

The Role of TVET In Stimulating Creative Economics Growth and Tourism Villages: Case Study In Segajih Hargotirto

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ABSTRACT

This study aims to analyze the role of Technical Vocational Education and Training (TVET) in encouraging the growth of the creative economy and the segajih tourism village in Hargotirto Village, Kulon Progo. This research used a qualitative approach with a case study model. Data was collected through interviews, observation, and documentation. The results show that TVET has a significant role in encouraging the growth of the creative economy and tourism villages in Hargotirto. TVET provides the training needed by villagers to develop their skills in the field of creative economy and tourism villages. The positive impact of TVET on the growth of the creative economy and tourism villages in Hargotirto Village is the increasing number of tourists, increasing community income, creating new jobs, and increasing the standard of living of the community. This research recommends that the government continue to support the development of TVET in Indonesia by providing wider space for TVET, especially in rural areas that have creative economic potential and large tourism villages. The support might be through increasing budgets, infrastructure development, curriculum development, and increasing cooperation between vocational education and training institutions with industry and society.

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1. INTRODUCTION

Indonesia has great potential for the development of a creative economy and tourism villages. This is supported by its unique natural and cultural wealth, as well as the friendliness of its people (1). Based on data from the Ministry of Tourism and Creative Economy, the number of tourist villages in Indonesia have increased. In 2023, there were 3,419 tourism villages registered with the Ministry of Tourism and Creative Economy. The number increased from 1,831 tourist villages in 2020. The increasing number of tourism villages has a positive impact on the growth of the creative economy in tourism villages (2).

In 2023, tourism villages in Indonesia generated revenue of IDR 23.9 trillion. This number increased from IDR 11.7 trillion in 2020.

Tourism village is a concept of regional development that makes the village a tourist destination (3). Tourism villages offer various tourist attractions, such as nature, culture, traditions, and local wisdom (4). Proper management of all tourist attractions is expected to empower the village community itself (5). Tourism villages are one of the potential strategies to improve the welfare of rural communities and develop the local economy. By proper development, tourism villages can be a driver of sustainable village development (6). The creative economy of tourism villages is a concept of tourism village development that combines village tourism potential with creative economy (7). This concept aims to improve the welfare of rural communities through the development of creative businesses based on local potential. The creative economy of tourism villages is one of the potential strategies to improve the welfare of rural communities and develop the local economy (8). With proper development, the creative economy of tourism villages can be a driver of sustainable village development. However, this potential has not been fully optimized. One of the main obstacles is the lack of skilled human resources in the field of creative economy and tourist villages. Vocational education and training (TVET), therefore meets the needs to overcome these obstacles. TVET provides the communities with the training to develop their skills in the creative economy and tourism villages (9).

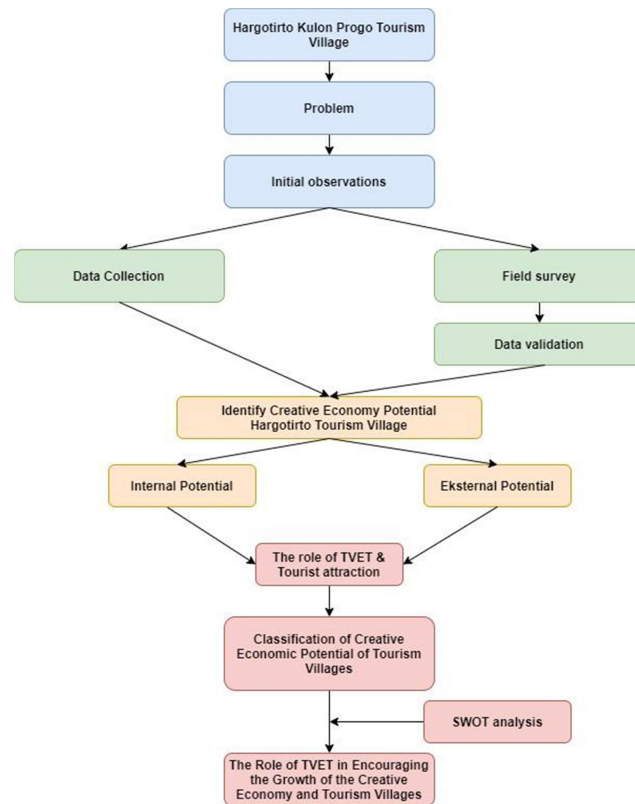
Several previous studies have shown that TVET has an important role in encouraging the growth of creative industries and tourism villages. Research by (10) shows that TVET can improve people's skills and knowledge in the field of creative economy and tourism villages, thereby increasing their income and standard of living. Research by Researchers (11) shows that TVET can help rural communities in developing creative and innovative tourism products and services, thus attracting more tourists. The production of quality or fully skilled TVET graduates is a combination of skills to be applied, namely vocational skills, core skills and employability skills (12). Vocational education and training have an important role in the development of the whole person and the development of Indonesian society as a whole (13). TVET contributes towards the country's economic growth (14). TVET, which has important components such as teaching, cognitive, and social elements, is developed to help TVET students master their learning (15). TVET must go hand in hand with these changes to streamline the teaching and learning process (16). TVET needs to be anticipatory to changes in the XXI Century, so learning is in accordance with the 21st Century Skills (17). The system underlying TVET development must contain and address all elements and structures

that represent the transformation undertaken in the target area (18). TVET prepares graduates to go directly into the world of work in certain sectors (19), (20) including creative economy and tourism (21), (22), (23), (24), (25).

The growth of the creative economy and tourism villages has become an important focus in regional development efforts in Indonesia. Creative economies offer great potential in driving local economic growth, while tourism villages are able to strengthen rural economies by harnessing the potential of local culture, nature, and traditions. Technical and Vocational Education and Training (TVET) has a crucial role to play in supporting this growth through the provision of practical skills and industry-relevant knowledge. This case study examines the role of TVET in encouraging the growth of creative economy and tourism villages in Hargotirto, Kulon Progo. Through education and training provided by local TVET institutions, the community will be able to improve their capacity and support local economic development. This study aims to identify the contribution of TVET in supporting the growth of creative economy and tourism villages in Hargotirto. In addition, this study also evaluates the impact of TVET programs on improving the quality of life of local communities. The research findings will provide recommendations to reformulate policies for further development in utilizing TVET as an instrument to support the growth of rural creative industry and tourism villages in rural areas.

2. RESEARCH METHOD

This research used a qualitative approach with a case study method to explore the role of Technical and Vocational Education and Training (TVET) in stimulating the growth of the creative economy and tourism villages in Hargotirto, Kulon Progo. Data was collected through interviews, observation, and documentation

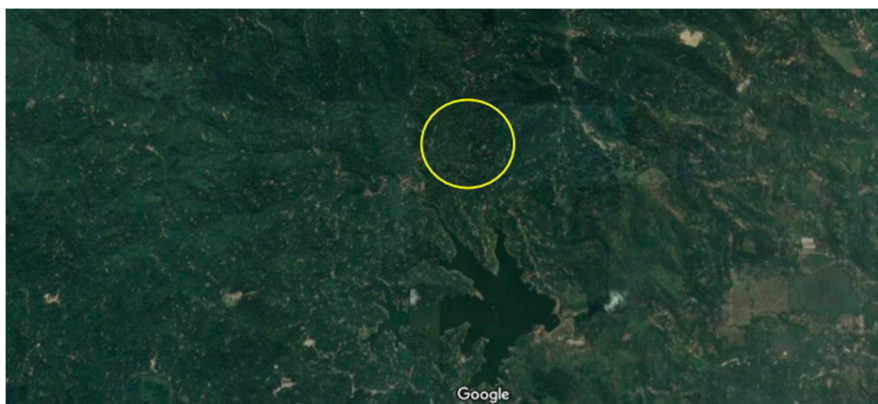


Picture 1. Research Flow Chart

3. RESULTS AND DISCUSSIONS

Segajih tourism village is located in Padukuhan (sub village) Segajih, Kalurahan (village) Hargotirto, Kapanewon (district) Kokap, Kulon Progo County. This tourist village covers the entire Segajih Padukuhan area consisting of 4 RTs, namely RT 12, RT 13, RT 14 and RT 15. This sub-village has 129 heads of families consisting of 125 males and 130 females. Easy access to the Segajih tourism destination is one of its own advantages and can be reached through Wates City, the capital of Kulon Progo, through the iconic domestic tourist destination there the area can be reached through the city of Wates, Kulon Progo by passing through the Sermo Reservoir area (along the edge of the reservoir) to Kalurahan Hargotirto. The Destination, the Sermo Reservoir. The means of transportation to this area can be motorbikes or cars via cool and comfortable hilly country roads. The location of this village is just a right on the alternative route from Yogyakarta International Airport to Borobudur Temple. The Segajih area is also right in the middle of tourist destinations Sermo Reservoir, Kali Biru Peak, Mount Elephant Cliff, Pule Payung Peak and Mudal River tourist attraction. The following is the location of the Segajih area.

The natural Hargotirto Tourism Village area with rural natural charm. This location is one of the attractions in the form of campsites and cultural houses that are the center of activities of this tourist village. This attraction is located in the middle of the residential area and homestay facilities. This tourist village is divided into three zones, namely: the lower zone covers the Plaosan River area and its surroundings; the central zone includes campgrounds and cultural homes and homestays; and the upper zone includes Dlingsem Peak. In its development, this tourism village presents Live In tour packages and various educational programs such as learning traditional dance, traditional arts, crafts, painting and batik.



Picture 2. *Google Map*, downloaded March 1, 2023

The location of Segajih Tourism Village is close to Sermo Reservoir which is one of the tourism destinations in Kulon Progo Regency. This tourist village is located at an altitude of ± 400 m above sea level in the Menoreh Mountain area. This location has high air humidity and rainfall levels. This condition causes cool rural conditions all the time. This tourist village has complete infrastructure as access to tourist areas. Access is in the form of district roads and neighborhood roads. Both classes of roads are in good condition. Based on field surveys, the potential of Padukuhan Segajih includes: easy access from *Yogyakarta International Airport* and downtown Wates, views of the natural scenery of Sermo reservoir, Mount Gajah Cliff, Kali Biru Peak, Pule Payung Peak, Mudal River, Segajih hilly nature, Segajih rural nature, cultural houses, green open spaces, Plaosan River, and *homestays*. This village has a variety of cultivated plants and community forest plants including: cloves, cocoa, tea, coffee, coconut, panili, pepper, *durian*, *duku*, *langsep*, avocado, mangosteen, banana, cassava, tubers, *ganyong*, arrowroot, beans, *kapulogo*, ginger, *kencur*, galangal, *makutodewo*, *temulawak*, mahogany, *sengon*, teak, bamboo, *waru*, *aren*, and *kaliandra*.

In the implementation of field participation, the *2023 Asian Tourism Forum Event* was found. When this event is held, traditional art attractions and batik making attractions as

well as traditional culinary offerings are presented. The purpose of this activity is the establishment of an international tourism market in the Special Region of Yogyakarta and its surroundings. This activity is a national program of the Ministry of Tourism and Creative Economy. At *this event*, Segajih Tourism Village received guests from international agents from Russia, India and Myanmar and national agents from Surakarta and Surabaya. The international and national agents are very interested in all attractions and are very enthusiastic about enjoying traditional culinary offerings including: Tiplek rice and native chicken *ingkung* as well as snacks such as *kulub*, young coconut, coconut sap and mud cake. When making batik, the agents really enjoyed the process of carving contemporary motifs and painting on white cloth with batik nights. The process is continued by coloring as they wish. The result of this activity is that Hargotirto Tourism Village has become an international tourist destination.

In the implementation of field participation, the 2023 Indonesian Tourism Village Award (ADWI) Event was found. When this event is held, traditional art attractions and batik making attractions and traditional culinary offerings are presented. The purpose of this activity is the promotion of national tourism in the Special Region of Yogyakarta and its surroundings. This activity is a national program of the Ministry of Tourism and Creative Economy (Kemenparekraf). At this event, Segajih Tourism Village received the Minister of Parekraf, Mr. Sandiaga Uno. Minister Parekraf is very interested in all attractions and is very enthusiastic about enjoying traditional culinary offerings including: *Tiplek* rice and native chicken *ingkung* as well as snacks such as young coconut *kulub*, coconut sap and cakes.



Figure 3. Indonesia Tourism Village Award Event 2023 at Segajih Tourism Village

Padukuhan Segajih is one of the villages in *Kalurahan* Hargotirto. Like the village in the Menoreh mountain area, the majority of Segajih people work as farmers. They live off squeezing coconut trees and planting crops. This activity has been carried out by their ancestors for generations. Menderes activity is carried out every morning and evening, so that quality coconut sap can be obtained as raw material for coconut sugar and ant sugar (*gula*

semut) *Menderes* activities are the main source of income for the Segajih community. This community has artistic and social and religious groups that are carried out in *karawitan*, *arisan* and *yasinan / tahlilan* activities. In addition to *menderes*, the Segajih people work as carpenters and bamboo craftsmen. In the development of wood and bamboo handicrafts, the Segajih community is accompanied by the Industrial Office of Kulon Progo Regency. Various trainings are organized by the agency to improve the skills of craftsmen.



Figure 4. Coconut Penderes

Segajih Tourism Village along with three other tourism villages (Glagah Tourism Village, Jatimulyo Tourism Village and Tinalah Tourism Village) were appointed by the Ministry of Tourism and Creative Economy to be supporters of the National Tourism Strategic Area (KSPN) in 2020. In that year, tourism village training was held by the Ministry of Tourism and Creative Economy including training on digitalization of tourism villages and outbound facilitators. Until 2023, various trainings have been held by relevant agencies at the district and provincial levels as well as the central government. In addition, the Job Training Agency and the National Professional Certification Agency take part in organizing training according to the field of tourism skills. With various programs that have been facilitated by the government, this tourist village is able to manage tourism attractions as a tourist village. The development of tourism village management is quite significant with the achievement of tourism village governance achievements, including: The Best Tourism Village at the Kulon Progo Regency Level 2022; DIY Advanced Village 2022; Asian Tourism Forum and Indonesian Tourism Village Award 2023 Venue. Various types of works made from bamboo and wood are produced from the Segajih community to meet export demand. The bamboo handicrafts include: bowls, shelves, tissue holders and some kitchen tools. The product is exported to America by an exporter company domiciled in Bantul. The availability of bamboo materials that are quite abundant in *Padukuhan* Segajih greatly supports the development of bamboo crafts by the local community.

The Role of TVET in Encouraging the Growth of the Creative Economy and Tourism Villages

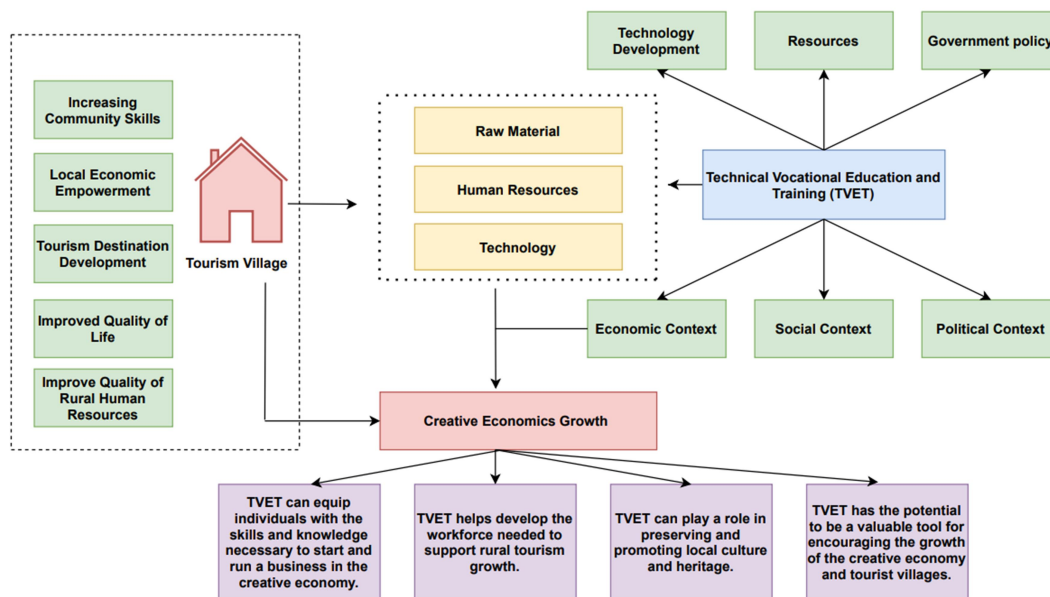


Figure 5. The role of TVET

The TVET program held in Segajih has provided practical training in various fields, such as craft arts, traditional culinary, and tourism management. This has upskilled the local community, enabling them to engage in the creative and tourism industries more competently. With the skills gained from TVET, the people of Segajih are able to develop creative and tourism businesses that contribute to the improvement of the local economy. For example, craft training participants are able to produce high-quality products that are in demand by tourists. TVET programs also play a role in supporting the development of tourist destinations in Segajih. The community is trained in tourism management, event planning, and tourist services, which improves the quality of the tourist experience and strengthens Segajih's reputation as a tourist destination. The economic impact of creative and tourism businesses that have been successfully developed has had a positive impact on the quality of life of the Segajih community. Increased incomes have provided better access to healthcare, education, and other facilities. TVET has an important role in encouraging the growth of the creative economy and tourism village in Segajih, Hargotirto. The provision of relevant and sustainable training can strengthen the potential of the local economy and provide significant benefits to local communities. According to the Ministry of Kraf, 17 sub-sectors of the creative economy are Game Development, Architecture, Interior Design, Music, Fine Arts, Product Design, Fashion, Culinary, Animated Film and Video, Photography, Visual

Communication Design, Television and Radio, Crafts, Advertising, Performing Arts, Publishing, Applications. Here is the potential of the creative economy in Segajih Hargotirto Tourism Village.

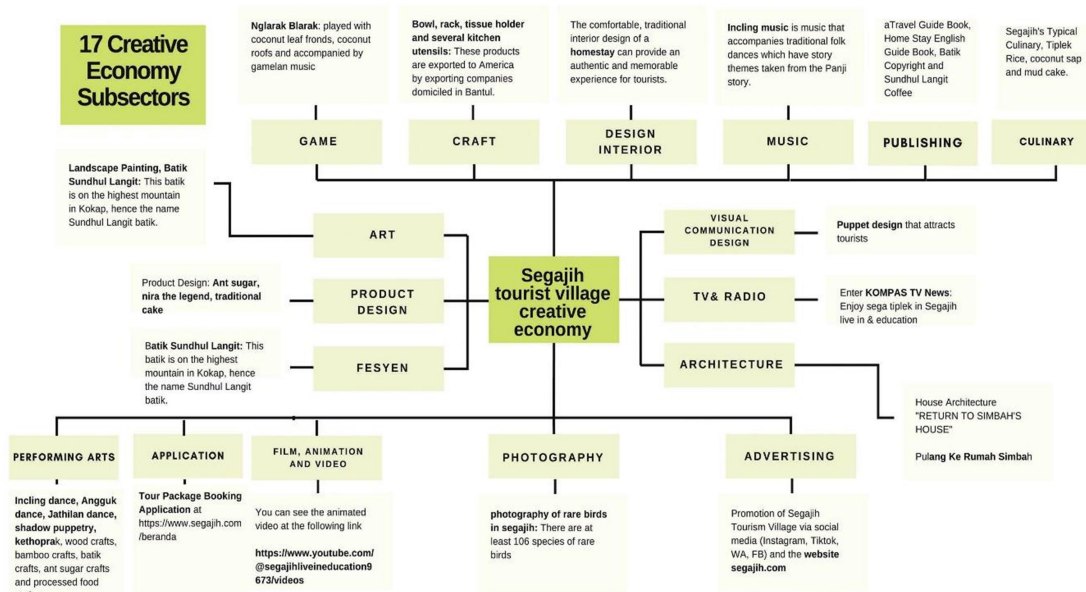
Table 1. 17 Creative Economy Sub-Sectors

No	Name	Description
1	Game	Software development and interactive games.
2	Architecture	Design and construction of buildings, public spaces, and spatial layouts.
3	Interior Design	Development of the concept and design of building space.
4	Music	Music production, distribution, and performance.
5	Seni Rupa	Painting, sculpture, installation, and other visual arts.
6	Product Design	Design physical products such as furniture, fashion, and accessories.
7	Fashion	Design and production of clothing, accessories and jewelry.
8	Culinary	Development and sales of creative food and beverages.
9	Animated Films and Videos	Film, animation, and video production, including distribution and exhibition.
10	Photographers	Shooting and photography production
11	Visual Communication Design	Graphic design and visual media for communication purposes.
12	Television and Radio	Production and broadcasting of television and radio content.
13	Crafts	Manufacture of handicraft products
14	Advertising	Advertising and promotional services for various products and services.
15	Performing Arts	Theatrical performances, dance, music, and other performing arts.
16	Publication	Creation and distribution of books, magazines, and other publications.
17	Application	Smartphone base application development industry

Segajih tourism village activities have various activities carried out to provide sustainable economic impact through tourism villages, segajih tourism village has various creative economic activities that use various regional potentials with the collaboration of local wisdom and culture. Creative economic activities in Segajih tourism village include making batik, Javanese sugar, ant sugar, bee farming, wood and bamboo crafts. From various creative economy businesses that are packaged to be more attractive and of course a better attraction using the Segajih tourist village group as a natural tourist destination as well as education in various kinds of natural wealth and traditional wealth in the field of crafts, food or processed materials. Through observation, researchers found abundant wealth, one of which is the location of Segajih Tourism Village which is very rich with abundant natural

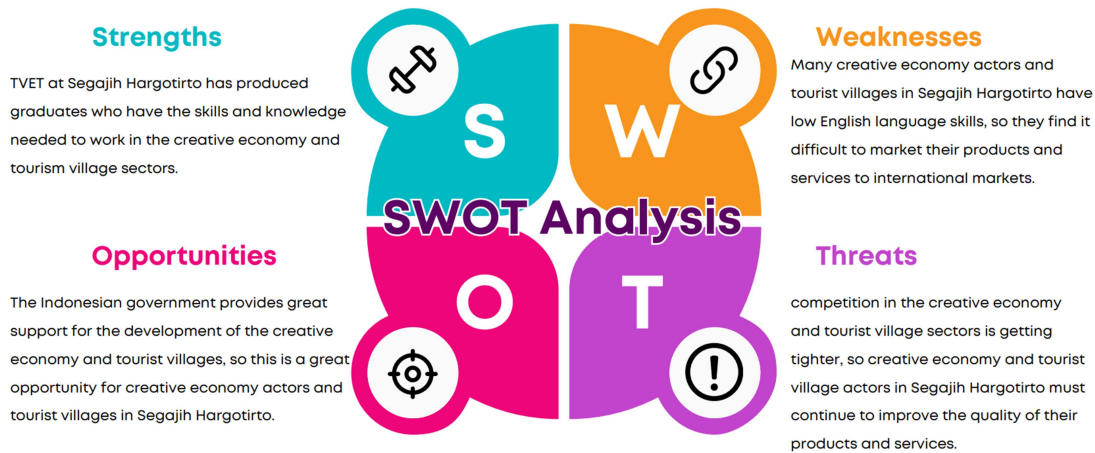
wealth, making it a potential location in improving the economy. The activities of the *penderes* in Segajih Village indeed depend on the coconut tree which is a place to take sap as the basic ingredient for making Javanese sugar so that activities in making Javanese sugar from the beginning to the end are carried out traditionally and passed down even from the previous family until now is still continued.

Sustainable creative economy community activities in Segajih face the digital era, utilizing the potential natural wealth in the area by highlighting local wisdom such as ant sugar, batik, bamboo, wood and honey. Activities are not fixated on one job but have other side jobs in daily activities. The cultural heritage of mutual aid is still thick in economic activities. Empowering the surrounding community is carried out in accordance with the expertise needed in fulfilling the production process in business. Start developing social media even though there are no special human resources in managing the business. In the environment of the creative economy community in Segajih Tourism Village, in terms of observation data, both data and written documents, it is still arguable that there is no definite standard in a creative economy business from one place to another, there still tends to be no definite standardization related to the competence of craftsmen and other parts. The vocationalization of the creative economy community in the village of Segajih Tourism in facing the digital era has various processes in it that have a career introduction process in working to provide for life or wrestle in an environment that has a uniqueness and culture that has been inherent for a long time, even born from a family that has a lineage that is influential in the introduction of his career. These various things will affect career introduction, job selection and affect various activities that aim to meet needs. Vocationalization continues to develop and adjust to future civilizations, creative economy actors are required to always be creative and adjust to developments, one of which is in the current digital era, both competencies and activities in it.



Picture 6. 17 Creative Economy Subsectors Segajih

All activities carried out by the creative economy community of Segajih tourism village have advantages with environmentally friendly work or can be called the green economy. Green Economy as one that results in improved human well-being and social justice, while significantly reducing environmental risks and ecological scarcity in the simplest expression, Green Economy can be considered as an economy that is low-carbon, resource-efficient, and socially inclusive. Green economy practices are said to be economic practices that prioritize long-term plans because this economic practice can reduce poverty, carbon dioxide emissions, and ecosystem degradation. Green economic activities allow the community to collaborate with three aspects, namely the economy, society and the environment to create a green activity that intends to provide an activity of economic value in a small community through creative economy efforts that can increase community income by paying attention to the surrounding environment without having to damage, pollute or have an excessive negative impact on the environment that can damage. SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis is an important tool in analyzing the role of TVET (Technical and Vocational Education and Training) in encouraging the growth of creative economy and tourism villages. Here is a SWOT analysis that can be done in a case study in Segajih Hargetirto.



Picture 7. SWOT Analysis

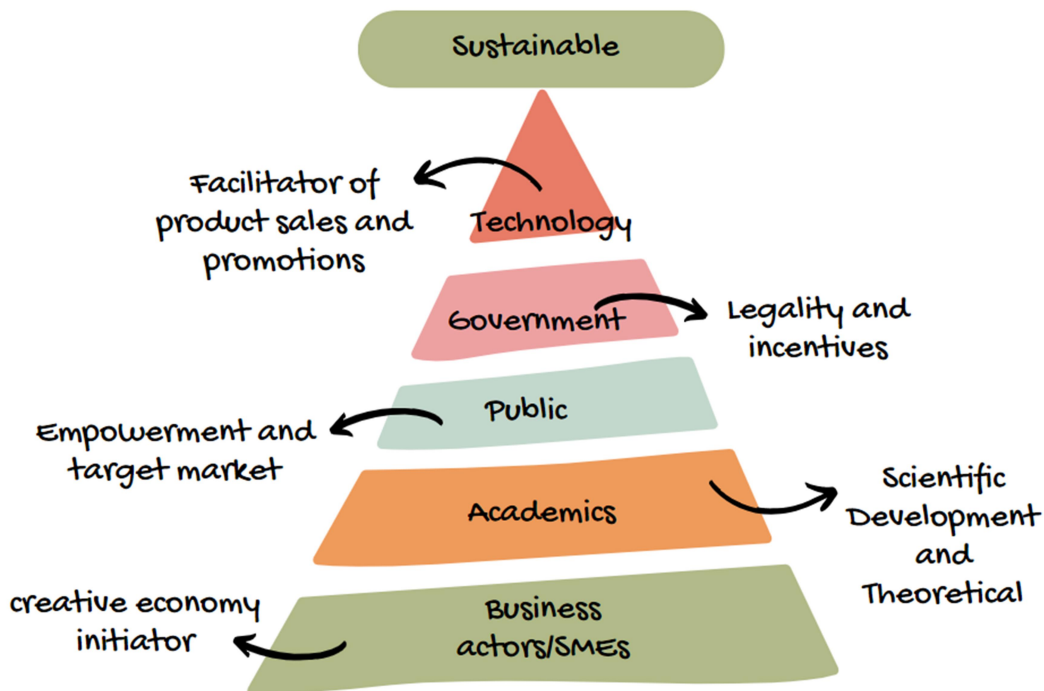
By understanding the SWOT analysis of Segajih village, Hargotirto can develop strategies to optimize the role of TVET in supporting the growth of the creative economy and tourism villages. Such strategies can include upskilling local communities, developing local products, and promoting effective tourism.

Discussion

TVET has succeeded in improving the skills of local communities in the fields of arts, crafts and tourism. These skills help them produce high-quality products and attract tourists. Local communities can develop distinctive products that have the potential to become an attraction for visitors. These products include handicrafts, local foods, and traditional arts. TVET facilitates partnerships between local communities and the tourism industry. This collaboration allows the development of unique tour packages and provides interesting experiences for visitors. TVET also plays a role in supporting sustainable tourism development. Local communities are trained to protect the environment and cultural heritage, while optimizing tourism potential. TVET has a significant role in encouraging the growth of the creative economy and tourist villages in Segajih Hargotirto. By developing the skills of local communities and effective collaboration with the tourism industry, this village can achieve sustainable and competitive growth. The government has an important role in supporting TVET programs and overcoming the challenges they face. This support includes providing funding, infrastructure and conducive regulations.

TVET will no longer be enough to only prepare competent people in certain jobs, but vocational education must produce capable people who are able to adapt and even lead

change. Vocational education needs to shift the vision from mastering narrow skills to broad competencies and to capabilities so that graduates are ready and flexible to face changes in the world of work. The future world of work requires a workforce that has the ability to meto-knowledge (critical thinking / problem solving, creativity / innovation, communication skills, collaboration), which is the main characteristic of a person's capabilities, to face increasingly complex challenges. In an era of hyper-innovation and a high need for career development through certified modular service packages, vocational education needs to expand its menu of educational services so that it becomes a flexible place of lifelong learning through multimodal skilling, reskilling, and upskilling through both formal and non-formal education channels. The aspects found above in supporting vocationalization in the creative economy community in facing this digital era also provide support by providing several work programs by providing various assistance through various activity programs carried out in collaboration such as sekda, disnakertrans, cooperative offices, regional MSME offices to provide collaboration with creative economy actors to be able to develop and empower the community Around becoming more advanced to face the digital era and national and foreign markets, there needs to be a penta helix collaboration.



Picture 8. Penta helix collaboration.

4. CONCLUSION

This research found that TVET in Segajih Hargotirto has an important role in encouraging the growth of the creative economy and tourism villages. TVET has produced graduates who have the skills and knowledge needed to work in the creative economy sector and tourist villages. TVET also has strong cooperation with various parties, such as local governments, creative industries, and tourism villages. The TVET curriculum is designed to meet the needs of creative industries and tourism villages, and TVET facilities are adequate to support learning. TVET in Segajih Hargotirto has had a positive impact on the growth of the creative economy and tourism villages in the region. TVET graduates have opened new creative economy and tourism village businesses, and they have improved the skills and knowledge of existing creative economy and tourism village actors. TVET has also helped to enhance the promotion of creative economy products and services and tourism villages.

Although TVET has an important role in encouraging the growth of the creative economy and tourism villages, there are still some challenges to be faced. The main challenges are lack of access to capital, lack of promotion, and low English skills. Another challenge is technological limitations and lack of innovation. TVET in Segajih Hargotirto is a valuable asset for the growth of the creative economy and tourism villages in the region. By overcoming existing challenges, TVET can play a greater role in helping creative economy actors and tourism villages to reach their potential.

Based on the findings of this study, here are some recommendations that can be made to strengthen the role of TVET in encouraging the growth of the creative economy and tourism villages in Segajih Hargotirto. Increase access to capital for creative economy actors and tourism villages, Increase the promotion of creative economy products and services and tourism villages, Improve English language skills for creative economy actors and tourism villages, Increase the use of technology by creative economy actors and tourism villages, Encourage innovation in the creative economy sector and tourism villages, Increase cooperation between TVET, local governments, creative industries, and tourist villages.

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