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## **Exploring Herbal Tourism Potentials of Tourism Village: Case Study in Catur, Kintamani, Bangli, Bali, Indonesia**

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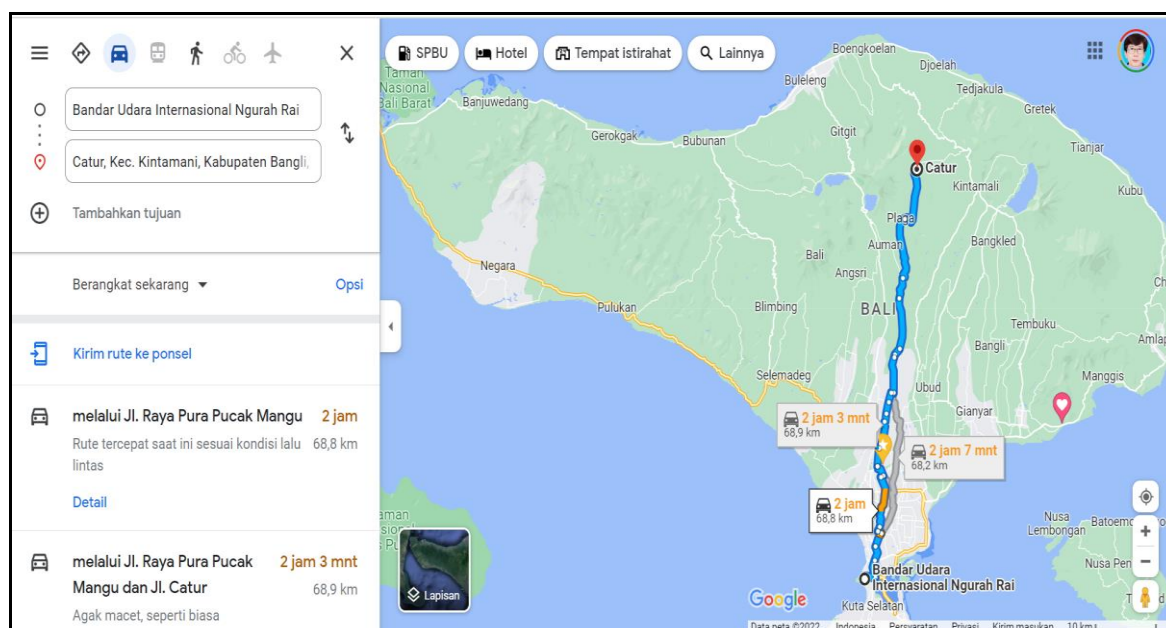
### **Abstract**

Catur village has met the criteria for the model of herbal-themed rural tourism development, consisting of attraction, accessibility, amenities, ancillary, agents of change, and Adaptation in the post-Covid-19. The two additional factors from the traditional tourism concept include the effort to change the paradigm and empower the local villagers as agents of change, to truly actualize the potential of herbal products to support tourism village, and the adaptation of the new life in a post-Covid-19, that emphasizes the importance of clean, health, safety, and environmental goal. Several recommendations based on the case study (1) the government and related agencies are recommended to conduct a thorough mapping of the villages within their regions deemed to have the potentials to be developed into herbal-themed or other themed rural tourism destinations, in the effort of creating and mapping the uniqueness of each tourism village within the region that each region may offer varied tourism product mix for tourists. (1) The government and related agencies are recommended to capture and analyze the potentials for herbal tourism-related rural tourism themes by mapping the potentials of local natural resources and human resources, using the modified instrument on the criteria of tourism villages and the model for community development.

**Keywords:** tourism villages, cleanliness, health, safety, environment

## Background

Sustainable tourism that adheres to the local wisdom is an embodiment of the vision for a harmonious and prosperous Bali. One form of this vision is through rural tourism with the formation of tourism villages, spread throughout the island's nine regencies. The Central Agency on Statistics BPS Bali, (2018) noted that Bali has 110 tourism villages in 2018, up 124% from 2014 data (Putra & Arka, 2018). The number of villages with tourist attractions also increased 32%, from 122 in 2014 to 162 in 2018. The existence of tourism villages is expected to bring positive impacts in the forms of (1) increased tourism dollar; (2) potential markets for local products and services; (3) increased incomes among community members; (4) creation of new employment opportunities; (5) increased local revenue; and (6) stimulation of local creativity among artists, artisans, craftsmen, and local entrepreneurs (Gayatri & Pitana, 2005); Utama & Junaedi, 2015).



**Fig 1.** Map of Catur Village, Kintamani, Bangli, Bali (Taken in Map Google, 2022).

Start point Ngurah Rai International Airport, and destination Catur Village, Kintamani, Bangli, Bali.

One of the potential uniqueness and positioning that can be featured is the herbal tourism village. This study is aimed at mapping the potential for the development of herbal-themed tourism villages. There is great potential for the development of herbal plants in Indonesia, specifically in Bali. Such is also the case for the development of niche tourism. Thus, this applied research aims to confirm the attraction factors of certain herbal-themed tourist destinations and the attracting factors that draw tourists to appreciate and visit such herbal-themed destinations. The village that serves as the locus for this case study is one of the villages that has documented herbal potentials, has legality as a tourism village (*desa wisata*), and has been visited in the past by domestic and foreign tourists for its herbal potentials. The authors chose Catur village in Kintamani, Bangli regency as the location of the study. This village has been designated as a tourism village since 2018 (See Fig 1. Map of Catur Village, Kintamani, Bangli, Bali taken in Map Google, 2022)

### ***Research Objective***

The objective of this research is to formulate a mapping model on the potential of herbal-themed tourism villages, or related themes, based on a case study in Catur Village, Kintamani, Bangli, which has the potential to be a basis for the development of similar undertakings in Bali and outside of Bali.

### ***Scope of Research***

This research focuses on tourism studies, particularly the development of village tourism or community-based tourism, with the expressed objective of conducting mapping on the potential of Catur village to be developed as an herbal-themed tourism village in Bangli regency, Bali. The study is hoped to become a model for the development of other tourism villages with similar herbal themes, or other related themes, both in and outside of Bali. The mapping model is hoped to become a reference for the development of herbal tourism villages in Bali and all of Indonesia. The locus of this study is in Catur village – Kintamani, with its herbal potentials, and which is currently being promoted as a tourism village. Catur village is located 1,250 above sea level, on the western edge of the Kintamani sub-district, and is known as a village that produces high-quality Arabica coffee and Kintamani oranges. Catur village is strategically located as it connects three regencies, i.e., Bangli, Badung, and Buleleng). Administratively, Catur is led by a democratically elected village chief (Perbekel) and consists of three hamlets (Banjar): Catur, Lampu, and Mungsengan.

### ***Problem Statements***

The problem statements of this study are as follows:

- (1) What potential does Catur village have, and to what extent, in the development of an herbal-themed tourism village?
- (2) Based on the case study in Catur, what kind of model can be developed for the mapping of herbal-themed tourism villages?
- (3) What policy recommendations can be provided in terms of the development of herbal-themed tourism villages?

## **Literature Review**

### ***Rural Tourist Activity***

Tourism is an activity aimed at providing tourism services, providing and operating tourist attractions, tourism facilities businesses, and other businesses related to tourism. Tourism is one of the engines of the world economy which is proven to be able to contribute to the prosperity of a country. Tourism development can stimulate business activities to generate social benefits, cultural, and economic significance for a country. When tourism is planned properly, it should be able to provide benefits to the community at a destination (Junaedi & Utama, 2017a). A regional attraction for a tourist destination will be able to attract tourists to visit it if it meets the elements of a tourist attraction, namely: (1) an attraction that can be witnessed (what to see), (2) tourist activities that can be done (what to do), (3) something that can be bought (what to buy), (4) means of transportation (how to arrive), (5) lodging (where to stay). How is the feasibility of developing an herbal tourism village which focuses on the study of several influential aspects, as follows: (1) Scarcity of tourist attractions, (2) Naturalness, (3) Uniqueness of cable cars, (4) Involvement of Manpower, (5) Optimization of land use, (6) Justice and equity considerations, (7) Spatial planning. To be able to develop an area into a tourism area (including agro-tourism) five elements must be met, such as (1)

attractions, (2) facilities: (amenities), (3) infrastructure (amenities), (4) transportation (accessibility), (5) hospitality (Utama, 2014); (Rai Utama & Trimurti, 2019).

### ***Tourism Village Principle***

The tourist village is a combination made in a form of integration in which it already consists of several parts, namely accommodation, attractions, and has also provided support facilities which will be presented in a structure of community life in which it is already very united with the form or procedure that applies or has been determined (Wall & Nuryanti, 1997). The definition of a tourist village according to the People's Core Tourism is a rural area with an overall original and distinctive atmosphere both from socio-economic life, socio-culture, customs, daily life, building architecture, and village spatial structures. distinctive features, attractive economic activities, and potential that can be developed, such as attractions, accommodation, food and beverages, and other tourist needs (Prabowo et al., 2016).

A tourist village is a form of integration between attractions, accommodation, and supporting facilities that are presented in a structure of community life that is integrated with applicable procedures and traditions. A tourist village has a unique attraction (can be in the form of the physical uniqueness of the rural natural environment, as well as the socio-cultural life of the community) which is packaged naturally and attractively so that rural attractiveness can drive tourist visits to the village (Yuliawati et al., 2020). The understanding of tourist villages according to Inskip is a means of facilitating travel so that tourists who come to visit can stay/stay in or around the village, which is a traditional village. The tourism activities that will be carried out are learning about how life is in the villages visited, how the community behaves, and also participating in activities that will be carried out by residents (Inskip, 1991). Therefore, based on the understanding of the experts above, it can be concluded that a tourist village is an area in the countryside that has its uniqueness or characteristics, where this uniqueness can be developed as a tourist destination and its manager, namely the local village community.

An understanding that the development of a tourist village is a form of activity that can result in a change that is carried out in a structured and planned manner where the activity is carried out together and can also involve local communities and can also involve the government in it (Sidiq & Resnawaty, 2017). Based on the understanding described by the experts above, it can be concluded that the development stage of a village is an activity where the activity is carried out by the local community to obtain a systematic change that is carried out together.

### ***Tourism Village Development***

The development of a tourist village must pay attention to the ability and level of acceptance of the local community which will be developed into a tourist village. This is intended to determine the character and abilities of the community that can be utilized in the development of tourist villages, and determine the type and level of community empowerment appropriately (Parantika et al., 2020). To find out community acceptance of tourism village development activities: 1) Does not conflict with the cultural customs of the local community; 2) Physical development proposed to improve the quality of the village environment; 3) pay attention to the elements of locality and authenticity; 4) Empowering village communities; 5) Pay attention to the carrying capacity and capacity of environmentally sound (Junaedi & Utama, 2017b); (Utama et al., 2020).



Tourism development is a process of how making a tourist attraction develop and as a tourist center that has elements of entertainment and education. Tourism is a journey from one place to another, temporary in nature, carried out individually or in groups., as an effort to find balance or harmony and happiness with the environment in the social, cultural, natural, and scientific dimensions. Tourists travel to satisfy curiosity, reduce mental tension, rest, and restore freshness to the mind and body in a different natural environment ([Spillane, 2005](#)).

For the successful development of tourist villages, the following efforts need to be taken: (1) Human Resource Development: Can be done through education, training, and participation in seminars, discussions, and so on as well as in the field of the tourism sector. (2) Partnership or cooperation: It can be mutually beneficial between the tourism village manager and tourism entrepreneurs in the city or the tourism village builder in this case the regional tourism office. Collaborating business fields include accommodation, travel, promotion, training, and others. (3) Village government activities: Activities within the framework of a tourism village carried out by the village government, such as official meetings, development exhibitions, and ceremonies held in tourist villages. (4) Promotion: Tourism villages should be frequently promoted through various media. (5) Festivals: Routinely held activities that can attract tourists or other villagers to visit the village, for example holding competitions, festivals, and others. (6) Fostering community organizations: Villagers who usually migrate and then go home or other traditions can be fostered and organized to promote their tourism village. (7) Cooperation with universities: Cooperation should be carried out with universities or colleges that carry out development and service ([Putri et al., 2015](#)); ([Kartajaya, 2005](#)); ([Utama et al., 2021](#)).

The main elements that must exist to support the development of a tourist village include the following five elements: Tourist objects and attractions: Generally, the attractiveness of a tourism object is based on several things as follows: The existence of resources that can cause a sense of pleasure, beauty, comfortable and clean, there is high accessibility to be able to visit it. Some special features/specifications are rare, There are supporting facilities/infrastructure to serve the tourists who attend, Natural tourism objects have high appeal because of the natural beauty of mountains, rivers, beaches, sand, forest, and so on, cultural tourism objects have high appeal because they have special value in the form of artistic attractions, traditional ceremonies, noble values contained in an object created by humans in the past ([Indra, 2021](#)).

Tourism infrastructure: Tourism infrastructure is a natural resource and man-made resource that is needed by tourists in their visit to tourist destinations, such as roads, electricity, water, telecommunications, terminals, bridges, and so on. Tourism Facilities: Tourist facilities are the completeness of tourist destinations that are prepared to complement the needs of tourists in making their tourist visits ([Syarifuddin, 2018](#)). Examples can be hotels or inns, travel agencies, means of transportation, knick-knacks or souvenir centers, restaurants and restaurants, and other supporting facilities. Infrastructure: Infrastructure is a condition that supports the function of tourism facilities and infrastructure, both in the form of an arrangement and physical buildings above ground level and below ground, for examples, such as irrigation

systems, clean water distribution, wastewater disposal systems, electricity and energy sources, systems transportation lines and terminals, communication systems and security or surveillance systems. Community: Three factors exist in the community, namely the community around the tourism object, the environment which is the natural environment around the tourism object, and the culture that exists in the community in the tourism environment (Syarifuddin, 2018).

## Research Methods

This research is directed to contribute theoretically, as well as practically in the form of mapping herbal tourism villages based on several variables and indicators used in the feasibility assessment indicators of tourist villages in which there are natural or bio-biological indicators, culture, attitudes, and community life, village physical, human resources, and tourism support.

The informants of this study were various perceptions of the stakeholders managing the tourist village which included the managers of the tourist village, the traditional herbal experts in the tourist village, the village officials, as well as tourism experts, and botanists. This research seeks to explore and map the potential of herbal plants in Indonesia, especially in Bali which is quite abundant and so is the potential for tourism which is also quite potential so that this research is practical and applied to be the locus of alternative medicine as well as tourism potential. The source of the data in this research is primary data because the data is in the form of answers from the research results which are answered directly by the informants, in this case, are stakeholders managing tourist villages in Bangli Regency, community leaders in Catur Village, small business owners in Catur Village, and Head of Catur Village.

The research instrument in this study was a research questionnaire. The research questionnaire in question is matters related to tourism village indicators. The data collection technique used in this study is a field survey, namely data collection by providing closed questions that ask the perceptions of stakeholders managing tourist villages in Bangli Regency, community leaders in Catur Village, and small business owners in Catur village, and the head of Catur Village.

The statistical description is an analysis used to visually describe a set of data, which can be done in two parts, namely a numerical, text, and graphic description of the potential of herbal tourism villages. Numerical descriptions consist of important parts that describe the contents of the data as a whole, such as a mode, the mean which is then interpreted in text form so that tourist villages with herbal potential will be drawn that can collaborate with tourism to attract local tourists, domestic, and foreign.

## Results and Discussion

Catur is the 28<sup>th</sup> tourism village in Bangli, based on the edict by the Regent regarding tourism villages Kabupaten Bangli, 2018 (Sudnyani & Darsana, 2018). This mountainous village is located in Kintamani, known for its Arabica coffee and Batur *geopark*. Catur directly borders Badung regency to the south and Buleleng regency to the north. This strategic location with provincial road access makes it suitable as a day trip destination for travelers traveling from Denpasar to Singaraja or Denpasar to Batur Lake or Mount Batur (Susanto et al., 2018).

Based on the mapping of Catur's points of interest for tourism, there are four categories of attractions in the village: (1) agro-tourism, in the form of specialty coffee plantations, as well as orange and marigold plantations; eco-tourism, in the form of trekking in coffee fields

and several waterfalls such as Tiyang Seni waterfall; (3) cultural tourism, specifically in the form of assimilation between Balinese Hindu and Chinese (Peranakan) Buddhist cultures, Chinese cemetery complex, and Pebini Temple with its myth related to Dewi Danu (Krisnayanthi et al., 2019; Sukarsih & Erfiani, 2019); and (4) herbal tourism, which is further developed from community empowerment program initiated by Universitas Dhyana Pura with the products “Catur Wangi” and “Catur Shanti Herbal” (Darmawijaya et al., 2019; Waruwu et al., 2020).

Catur village is supported by eight local homestay operators: Sudarma Homestay, Doble Homestay, Bali Coffee Homestay, Dwija Homestay, Mandra Homestay, Mella Suter Homestay, K'cak Homestay, and Pondok Kenjung Homestay. It is also supported by a tourism management board consisting of leaders (kelihan) and representatives from each of the eight farmers' associations (subak) in the village: Subak Abian (SA) Tri Guna Karya, SA Merta Sari, SA Tiyang Seni, SA Pebunut, SA Pujung, SA Try Karya Nadi, SA Lalang, dan SA Wana Sari Kenjung. The efforts for tourism development are also supported by several women's groups (PKK, UP2K, and KWT), particularly in producing herbal-related products for local consumption and also for visitors.

The authors have conducted a descriptive analysis based on a field study for the mapping of the overall potential for developing an herbal-themed tourism village, with a triangulation of methods (i.e., direct observation by trained rater, surveys on stakeholders, and direct interview and Focus Group Discussion). Using a modified version of the tourism village criteria instrument (Arida & Pujani, 2017), the authors found that Catur is adequately suitable to be developed into a herbal-themed tourism village (average score of 2.52 on the scale of 1.00 to 5.00 from 93 items in eight domains of criteria). Catur has met a majority of the criteria in the eight domains of tourism village developments: (1) natural domain, including beautiful nature/landscape and the existence of herbal gardens; (2) physical environment domain, which is still dominated by village forests and plantations, as well as the presence of organic farming; (3) cultural domain, consisting of local myths/legends and unique rituals, among others; (4) amenities domain, which consists of homestay and public facilities such as meeting halls, toilets, village market, and parking; (5) ancillary domain that comprises of supporting local governance (village chief, elders, *Banjar*, *subak*, etc.); (6) human resource domain, which consists of local villages who have studied and practiced tourism and locals who know how to make herbal products; (7) behavioral domain, consisting of the locals' positive views towards tourism; and (8) accessibility domain, which is the existence of adequate access to and within the village.

Based on the analysis of tourism potentials, the authors found that Catur has met the four main aspects (4A) in the tourism product offering. Based on the Attraction aspect, Catur offers and is increasingly strengthening its four pillars of tourism attraction (i.e., agro-tourism, eco-tourism, cultural tourism, and herbal tourism). From the Accessibility standpoint, the access to and within the village is adequate and well-maintained, even though the majority of tourists would still have to procure a personal vehicle to access Catur, as the only form of public transportation available since 2019 is the DAMRI bus from Bangli city center to the village market in Catur. In terms of the Amenities aspect, Catur already has facilities available such as homestays, coffee shops, banks, ATMs, healthcare facilities, etc. In terms of Ancillary, this aspect is already being fulfilled, by solidifying the relationships between the village governance, players from the tourism industry, tourism village managers, and the local entrepreneurs.



In terms of mapping the natural potentials in the village, the authors have identified at least 62 types of local, endemic herbal plants in all three banjars in Catur. Since 2018, the local women's groups UP2K PKK Catur and KWT Dewi Catur have actively cultivated and processed some of these herbal plants into products such as herbal oils (e.g., healing oil, massage oil, warming oil, hair oil), Balinese boreh, scrubs, various herbal drinks such as *Centella Asiatica* syrup, and herbal simplicial (dried and powdered). Several simplicial products that have been produced include products made from turmeric, ginger, Javanese ginger (temu lawak), *Centella Asiatica* (pegagan), and jarong. The women also develop several herbal-related food products for tourists, including *Centella Asiatica* crisps, pumpkin cookies, ginger cookies, and taro castengel.

In the mapping of human resource potentials in Catur village, the authors used a 7D Community Development Model modified from a model by Dhamotharan consisting of seven stages: (D1) Developing relations; (D2) Discovering capacities; (D3) Dreaming of community's future; (D4) Directing community actions; (D5) Designing community actions; (D6) Delivering planned activities; and (D7) Documenting outputs, outcomes, and learning (Kartika, 2021). The authors determined that Catur is currently operating between D5 and D6 (Designing community actions and Delivering planned activities). In the previous stage of directing community actions (D4), it is clear that community development was headed towards the development of herbal tourism villages. However, the previous village administration seemed to have jumped from D4 to D6, i.e., from directing to actualizing, such that the D5 stage of designing/planning community actions did not receive ample attention. This has been a concern of the new administration since 2020, resulting in the efforts to redirect the villagers towards inclusive planning—involving other stakeholders such as the regency government and academics from Universitas Dhyana Pura. Another notable aspect of human capital is the availability of individuals who have been willing to learn about and lead in the development and processing of herbal products. However, to date, Catur still does not have local community members who engage in the profession as traditional healers.

From the mapping of tourism village managers, the authors found the lack of local artists, and the lack of local dancing troupes—thus limiting the development and impact of the cultural sites. From the ancillary indicator, the authors found further need to integrate the management of the local tourism village using a one-door system that coordinates closely with the village governance. In terms of the existence of Catur as a tourism village, Catur can be considered a developing tourism village. This is based on several indicators, such as increased visits but still sporadic and inconsistent, and the lack of integrated documentation on the number of visitors to the village. Another indicator is the development of tourism-supporting facilities around the village, such as the opening of a site for holy bathing rituals (*penglukatan*) in Pebini temple, coffee shops, and herbal products as souvenirs (something to buy) for visitors. These efforts support the diversification of tourism activities. Some aspects are still in progress, such as improved access to the multi-tiered waterfalls. In addition, some villagers are still taking a *a priori* approach towards village tourism. Through the community engagement and empowerment programs conducted by Universitas Dhyana Pura since 2017, the readiness of human resources and institutions for conducting and managing tourism in the village has increased, particularly in actualizing the herbal theme as the uniqueness of Catur tourism village (Waruwu et al., 2020).

In the model for the mapping of herbal-themed tourism village, particularly in the era of the Covid-19 pandemic, decision-makers and stakeholders involved should examine the potentials that exist in the village holistically, while remaining sensitive to the potential for development, the readiness of the local human resources, and institutions, as well as the needs/

wants of the target markets. The authors summarize this in a modified model of the well-established "4A Concept", which is modified into the "4A+2A Concept", consisting of six parts in all, as follows:

(1) **Attraction:** the aspect to be considered first and foremost is the availability of tourist attractions within the village that support the herbal theme, e.g., the availability of herbal plants and herbal gardens that can be further developed into traditional medicines or herbal supplements, or other related healthy foods and beverages. These plants and their productions may also become tourist attractions themselves, e.g. for niche tourism such as edu-tourism. In addition, the village needs to develop tourism packages that combine two or more local tourism product offerings—at least one of which must be herbal-themed. In Catur, these packages include trekking to herbal gardens, in which visitors may learn about and interact with herbal plants, hands-on practice in the making of herbal products, and direct application of herbal products through acupressure massage experience or using Balinese scrub (*boreh*), facilitated by the locals.

(2) **Accessibility:** the availability of adequate access and transport facilities, as well as a network connection, enabling tourists to easily find and reach the destination. This aspect has been adequately met in Catur village, as with most of Bali's tourism villages. However, it should be noted that the access is not merely physical, but also related to the availability of connection and information. In the digital era, tourists are very reliant on the availability of information and network connection, to and within the destination. Since 2018, important spots for tourism in Catur have received access improvements (e.g., homestays, coffee shops, photo spots, etc.) through the development of village roads, opening the access to waterfalls and herbal fields, and posting of these spots on Google Maps.

(3) **Amenities:** developing tourist villages should be supported by ample accommodation and other related facilities. Consumers of tourism, including visitors to tourist villages, expect a certain level of service from tourism service providers. In addition to adequate amenities, tourism destination managers must also ensure the maintenance of the amenities and public facilities, as well as train the local human resources in service excellence. In Catur, several villagers have been operating homestays and other amenities—particularly ones that are locally owned and operated. This is important in community-based tourism.

(4) **Ancillary:** the involvement of various stakeholders is necessary for the development of herbal-themed tourist villages, often called a *multi helix*. First and foremost is the role of government. As in other villages in Bali, the support from official governance and local customary governance (*adat*) are equally important. This has been put into practice quite harmoniously in Catur village, as evidenced by the direct involvement of the village chief, *hamlet* leaders (*kelihan Banjar*), village elders, and leaders of farmers' associations (*subak*), as well as women and youth groups. The involvement of various aspects in the local communities, with further support from the provincial and regency government, is essential in the *multi-helix* of rural tourism development. One of the best practices from the case study of Catur village is the continued and long-term involvement of academics from Universitas Dhyana Pura, not only in projects directly related to rural tourism development, but also in other projects that support the village, its people, and its institutions. Currently, Catur village is in the process of developing partnerships with for-profit organizations and the media.

(5) **Agents of Change:** there is a need for a change in paradigm and behavior of the local human resources as agents of change in managing the herbal-themed tourism village, which they collectively own. In the process of developing herbal tourism in Catur village, it began

with a pilot project with one of the eight farmers' associations (*subak*) in 2018-2019. From 2020 onwards, it is developed to include the entire village, which requires the capacity and willingness of local villagers to learn (including from trial-and-error), and the patience to develop the local potentials into outputs and outcomes (which is not an instant process).

(6) Adaptation in a post-Covid world: the tourism industry has experienced significant changes during the Covid-19 pandemic. This also includes local villagers as the implementers of rural tourism efforts. They must adopt and adapt to new habits relating to CHSE (Cleanliness, Health, Safety, and Environment Sustainability). Several health protocols that were initially put in place as mandatory, have become the new normal in managing tourism, including temperature checks, ensuring hand washing stations are available, providing space for physical distancing, wearing masks, and ensuring that the locally-sourced herbal products have been processed with high standards of hygiene.

## **Conclusions and Recommendations**

### ***Conclusions***

A descriptive analysis of the results of mapping of the potentials for herbal-themed tourism development in Catur village determined that holistically the village has adequate potential to be developed as an herbal-themed tourism village (average score of 2.52 on the scale of 1.00 to 5.00 from 93 items in eight domains of criteria). The instrument on the criteria of tourism village that has been modified for the mapping of herbal-themed tourism villages may be used and applied in other villages in Bali and outside of Bali.

One of the essential aspects in the mapping of herbal-themed rural tourism is the availability of natural resources in the form of endemic and non-endemic herbal plants, which may be developed by the local community (in partnership with for-profit companies, universities, or NGOs). In terms of the development of human resources with the 7D approach of community development, the authors found that Catur is currently operating between Designing community actions (D5) and Delivering planned activities (D6). This approach may be utilized in mapping the human resource development in similar rural development projects and efforts.

Based on the analysis of tourism potentials, the authors conclude that Catur village has met the criteria for the model of herbal-themed rural tourism development ("4A+2A" Concept), consisting of Attraction, Accessibility, Amenities, Ancillary, Agents of Change, and Adaptation in the post-Covid world. The two additional A's from the traditional "4A" include the effort to change the paradigm and empower the local villagers as agents of change, to truly see and actualize the potential of locally-sourced herbal products to support herbal-themed rural tourism, and the Adaptation of the new life in a post-Covid world that emphasizes the importance of CHSE.

### ***Policy Recommendations***

The following are several recommendations based on the case study in Catur:

- (1) The government and related agencies are recommended to conduct a thorough mapping of the villages within their regions deemed to have the potentials to be developed into herbal-themed tourist villages or other themed rural tourism destinations, in the effort of creating and mapping the uniqueness of each tourism village within the region—such that each region may offer varied tourism product mix for tourists.

- (2) The government and related agencies are recommended to capture and analyze the potentials for herbal tourism or other related rural tourism themes by mapping the potentials of local natural resources and human resources, using the modified instrument on the criteria of tourism villages and the 7D model for community development.
- (3) The government and related agencies are recommended to develop centers of themed community-based tourism based on the “4A+2A” Concept, consisting of Attraction, Accessibility, Amenities, Ancillary, Agents of Change, and Adaptation in the post-Covid world.

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### *Availability of data and materials*

The datasets used and/or analyzed during the current study are available from the corresponding author upon reasonable request, email: raiutama@undhirabali.ac.id

### *Declarations*

Competing interests: The authors declare that they have no conflicting interests.

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