

Application of the Community Economic Development Approach to Enhance the Development of Participatory-based Cultural Ecotourism in Palparan Rural Area

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Abstract. The development of an attractive tourist destination frequently occurs by community involvement in tourism management. A distinct study examines the involvement of local community members who take on the role of regional administrators in the development of tourism destinations, with the goal of optimizing the potential of traditional cultural arts. The involvement of the community in the management of a tourist destination fosters its development. It is expected that human resources who are prepared to oversee the tourist village and the infrastructure and amenities that it must have will be able to increase the village community's profits. This research is attempting to explain the relevant applications in the development of cultural ecotourism supported by local community participation. Through qualitative analysis methods with a community-based local economic development approach applied to the research location so as to provide real conditions and what exists. The results of this study indicate that Pagelaran village has great potential to create distinctive cultural ecotourism attraction. Components emerged in the form of local community sociocultural preservation, environmental conservation, and economic development. It is also explained that the components of livelihood focused, inclusiveness, sustainability, place-based and group control related to community ecotourism are increasing.

1 Introduction

Country's economic development accomplishment could be determined by reflection of the rural communities' economies. The village, the smallest and least developed unit of a nation, is still undeveloped. The village community's economic development must be prioritized by the government in order to progress the village. For the development process, which consists of both tangible and intangible elements, the government must offer a variety of supports. 38 provinces, 7,277 subdistricts, 514 cities/districts, and 83,763 villages/*kelurahan* exist in Indonesia as of right now. These villages are divided into 7,154 underdeveloped, 28,766 developing, 23,035 developed, and 11,456 advanced villages [1].

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This reveals the increasing attempt made by the government to enhance the welfare of rural communities. The way these initiatives are implemented is by giving rural communities more influence in the realms of society, economy, and the environment. Increasing the importance of several industries that are the primary sources of economic activity in rural areas, such as the agricultural, fishing, and creative industries, might assist rural communities become more economically empowered [2]. The tourism industry is currently one of the sectors that can hasten economic development at the local rural level. After gas and oil, the tourism industry contributes significantly to foreign exchange earnings. Moreover, the tourism industry is one of the development sectors that benefits local governments economically twice over, increasing their Local Government revenue (*PAD*) and boosting the local economy by creating jobs and raising incomes. One of the major sources of foreign exchange earnings for Indonesia is the tourism industry.

Demand for leisure activities by consumers is increasing over time, especially access to tourism. Demand for tourism increases along with advances in information technology and transportation facilities. This condition causes the ease of mobility from one region to another greatly assisted by transportation, while advances in information technology that allows the opening of information about tourist destinations, the longer the leisure time available and can be used for vacation [2], increasing public income, government policy and psychographic aspects of tourists [3,4]. In general, the demand for tourism will also increase along with the higher level of community activities accompanied by higher levels of stress so that recreation and tourism activities are increasingly needed. Despite the World Tourism Organization (WTO) concurs with the belief which the future of tourism appears very promising and even offers great opportunities. This is especially true when you consider the estimated numbers of foreign visitors based on WTO estimates, which are 1.046 billion in 2015 and 1.602 billion in 2025, with 231 million and 438 million of those visitors coming from the East Asia and Pacific regions, respectively, and projected to generate USD 2 trillion in global revenues by that time.

The tourism sector can attract other sectors and bring impacts on tourism activities in an area. The development of the tourism sector will have an impact on the development of other sectors [5,6]. Tourism development has so far been felt to have a less positive impact on society and only benefits entrepreneurs - entrepreneurs with large capital so as to further create a gap between local communities with large entrepreneurs in the field of tourism. So that there is an uneven benefit obtained by both parties. In its development, tourism activities have many adverse impacts on both the ecological environment, socio-cultural community and even not much positive contribution to the economy of local communities [6]. Effective cooperation between the government's role, community contributions, and resource utilization results in strong and sustainable regional economic development. In this regard, pursuing large opportunities for local communities to fully participate in all economic activity is a strategic role performed by the government in its capacity as a regulator [7]. Developing the tourism industry using the concepts of ecotourism is one attempt to maximize the use of local resources. On this framework, tourism performs a crucial role in supporting local economic development, environmental preservation, and increased appreciation of cultural diversity throughout the community.

Local economic development can be done through inclusive and dynamic tourism activities. The tourism sector has made an important contribution to economic development, especially for the people living around tourist destinations. Community-based tourism development, one of which is through tourism based on rural potential. Through rural-based tourism, this sector proves its alignment with the community. Rural-based tourism comes as a solution to strengthen the local economy to encourage and stimulate all activities that can open new jobs for the community. In addition, it increases economic growth, eliminates poverty, preserves nature and resources, and preserves culture. Villages

are required to be innovative and creative in utilizing their policies and potential. Villages are also encouraged to develop various local wisdom-based activities that are productive and have economic value. Considerable budgeting has been provided to fulfill the needs of rural development and community empowerment.

The strategy of tourism development recently began to be directed at exploring natural tourism objects that have not been developed or have not been explored. This is done with the aim of attracting tourists who have begun to change in the orientation of their tourist activities through Special Interest Tourism or Alternative Tourism. The current trend shows that domestic and foreign tourists prefer the type of special interest tourism. The development of this tourist attraction becomes very important, especially in the era of regional autonomy which is useful as an acceleration of the economy in the region. A tourist attraction to be developed must be studied by experts in a multidisciplinary, integrated and cross-sectoral. This is done to prevent the development of tourism objects that only focus on the exploitation of beauty and profit alone without considering the negative impact of the development results. The development of environmentally friendly tourism is an alternative tourism as an effort to anticipate the decline in popularity of mass tourism.

Ecotourism is a trip in an open field in a natural area that minimizes environmental damage and is very concerned about the natural environment and local culture. Conceptually, ecotourism is a form of tourist travel activity to natural areas in order to conserve and save the environment and provide livelihoods for local residents. Many assume that ecotourism is tourism carried out in nature, so when talking about conservation content in ecotourism activities, what comes to mind is how to conserve flora and fauna. That is not a wrong thing, it's just that ecotourism has a wider scope including in the socio-cultural field. Ecotourism is a combination of two words, including ecology and tourism. Ecotourism is expected to open up opportunities for the development of small businesses that are appropriate to the scale of the location. Therefore, there is a slightly strong limit to ecotourism where economically and ecologically it has a positive effect, so government support is needed in the form of policies that provide limits to responsible natural tourism and provide economic and ecological benefits. Ecotourism is a tourist activity that is concerned with the preservation of tourism resources [8]. In the ethics of ecotourism planning and development, there are three perspectives that need to be considered, as: (1) ecotourism as a consumption service product, (2) ecotourism as a potential market, (3) ecotourism as a development instrument.

Ecotourism is considered capable of bridging the gap between visitors, tourist destinations, operators, government and the environment into one vision of conservation as a global movement. So that ecotourism continues to provide benefits to the community and tourists, it is necessary to develop sustainable ecotourism which aims to realize the development of rural areas that meet the expectations and satisfaction of tourists so that it can boost the economy of the local community. Ecotourism development is an alternative development that can help overcome problems in order to produce real and positive added value for environmental and cultural conservation activities of the local community so as to improve welfare in rural areas [9]. The development of ecotourism areas is largely supported by the hope of increasing economic capacity, so that it becomes one of the motives for the community to be involved in the development of the area.

Ecotourism activities can run inclusively and sustainably if supported by all parties involved. The role of each stakeholder is very decisive in the development of cultural ecotourism based on community participation. Community Economic Development (CED) is an inclusive and participatory process in which the community initiates and produces various solutions to overcome various economic problems. Especially in raising the potential of ecotourism in the village, CED in the aspect of tourism focuses on creating an

inclusive local tourism economy, developing healthy livelihood opportunities in the aspect of tourism, building local resources and capacity to support tourism, increasing community control and ownership of tourism businesses, improving environmental health and cultural preservation, and encouraging community resilience in the development of tourism innovation [10]. Community-based tourism is a government effort to optimize the potential of tourist areas both economically, ecologically, socio-culturally, and also technologically. The concept of community-based tourism development emphasizes the active participation of the community with the aim of improving the welfare of life while maintaining environmental quality, as well as preserving the culture and social life of the community, and aims to develop the region [11].

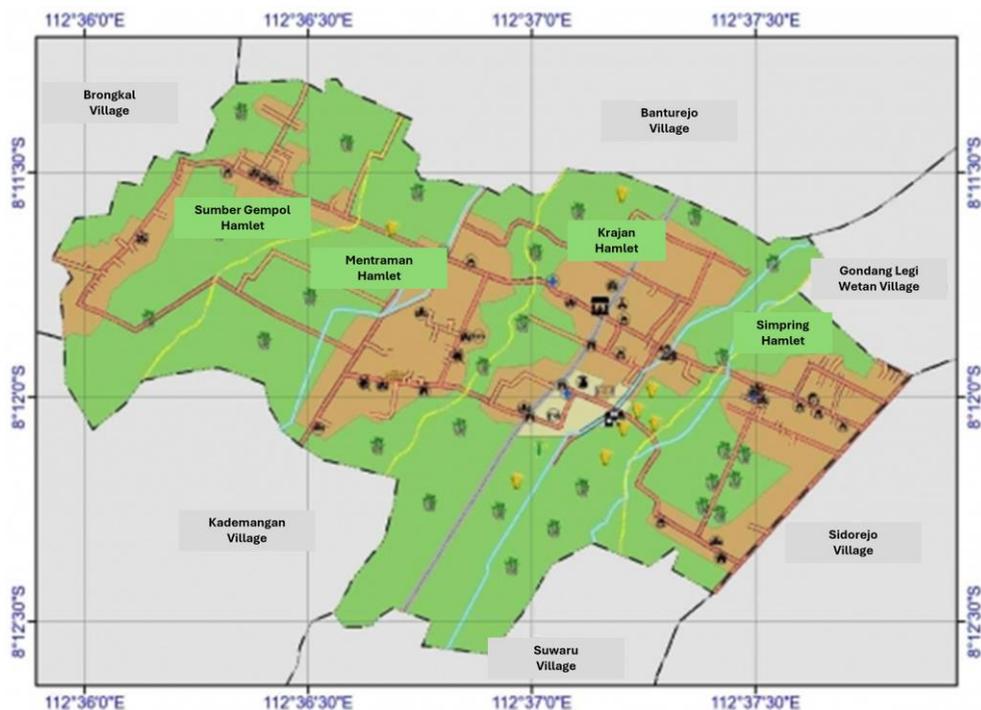


Fig. 1. Map of Pagelaran Rural Area.

Pagelaran village is part of an area in Malang district that has various resources and potential to be developed as a cultural ecotourism that has strong local wisdom roots[12]. There are 4 hamlets with special characteristics related to the social and cultural life of the community which are very feasible to be developed into attractive and innovative cultural ecotourism destinations. The picture above is the geographical condition of Pagelaran Village which has 4 hamlets (fig. 1). Sumber Gempol Hamlet has the potential for natural tourism and beautiful and interesting springs. Krajan Hamlet has the potential for local crafts in the form of pottery and clay utensils, Mentaraman Hamlet has traditional art groups in the form of music and dance, while Sipping Hamlet is the center of MSMEs and small retail businesses in the community.

The development of cultural ecotourism supported by community participation in the pagelaran rural area is an effort to improve the welfare of local residents by increasing economic capacity and optimizing various potentials. Community participation in the management of cultural ecotourism needs to be increased through public awareness of the importance of an educative, green, clean environment and strengthening community initiatives in maintaining, maintaining and improving environmental functions and local

distinctive culture. In addition, the ability of the community to contribute to the development of cultural ecotourism will also affect the development and innovation of ecotourism cultural power in Pagelaran Village. To find out the formation of community participation in the management of cultural ecotourism in the region, it is necessary to conduct in-depth research.

2 Research Method

This research uses descriptive qualitative research methods with the research location in the administrative area of Pagelaran Village and involves stakeholders related to the development of cultural ecotourism. The CED approach is carried out by referring to aspects of live hood focused, inclusiveness, sustainability, place-based and group control related to community to explore more deeply related to these conditions. Data collection activities were carried out through observation methods, document studies and interviews with key information related to the aspects explored and data triangulation was carried out [13]. The analysis method uses the miles & Huberman analysis model, with data collection, data presentation and conclusions. The focus of this research is to formulate a CED approach in relation to the development of cultural ecotourism in the research location. This research involved researchers and all other stakeholders equally in the entire series of research processes.

The research members have their own strengths/exceptions so that the researchers respect each other's uniqueness. Thus, the involvement of researchers from all stages of the research is not dominant. The variable adopted in research that applies a collaborative approach is community participation with indicators of contribution, support, commitment, cooperation and expertise from each member of the research group [14]. The stages in this report include the formulation of problems to become ideas, collection of data and related facts, verification of data and facts, conceptual analysis with rational arguments, formulation of ideas and conclusions and recommendations related to handling problems related to cultural ecotourism.

3 Results and discussion

The development of a rural area into a cultural ecotourism destination requires various supports and resources. The village must have various supporting components which will be an important factor in the successful development of cultural ecotourism. Based on the observations made, Pagelaran Village already has various important components that are the main supporters, which is Infrastructure is one of the important factors for villages to increase their economic growth. Adequate infrastructure makes it easier for villagers to mobilize goods and services in and out of the village. The advancement of infrastructure will also attract investors to invest in the progress of the village. If there is investment, the development of transportation facilities for the smooth running of economic activities will increase [15,16]. Therefore, improving infrastructure development is very important to improve the economy of rural communities [17]. Pagelaran village already has good asphalt road access and between hamlets that have tourist attractions are well connected. Electricity and telecommunication facilities are also properly available. The village also has potential that can be developed as a supporter of ecotourism activities. Rural potential can be advanced such as various arts and cultural activities, handicrafts, natural attractions, agriculture products, culinary richness of all the potential that exists in the village [18]. The Pagelaran village government plays a major role in controlling efforts to advance the existing village potential and provide the facilities needed. Meanwhile, the community must

play an active role in advancing the potential of the village where they live as an effort to improve the economy of the village community.

Human resources that have insight and knowledge are a great potential to help accelerate the process of improving the economy of rural communities. All efforts to improve the economy will not be separated from human resources in the village as the main actors. Developing human resources is very important to be performed by the central government and village governments. Development of human resources capacity and capability has been proven to be a priority in creating a participatory development climate [19]. Pagelaran Village already has enough human resources to provide ecotourism service products, but there are still personal constraints in managing ecotourism management because there is still a lack of village regulations as legal protection for the management of cultural ecotourism that is being initiated.

The attempts to help improve the economy of rural communities could further utilize technology. The rapid development of technology today must be utilized by rural communities as an effort to improve their economy [20]. The development of information technology has brought great changes to the life of the community, including in rural areas. Pagelaran Village has tried to utilize various media and information technology to create exposure for the existence and attractiveness of ecotourism that is being developed [21,22]. Content and branding materials are in the planning stage which is the result of collaboration between village officials in collaboration with community leaders, business actors and academics. "*Ekowisata Budaya Desa Pagelaran*" is the branding that is planned to be established as an icon in the development of tourism in the village. Having strong institutions is one way to support the development of ecotourism and furthermore with strong institutional conditions will create order and regional stability [23]. Pagelaran village has developed better institutions by implementing collaborative decision-making to determine steps in its socio-economic activities.

3.1 Implementation of Community Economic Development in supporting Cultural Ecotourism

The economic development for local communities implemented is an economic development approach that focuses on local communities, utilizes local resources, and involves the active participation of Pagelaran villagers to improve their economic welfare and quality of life. In the context of supporting cultural ecotourism, the application of CED can play an important role in a variety of ways. Local communities in Pagelaran Village need to be trained in skills relevant to ecotourism, such as tour guiding, homestay management, and traditional handicraft making. This will ensure that they can effectively participate in and benefit economically from ecotourism activities. Training programs can also include basic business management, marketing, and foreign languages, which are useful for attracting and entertaining international tourists [24,25].

Development of Pagelaran Village's cultural ecotourism products that utilize local natural and cultural resources, such as performing arts, traditional culinary, and handicrafts. This approach ensures that local cultural values and traditions are maintained and preserved, while providing an additional source of income for the community. Establishment of community business groups to collectively manage ecotourism enterprises. This allows communities to share economic benefits equitably and improve their bargaining position in the market. Community business groups can also manage collective funds used for investment in ecotourism infrastructure, such as the construction of lodging facilities or tourist transportation. Invest in infrastructure that supports ecotourism, such as trails, tourist information centers and sanitation facilities, taking into account environmental impacts and long-term sustainability. Environmentally friendly

infrastructure, such as renewable energy and waste management, can increase the attractiveness of ecotourism destinations and reduce negative environmental impacts.

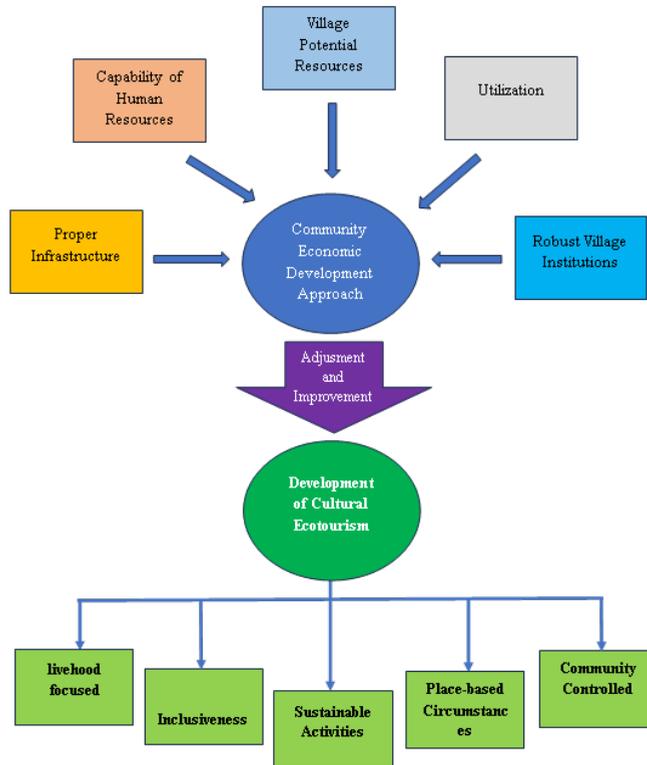


Fig. 2. Cultural Ecotourism Development Scheme Through CED Approach

The development of Pagelaran Village's marketing strategy highlights the uniqueness of local culture and natural beauty to attract tourists. Use of social media and digital platforms to reach a wider market, as well as collaboration with travel agents and influencers to promote ecotourism destinations. Collaboration between the government, private sector, NGOs, and local communities to ensure support and sustainability of ecotourism programs. Government policies that support ecotourism development, such as tax incentives, supportive regulations, and technical assistance, can play an important role in the success of these initiatives [27].

Pagelaran Village community involvement in environmental conservation, such as reforestation activities, waste management, and preservation of cultural sites. These programs not only preserve nature and culture, but also create jobs and educate the community on the importance of conservation. Implementation of a monitoring and evaluation system to ensure that ecotourism initiatives go according to plan and provide the expected benefits to local communities [28]. Testimonials from tourists and local communities in the Pagelaran Village area are used to continuously improve and adjust the program.

3.2 Realization of Cultural Ecotourism in Pagelaran village with a Community Economic Development approach

The implementation of CED in the development of cultural ecotourism in Pagelaran Village aims to increase the capacity of the village community in achieving their welfare. The

welfare of the community can be known through the five aspects that are the principles in the CED approach. These aspects are livelihood focused, inclusiveness, sustainability activities, place-based circumstances and community controlled of tourism activities [29]. Based on the conditions in the field related to the implementation of the cultural ecotourism development plan in Pagelaran Village, there are several changes felt by the local community in the aspects mentioned in Figure 2 related to the CED scheme to have an impact on cultural ecotourism.

3.1.1 Outlook of Livelihood Focused

By addressing the economy as a tool to raise everyone in society's standard of living, CED is livelihood focused. The ultimate goal of economic activity is not only production and profit but also well-being. As a result, CED planning pays attention to how different facets of our society interact and intersect with the economy rather than just focusing on "the economy" in a limited sense. By applying a "community capital approach," CED takes into account how social status, housing, political participation, health, and a host of other variables affect how the economy can improve people's quality of life and how these factors affect the process of economic development itself. The acceptance of cultural ecotourism in Pagelaran Village has given the locals plenty of new jobs as well as creative possibilities. Since the development of a tourism-oriented village, 25 kinds of new occupations in services and local commodity production have been realized.

3.1.2 Outlook of Inclusiveness

Economic development is a tool for distributing prosperity as much as it is for fostering it. Economic development strategies have historically favored some groups over others and unfairly distributed gains and losses. This is particularly noticeable in many developing nations where indigenous nations were subjected to European colonialism; however, it is also noticeable where economic development has prioritized "big business" over "retail family shops" or small businesses that operate for subsistence. In addition to redressing historical wrongs, diversity and inclusion are essential to CED because they boost the economy's capacity to provide more equitable benefits to all individuals, irrespective of their identity or line of work. As a result, everyone is more capable and are able to withstand change in the world as individuals and communities. The villagers of Pagelaran have started to sense the shift in their economic activities in an indirect way, as participation in the decisions that impact them is now more transparent and involves all segments of society.

3.1.3 Outlook of Sustainability Activity

These insights are incorporated by CED into a systems approach, which acknowledges that any development must satisfy multiple requirements, including social justice, environmental sustainability, economic vitality, and cultural appropriateness. Maintaining a balance between the natural and human worlds for the benefit of present and future generations is at the heart of being sustainable, which goes beyond simple environmental preservation. Due to this circumstance, the people of Pagelaran Village are now more concerned with issues that focus on optimization as opposed to maximization, and as a result, the direction of cultural ecotourism activities is heavily weighted in favor of sustainable orientation. It is understood that sustainable practices will result in beneficial cultural transmission across generations in the future.

3.1.4 Outlook of Place-based Circumstances

Communities can be treated as "spaces" or "locations" for trade and production in traditional economic development, but in reality, they are "places" with rich environments, cultures, and populations. The place-based approach used by CED acknowledges that all development is local and should build on local assets and strengths while benefiting local residents. Thus, the goals of CED's capacity building and investment programs are to strengthen the bonds that locals have with their community, enable development projects to "adapt" to the needs and preferences of Pagelaran Villagers, and provide inhabitants and their families with the advantages of development.

3.1.5 Outlook of Community Controlled in Tourism Activity

Local communities must be in charge of economic and social development in order to get to enjoy the rewards. Through the use of a bottom-up planning process that incorporates multiple voices, CED promotes community control. The existence of strong institutions capable of involving stakeholders and bridging their needs and visions with higher levels of decision-making—both public and private—supports the basis of community planning. As a result, CED emphasizes institutional development and community empowerment as a means of bringing about economic change in Pagelaran Village. The different discussion forums and regular deliberations held to discuss conditions and changes in ecotourism activities that arise in order to achieve common goals show conditions of control by the community over the development of cultural ecotourism.

4 Conclusion and recommendation

Realizing a village which is oriented towards cultural ecotourism requires a lot of support and strong commitment from various stakeholders involved in a comprehensive and purposeful manner. Particular attention is needed to aspects related to the participation and contribution of local communities so that stimulation of local economic growth can be created, which in turn has a positive impact on all parties. CED is very appropriate to be applied in supporting the strengthening of the capacity and capability of the local community in supporting the realization of cultural ecotourism in Pagelaran village which is optimally implemented. As a result of the implementation of cultural ecotourism, economic improvement, environmental conservation and socio-cultural preservation of local communities have gradually begun to develop. The impact of the CED components of livelihood focused, inclusiveness, sustainability activities, place-based circumstances and group control of tourism activities related to community ecotourism is getting progressively better.

Recommendations for stakeholders to develop a clear legal foundation and build a network of information to support business processes that have multiple impacts for all Pagelaran villagers. This certainly needs more extensive thinking with an orientation towards cultural ecotourism activities that have an international level so that it becomes one of the leading icons in the Malang region and East Java. Access to collaborative investment is also needed to accelerate the development of cultural ecotourism specifically and with inclusive benefits for local communities.

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