourism activities is an active and creative learning method, as well as an effective alternative learning method. Shown in Figure 4 is a chart of the relationship between tourism science and other sciences.

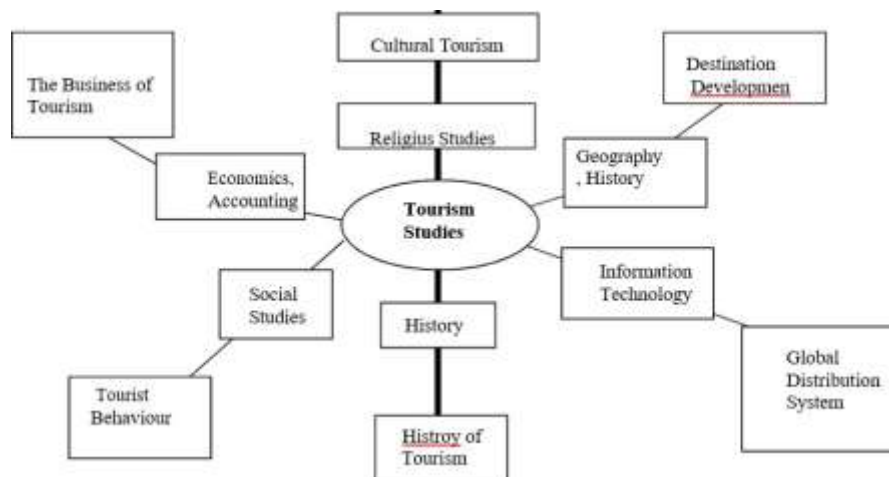


Figure 4. Model of the linkage of educational tourism with various fields of science
Source: (Jafari & Ritchie, 1981)

The phenomenon of visiting the Bali Aga village area is dominated by those who carry out research activities for a long time, and the aim is to find out the traditions of the Bali Aga people. From this, it can be given an understanding that the main purpose of educational tourism is education and research. In line with the main research results in educational tourism (Wang and Li, 2008) that most educational tourists consist of students and students who take advantage of vacation time to travel and gain knowledge, such as visits to rural areas of Bali Aga. The results of this study are in line with this research because the characteristics of visitors to rural areas of Bali Aga are those who are still in the process of carrying out educational activities and their tendency to come to rural areas of Bali Aga is to carry out research or search data for assignments.

IV. CONCLUSION

The COVID-19 pandemic that hit the world at the end of 2019, including Bali at the beginning of January 2020, caused the tourism sector to worsen. Indonesia, which consists of many tourist villages, is required to be able to adapt to offer attractive tourist activities amid a pandemic, namely through virtual tours. Through a virtual tour, tourists can still travel but with a visit that adapts to the current situation. Several tourist motivations become reasons for coming to a destination, both before the COVID-19 pandemic and after the tourist reasons. Motivation is the most important component for tourists in the decision-making process when visiting the DTW to be visited. Thus, tourist motivation is defined as a driving force that creates an impetus for someone to do activities, and as a cause, a channel for acting that is integrated with all efforts to achieve satisfaction. The reasons for tourists visiting rural areas of Bali Aga are in tune even though with 2 different visit models. Motivation to visit both online and offline is all based on the reason for the opportunity to learn or get something new which is better known as "educational opportunity". The motivation of these tourists during the COVID-19 pandemic provides a breath of fresh air or a positive impact on the continuation of ancestral heritage which is almost starting to be small.

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