



The Development of Agrotourism Based on Socio-Cultural Values and Natural Potential in Sidetapa Baliaga Village, Buleleng, Bali

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ABSTRACT

This research aims to develop agrotourism based on socio-cultural values in Sidetapa Baliaga Village, Buleleng Regency. The main aim is to improve village communities' welfare by exploiting local potential and preserving traditional culture. This research uses a qualitative descriptive approach with a case study method. Data was collected through in-depth interviews with community leaders and tourism actors, which involved observation and document study. The data analysis technique used is qualitative analysis with descriptive data presentation. The research results show that Sidetapa Baliaga Village has high agro-tourism potential, especially in the agricultural sector, where there are various local fruit commodities, such as bamboo and bamboo-based handicrafts. Apart from that, village culture and traditions, such as the sang Hyang gendering dance and traditional ceremonies, are a unique attraction and do not escape the support of local MSMEs, which support innovation in the village's superior products such as fruit brem and cube sugar. The development of local wisdom-based agrotourism can improve the community's economy and strengthen the cultural identity of the village. This research makes an essential contribution to sustainable tourism development in Baliaga Sidetapa. Implementing local wisdom-based agrotourism not only increases people's income but also preserves culture and the environment. The results of this research can become a model for developing other tourist villages in Indonesia.

Keywords: agrotourism, socio-cultural value, local wisdom, sustainable tourism, traditional culture

INTRODUCTION

Tourism has a vital role in the context of a country. The existence of the tourism sector has a positive impact on the country itself and local governments where tourism destinations are located. The growth of the tourism sector in a country can trigger the development of other sectors because these sectors play an essential role in supporting the tourism industry. For example, the agricultural, livestock, plantation, and folk craft sectors will see an increase in demand for their products, which the tourism industry needs. Apart from that, tourism development also creates more job opportunities for the community and positively impacts other sectors. One innovative tourism development strategy is to involve villages and turn them into tourist attractions according to the potential of each town.

According to Saputra et al. (2019), rural area development significantly optimizes village physical development. However, what is most crucial in this context is efforts to increase sustainable tourism activities because this can positively impact the rural economy. By focusing attention on a sustainable tourism sector, we can create more excellent economic opportunities for rural communities (rural economic). One sector that can be developed into tourism is the agricultural sector. Agriculture has a central role in creating jobs and providing a source of income for most households in rural areas of Indonesia. Although the role and benefits of rural areas and agriculture are often overlooked, their contribution is significant. As mentioned by Husein (2006), agricultural areas have various functions, including absorbing organic materials, supporting the continuity of social traditions and culture in rural areas, supporting agrotourism, creating employment



opportunities, acting as an essential pillar in food security, and also functioning as a means of education. Environment.

The transformation of agricultural areas into agrotourism destinations can increase the number of tourist visitors, contributing to increasing residents' income through the tourism industry (Budiarti & Muflikhati, 2013). The development of agricultural tourism villages positively impacts the agricultural sector and its communities. Therefore, it is necessary to improve human resources in rural areas so that they can play a more active role in management (Maharani & Budiarti, 2010; Kushardianti Muzha et al., 2013). Rural tourism can positively impact local communities in various aspects, such as economic, social, and cultural. Several studies show that developing village tourism can increase the income of local communities (Makwanya & Oni, 2019). This happens because there is an increase in the number of tourists visiting the village, thereby increasing the circulation of money in the village and providing new job opportunities for the local community (Novandi & Adi, 2021). Apart from that, developing village tourism can also introduce local culture and preserve it (Yurbani, 2021). Apart from economic and cultural impacts, the development of village tourism can also have positive social impacts, such as increasing public awareness of the importance of protecting the environment and improving the quality of life of local communities (Masrun et al., 2023). The development of tourist villages can also increase community capacity in organizing themselves in agrotourism activities (Andini, 2013).

Ecotourism, agrotourism, and rural tourism are variants of tourism that have emerged in the last century and are increasingly becoming globally significant sectors of the tourism industry (Andayani et al., 2017). Agrotourism is considered a local or regional method to secure additional sources of income for rural families, improve their standard of living, and maintain the sustainability of the rural population. In addition, agrotourism is seen as a local or regional effort that aims to rejuvenate the rural environment and reduce depopulation, as well as an initiative that can provide an alternative to address the significant social and economic challenges faced by rural areas related to their main economic sectors (Lestari & Wahyuningsih, 2012). Agrotourism generally has the following characteristics: firstly, tourism that is focused on non-urban areas, which is run by individuals who have main jobs in the primary or secondary economic sector, and secondly, tourism activities are small-scale, often managed by families or cooperatives, and is usually developed in rural areas by individuals who have a work background in the agricultural sector. In line with the statement above, agrotourism is part of sustainable tourism because it supports programs to preserve the environment, human culture, and divinity, which, in Bali, in particular, has strong roots in highly respected socio-cultural values.

Developing agrotourism based on socio-cultural values is important in promoting economic, social, and environmental sustainability in an area. Local wisdom includes traditional knowledge and practices tested and proven over the years in sustainably utilizing natural resources. For example, in agricultural cultivation in Sidetapa Village, they have local wisdom principles such as polyculture, organic fertilization, and soil conservation, which have been proven to increase plant productivity naturally without damaging the environment and have been maintained to this day. Research conducted by Ahmadi (2017) states that implementing local wisdom-based agricultural practices increases crop yields and minimizes negative impacts on the environment. Apart from that, developing agrotourism based on socio-cultural values can also strengthen the cultural identity of a region and improve the quality of tourist experiences. By introducing tourists to traditional agricultural practices and developing agricultural products into culinary



products or local handicrafts, agrotourism becomes a means of preserving and enriching unique cultural heritage.

According to Mucunška et al. (2023), tourism experiences connected to sociocultural values increase tourist satisfaction and loyalty because tourists feel involved in an authentic and meaningful experience. Therefore, integration between agrotourism and local wisdom not only creates economic opportunities but also promotes cross-cultural understanding and appreciation for the world's cultural diversity. Strengthening and integrating sociocultural values in the development of agrotourism provides economic benefits for local communities through increasing income from tourism, preserving local culture, and maintaining a sustainable balance in the natural environment.

One example of agrotourism development based on socio-cultural values is the potential for developing vanilla plantations as local wisdom-based agrotourism in Genggelang Village, North Lombok. Research shows that the SO (strength-opportunity) and WO (weakness-opportunity) approaches involve optimal use of all the positive aspects of Vanilla Plantations to take advantage of existing opportunities. On the other hand, the ST (Strength-Threat) and WT (Weakness-Threat) approaches involve strategies such as regulating the number of visiting tourists through an entrance ticket system and preserving the culture and behavior of local communities to strengthen local wisdom in tourist destinations. This solution includes preparing a basic plan for agrotourism areas, preserving traditional vanilla plantation land, developing plantation management to create attractive tourism products, and outreach efforts from the government about the importance of agrotourism in the tourism sector. Implementing this concept can help preserve the environment and local wisdom and improve local communities' quality of life (Andini, 2013). An agrotourism development model based on community socio-cultural values will have a more evident impact on the surrounding community and nature, especially in Buleleng Regency, which has dozens of tourist villages that are ready to be developed as part of agrotourism tourism, as is the case in one of the old villages. Bali Aga is Sidetapa Village. The Old Balinese Village of Aga Sidetapa is one of five ancient villages in Buleleng Regency, Bali. Sidetapa Village is an ancient village because the lifestyle of its people is different from the lifestyle of village communities in Bali. They still preserve their unique customs and culture, passed down from generation to generation by their ancestors before the Majapahit Kingdom (Setiawan & Saefulloh, 2019). The tourism potential of Sidetapa Village, Buleleng Regency, is enormous, namely the tourism potential in terms of history and nature. The historical potential includes the existence of an ancient Balinese traditional house, which is known as Bale Gajah Tumpang Sari, the remains of ancient objects placed in several residents' houses, the traditions of the Rejang dance, danger dance, ngabuang dance, the hiring gendering ceremony, and various other ancient traditional ceremonies. Meanwhile, from a natural perspective, this village has the potential for clove, coffee, and cocoa plantations, which the local community has developed. Another agricultural potential that is being developed by the community is the potential for agrotourism based on clove, coffee, and cocoa plantations. They have taken initial steps in developing agrotourism potential by introducing their plantations to visiting tourists and inviting tourists to participate in planting and harvesting cloves, coffee, and cocoa. Several studies show that the development of agrotourism in Sidetapa Village has positively impacted the local community's economy. The community gets additional income from agrotourism activities, such as renting homestays, selling agricultural products, and providing tour guide services (Yuliani & Susanti, 2023).



Based on the background described, this research aims to identify the social, cultural, and economic conditions of the Sidetapa Village community and uncover the village's agrotourism potential. This research will also analyze the socio-cultural values in Sidetapa Village and how these can be integrated into agrotourism development. Finally, this research will formulate a strategy for developing agrotourism based on socio-cultural values in Sidetapa Village, with the hope of providing practical guidance for the community and stakeholders to improve the standard of living of the local community through sustainable and dignified tourism management.

RESEARCH METHODS

This research aims to develop a local wisdom-based agrotourism model in Sidetapa Baliaga Village, Buleleng Regency, by integrating the values of balance between human relationships with God, fellow humans, and nature. The research design used was qualitative, with data analysis techniques by Miles and Huberman and linkage system techniques by Wicaksono and Soegiarto. Data was collected through interviews, observation, documentation, and Focus Group Discussion (FGD). The research location is the Balenciaga Sidetapa Tourism Village, which has a large potential for agro-tourism. This research was conducted from 10 September 2023 to 10 March 2024. The data used consisted of qualitative and quantitative data, with primary data sources coming from interviews and observations and secondary data sources from related documents. Data collection techniques include field observations to observe agricultural potential, tourist facilities, and social conditions of the community; structured interviews with village government and community; photo documentation and supporting documents; literature study to collect information from various literature; as well as FGDs with village heads, Pokdarwis heads, and the community to validate local wisdom-based agrotourism development plans. Data analysis is carried out through data reduction, in-depth analysis, and drawing conclusions, aiming to understand and interpret the meaning contained in the data and identify significant patterns and findings. In addition, system linkage analysis is used to identify internal and external relationships between various components of the tourism system and reveal problems and weaknesses that must be overcome. It is hoped that the results of this research can provide valuable guidance for developing other agrotourism villages by paying attention to the principles of local wisdom to achieve sustainability, social justice, and community welfare.

RESULTS AND DISCUSSION

Local wisdom rooted in the culture of the Sidetapa Village community significantly influences the use of natural resources and spatial management. Land and water use are regulated based on knowledge passed down through generations, resulting in a sustainable management system in accordance with local conditions. These traditional values enrich people's environmental perspectives and encourage sustainability and cultural diversity (Fidrayani et al., 2021).

The views of indigenous peoples in utilizing the environment, based on socio-cultural values, have the potential to become the basis for legal regulations regarding the exploitation of space and natural resources. Local wisdom includes humans' relationship with nature and creators and daily interactions with the environment. This local wisdom-based regulation considers sustainability, justice, and harmony between humans and nature, creating a holistic legal basis for preserving the environment (Mahdi & Mike, 2016).



Direct observations were conducted to determine agrotourism routes, interviews, and focus group discussions (FGD) to strengthen the research results. The interview involved several necessary parties related to the management of the local potential of Sidetapa Village, including the Village Head, Chair of the My Darling Sidetapa Tourism Awareness Group, Chair of the Budi Sentosa Farmers Group, members of the Pokdarwis, and MSME actors who are bamboo woven craftsmen.

Observations and interviews revealed that the local community manages agriculture and plantations in Sidetapa Village without a payment or taxation system collected by the village. Traditional culture and traditions maintained by the community help maintain the geographical conditions of agriculture. Traditions such as the *tegen-tenant* and *ngusaba durian* ceremonies and the *bekakak tumpeng* and *ngerasakin* ceremonies are expressions of gratitude for the harvest and a form of the close relationship between society and nature.

The My Darling Sidetapa Tourism Awareness Group Chair admitted that the agricultural potential in Sidetapa Village is vast but has not been optimally utilized as an agrotourism attraction. Current tourism potential is limited to cultural and educational tourism, including visits to traditional houses and weaving activities. It is hoped that the agrotourism route will increase tourism's diversity and selling value in Sidetapa Village. Furthermore, Pokdarwis members, such as fruit brem craftsmen, support the development of agro-tourism routes, considering the potential for fruit and spice plantations in the village. This development must be supported by improving facilities such as road accessibility to tourist destinations. The Pokdarwis have not implemented the agrotourism route development program due to limited knowledge, but they welcome this initiative and hope it can improve the local economy.

Community involvement in tourism in Sidetapa Village is very good. The community is involved in various activities such as providing food, educating about weaving, and becoming tour guides. Pokdarwis also involve the younger generation as tour guides, creating young cadres who are ready to replace their senior roles in the future.

The interview results were analyzed using content analysis, producing four significant topics essential for developing agrotourism routes in Sidetapa Village.

Table 1. Major Topics Based on Interview Results

No.	Topic	Description
1	Agricultural Potential of Sidetapa Village	There is quite a lot of agricultural potential in Sidetapa Village, starting from local fruit plantations such as durian, mangosteen, banana, sapodilla, duke, and others, as well as other natural potential, namely waterfalls and the processing of agricultural products themselves, such as fruit brim.
2	Existing Tourism Facilities	The existing tourism facilities in Sidetapa Village are quite good, including places to eat, public toilets, standard accessibility, and several other things.
3	Culture or Customs Related to Agriculture	Several cultures are related to agriculture, such as tegen-tegenan, ngusaba durian, offering bekakak tumpang, and ngerasakin.
4	Community Involvement in Tourism in Sidetapa Village	Community involvement includes being a tour guide, preparing food for tourists, being a cultural teacher, etc.

(Source: Data processed by researchers, 2024)

This analysis concludes that Sidetapa Village has great potential to develop local wisdom-based agrotourism routes, which can enrich tourism diversity and improve the local economy.

To strengthen the research results, observations and documentation were carried out using involved observation techniques. From all the results of the interviews conducted above, the data was made in the form of descriptive analysis with details of the observations and documentation based on the results of the interviews above, as follows.

Table 2. Observation Results of Agrotourism Potential in Sidetapa Village

No.	Potential	Description
	Agriculture	
1	Dragon fruit	Dragon fruit (<i>Hylocereus undatus</i>) is known for its hanging, scale-like skin and high fiber content, which is good for digestion and heart health.
2	Mangosteen	Mangosteen fruit (<i>Garcinia mangostana</i>) is rich in antioxidants and nutritious, good for the immune system and heart health.
3	Sapodilla fruit	Sapodilla fruit (<i>Manilkara zapota</i>) is sweet with a soft flesh texture. It is rich in fiber and vitamin C and is good for digestion and the immune system.
4	Soursop	Soursop fruit (<i>Annona muricata</i>) is rich in phytochemical compounds that fight cancer cells and help reduce the risk of heart disease.
5	Garifta Mango Fruit	Garifta mango (<i>Mangifera indica</i>) is rich in vitamin C and fiber, which are good for immunity and skin health.

6	Banana Fruit	Bananas (<i>Musa spp.</i>) are rich in potassium and fiber and good for heart and digestive health.
7	Lime Fruit	Limes (<i>Citrus aurantiifolia</i>) are rich in vitamin C and antioxidants and are suitable for the immune system.
8	Cacao	Chocolate fruit (<i>Theobroma cacao</i>) is rich in flavonoids as antioxidants and is suitable for heart and brain health.
9	Taro Tubers	Taro (<i>Colocasia esculenta</i>) is rich in complex carbohydrates, fiber, and vitamin C, which are good for energy and digestion.
10	Durian	Durian fruit (<i>Durio spp.</i>) is rich in nutrients such as vitamin C, fiber, and antioxidants, which are suitable for immunity and digestive health.
Culture		
1	Tegen-Tegenan Tradition	The ritual of offering "telegenic" expresses gratitude for the results of nature to the Creator.
2	Ngusaba Duren tradition	The ceremony of gratitude for the durian harvest shows appreciation for nature's abundance.
3	Ngerasakin Tradition	A thanksgiving ceremony for the harvest with traditional dishes and dances.
4	Bekakak Tumpeng	The ritual of offering bekakak tumpeng expresses gratitude and hope for blessings from the land.
Other Natural Resources		
1	Waterfall	Sidetapa Village has three waterfalls that offer the community natural beauty and spiritual value.
Supporting facilities		
1	Homestays	Development of livable space for tourists by partner village assistance programs.
2	Horticultural Commodity Processing Building	Center for processing agricultural products to increase the added value of commodities.
3	Food stalls	Local food stall as a place to stop and sell Sidetapa Village MSME products.

(Source: Data provided by researchers, 2024)

Therefore, Sidetapa Village has excellent potential to be developed as an attractive agrotourism destination. This potential is realized through various agricultural commodities such as fruit and coffee, which offer direct experience in traditional agricultural processes and enrich tourists' knowledge of local culture. In addition, the diversity of natural resources, such as waterfalls and forests, provides a charming natural experience. The proximity to strong culture, such as Subak Temple and the woven bamboo gallery, attracts tourists interested in local wisdom and traditional traditions. Supporting facilities such as lodging and traditional food stalls also ensure comfort for visitors.

The planned agrotourism itinerary combines agricultural activities, local culture, nature exploration, and traditional culinary delights. Tourists can be directly involved in the daily lives of farming communities, exploring natural beauty through trekking and bird watching and enjoying various local products. With a comprehensive approach that considers economic, environmental, social, and cultural aspects, developing Sidetapa

Village as an agro-tourism destination can provide significant economic benefits while preserving the environment and local cultural heritage. This research results in an agrotourism itinerary with the tour package "Siderata Park: Agrotourism Adventure in Sisi Tapa." The name of this tour package contains several meanings that can be interpreted in depth. Firstly, "Siderata Park" refers to a beautiful place full of plant life, depicting a natural, green, and abundant atmosphere. Then, the phrase "Agrotourism Adventure" emphasizes that this tourism is not just an ordinary vacation but also provides adventures related to the agricultural sector, such as harvesting and tasting local products. In addition, the phrase "on Side Tapa" adds a unique dimension to the tourist experience, inviting visitors to explore the hidden or forgotten side of Sidetapa Village. This tour package promises a unique and immersive experience for tourists seeking a new adventure amidst the natural beauty and local wisdom of Sidetapa Village.



(Source: https://www.youtube.com/watch?si=0KOhpLcGG-_YKT4z&v=6F114JTb1vk&feature=youtu.be)

Figure 1. Graphic Design of Sidetapa Village Agrotourism Travel Route

Sidetapa Park itinerary: Agrotourism trips in Sidetapa offer an immersive experience for tourists who want to explore the natural and cultural riches of Sidetapa Village. From Warung Bamboo Corner, the journey's starting point, tourists will be guided on how to enjoy a fantastic adventure. Trekking starts from a path covered with hot mix or concrete with natural moss around it, towards Mampéh Waterfall, one of the highest waterfalls in this village. During the trip, tourists will pass through local plantations, which enrich their experience of local agricultural life. At Mampéh Waterfall, the tour guide will explain the origins of the waterfall's name and its connection to local agriculture, providing insight into water resources and living in harmony with the local community.

The journey continues to the Durian Fruit Farm, where tourists will be introduced to various local durian varieties and the process of collecting them by the Sidetapa community. Here, tourists can buy harvested durian as souvenirs. Next, the trip to the rest area or location for making fruit brem in Sidetapa Village as a rest post provides an



opportunity for tourists to rest while understanding the process of making fruit brem, this village's superior product. Tourists can also taste the fruit brem and buy it as a souvenir if they are interested.

The journey continues to Subak Temple, where tourists will learn about the temple's important role in the lives of local people and get to know the traditional ceremonies carried out there, such as ngerasakin and offering bekakak tumpeng. As the final point of the trip, tourists will return to Warung Bamboo Corner while enjoying the beauty of the residents' plantations. Here, they can enjoy typical Sidetapa dishes and buy souvenirs such as woven bamboo and Sidetapa coffee as souvenirs.

This trip not only provides a direct experience of Sidetapa life and culture but also teaches socio-cultural values such as the prohibition of picking fruit on kajeng day, the tradition of mutual cooperation, and mutual respect. This strengthens awareness of environmental sustainability and Sidetapa's cultural identity and supports the development of responsible and sustainable tourism in this village.

CONCLUSION

Sidetapa Village has excellent potential to develop agrotourism travel routes based on socio-cultural values. This potential is supported by the diversity of local fruit plantations such as dragon fruit, durian, mangosteen, sapodilla, chocolate, taro tubers, and mangoes, which are still well maintained. In addition, the customs and culture of the Sidetapa community, which are closely related to agriculture, such as traditional ceremonies such as teken-teganan, ngusaba durian, and bekakak tumpeng, provide added value to the tourist experience.

Adequate facilities, such as good trekking paths, Subak temple as a visiting point, local food stalls, and buildings processing local products such as fruit brem and woven bamboo, also add to the attraction of this destination. The agrotourism itinerary prepared provides an authentic experience by inviting tourists to interact directly with the daily life of local farmers, from the agricultural process to the final product.

Recommendations for optimizing the agrotourism program in Sidetapa Village include improving tourism facilities such as a more specific tourist information center, a large parking area, clean toilet facilities, and comfortable resting areas. The village government is advised to involve local communities in environmental management and tourism activities actively. In contrast, the district government needs to provide infrastructure support, supportive regulations, and intensive promotion to increase the visibility of the Sidetapa agrotourism destination more widely.

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