

## **Building Tourism Interpretation Capacity Through Guide Training in Tambong Village's BUMDes Rekso Wijoyo**

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### **ABSTRACT**

Tambong Village has been designated as a Tourism Village by the Banyuwangi Regency Government through Banyuwangi Regent Decree Number 188/202/KEP/429.011/2021 concerning the Designation of Tourism Villages in Banyuwangi Regency. In 2024, training and assistance for the community in the preparation and implementation of thematic tourism packages will continue. However, in implementing these thematic tourism packages, partners have encountered difficulties in providing tourism interpretation during guided tours. In order to enhance the capacity of BUMDes Rekso Wijoyo in developing and managing tourism products in Tambong Tourism Village and to support the implementation of the Tambong Village Medium-Term Development Plan (RPJM) 2020–2025 in the field of tourism, a coaching programme is required. The focus of resolving the partners' problems in this community service activity is to increase the partners' capacity in preparing tourism interpretation materials and applying interpretation in tour guiding in Tambong Tourism Village and initiating partnerships for marketing tourism package products.

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## INTRODUCTION

Tambong Village has been designated as a tourism village based on the Banyuwangi Regent Decree Number 188/202/KEP/429.011/2021 concerning the Designation of Tourism Villages in Banyuwangi Regency (Banyuwangi Regent's Decree, Establishment of Tourism Villages in Banyuwangi Regency, 2021). In the Regent's Decree, Tambong Village was designated as a tourism village with a "Pioneer Tourism Village" classification and a natural tourism attraction category as a supporting element of the Kawah Ijen Tourism Development Area (WPP I) in the Banyuwangi Regency Tourism Development Master Plan (Febrian et al., 2023). The characteristics of a pioneer tourism village include its potential as a destination that is still being developed, limited infrastructure, few visitors who are generally from the surrounding community, and a lack of community awareness of its potential, which means it still needs a lot of assistance from the government and the private sector (Amir et al., 2020).

A tourism village is an area that has unique tourism potential and appeal, namely the experience of the unique life and traditions of rural communities with all their potential (Kementerian Koordinasi Bidang Kemaritiman dan Investasi Republik Indonesia, 2021; Sudibya, 2018). In an effort to develop tourism villages, the Tambong Village Government and BUMDes Rekso Wijoyo Tambong Village have focused on developing agriculture-based tourism (agrotourism) with the theme of Ider Galengan Tourism, which is an educational rice field tourism activity for primary school students in the form of walking along the rice field embankments (pematang sawah) with various fun games to introduce agricultural activities to primary school students, followed by tubing in the Tambong Village rice field irrigation system.

The development and management of Ider Galengan Tourism is carried out by the Tambong Village Government and BUMDes Rekso Wijoyo, assisted by the Tourism Department of the Banyuwangi State Polytechnic, through Project-Based Learning (PBL) activities in the Tourism Destination Management Course for students of the Tourism Business Management Study Programme. From November 2023 to February 2024, BUMDes Rekso Wijoyo, together with the Tambong Village Tourism Awareness Group (Kelompok Sadar Wisata/Pokdarwis) and the Tambong Village Youth Organisation (Karang Taruna), accompanied by lecturers and students from the Tourism Department of the Banyuwangi State Polytechnic, have organised at least six Ider Galengan Tourism activities for six groups of student tourists from six primary schools in Kabat District, Banyuwangi.

Furthermore, in 2024, the Tambong Village Government and BUMDes Rekso Wijoyo, accompanied by the Tourism Department of the Banyuwangi State Polytechnic, through a Region-based Partnership Community Service activity (Pengabdian Masyarakat Berbasis Kemitraan Wilayah/PKW), conducted training and assistance in the preparation and implementation of thematic tourism packages, resulting in the creation of Agrotourism, Geotourism, and Historical Tourism Thematic Package Products. These activities have contributed to increasing the capacity of the community in packaging the various tourism potentials of the village into a Thematic Tourism Package Product and in organising travel programmes from these package products (Perdana et al., 2025).

However, in implementing the training and assistance in organising thematic tourism packages, partners experienced difficulties in interpreting tourism in tour guiding. This was because partners did not yet have the knowledge and skills to compile tourism interpretation materials and apply interpretation techniques in tour guiding. Furthermore, because the partners could not yet interpret tourism, they did not feel confident in marketing these tour packages to the general public (only to local tourists, namely primary school students in Kabat Subdistrict).

Based on Letter No. 145/19/429.506.14/2024 from Tambong Village regarding the Request for Assistance in the implementation of the Tambong Village Medium-Term Development Plan (RPJM) for 2020–2025, there are five priority areas, one of which is Tourism (nature-based, agriculture/agro, arts and culture, history, creative economy, and MSMEs), which includes the sub-areas of Community and Youth Capacity Building and Cultural Preservation and Values Instillation.

The focus of addressing partner issues in this community service activity is:

- Enhancing Partner Capacity in Developing Tourism Interpretation Materials;
- Enhancing Partner Capacity in Applying Interpretation Techniques in Tour Guiding;
- Enhancing partners' capacity in initiating tourism product package marketing partnerships;

The alternative solutions that can be implemented to address partner issues in this community service activity are:

- Training in the Development of Tourism Interpretation Materials;
- Training in the Application of Interpretation Techniques in Tour Guiding (Simulation/Trial Implementation of Interpretation in Tour Guiding with Tour Guide Partners and Travel Agencies);
- Facilitation of Partnerships for Marketing Thematic Tour Package Products (with Travel Agency Partners);
- Creation of a Guidebook on Interpretation Techniques in Tourism Guiding;

Therefore, to enhance the capacity of BUMDes Rekso Wijoyo in providing tourism interpretation in tour guiding for the implementation of thematic tourism package products in Tambong Village and to support the implementation of the Tambong Village Medium-Term Development Plan (RPJM) for 2020 – 2025 Tourism Sector, it is necessary to implement a Capacity Building Programme titled "Building Tourism Interpretation Capacity Through Guide Training in Tambong Village's BUMDes Rekso Wijoyo".

## **METHODS**

This community service activity will take the form of training and mentoring to improve the capacity of BUMDes Rekso Wijoyo partners in preparing tourism interpretation materials and applying interpretation techniques in tour guiding. The role of interpretation is very important in educating tourists to understand the attractions being interpreted so that they understand, appreciate, and support conservation, and ultimately provide satisfaction to tourists as well (Istighfarah et al., 2024). Additionally, facilitation will be provided to partners to establish marketing partnerships for thematic tourism package products with travel agencies in Banyuwangi Regency.

In addition to training and mentoring, this community service activity will also produce a Guidebook on Interpretation Techniques in Tourism Guiding, intended to serve as a reference for partners in resolving management issues related to the Tambong Tourism Village product and marketing issues related to thematic tour packages as products of the Tambong Tourism Village.

The stages in the implementation of this community service activity are as follows: Preparation stage, including activities:

- Coordination between the community service team and partners in identifying partner issues;
- Substance enrichment, literature studies, and related policy studies;

- Developing methods to resolve partner issues in the form of training and mentoring activities, creating guidebooks, and facilitating product marketing partnerships.
- Preparation of the activity implementation schedule.

Training and mentoring stage, including activities:

- Training and mentoring in the preparation of tourism interpretation materials;
- Training and mentoring on the application of interpretation techniques in tour guiding and the provision of tools to support interpretation activities in tour guiding;
- Facilitation of product marketing partnerships for tour packages with Travel Agencies in Banyuwangi.

Book production stage, including activities:

- Production of a Guidebook on Interpretation Techniques in Tour Guiding;

Reporting and Publication Stage, including activities:

- Implementation of dissemination (presentation) of the results of community service to partners BUMDes Rekso Wijoyo and the Tambong Village Government;
- Evaluation of the success of the community service activities;
- Scientific Publication in the Community Service Journal
- Publication in Electronic Mass Media;
- Copyright registration of the Guidebook;
- Final reporting

The participation of BUMDes Rekso Wijoyo as a partner in this community service activity is to propose training participants from BUMDes managers (especially the Tourism Business Unit), Village Officials, Tourism Awareness Groups, Youth Organisations, and other community representatives who will later serve as tour guides in the implementation of the Tambong Tourism Village thematic tour package. Additionally, the partner also participates in providing the venue for the training activities.

The evaluation of this community service programme will be conducted by distributing questionnaires to training participants to determine their responses and assessments using the Kirkpatrick training evaluation model (Sandi & Irfansyah, 2023). The Kirkpatrick Analysis method can provide clear direction in evaluating training by placing important emphasis on the training outcomes on organisational performance (Utomo & Tehupeior, 2014)

## RESULTS AND DISCUSSION

The implementation of this community service activity consisted of four stages, namely (1) Preparation Stage; (2) Training and Mentoring Stage; (3) Guidebook Development Stage; and (4) Publication and Reporting Stage.

### Preparation Stage

The preparation stage comprises three activities, namely (1) Team coordination and substance enrichment; (2) Development of implementation methods; and (3) Development of training and

mentoring activity schedules. The team coordination and content enrichment activity was held on Thursday, 10 July 2025, discussing a common understanding of the scope of community service activities and the need for literature review content (theoretical basis and scientific publications) as a basis for developing training and mentoring materials for the Capacity Building of BUMDes Rekso Wijoyo Tambong Village through Training in Interpretive Tourism Guiding Techniques. The required material substance covers an introduction to the profession of tour guiding, the importance of tourism interpretation in tour guiding, the development of tourism interpretation material, and tour guiding techniques. The implementation of the activity to develop the method for carrying out the community service activity was carried out on Wednesday, 16 July 2025, which discussed the training implementation method, including classroom training (in a classroom or training venue) and field training or simulation of tourism interpretation activities in tour guiding (Bariqi, 2020; Suryani et al., 2023). Then, to measure the success of the training activity, an evaluation will be carried out using the Kirk Patrick approach, which includes a learning evaluation, which aims to measure the level of participants' understanding of the training material by conducting a pre-test and post-test (Pulungan, 2025).



**FIGURE 1.** Discussion on the Preparation of the Training and Mentoring Activity Schedule

Source: Community Service Team Documentation, 2025

Meanwhile, behaviour and result evaluations were not conducted because, in general, changes in behaviour and results from training activities can be evaluated over a sufficiently long period of time after the training activities, as measurements must be taken to assess how the behaviour of training participants has changed after returning to their work environment and the impact this has had on improving their performance (Sukarelawan et al., 2024).

The activity of developing a schedule for training and mentoring activities was carried out on Wednesday, 23 July 2025, which discussed the planned dates for the training and mentoring activities. The training and mentoring activities are planned to be conducted at least four times, including classroom training (indoors or at a training venue) on interpretation in tourism guidance, mentoring on the preparation of tourism interpretation materials, and field training or simulation of interpretation activities in tourism guidance in the Tambong Village tour package.

In addition to the training activities, a study tour to Kemiren Tourism Village is also scheduled to conduct discussions and learn from the best practices as an Advanced Tourism Village in Banyuwangi Regency that has been visited by many tourists. Then, in the last training session, marketing strategy training and facilitation of marketing partnerships for Tambong Village tour packages are scheduled.

## Training and Mentoring Phase

The first training activity was held on Saturday, 9 August 2025, with a focus on introducing the profession of tour guide, basic guiding materials, and practice in opening or delivering tourism interpretation in tour guiding.

The training programme included an opening ceremony, singing of the Indonesian national anthem, a prayer, speeches from the Poliwangi Community Service Team and the Tambong Village Government, a group photo, a pre-test, presentation of training materials, practice and implementation of opening tourism interpretations in tour guiding, presentation of the next training plan, a post-test, and a closing ceremony. The training material was delivered by practitioners, namely Professional Tour Guides from one of the Travel Agencies in Banyuwangi Regency, namely Truly Banyuwangi. Then, the activity of compiling material (text) and practising opening tourism interpretation in tour guiding was guided by the Community Service Team.



**FIGURE 2.** First Training Session on Basic Guiding (Tourism Guiding) and Practical Opening of Tourism Interpretation in Tourism Guiding

Source: Community Service Team Documentation, 2025

This first training session was attended by eight participants, consisting of young men and women from Tambong Village who were recommended by BUMDes Rekso Wijoyo Tambong Village as Community Service Partners. The training participants are expected to be able to follow the training activities from the first to the sixth so that they can improve their capacity in delivering Tourism Interpretation in Tour Guiding. It is hoped that in the future, they will be able to manage the Tambong Village Tourism Package Products managed by the Tourism Business Unit under BUMDes Rekso Wijoyo.

The second training activity was held on Sunday, 24 August 2025, with a focus on training in the practice of interpretation in tourism guiding: product knowledge of the tourism potential of Tambong Village, which took place in the MICE Room of the Raung Hotel, Poliwangi Jinggo Education Campus. The training at Poliwangi Campus aimed to provide a different atmosphere for participants, who are residents of Tambong Village, while introducing them to the Poliwangi Campus environment through

training materials on interpreting the educational tourism potential at Poliwangi Campus, which carries the theme of Geo-Ecotourism Technopark.

The training programme schedule included an opening ceremony, singing of the Indonesian national anthem, a prayer, screening of a video profile of Banyuwangi State Polytechnic, delivery of training material, training and practice in product knowledge interpretation of the tourism potential of Tambong Village, presentation of the next training plan, closing ceremony, group photo, and social gathering. The training material was delivered by the Community Service Team, and the training on product knowledge material preparation and interpretation delivery practice was assisted by a Professional Tour Guide from one of the Travel Agencies in Banyuwangi Regency, namely Truly Banyuwangi.

This second training session was attended by seven participants from the Tambong Village community, consisting of the Village Head and young men and women from Tambong Village who were recommended by BUMDes Rekso Wijoyo Tambong Village as Community Service Partners. Based on discussions with the Tambong Village Head and all training participants, several tourism potentials of Tambong Village that can be used as product knowledge materials include the history of Meru Park, the Kejaya Handicraft Centre, Mount Batu and its mining activities, rice fields with views of Mount Ranti and Mount Raung, as well as the Poncowati Dam and Tambong River.



**FIGURE 3.** Second Product Knowledge Training on Tourism Potential in Tambong Village and Practice of Interpreting Product Knowledge in Tour Guiding  
Source: Community Service Team Documentation, 2025

The third training activity was conducted on Sunday, 21 September 2025, with a focus on Sharing Knowledge: A Study Tour to Kemiren Banyuwangi Tourism Village. This activity was intended to provide participants with the experience of participating in tourism interpretation activities in Kemiren Tourism Village, which is an advanced tourism village in Banyuwangi Regency. One of the characteristics of an advanced tourism village is that the community has the ability to manage tourism businesses through pokdarwis/local working groups (Gede, 2022).

The schedule for the third training activity included a briefing at the Tambong Village Hall regarding the training agenda, departure to Kemiren Tourism Village, a tour of the Kemiren Village Culinary Market area guided by a Local Tour Guide from the Kemiren Village Tourism Awareness Group (Pokdarwis), followed by a tour to the Sukosari area, Kemiren Village, where there are residential areas with

traditional Osing houses, a knowledge-sharing session on tourism interpretation in tour guiding in Kemiren Tourism Village, and a study tour on tourism village management by Pokdarwis and tourism business units under the Kemiren Village BUMDes.

This third training was attended by seven participants from the Tambong Village community, consisting of the Head of BUMDes Rekso Wijoyo and young men and women from Tambong Village who were recommended by BUMDes Rekso Wijoyo, Tambong Village, as Community Service Partners. Based on the results of this activity, the participants gained insight into best practices in tourism interpretation in tour guiding and tourism village management by Pokdarwis, as well as tourism business management under the auspices of BUMDes. In addition, the participants became more motivated and confident to manage tourism in Tambong Village, to compile tourism interpretation material on the various tourism potentials in Tambong Village, and to become tour guides in Tambong Village.



**FIGURE 4.** Third Training Session: Knowledge Sharing: Benchmarking Tourism Interpretation in Tour Guiding at Kemiren Tourism Village, Banyuwangi

Source: Community Service Team Documentation, 2025

The fourth training activity was held on Saturday, November 8, 2025, with a focus on "Guiding Simulation: Tourism Interpretation Simulation in Tambong Village Tourism Guiding". The activity was designed to provide participants with the opportunity to apply the tourism interpretation skills they had acquired from the first to third training sessions in a simulation of a tour package around Tambong Village with tourists from the students of the Tourism Department, Banyuwangi State Polytechnic.

The agenda for the fourth training activity included a briefing at the Tambong Village Hall regarding the Guiding Simulation agenda and the distribution of tasks for training participants who would serve as tour guides at each of the tourist attractions to be visited. The guiding simulation activities include welcoming tourists at the Tambong Village Hall with traditional welcome drinks and snacks, explaining the profile of Tambong Tourism Village, visiting Gunung Batu to learn about one of the sources of livelihood for the residents and the formation process of Gunung Batu. Then, visiting Meru Park to learn about the history of the Blambangan Kingdom heritage site and visiting Kejaya Handicraft to learn how to make bottle hangers from coconut fiber.

This fourth training session was attended by eight participants from the Tambong Village community who served as tour guides, 15 students from the Banyuwangi State Polytechnic Tourism Department

who served as tourists, and one representative from a travel agency. The results of this fourth training session showed that the participants had acquired good skills in becoming tour guides and were able to provide good tourism interpretations at each of the tourist attractions in Tambong Village. Additionally, through this guiding simulation activity, participants became more confident in their role as tour guides and were motivated to explore the various potentials in Tambong Village to be packaged as tourism interpretation materials.



**FIGURE 5.** Fourth Training Session: Guiding Simulation - Tourism Interpretation Simulation in Guiding Tours Around Tambong Tourism Village

Source: Community Service Team Documentation, 2025

## Guidebook Development Stage

One of the outputs of this community service activity is a Guidebook on Tourism Interpretation in Tour Guiding in Tambong Village. This guidebook discusses guidelines for compiling tourism interpretation materials and tourism interpretation techniques in tour guiding. This guidebook will also contain all training materials and the results of the compilation of tourism interpretation materials on the tourism potential of Tambong Village compiled by the training participants.



**FIGURE 5.** Cover of the Guidebook on Tourism Interpretation in Tour Guiding in Tambong Village

Source: Community Service Team Documentation, 2025

This guidebook is expected to provide sustainable benefits (Rizkiawati et al., 2017) for the Tambong Village community, particularly for BUMDes Rekso Wijoyo, to enhance the capacity of tourism business unit managers in delivering tourism interpretation in tour guiding, even after the community service programme activities have been completed.

## Publication and Reporting Stage

The publication stage achieved in this progress report is in the form of an electronic media publication with

- the website address <https://jmdn.co.id/berita/PW0v7b0qre/bumdes-rekso-wijoyo-perkuat-sdm-wisata-poliwangi-hadirkan-pelatihan-kepemanduan-profesional> and
- a video of the activity on the online video platform with the website address <https://youtu.be/DY8IXicoVzM> for the training activity.

## Training Evaluation Results

The evaluation of the training activity was conducted utilizing the Kirkpatrick Analysis evaluation model to ascertain the participants' comprehension of the training materials presented by the instructor. This was achieved by comparing the results of the pre-test and post-test in the first training stage. The test questions encompassed the knowledge of the duties and responsibilities of a tour guide. A total of eight participants took part in the training and responded to the evaluation.

TABLE 1. N Gain Score Analysis

No	Participants	Score		N Gain Score	N Gain Criteria (Improvement)	% N Gain
		Pre-Test	Post-Test			
1	Participant 1	50	70	0.40	Moderate	40.00
2	Participant 2	10	50	0.44	Moderate	44.00
3	Participant 3	20	40	0.25	Low	25.00
4	Participant 4	50	100	1.00	High	100.00
5	Participant 5	50	80	0.60	High	60.00
6	Participant 6	50	70	0.40	Moderate	40.00
7	Participant 7	40	80	0.67	Moderate	67.00
8	Participant 8	50	50	0.00	No Change / No Increase	0.00
<b>Mean</b>		<b>40.00</b>	<b>67.50</b>	<b>0.47</b>	<b>Moderate</b>	<b>47.01</b>

Source: Processed Data, 2025

The average score (mean) of participants' initial understanding (pre-test) before receiving training material was 40. Meanwhile, the average score (mean) of participants' final understanding (post-test) after receiving training material was 67.5. This shows that overall, there was an increase in the average understanding of participants of 27.5 points, where the average N-Gain score obtained was 0.47. This means that this training activity has increased the understanding of participants in the "Moderate" category. However, based on the overall N-Gain percentage score, the percentage obtained was 47%, which is greater than 40%. This means that this training activity falls into the "Less Effective" category.

The results of the analysis show that the lecture method in class and individual practice carried out in half a day are not recommended in training activities. Another learning method that is considered more effective than lectures is the audio-visual method. This is reinforced by the results of Ambarsari's (2020) research, which states that the audio-visual method is more effective because it can provide stimulation through the eyes (75%) and ears (13%) and can present images, movements, and sounds that are more

interesting (not monotonous), thereby providing more optimal results. Additionally, audio-visual methods also have a positive impact on improving speaking skills (Fatmawati et al., 2021), which is certainly very much needed for prospective tour guides as a means of providing satisfaction and excellent service to tourists.

## CONCLUSION

To increase the capacity of BUMDes Rekso Wijoyo in developing and managing tourism products in Tambong Tourism Village and to support the implementation of the 2020-2025 Tambong Village Medium-Term Development Plan in the field of tourism, a Community Service Development Programme has been carried out. The focus of addressing partner issues in this community service activity is to enhance partners' capacity in developing tourism interpretation materials and applying interpretation in tourism guiding at Tambong Tourism Village, as well as initiating marketing partnerships for tourism package products. The solutions implemented to address partner issues include:

- Training in the Preparation of Tourism Interpretation Materials, Training in the Application of Interpretation Techniques in Tour Guiding (Simulation/Trial Implementation of Interpretation in Tour Guiding with Tour Guide Partners and Travel Agencies)
- Facilitation of Partnerships for the Marketing of Thematic Tour Package Products (with Travel Agency Partners), and
- Creation of a Guidebook on Interpretation Techniques in Tour Guiding.

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