

SUSTAINABLE CULTURE HERITAGE TOURISM AT SASAK SADE VILLAGE, INDONESIA

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ABSTRACT

Sasak Sade Village is a cultural tourism destination located in Nusa Tenggara Barat, Indonesia. Sade village is a cultural tourism that has a characteristic of local people who become attraction to be a tourist destination. Tourism sustainable cultural heritage is a key element in the tourism industry. Qualitative methods are applied using semi-structured face-to-face interviews with four stakeholders of tourism groups. The results reveal that every element of the tourism stakeholders goes according to their respective functions. With the existence of cultural tourism activities, endangered culture continues to exist.

KEYWORDS: *Sustainable Tourism, Tourism, Tourism Development*