Mapping The Role and Collaboration of Stakeholders in Ecotourism Management and Creative Economic

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Abstract

Purpose: This study aims to identify stakeholders in the development of Lugusari Tourism Village, Lampung, and map their roles to foster effective collaboration in preserving local culture, especially Lampung Tapis, and promoting a rural-based creative economy.

Methodology: This research used a descriptive qualitative approach with data collection through field observations, interviews with stakeholders, and related literature studies. The data obtained was analyzed qualitatively to gain an in-depth understanding of the coordination flow and the role of each party in the management of Lugusari Tourism Village.

Results: The results showed that the pentahelix model in tourism management is actively applied in Lugusari Tourism Village. The identified stakeholders include the government, private sector, academia, media, and the community. The coordination of tourism village management is centered on the village government, which acts as the main controller in terms of regulation, formulation of ideas and concepts, program implementation, and supervision of activities.

Conclusions: It can be concluded that the successful management and development of Lugusari Tourism Village is highly dependent on the synergy between stakeholders through the pentahelix approach. Coordination centered on the village government allows for a structured development direction, but remains open to active contributions from various parties in developing authentic local potential.

Limitations: This study is limited to Lugusari Village, so its findings may not be generalizable to other tourism villages in Lampung or Indonesia. Additionally, the methods used did not fully capture the dynamics of informal stakeholder relationships.

Contributions: This research contributes to understanding the pentahelix model in developing tourism villages in Indonesia, especially in promoting sustainable, culture-based tourism and the creative economy. The findings can guide policymakers, tourism actors, and communities in creating inclusive, collaborative development strategies.

Keywords: Creative Economy, Ecotourism, Lugusari Tourism village, Stakeholder Roles and Collaboration

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1. Pendahuluan

One form of ecotourism activity in a particular area that involves the community is a tourism village (I. Wijaya, 2020). A tourism village is a rural area that provides a holistic atmosphere that reflects the authenticity of the village, both in socio-economic, socio-cultural, customs and daily life, has unique

architectural buildings and village spatial structures that are unique and attractive and economic activities with distinctive characteristics (Kamiasih, Dewi, & Widnyani, 2023). Possibility of developing various tourism elements such as destinations, accommodation and other tourist needs (Wahidin, 2019). Tourism villages develop their potential to support the economy of local communities without eliminating the cultural elements in them, because culture is the selling point (Sutama, Nyoman Diah Utari, & Luh Riniti, 2023).

Rural tourism has emerged as a vital strategy for sustainable development, particularly in areas rich in cultural heritage. Integrating cultural elements into tourism not only enriches the visitor experience but also plays a crucial role in preserving traditions and supporting local economies (Lenaoa & Saarinen, 2015). Recent studies emphasize the importance of cultural elements in rural tourism. For instance, Zhao (2024) discusses how rural tourism, enriched with cultural resources, can boost local economies and promote cultural preservation. The study highlights that integrating cultural elements into tourism offerings enhances the attractiveness of rural destinations and supports the revitalization of local traditions (Chen, 2020).

A tourism village is a rural area that offers an authentic experience reflecting the village's socioeconomic and cultural life, customs, daily activities, unique architectural styles, and spatial layouts (Asianingsih, Dewi, & Widnyani, 2023). These villages harness their distinctive characteristics to develop various tourism elements, including destinations and accommodations, thereby supporting the local economy without compromising cultural integrity, as culture serves as the main attraction. By involving the community in tourism activities, tourism villages promote sustainable development, enhance community welfare, and preserve the environment, all while showcasing local potential rooted in traditional wisdom (Hamzah & Irfan, 2018).

The development of tourism villages is driven by three factors. First, rural areas have authentic natural and cultural potential when compared to urban areas, then rural communities still have strong traditions and various rituals that are very harmonious in culture and topography. Second, rural areas have an environment that is mostly pristine and has not been polluted by various kinds of pollution when compared to urban areas. Third, to a certain extent, rural areas have relatively slow economic development, so that optimal utilization of the economic, social and cultural potential of local communities is a valid reason for developing rural tourism. Tourism development and management in an area requires contribution and cooperation from tourism stakeholders. According to (Mandagi & Tappy, 2024) stakeholders are defined as individuals, groups or organizations who have an interest, are involved in development activities or programs. The role of stakeholders is very necessary in the management of Lugusari Tourism village, Pagelaran District, Pringsewu Regency, because the involvement of stakeholders will produce tourism strategy planning that is well accepted, can avoid conflicts that arise during policy implementation and unite those who are directly and indirectly involved in tourism.

The development of tourism villages is driven by factors such as the authentic natural and cultural potential of rural areas, the relatively unpolluted environment, and the need to optimize local economic, social, and cultural potentials to boost economic development. Effective tourism development and management necessitate the active involvement and collaboration of various stakeholders, including local communities, government entities, businesses, and tourists. This collaborative approach ensures well-accepted tourism strategies, minimizes conflicts during policy implementation, and aligns the interests of all parties involved in tourism development (Rangus, Brumen, & Topler, 2024).

Collaboration as a process through which parties who see different aspects of a problem can constructively explore their differences and search for solutions that go beyond their own limited vision of what is possible (Maisarah, Rahmadi, & Pradipta, 2020). S. A. Wijaya, Zulkarnain, and Sopingi (2016) stated that the development of ecotourism-based tourism villages must have or provide a means of communication between tourists and local communities to share experiences and knowledge in realizing an environmentally friendly life. Apart from that, the rides provided can attract tourists to take part in preserving the surrounding nature. Ariyani (2021) observed that the emerging implementation

of sustainable tourism is driven by stakeholder partnerships, which implies that the implementation of sustainable tourism is largely dependent on effective stakeholder engagement. Tourism is sometimes related to inclusive development, which is development that includes the participation of marginalized communities, the government sector, the political sector and the economic sector which are interrelated in social processes to improve community welfare, uphold sustainable resources and empower the community (Gupta, Pouw, & Ros-Tonen, 2015).

The creative economy can enter through something to buy by creating innovative regional products. Tourism and the creative economy are attractions that are interrelated and strengthen each other, for example, there are many products resulting from human creativity that can be enjoyed by tourists, because they are unique and beautiful. Tourism and the creative economy are very closely related, because they support and strengthen each other. Lugusari Tourism village as a Lampung Weaving Center, located in Pagelaran sub-district, Pringsewu Regency, Lampung Province, is one of the productive tourism villages that highlights the potential for culture, agrotourism and creative economic growth.

Its development cannot be separated from the participation of the surrounding community which is also accompanied by government support to optimize governance and promotion to the wider community as potential consumers. The purpose of this research is to identify the stakeholders involved in the development of Lugusari Tourism Village in Pringsewu District, Lampung Province, and map their roles in realizing effective and optimal collaboration. This is important given the large participation of various parties in encouraging the potential of tourism villages that focus on preserving local culture, especially Lampung Tapis, and developing a creative economy based on rural resources.

2. Landasan Teoritis

In Indonesia, the transformation of Rumah Gadang into homestays in Nagari Sijunjung illustrates the balance between cultural preservation and economic development (Indrizal, Irwandi, & Anwar, 2024). While these traditional houses serve as accommodations for tourists, they continue to function as cultural spaces for the Minangkabau community, thereby maintaining their cultural significance while providing economic benefits (Ermayanti, Indrizal, & Irwandi, 2023).

Stakeholder Theory emphasizes the importance of identifying and understanding the various parties involved in or affected by tourism development. According to Mitchell, Agle, and Wood (1997), stakeholders can be categorized based on attributes such as power, legitimacy, and urgency. Recognizing these attributes aids in determining the influence and importance of each stakeholder, facilitating more effective engagement strategies. In the context of Lugusari, stakeholders may include local communities, government agencies, private sector entities, and non-governmental organizations, each playing distinct roles in ecotourism and creative economy initiatives (Wondirad, Tolkach, & King, 2020).

Collaboration Theory suggests that cooperative relationships among stakeholders are crucial for successful tourism development. Gray (1989) posits that collaborative processes involve joint decision-making, shared goals, and mutual respect among parties. Effective collaboration can lead to more sustainable and inclusive tourism practices, as stakeholders work together to balance economic, environmental, and social objectives. In Lugusari, fostering collaboration among stakeholders can enhance the management of ecotourism resources and the promotion of Tapis Lampung as a cultural asset (Mulyani, Ahsani, & Wijaya, 2021). The Triple Bottom Line (TBL) framework, introduced by Elkington (1997), advocates for a balanced approach to development that considers economic viability, environmental sustainability, and social equity. Applying the TBL in Lugusari involves ensuring that ecotourism and creative economy activities contribute positively to the local economy, preserve natural and cultural resources, and promote social well-being. This holistic approach can lead to more resilient and sustainable tourism development (Wondirad et al., 2020).

3. Methodology

The research was carried out in Lugusari Tourism village, Pagelaran District, Pringsewu Regency, Lampung Province for 6 months in May-October 2023. The data required in this research includes primary data and secondary data. Primary data was obtained through observation and interviews. The primary data needed in this research is related to the existing conditions of the management model and stakeholder involvement in the Lugusari Tourism village. Samples or informants in research are divided into 5 (five) points of view, namely government, academics, business/private sector, media and society. Determining informants uses a purposive sampling technique to select key informants based on their abilities and involvement with the problem being studied so that the data obtained can be more representative. Meanwhile, secondary data related to tourism, literature studies and policy documents related to the development of the Lugusari Tourism village. The data analysis used in this research is qualitative descriptive analysis. Descriptive analysis is used to identify the opinions of parties or institutions from various sources regarding supporting components for the development of the Lugusari Tourism village.

4. Results and decsicion

4.1 Management of Lugusari Tourism Village

The Tapis Lampung Center of Lugusari Tourism village is in a community residential area surrounded by plantation areas, agriculture, fish ponds, as well as several natural resources that have the potential to be developed as tourist attractions. Some of the potential that is starting to be developed as an attraction for tourist visits include the Bendungan Way Sekampung, Ledeng Pendem, Crystal Guava Agrotourism and Chocolate Garden. The management concept of integrating the Lampung Tapis Center with nearby tourist attractions and increasing the selling value of other creative economy products as a result of creative economic development is something that is considered very attractive for tourist visits. These products are able to increase the income of local communities and utilize raw materials available around the village. Pekon Lugusari was designated as a Tourism village based on the Decree of the Governor of Lampung No.6/319/V.26/HK/2023 as of 18 May 2023. Management at Lugusari Tourism village has involved several parties who have awareness and commitment to developing this location as a visiting center. tourists with the attraction of cultural tourism, agrotourism in the form of fisheries, agriculture and plantation resources around the Lugusari Tourism village.

The management concept of integrating the Lampung Tapis Center with nearby tourist attractions and increasing the selling value of other MSME products as a result of creative economic development is something that is considered very attractive for tourist visits. These products are able to increase the income of local communities and utilize raw materials available around the village. These potentials are capital that can make a major contribution to local and regional economic development and the creation of jobs through the development of the tourism industry (Aponno, 2020).

After the establishment of the Lugusari Tourism village with the issuance of a Governor's Decree in 2022, the village government followed up with the issuance of a Decree on the Tourism Implementation Team which was then called Team 11. The membership of this Implementing Team consists of representatives of all institutions or associations in Pekon Lugusari such as village officials, the Association Society Village, Pokdarwis, Bumdes, community representatives and youth representatives, so it is hoped that this will become a forum for integration and collaboration of ideas and actions in tourism management in Lugusari. This implementation team is the legal motor for the Pekon Lugusari government regarding the concept and implementation of various developments and operations for implementing tourism activities in Lugusari. The flow determined is that the implementation team will hold member discussions regarding ideas and details of the tourism program that is designed in writing, then report it to the village government, then it will be adjusted to the budget or direction of the regional government through the Pringsewu Regency Tourism Office. The Pekon Lugusari Government as the central control will follow up on the obstacles or problems faced by Timlak in tourism development, while at the same time absorbing the aspirations of the Pekon Lugusari Community as a whole.



Figure (1) Bendungan Way Sekampung; (2) Ledeng Pedem; (3) Kebun Cokelat Source: Own documentations (2024)

The readiness of the Lugusari Tourism village to receive visits is supported by improving the Pekon and the community providing infrastructure and tourist attractions, such as the availability of homestays, which by mid-2023 will have registered 25 homestays in the Pekon area. Homestay reservations are coordinated by looking at each individual's readiness, because a schedule has not yet been arranged.

The program that has been prepared by Pekon is a priority for the agricultural and fisheries sectors, both of which are the main sources of community activity and income. Each of these sectors also has the potential to be marketed as a tourist product or activity in Lugusari. Currently, agricultural products are generally limited to gardening, harvesting, then selling. So it is directed that for several commodities such as cocoa, post-harvest processing of cocoa beans is carried out so that they have increased economic value, in line with the direction of management from upstream to downstream for natural resources in the Lugusari Tourism village. However, for filter products and fish ponds, it is considered that the upstream to downstream management flow has been running. This is in line with the women's capacity development program in Pekon Lugusari, whose targets include the Women's Farmers Group, Dasa Wisma, and PKK members.

Pekon Lugusari felt a positive impact by designating this location as the Tapis Center Tourism village because of the following things:

- 1. Infrastructure improvements.
- 2. Installation of street lights that stimulate community activity.
- 3. Increasing the number of tourist visits, resulting in economic turnover and partnerships.
- 4. The weekly traditional culinary event Gropyok Ambyar was held in Ledeng Pendem which was busy with visitors and a rule was made that only native Pekon Lugusari residents could sell, so that the economic cycle had a direct impact on local residents.
- 5. Holding several major holiday celebrations such as the Ogoh-ogoh Festival, Eid al-Adha celebrations, etc

The challenges felt by the community and government in implementing tourism events include the following:

- 1. There is not yet a large special location available to concentrate tourist activities and become a display center for Lugusari tourism products.
- 2. Currently organizing village events still uses people's yards and houses, this also has the potential for conflict due to noise and inconvenience.
- 3. Ledeng Pendem, as a location that is quite busy with visitors, is still owned by the community, so there must be profit sharing. This of course minimizes the community's income and has the potential for takeover.

Developing a village into a tourism village requires exploring and identifying the village's potential (natural, cultural, man-made) which will be interesting to see and visit by tourists who have a uniqueness that is second to none in other places. Each tourism village definitely has unique qualities that are second to none in other villages, attractively packaged into tourist packages and offered to tourists, either through a brochure offered to travel agents, or promoted through online media. Collaborative governance is a new way to enable diverse policymakers to discuss, reach agreement, and involve non-state actors as a collective policy-making process aimed at implementing government policies and managing programs or public assets (Ansell & Gash, 2008; A. Y. Nugroho, Rahman, & Kismartini, 2022).

4.2 The Role and Collaboration Of Stakeholders In Lugusari Tourism Village

Empowering a region with all its potential is a step to increase the role and contribution of the region towards national independence (Nandi, 2005). A stakeholder is a person or it could also be a company who is involved in an organization, project or system due to the money they invest in the organization, project or system. In the tourism sector, the term stakeholder is widely used to refer to parties who have an interest in tourism development in a place. (Elista, Kismartini, & Rahman, 2021) states that stakeholders are individuals or a combination of several people or agencies who have the legitimacy to develop a joint program. This definition emphasizes that stakeholders are able to influence the success of achieving a company's goals, and at the same time gain influence from achieving these goals.

As an industry, tourism is connected to many sectors and stakeholders from various background interests. Tourism is said to be part of regional development. Many sectors are involved in tourism development, such as agriculture, plantations, fisheries and maritime affairs, small industry, and so on. The more sectors involved, the more stakeholders from various professions and interests are involved.

Based on the results of interviews with Pekon, several agencies have been active in supporting the management and development of Pekon Lugusari with their respective roles, including:

- 1. The Pringsewu Regency Public Works Department is implementing a program to build physical facilities, namely paving in Ledeng Pendem.
- 2. Pringsewu Regency Transportation Service, installed road markings.
- 3. Lampung Province Tourism and Creative Economy Office, provided physical assistance in the form of hammocks, tents, handy talkies, and trash receptacles. Apart from that, carrying out activities to increase human resource capacity as a non-physical program.
- 4. Bank Lampung KC Pringsewu, provided CSR assistance for the construction of the filter gallery for hamlet 5.
- 5. Lampung State Polytechnic, made the Lugusari Tourism village a location for field practicums for tourism courses, carrying out research and service activities, where the results of these various activities were also published as a promotional forum for the wider community.

Pemerintah	Akademisi	Komunitas	Bisnis	Media
 Dinas Pariwisata dan Ekonomi Kreatif Provinsi Lampung. Dinas Perindustrian dan Perdagangan Provinsi Lampung Pemerintah Daerah Kabupaten Pringsewu. Pemerintah Pemerintah Pekon Lugusari. 	• Politeknik Negeri Lampung.	• Komunitas Gowes Sepeda Gunung.	• Bank Lampung KC Pringsewu	 Siger TV Lampung Post Organisasi Radio Amatir Indonesia (Orari) Lokal Pringsewu Influencer

Figure 4. Involvement of tourism stakeholders in Lugusari Tourism village

From the results of interviews and field observations, each party who plays an active role in the Lugusari Tourism village has their own role which is grouped according to (H. C. Nugroho, Zauhar, & Suryadi, 2014) with their positions including as policy creator, coordinator, facilitator, implementer and accelerator.



Figure 5. Mapping the role of stakeholders in Lugusari Tourism village

In an effort to support the management of the Lugusari Tourism village, the Pringsewu Disporapar has prepared a program plan that will be monitored continuously as long as public awareness in Lugusari remains strongly committed to preserving Lampung's cultural heritage in the form of tapis cloth. The community acts as tapis cloth craftsmen, while the tourism awareness group tries to develop the unique potential of Lugusari village to attract tourists. What Disporapar Pringsewu sees is that until mid-2023, the management of the Lugusari Tourism village has not been running in an orderly and programmed manner. However, efforts continue to be made to coordinate with tourism awareness groups to find solutions to various obstacles that arise in the management of the Lugusari Tourism village. Local community support is very important to explore the value of local wisdom. Therefore, complex management skills are required to engage stakeholder engagement (Supangat, 2024).

Direct socialization or coordination regarding plans for the involvement of each stakeholder in the Tapis Lugusari Sentra Tourism village has of course been carried out, starting from developing human resources through training from tourism actors who are experts in their fields. In 2022, in the Indonesian Tourism village Award program, Disporapar Pringsewu is working with all stakeholders to interpret the Lugusari Tourism village as best as possible so that in the end the Lugusari Tourism village is included in the top 300 of ADWI 2022, then of course all its components must be improved to make it even better. Destiana, Kismartini, and Yuningsih (2020) stated that the success of tourism development can be seen from the relationships between stakeholders which are reflected through positive communication.

4. Conclusions

Based on the research results, the following conclusions were formulated; The stakeholders involved in developing the governance of the Lugusari Tourism village consist of the government sector including the Lampung provincial government, especially the Lampung Province Tourism and Creative Economy Service, the Pringsewu Regency Youth, Sports and Tourism Service, as well as the Lugusari Village government. Furthermore, the academics, namely the Lampung State Polytechnic, the private sector, Bank Lampung KC Pringsewu, the Pekon Lugusari Community, and the media include Siger TV, Lampung Post, the Pringsewu Local Amateur Radio Organization (Orari), as well as individual publications and influencers on social media. The flow of stakeholder coordination in the Lugusari Tourism village is centered primarily on the village government which is at the helm of control regarding regulatory direction, ideas, concepts and program implementation as well as controlling the management conditions of the Lugusari Tourism village. The role of stakeholders in Lugusari Tourism village is divided into 5, namely policy creator (government), Regulator (government), Facilitator

(government, academics, business and media), Accelerator (Business and Media), and Implementer (Community).

Limitation and future study

This study is limited to identifying and analyzing the roles and coordination patterns of stakeholders involved in the governance of the lugusari tourism village based on available data and current institutional involvement. It does not explore the effectiveness or outcomes of stakeholder collaboration in terms of tourism development impacts, sustainability, or community welfare. Additionally, the dynamic nature of stakeholder engagement, including potential changes over time or during crises, was not addressed. For future studies, it is recommended to conduct longitudinal research to evaluate the effectiveness of stakeholder roles and coordination over time, as well as explore the perspectives of the local community more deeply to assess how governance structures influence their participation, benefits received, and overall satisfaction.

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