

INCLUSIVE TOURISM READINESS OF TONDOK BAKARU VILLAGE: AN EVIDENCE-BASED ASSESSMENT FOR SUSTAINABLE DEVELOPMENT

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Abstract

Tondok Bakar Village is a buffer village that borders Gandang Dewata National Park and is a tourist village that has been ranked among the top 50 in the 2022 ADWI (Awards for the Development of Tourism Villages). The sustainable and inclusive development of tourism in the buffer village of Tondok Bakar is strategically necessary to maintain a balance between environmental conservation, community empowerment, and local economic growth. Methodologically, this study uses a descriptive quantitative approach with a Likert scale-based scoring analysis technique to measure and assess the level of implementation of inclusive tourism principles in the Tondok Bakar Tourism Village. Scoring is applied to indicators in five dimensions of inclusivity: physical and environmental accessibility, socio-culture, economy, management and policy, and information and communication technology. The results of this assessment were then processed to determine the tourism village inclusiveness index. A qualitative approach is used in semi-structured interviews/focus groups with key stakeholders (local communities, tourism businesses, tourists, and vulnerable groups) and document review. The scope covers core attractions and supporting services in Tondok Bakar Village, as well as governance arrangements and local enterprises. The objective is to establish a rigorous baseline for inclusive tourism implementation, identify principal constraints and enablers, and formulate actionable priorities that link inclusion with sustainability. The findings provide actionable evidence for village managers and policymakers to steer investments toward high-leverage improvements and measurable progress toward sustainable destination status.

Keywords: *evidence based assessment; inclusive tourism; tondok bakar village; sustainable development*

1. INTRODUCTION

The role of tourism in supporting sustainable development is to realize sustainable and inclusive tourism. Inclusive tourism is one of the investment vehicles for Sustainable Development Goal (SDG) 11, which aims to create safe, inclusive, and sustainable cities and organizations. The realization of inclusive tourism is concrete evidence of the realization of quality, equitable, and sustainable tourism. Inclusive tourism, as a development approach, addresses structural inequalities that hinder participation. Inclusive community tourism, from a social and ethical perspective, includes efforts to empower communities to actively participate in maintaining sustainable tourism practices, preserving their traditional and cultural heritage, and protecting the environment. Inclusive tourism is a tourism concept that aims to ensure that everyone, regardless of background, physical ability, or social status, can access, enjoy, and participate in tourism experiences. This includes efforts to eliminate barriers that individuals with special needs, marginalized groups, or local communities may face in enjoying tourist destinations. According to Scheyvens & Biddulph (2018), inclusive tourism is a tourism concept that emphasizes the participation and benefits of all community

groups, especially marginalized communities, involved in tourism development, such as planning and becoming responsible producers and consumers of tourism products. Furthermore, Rita & António (2020) argue that the concept of inclusive tourism can counteract the negative impacts of tourism development and effectively provide positive economic and social impacts for tourism communities (Rudiyanto, 2022). Research by Churilina et al. (2021) shows a positive shift in tourist attitudes toward the implementation of inclusive tourism ideas, resulting in a new level of awareness among tourism actors and the creation of new opportunities to improve community well-being.

The concept of inclusive tourism emphasizes the involvement and accessibility of all levels of society, including vulnerable groups, in all aspects of tourism development. This is crucial to realize in line with the Sustainable Development Goals (SDGs), which emphasize the principle of "leaving no one behind" (UNWTO, 2021). Within the context of the 5A theory, which encompasses Attractions, Accessibility, Amenities, Available Packages, and Activities (Cooper et al., 2008), inclusive tourism promotes the provision of attractions that are accessible to all, accessible to people with disabilities and the elderly, amenities that support the comfort of all visitors, affordable and diverse packages, and participatory tourism activities that empower local communities. Thus, inclusive tourism not only expands the tourism market but also creates social and economic justice in tourist destinations. The concept of sustainable and inclusive tourism holds good prospects for tourism development in Indonesia. The market potential for sustainable and inclusive tourism is increasingly promising, attracting the interest of various tourist groups. The majority of tourists in Asia, America, and Europe are middle-class. They are the right target market for businesses due to their increasing purchasing power. The UNWTO estimates this figure will reach 38.3 percent of total global tourist expenditure in 2020 (Saputra, 2022).

Mamasa Regency is a regency in West Sulawesi Province with unique and distinctive tourism potential, designated as a leading tourist destination through West Sulawesi Governor Regulation Number 15 of 2008. Mamasa Regency is known as a natural, cultural, religious, and historical tourist destination. Mamasa Regency also has tourist villages designated by the Ministry of Tourism and Creative Economy in 2023, with 25 villages designated as pioneer villages and four villages as developing villages. Tondok Bakaru Village, a buffer village directly adjacent to Gandang Dewata National Park, was selected as one of the 50 best tourist villages in the 2022 Indonesian Tourism Village Award (ADWI) from the Ministry of Tourism and Creative Economy for its natural and cultural potential. This village covers an area of 4,549.4 hectares and consists of six hamlets with a population of 1,920, the majority of whom work as farmers (Medyawati, 2023). Tondok Bakaru tourist village offers a variety of agrotourism potential, including orchid tourism with a laboratory, strawberry gardens, rice fields, and pine forests. Other attractions include crafts, culture, and culinary delights, such as bamboo music, traditional dances, Mamasa houses, weaving, Adelwas coffee, carved souvenirs, carp and tilapia cultivation, local Mina Padi (rice-based fish), and other local products. Tondok Bakaru Village is a buffer village directly adjacent to Gandang Dewata National Park and was inaugurated as a tourist village by the Deputy Regent of Mamasa in 2019 (Mulyana, Pawan, and Maabuat, 2022). In 2022, Tondok Bakaru Village was named one of the top 50 in the Tourism Village Award (ADWI 2022) organized by the Ministry of Tourism and Creative Economy. The village was also ranked among the top 5 in the souvenir category (Hikmawan, 2024). The village covers an area of 4,549.4 hectares and consists of six hamlets with a population of 1,920, the majority of whom are farmers (Medyawati, 2023). One of Tondok Bakaru Village's tourist attractions is orchid tourism. The cultivation of Mamasa's endemic orchids is carried out to boost the village community's economy. This orchid continues to grow from year to year. As a result, more and more people, including young people in this village, are working as orchid cultivators known as the Tondok Bakaru Orchid Community (KTO) in 2018. The development of this orchid garden has also become a place for educational tourism for orchid plants. In Tondok Bakaru Village, there is also a laboratory building, tissue culture facilities, and a greenhouse to optimize orchid cultivation development efforts through assistance from Bank Indonesia (BI), which is still well managed by the Village-Owned Enterprise (BumDes) (Medyawati, Salim, and Ruslan, 2023; Hikmawan, 2024). Another attraction of Tondok Bakaru Village is the Citol Hill tour, which offers a natural panorama with views of rice

fields surrounded by traditional residential villages. The Lenong Hill Pine Forest Tour, featuring a pine forest area, strawberry gardens, traditional Mamasa houses, an arts community, and culinary and souvenir options. Tondok Bakaru tourism village, as a tourism destination based on local natural and cultural potential, has a unique opportunity to adopt inclusive tourism principles. Active involvement of local communities in community empowerment is also a key driver of inclusive tourism village development (Mulyana, Pawan, and Maabuat, 2022). Developing an inclusive tourism village not only has the potential to increase income and welfare but also preserve the cultural heritage and natural environment that are its main attractions (Lane, 1994; Tosun, 2001). The development of ecotourism rooted in local wisdom aligns with the three core principles of sustainable tourism promoted by the World Tourism Organization (WTO), which encompass ecological, socio-cultural, and economic sustainability for both current and future generations. (Adyla and Nurlaela, 2018) Furthermore, an inclusive approach is believed to strengthen the social and economic resilience of village communities in the face of the dynamics of global change.

Ideally, a tourism village should be committed to tourism as a tool for positive, inclusive, and sustainable transformation (UNWTO, 2024). Furthermore, a tourism village should promote and preserve its natural and cultural environment, while valuing its gastronomy, crafts, and community. Furthermore, a tourism village should promote innovation and entrepreneurship, empower the community, and strive for the well-being of residents and the comfort of visitors. The hallmark of a tourist village is that its attractions, accommodations, and supporting facilities are integrated into the community structure and integrated with local customs and traditions (Ma'ruf, Kurniawan, and Pangestu, 2017; Fasa, A.W.H., Berlinaldo, M., and Prasetyo, 2022).

Tondok Bakaru Village's role as a buffer zone also includes the responsibility of preserving the Gandang Dewata National Park area to prevent damage from uncontrolled tourism activities. If the principles of inclusivity and sustainability are not implemented, the buffer zone will experience pressure on environmental carrying capacity, ecosystem degradation, and social conflict (UNWTO, 2021). However, realizing a sustainable tourism village through an inclusive tourism approach is not without challenges. The complexity of interactions between various stakeholders, differing interests, diverse local community capacities, and economic and environmental pressures can all present obstacles to implementation (Telfer, David J. & Sharpley, 2007).

Therefore, an evaluation of Tondok Bakaru Village's level of inclusivity is necessary, encompassing five key dimensions: physical and environmental accessibility, socio-cultural aspects, economic aspects, policy and management aspects, and information and communication technology (UNWTO, 2021). This evaluation is essential to identify the extent to which inclusive tourism principles have been implemented in Tondok Bakaru. It will serve as a basis for formulating an inclusive tourism model that is appropriate to local characteristics and developing recommendations for management strategies in realizing an inclusive and sustainable Tondok Bakaru village.

2. RESEARCH & METHODOLOGY

2.1. Research Area

Tondok Bakaru Village is one of 12 villages in Mamasa District, Mamasa Regency, West Sulawesi Province. Tondok Bakaru Village is approximately 2 km from the center of the district capital and around 2 km from the Mother City Regency of Mamasa. This can be achieved by using vehicle wheels two and four, with a Travel time of approximately 30 minutes from Mamasa City. This location was chosen because Tondok Bakaru Village, a buffer village directly adjacent to Gandang Dewata National Park, was selected as one of the top 50 tourist villages in the 2022 Indonesian Tourism Village Award (ADWI) from the Ministry of Tourism and Creative Economy. Tondok Bakaru Village is highly suitable for developing an inclusive tourism concept to support sustainable tourism.

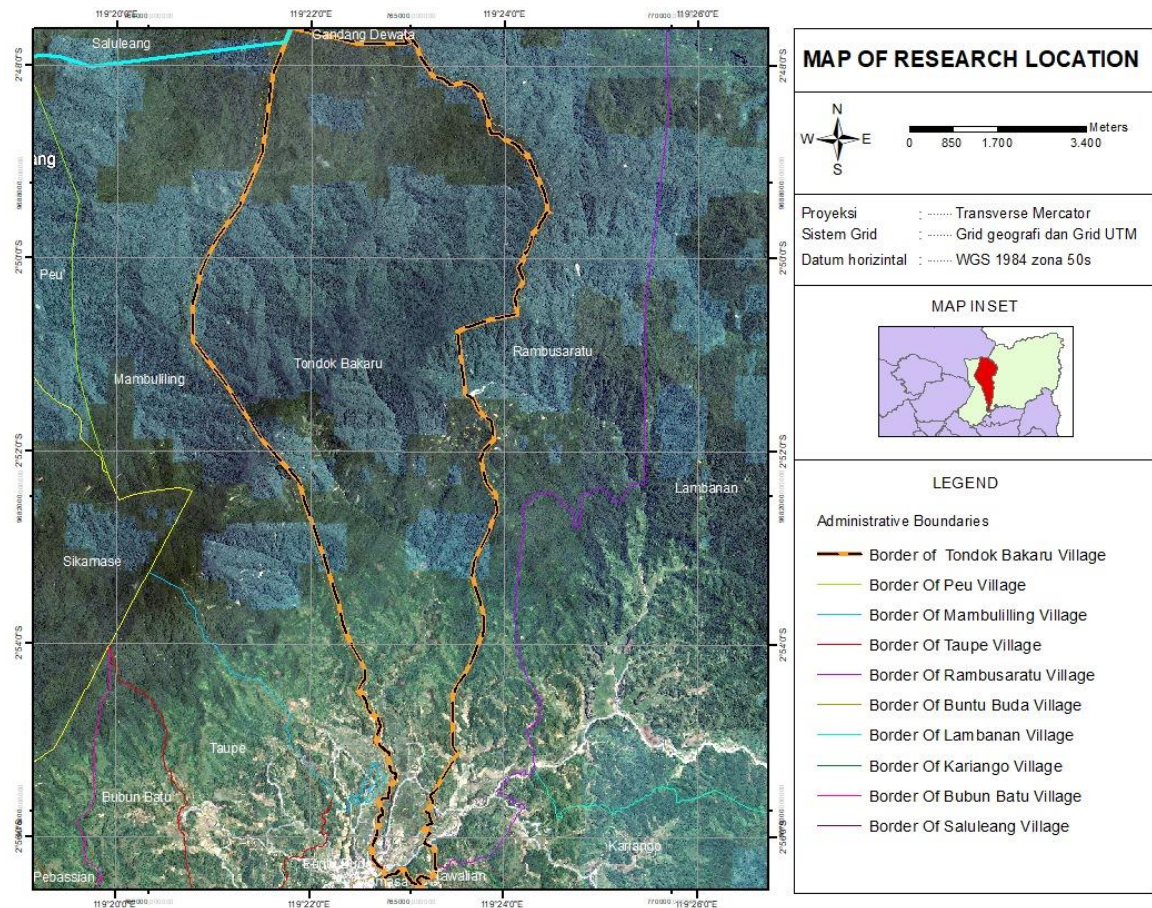


Figure 1. Map of research location

2.2. Data collection

Data collection in this study was conducted using a questionnaire. Sampling was carried out using the proportionate stratified random sampling method. Proportionate stratified random sampling is a method for sampling from a non-homogeneous population by dividing it into distinct subgroups (strata) and then selecting a sample from each subgroup in the same proportion as that subgroup exists in the total population. In this research, there are four subgroups of population consisting of tourists with a population of 1,000 based on the average number of monthly tourists in Tondok Bakaru which is 1000 people), village government with a total population of 10 people, tourism awareness group (Pokdarwis) with a total population of 40 people, and micro, small and medium enterprise (MSME) (business actors with a total population of 30 people).

The sample size was calculated using the Slovin formula as follows,

$$n = \frac{N}{1 + N e^2}$$

where :

n : Sample size

N : Overall population size.

e : Margin of error or acceptable tolerance level (this research uses 10%)

Based on calculations, the total number of samples in this study was 92 people with details for each subgroup, namely 85 tourists, 3 member of the tourism awareness group, 1 village government, and 3 MSME business actors.

2.3. Data Analysis

The purpose of this study was to evaluate the implementation of inclusive tourism in Tondok Bakaru Tourism Village. This research used a descriptive quantitative approach, using a Likert-based scoring analysis technique to measure and assess the level of implementation of inclusive tourism principles in Tondok Bakaru Tourism Village (Nurzaid, 2023). This approach aims to obtain an objective picture of the existing conditions based on the perceptions of the local government, tourism operators, and visitors.

Data analysis used a five-point Likert-based scoring scale, ranging from Strongly Disagree to Strongly Agree, which is commonly used to measure public perceptions of specific aspects. In this study, scoring was applied to indicators within five dimensions of inclusivity: physical and environmental accessibility, socio-cultural, economic, management and policy, and information and communication technology. The results of this assessment were then processed to determine the tourism village's inclusivity index. The indicators used in evaluating the inclusivity of Tondok Bakaru Tourism Village are as follows:

Table 1. Indicators of tourism inclusivity evaluation

No	Indicator	Score	Remarks
A. Physical and Environmental Accessibility			
A1	The roads to and within the tourist village are accessible to all, including wheelchair users.	1	Narrow, damaged roads, no wheelchair access, rocky/slippery ground.
		2	Some roads are in good condition, but wheelchair access is limited; there are no ramps or steep stairs.
		3	Main roads are in good condition, but access within tourist areas is not always accessible to people with disabilities.
		4	Main roads and tourist areas are quite wheelchair-friendly, with some having ramps.
		5	All primary and secondary routes are accessible to wheelchair users safely and comfortably.
	Public facilities (toilets, seating, pedestrian paths) are friendly to the disabled and elderly.	1	Public facilities are either lacking or inadequate for use, especially for people with disabilities or older people.
		2	Toilets and seating are available, but they are not accessible (narrow, without handles, slippery).
		3	Facilities are limited in number, and only some are accessible to people with disabilities.
		4	Most facilities meet basic accessibility standards.
		5	All public facilities are complete, clean, and designed to be accessible to all.
A3	Clean, safe and natural tourist environment	1	The environment is dirty, littered, poorly maintained, and dangerous for visitors.
		2	Reasonably clean, but many areas are slum-like or prone to accidents.
		3	Generally clean and safe, but lacks regular cleanliness monitoring.
		4	The environment is well-maintained, clean, natural, and safe for all visitors.
		5	The environment is clean, well-organized, and aesthetically pleasing, with adequate safety signs and green areas.
A4	There are no barriers to access to major tourist spots	1	There are many obstacles, such as steep stairs, large rocks, and muddy paths, with no alternatives.
		2	There are paths, but they are not accessible to everyone (too narrow, slippery, or steep).
		3	The paths are in good condition, but inconsistent and not fully inclusive.
		4	The paths to the main points are open, with ramps or alternative access for people with disabilities.
		5	All paths to the main tourist attractions are accessible to all groups without barriers.

No	Indicator	Score	Remarks
B. Socio-cultural			
B1	Citizens are involved without discrimination.	1	Only a handful of people are involved (elite bias), and marginalized groups are excluded.
		2	Participation is limited to specific groups (men, capital owners).
		3	There is citizen involvement, but it is not evenly distributed across all groups.
		4	Citizens from various groups are becoming actively involved.
		5	All groups (women, people with disabilities, youth, and older people) are equally involved.
B2	Tourism activities inclusively support local culture.	1	Local culture is not highlighted at all in tourism.
		2	Local culture is only showcased during specific festivals.
		3	Local culture exists, but it hasn't been integrated into all tourism activities.
		4	Local culture is an integral part of tourism programs.
		5	Local culture is always actively showcased and involves all groups.
B3	Community open to diversity of travelers	1	There is discriminatory treatment against certain tourists.
		2	The community is reluctant to interact with outside tourists.
		3	The community is open but not yet actively welcoming of differences.
		4	The community is welcoming to various types of tourists.
		5	The community is very welcoming, supporting the diversity of cultures, languages, and tourist needs.
B4	Vulnerable groups are involved in local arts and economic activities	1	There is no involvement at all.
		2	Only symbolic or occasional involvement.
		3	Vulnerable groups are beginning to participate, but in small numbers.
		4	There are ongoing empowerment programs for vulnerable groups.
		5	Vulnerable groups are actively and regularly involved in economic and cultural activities.
C. Economy			
C1	Business opportunities are open to all groups.	1	Elites or outsiders monopolize businesses.
		2	Business opportunities exist, but are dominated by certain groups.
		3	Opportunities are opening up, but not everyone is aware of them or can access them.
		4	Most residents, including vulnerable groups, have the opportunity to start tourism businesses.
		5	Business opportunities are open and facilitated for all residents.
C2	Tourism increases the household income of residents.	1	There is no economic impact from tourism on residents.
		2	Only a handful of residents derive economic benefits.
		3	The economic impact is felt by some residents, especially those directly involved.
		4	The majority of residents derive economic benefits from tourism activities.
		5	Tourism is the primary source of income for most households.
C3	Vulnerable groups are given business opportunities	1	Vulnerable groups are not involved at all in tourism business activities.
		2	There is only a symbolic involvement of vulnerable groups (once or twice).
		3	There are efforts to engage, but they are not sustainable or are limited to specific groups.
		4	Vulnerable groups receive access to training or are facilitated in entrepreneurship.
		5	Vulnerable groups are actively, routinely, and independently involved in tourism businesses.
	The prices of tourism products and services are affordable for all groups.	1	Prices are costly and only target high-end tourists.
		2	Prices are pretty high and unaffordable for some local visitors.
		1	Prices are average, but not all products/services adhere to the principle of inclusiveness.
		4	Prices for most products/services are affordable and tailored to various segments.
		5	Prices are very affordable, flexible, and support tourism access for all groups.
D. Policy and Management			
D1		1	There are no policies or regulations related to tourism inclusivity.

No	Indicator	Score	Remarks
	There are written policies supporting inclusive tourism.	2	There is discourse or awareness, but it has not been formalized in an official document.
		1	Village policy documents exist, but they do not specifically support inclusion.
		4	Inclusion policies are clearly stated in planning documents, but have not been fully implemented.
		5	Written policies support inclusivity and have been consistently implemented.
D2	Struktur pengelola desa wisata inklusif (melibatkan kelompok rentan)	1	The management structure is dominated by men or certain groups.
		2	There is limited diversity, but vulnerable groups have no real role.
		1	The structure is beginning to be inclusive, but involvement remains minor.
		4	Vulnerable groups are actively involved in management, although this is not evenly distributed.
		5	The management structure reflects equitable representation of women, youth, the elderly, and people with disabilities.
D3	Inclusive tourism village management structure (involving vulnerable groups)	1	Men or certain groups dominate the management structure.
		2	There is limited diversity, but vulnerable groups have no fundamental role.
		1	The structure is becoming more inclusive, but involvement remains minor.
		4	Vulnerable groups are actively involved in management, although this is not evenly distributed.
		5	The management structure reflects equitable representation of women, youth, the elderly, and people with disabilities.
D4	Service evaluation and improvement are carried out periodically.	1	There is no evaluation or improvement of tourism services.
		2	Evaluations are conducted internally by management, without involving the community.
		1	Evaluations are conducted occasionally and are not comprehensive.
		4	Evaluations are conducted periodically, and the team follows up on the results.
		5	Evaluations are participatory and routine, and the results are used to improve services inclusively.
E. Information, Communication and Technology (ICT)			
E1	Tourism information is available digitally and easily accessible.	1	There is no digital information at all.
		2	Digital information is available, but incomplete or out of date.
		1	Digital information is available and informative, but not user-friendly.
		4	Tourism information is available digitally, making it easy to find and understand.
		5	Digital information is comprehensive and easily accessible to all groups, including people with disabilities.
E2	Accessibility-friendly social media sites/accounts (large fonts, contrast, etc.)	1	No website/social media presence.
		2	Social media/websites are available, but their interface is not accessible to people with disabilities or the elderly.
		1	Some aspects are accessibility-friendly, but not consistently.
		4	The majority of digital content is accessibility-friendly (e.g., color contrast, video subtitles).
		5	All digital platforms implement digital accessibility principles comprehensively.
E3	Easy to use reservation or service contact system	1	There's no reservation system; you can only contact them directly or visit the location.
		2	There is a reservation system, but it's challenging to use (only one channel, no instructions).
		1	Reservations can be made online, but the process is not yet user-friendly.
		4	The reservation system is flexible and is starting to address different user needs.
		5	The reservation system is user-friendly, available across multiple channels, and technically inclusive.
E5	Managers understand the importance of inclusive digitalization	1	There is a lack of understanding of the importance of digitalization.
		2	Management is beginning to recognize the importance of digitalization, but there has been no concrete action.
		1	There are some training programs or digital development plans, but they are not sustainable.
		4	Management is actively developing inclusive digital content.

No	Indicator	Score	Remarks
		5	Management has an inclusive digital strategy, has attended training, and is implementing it effectively.

The interpretation of the Likert scale score calculation used is:

Total Indicators = 20

Minimum Score per indicator = 1

Maximum Score per indicator = 5

Number of respondent = 92

To determine the average Score for each indicator, the formula used is:

$$\text{Average score of indicator } x = \frac{\text{Total score of indicator } x}{92}$$

To determine the Score per variable, the formula used is:

$$\text{Score of variable } i = \frac{\text{Total score indicators in variable } i}{\text{Number of indicators in variable } i}$$

To determine the overall total Score, the formula used is:

$$\text{Score of variable } i = \frac{\text{Total score of all indicators}}{20}$$

The following are the criteria for interpreting scores based on intervals:

1.00 – 1.79 = Very Non-Inclusive

1.80 – 2.59 = Not Inclusive

2.60 – 3.39 = Moderately Inclusive

3.40 – 4.19 = Inclusive

4.20 – 5.00 = Very Inclusive

3. FINDINGS AND DISCUSSION

This study used a Likert-based scoring analysis to measure the level of implementation of inclusive tourism principles in Tondok Bakarlu Tourism Village, Mamasa Regency. Data analysis used a five-point Likert scale, ranging from Strongly Disagree (SD) to Strongly Agree (SA). This scale is commonly used to measure public perceptions of specific aspects because it provides a more measurable and systematic overview of respondents' levels of agreement. In this study, the Likert scale was used to assess the extent to which inclusive tourism principles are implemented in Tondok Bakarlu Tourism Village. This involved perceptions from various stakeholders, including tourists, tourism awareness groups (Pokdarwis), and local micro, small, and medium enterprises (MSMEs). Based on the data processing results from 101 respondents (tourists, tourism awareness groups (Pokdarwis), and MSMEs business actors), the average scores were as follows:

Table 2. Result of scoring analysis

No	Variable	Total score	Category
1	Physical and Environmental Accessibility	2,62	Moderately Inclusive
2	Social and Cultural	3,37	Moderately Inclusive
3	Economy	3,19	Moderately Inclusive
4	Policy and Management	2,92	Moderately Inclusive
5	Information, Communication and Technology	3	Moderately Inclusive
Total Score		3,02	Moderately Inclusive

Based on the scoring analysis results using a five-point Likert scale, it was found that the implementation of inclusive tourism principles in Tondok Bakaru Tourism Village fell into the "fairly inclusive" category, with an overall average score of 3.02. This score indicates that most aspects of inclusive tourism have begun to be implemented in the field, although not yet optimally across all measured variables. For more details, the following discussion covers the results of the scoring analysis based on each variable measured in the study.

3.1. Physical and Environmental Accessibility

From the five variables analyzed, accessibility scored the lowest, even though it is the most critical factor in tourism development because it determines comfort, safety, and affordability for all visitors. Based on the analysis, the accessibility variable received an average score of 2.62, falling into the fairly inclusive category. This indicates that access to tourist sites is generally quite good, but some limitations remain. Most tourists rated the access route as good, but inconsistent and not yet completely user-friendly for all visitors. Supporting facilities such as directions and transportation are still limited, making it difficult for tourists, especially first-time visitors, to find their way around. Of the five variables analyzed, accessibility scored the lowest, even though it is one of the most critical factors in tourism development.

Basic facilities such as public restrooms and pedestrian paths are not yet fully accessible to people with disabilities. The tourist environment is generally clean, well-maintained, and safe, offering a peaceful natural atmosphere and beautiful views, although some areas remain slum-like or potentially accident-prone. Natural beauty remains a key attraction that makes visitors feel comfortable. This situation highlights the need to develop more inclusive, consistent, and safe infrastructure and supporting facilities, ensuring accessibility supports an optimal tourism experience for all visitor group.

3.2. Socio-Cultural

In general, the scoring results indicate that the socio-cultural variable received the highest score among the variables, with an average score of 3.30, placing it in the "fairly inclusive" category. This indicates that the local community has a relatively high level of social openness to tourists and is beginning to demonstrate awareness of the importance of preserving local culture as a tourist attraction. Most respondents stated that the community is friendly and respectful of tourists from various backgrounds, indicating that social interactions between residents and visitors are positive. This shows that social inclusion has begun to develop through open, respectful, and tolerant social relationships within the community. However, the analysis also shows that community participation in culture-based tourism activities remains limited and unscheduled. Cultural activities like art performances, craft exhibitions, or traditional ceremonies are not routinely held and are generally only conducted at specific times, such as during tourist visits or village activities. This illustrates that local cultural potential is being utilized as a tourist attraction. Still, it has not been systematically and sustainably managed as part of the tourism village program.

Furthermore, the involvement of vulnerable groups, including women, youth, and older people, in social and cultural activities also needs to be improved. Certain community groups still dominate some tourism activities, so equitable community involvement has not yet been fully realized.

3.3. Economy

Based on the scoring analysis, the economic variable obtained an average score of 3.19, which falls into the "Quite Inclusive" category. This score indicates that tourism activities in Tondok Bakaru Tourism Village have made a significant economic contribution to the community. However, they remain limited to specific groups and have not yet been fully optimized.

Most respondents agreed that tourism has created business opportunities for local communities, particularly through the sale of local food and beverages, simple lodging services, and other related activities. This indicates that tourism activities have created opportunities for community economic participation and raised awareness that the tourism sector can serve as an alternative livelihood source beyond traditional agricultural activities.

However, the questionnaire data also indicated that the management of the tourism economy is not yet fully sustainable. Several creative economic activities that were once essential to tourism, such as weaving and making local souvenirs, are now rarely practiced. As a result, the Village-Owned Enterprise (BUMDes) gallery, which previously served as a place to promote and sell local products, often lacks inventory or is even inactive. This indicates that the village's economic potential has not been fully utilized and still requires support in business management, mentoring, and product marketing.

Furthermore, the questionnaire results also revealed that the involvement of vulnerable groups in tourism economic activities is still limited. Developing economic activities are generally carried out by productive community groups. In contrast, women and other vulnerable groups play more of a supporting role in household activities or informal businesses that are not yet economically recognized. Yet, women have significant potential to develop creative industries such as weaving and souvenirs, which could become unique tourist attractions in Tondok Bakar. Lack of training and institutional support prevents vulnerable groups from fully participating in the tourism economic chain.

Furthermore, most respondents also assessed that community income from the tourism sector remains low and unstable, due to its dependence on the unstable number of tourist visits. While product prices in the village are relatively affordable, making them attractive to tourists, profits for local businesses remain limited.

3.4. Policy and Management

Based on the scoring results, the Policy and Management variable obtained an average score of 2.92, placing it in the Fairly Inclusive category. This indicates that the tourism management system is still relatively simple and based on community initiatives. Based on the questionnaire results, most respondents, particularly from the tourism awareness group (Pokdarwis), stated that there is no written policy or village regulation specifically regulating the development of inclusive tourism. Consequently, the direction of tourism management tends to lack a strong strategic foundation. Furthermore, the evaluation process for tourism activities has not been carried out systematically, so monitoring of program effectiveness and service improvements are still limited. This condition indicates the need to strengthen formal policies and implement more structured management, ensuring tourism development is more focused, sustainable, and inclusive for all levels of society.

3.5. Information, Communication and Technology

Based on the analysis results, the Information and Communication Technology (ICT) variable obtained an average score of 3, which falls into the category of Fairly Inclusive. These results indicate that the use of digital technology in supporting tourism activities is being noticed and has reached all levels of society, although it is still not optimal. Overall, almost all respondents said that digitally available tourism information is easy for users to access and understand, thanks to access-friendly content like clear color contrast and subtitles in videos. Digital reservation systems have also begun to show flexibility and attention to the needs of different users. However, there are still obstacles, such as limited channels and a lack of user guides. Thus, although the digitalization of information and services has provided convenience for the public, there is still a need to improve the system's integration, accessibility, and ease of use to optimize the user experience.

Overall, the analysis results show that Tondok Bakar Tourism Village received a total score of 3.02, which falls into the "moderately inclusive" category. This indicates that the tourism village is in the early stages of implementing an inclusive tourism model, but still requires strengthening in several key aspects. Necessary steps include improving physical accessibility for all visitors, strengthening tourism institutions and management, developing the local creative economy, and optimizing the use of digital technology to support tourism promotion and services. If these steps are implemented consistently and collaboratively, Tondok Bakar Tourism Village has excellent potential to become a model for inclusive and sustainable tourism in Mamasa Regency.

Based on the scoring analysis presented previously, it is clear that the level of implementation of inclusive tourism principles in Tondok Bakar Tourism Village falls within the "moderately inclusive" category. However, these quantitative results need to be further substantiated with a more

contextual understanding of how the implementation of these inclusive principles is perceived and implemented by the parties directly involved in tourism activities on the ground. Therefore, the following discussion is structured to describe the results of the analysis from three main perspectives: tourists, Pokdarwis, and MSME actors. This approach aims to provide a more comprehensive understanding of the actual conditions of implementing inclusive tourism in Tondok Bakarlu Tourism Village.

4. CONCLUSION

The evaluation of Tondok Bakarlu Tourism Village indicates that the application of inclusive tourism principles has attained a moderately inclusive status, shown by an overall score of 3.02. This shows that values of inclusion have begun to contribute to the growth of tourism. However, they are not yet fully realized or evenly applied throughout the five primary areas examined. The biggest problem is that it is hard for individuals to use public spaces. Infrastructure like paths, public restrooms, and accessibility for persons with disabilities needs a lot of work. The socio-cultural dimension, on the other hand, is relatively strong. This is because people in the community have favorable attitudes, are receptive to visitors, and are becoming more aware of cultural preservation as a tourism asset.

Tourism has brought tangible economic benefits to the town, but these benefits are primarily limited to specific groups and are not long-lasting. Broader empowerment, especially for at-risk groups like women, older people, and persons with disabilities, is still restricted. This means that targeted capacity-building and business facilitation are still needed. The policy and management aspect shows that there are no formal local rules or policies for tourism that include everyone. This indicates that institutions need strengthening, and strategic planning should be conducted. The information and communication technology (ICT) part is also making improvements. However, it still faces challenges in making things easier for everyone to use and ensuring that all visitors can access them. Overall, the results show that Tondok Bakarlu Village is in the early stages of creating a tourist model that is both inclusive and long-lasting. To make infrastructure, institutional governance, and community-based entrepreneurship more inclusive, it is essential to strengthen collaboration between local government, community groups, and private stakeholders. Improving digital literacy, encouraging new ideas, and ensuring that policies include everyone will accelerate the creation of a wholly inclusive and sustainable tourism destination. If these initiatives are carried out consistently, Tondok Bakarlu might become a national example for inclusive rural tourism that balances protecting the environment, preserving culture, and empowering communities as part of a larger goal of sustainable development.

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