

## IMPACT OF DENAI LAMA TOURISM VILLAGE DEVELOPMENT AGAINST THE ECONOMY OF LOCAL COMMUNITIES

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### Abstract

*Denai Lama Tourism Village is a tourist village located in Deli Serdang Regency, North Sumatra Province, Indonesia. In recent years, the government and the local community have begun to pay attention to the potential of the Denai Lama Tourism Village to be developed into a more developed tourist destination. The development of the Denai Lama Tourism Village has been carried out through various efforts, such as developing tourism infrastructure, developing tourism products, as well as training and mentoring MSME actors around the tourist village. With this development, it is hoped that the Denai Lama Tourism Village can have a positive impact on the economy of the local community, especially MSME players. This study uses a qualitative method. Data collection techniques used field studies, interviews, and data sources obtained from primary and secondary data. The result of the study show that the development of the Denai Lama tourist village has a positive impact on the local community's economy. This can be seen from the increase in the number of tourists visiting Denai Lama after the development of the tourist village, thus encouraging local economic growth with an increase in income from the tourism sector.*

**Keywords:** *Development Impact, Economy, Local Community*

### Introduction

Tourism village is a tourist attraction that can be developed and makes a positive contribution to society. To build a tourist village, what needs to be considered is the joint efforts of the government, village officials, community leaders, and village organizations to make a village a tourism village. The plan to develop a tourist village is a breakthrough in rural economic development in Indonesia which enables local village communities to optimize local tourism potential, and of course will also improve the community's economy. The tourism village development plan has many benefits. Through the tourism village development model, it is hoped that the welfare of the people in the village can increase. A tourist village is a form of integration between accommodation, attractions and other facilities that are presented as a support in the structure of community life which is united by prevailing procedures and traditions. A tourist village is a rural area that has several special characteristics to become a tourist destination. The village is an asset that still needs to be explored and honed in its utilization, one of which is through searching and coaching by the government and

the private sector to realize the welfare of the tourism village community so that it can become a mainstay of tourism areas.

The concept of a tourist village is a concept that is considered a way to improve people's welfare. Tourism villages were formed to reduce the level of urbanization from rural to urban areas, as well as provide new jobs for the community (Yoehansyah et al., 2013). Management Village Tourism adheres to a profit-sharing system which is very much the opposite business *oriented*. So the benchmark for the success of a tourist village is not only on improving the economy but also on community participation in obtaining welfare. Tourist village or village *tourism* is one of the tourism sectors that the government is currently intensifying through the Tourism and Creative Economy Agency. This sector is becoming a tourism trend in Indonesia at the moment so it has quite a lot of enthusiasts (Abdoellah et al., 2020). The tourist village offers a different tourist experience. Tourists can interact with nature, culture, and local people. The management of tourist villages in Indonesia itself is part of a sustainable tourism development program. The plan aims to accelerate tourism recovery and national economic growth, as well as the efforts of the Kab. Deli Serdang is paying attention to the economy in each region, especially the Denai Lama tourist village.

Denai Lama Tourism Village is a tourist village located in Deli Serdang Regency, North Sumatra Province, Indonesia. This village is famous for its natural beauty which attracts tourists to visit. However, for many years, this village has only been known as a natural tourist spot and has not been managed properly in optimizing its potential (Zalikha et al., 2021).

One of the tourist villages that is being intensified to develop is the Denai Lama tourist village. This village is located in Deli Serdang Regency, North Sumatra. According to the first interview conducted with Mr. Harun Nugraha the secretary of Bumdes, he said: "This village was originally developed because there was an idea that this village had the potential to become a tourism village. Initially, it was from the annual Deli Serdang cultural festival which was attended by community groups here with the theme of folklore and won the overall championship, then from there, foreign tourists who see the festival are interested in coming to our village. It was the arrival of foreign tourists that inspired us to create a tourism village program in 2016 where this program was prepared by Bumdes with a long-term program. The purpose of forming this tourist village is to be able to help the economy of the people where the majority of the people here are farmers and wives only housewives and from there, the development sparked to become a tourist village which began in 2018 until now, Alhamdulillah, it is still running".

With this background, the author intends to examine the Denai Lama Tourism Village from the point of view of the impact that has arisen on the economy of the local community. Each region must be able to take advantage of the potential that exists in the region, both natural and human resources, so that they can be competitive with other regions and can improve the welfare of the people of the area through development local economy.

In recent years, the government and surrounding communities have begun to observe the potential of the Denai Lama Tourism Village so that it can be

developed into a more developed tourist village. This development not only aims to increase the number of tourist visits to tourist villages, but also to improve the economy of the surrounding community, especially Micro, Small and Medium Enterprises (MSMEs). The development of the Denai Lama Tourism Village is carried out through various efforts, such as developing tourism infrastructure, developing tourism products, as well as training and mentoring MSME actors around tourist villages. With this development, it is hoped that the Denai Lama Tourism Village can have a positive impact on the economy of the surrounding community, especially MSME actors.

The impact of the development of the Denai Lama Tourism Village on the economy of MSME players can be in the form of improving the economy, increasing market access, increasing investment, and increasing skills and knowledge in managing a business. However, negative impacts are also possible, such as increasingly fierce competition between MSME actors, as well as changes in the culture and social environment of the local community. Therefore, the development of the Denai Lama Tourism Village needs to be carried out properly and sustainably by taking into account the interests of the local community and the surrounding environment.

## Literature Review

### Tourism Village

A tourist village is a combination of accommodation, attractions and service support that is brought into the community's life system and is related to existing rules and traditions. Villages that are designated as tourist villages are villages that have tourism development potential, distinctive traditions and culture, accessibility and infrastructure that supports the tourism village program, with guaranteed safety, comfort and cleanliness. Development of a tourist village based on an understanding of nature and the characteristics of the elements in the village, such as: Environmental and natural conditions, socio-culture, community economy, layout structure, historical, cultural and community building aspects, including local wisdom owned by the community (local knowledge and 16 skills). (Komariah et al., 2018)

The environment that is used as an active theme in the development of a tourist village is the environment and social life of the village community as a tourist destination. The city government also acts as a tourism promoter and reformer and offers ideas for the development of tourist villages. Pitana, tourism development and development, directly enters and participates in the community so that it creates various positive and negative impacts for the local community. The purpose of decentralization is to provide flexibility to city governments to regulate and manage tourism in their area and implement community-based tourism. (Andrianto & Damayanti, 2018)

The aim of developing a tourism village is to protect the natural area and to increase economic growth so that the concept of a tourism village becomes a form of ecotourism in the future. (Kusyanda et al., 2020).

### Development and Management of Tourism Villages

Development and Management of Tourism Villages will be realized by taking into account several indicators, namely:

A. Components of Tourism Village Products According to Cooper, tourist destinations must have four main aspects (4A), namely Attraction (*Attraction*), Affordability (*Accessibility*), supporting facilities (*Amenities*), and supporting organizations/institutions (*Ancillary*).

| Components of Tourism Village Products                     | Main Aspects  |
|--|---|
| Attractiveness ( <i>Attraction</i> )                       | the main product of a tourist destination refers to what tourists can see and do in a tourist village. Attractions can be in the form of natural beauty, local community culture, play suggestions and others.  |
| Affordability ( <i>Accessibility</i> )                     | the facilities and infrastructure to go to a tourist village in the form of access roads, availability of transportation facilities, and road signs.  |
| Supporting facilities ( <i>Amenities</i> )                 | all supporting facilities that can be used to meet the needs and desires of tourists while in the destination. This amenity relates to the availability of accommodation facilities for overnight stays as well as restaurants or stalls for eating and drinking at tourist village destinations. |
| Supporting organizations/institutions ( <i>Ancillary</i> ) | related to the availability of an organization or people who take care of the tourist village. (Setiawan, 2016)   |

B. Criteria for a tourist village A village can become a tourist village if it meets the following criteria:

| Criteria for a tourist village   | Descriptions  |
|----------------------------------|---|
| Tourist attractions              | everything includes nature, culture, and human creations.   |
| Mileage                          | the distance traveled from tourist areas, especially where tourists live and also the distance traveled from the provincial capital and district capital. |
| Village size                     | regarding the population, characteristics, and area of the village. This criterion relates to the carrying capacity of tourism in a village.              |
| The system of belief and society | society is an important aspect considering that there are rules that are specific to the community  |



| Criteria for a tourist village | Descriptions   |
|--------------------------------|--|
|                                | of a village, what needs to be considered is the religion that is the majority and the existing social system. |
| Availability of infrastructure | including transportation facilities and services, electricity facilities, telephone networks, and so on.       |

C. Approach to developing a tourist village In efforts to develop a tourist village, two approaches can be taken, namely the market and physical approaches.

1. The market approach, namely an approach by way of interaction between tourists and the public, either directly or semi-directly and indirectly.
2. The physical approach, which is one of the general solutions in developing a village through the tourism sector, uses specific standards such as the use of ancient houses, distinctive traditions, traditional dances, and so on.

D. Increasing the capacity of village communities is a very important aspect because considering that a tourism village is a village in the field of tourism which in its management is carried out by the community and the results obtained are also intended for the welfare of the community itself.

The development of this tourist village should be aimed at improving the welfare of the village community. This effort needs to require patience in carrying out studies, planning, development, and utilization in a fair and just manner for both nature and humans. In addition, it must have strong partnerships and support from internal and external communities and environmental conservation which cannot be ignored because this tourist village plays an important role in efforts to reduce poverty.

### Concept of Economic Impact of Tourism

The tourism industry has now become an important part of the economic development of the country. Tourism is the most important option for regional development. The development of tourism has gone through many changes, as well as the models, forms and nature of tourism activities in tourist destinations and others. The development of the region can open new tourist spots for foreign and local tourists. The potential for tourism in Indonesia which is very, very abundant can boost the country's economy if every the object managed properly by the government and other parties around these tourist objects so that the number of tourist visits will affect the increase in the country's foreign exchange. (Agung, 2015) according to submit that there are 8 impacts of tourism on economic conditions, namely:

1. Acceptance of foreign exchange earnings.
2. The impact on people's income.
3. Impact on employment opportunities.
4. The impact on the distribution of benefits and profits.

5. The impact on community ownership and economic control.
6. The impact of development in general.
7. The impact on government revenue.
8. The impact on prices.

### **Research Methodology**

The Impact of the Development of the Denai Lama Tourism Village on the Economy of Local Communities Identifying problems is carried out to find out the problems that occur in the development of the Denai Lama tourist village, which aims to determine the impact of the development of the Denai Lama tourist village on the local community's economy. The research method used in this study is descriptive qualitative with survey data collection techniques, field observations, and documentation studies.

The data collection techniques used were: (1) Interview: Asking open and in-depth questions to respondents face to face. Interviews were conducted with related parties in Denai Lama, namely brother Parnu as the Village Head of Denai Lama, brother Harum Nugraha as Secretary of the Village Owned Enterprise (BUMDes) and Aldi Tegar as a member of the community who is also a dancer at the Circle Studio; (2) Observation: Direct observation of the situation or condition being observed with notes made systematically; (3) Documentary study: Collection of data from written sources such as books, journal articles, official documents, and other archival sources; (4) Case study: In-depth and detailed data collection on a particular subject or case; (5) Documents: Collection of data from visual forms such as photos, videos, or images. (Komariah et al., 2018)

All collected data is reduced to organize, sort, classify, code/mark, and categorize data so that appropriate findings are obtained in answering the problem or research focus. The data will be sorted where data that is less valid or irrelevant will be set aside and then which data is important to study and will be interpreted.

### **Results and Discussion**

#### **Development of the Denai Lama Tourism Village**

Denai Lama Village was chosen as a Tourism Village because the cultural wisdom in the village is still maintained and in terms of area Denai Lama Village is quite close to Kuala Namu International Airport which is the gateway to North Sumatra and this is one of the advantages of Denai Lama Tourism Village, so that many local and foreign tourists visiting the Denai Lama Tourism Village. Tourists can carry out various activities in the Old Tourism Village such as learning traditional Malay dances, learning to grow rice and vegetables, learning cows and tasting various culinary delights at your market in Denai Lama Village. Due to local wisdom and culture in Denai Lama Village, the Ministry of Education of the Republic of Indonesia has designated Denai Lama Tourism Village as the first Vocational Village in North Sumatra province.

Denai Lama Tourism Village is the first Tourism Village in Deli Serdang Regency, at the initiative of the Head of the Deli Serdang Regency Youth, Sports, Culture

and Tourism Office, this tourist village was formed by involving the local Village Government and stakeholders to build a new tourism image in Deli Serdang Regency. The Denai Lama Tourism Village was only inaugurated on January 20 2019, but before this village was inaugurated as a tourist village there were already tourists visiting there.

The Denai Lama Tourism Village was inaugurated by the Regent of Deli Serdang, namely Mr. H. Azhari Tambunan and also attended by local officials. This Tourism Village is fully managed by the local Village-Owned Enterprise (BUMDES), the construction and development of tourism facilities is sourced from village funds and the participation of 21 BUMDes in Deli Serdang Regency. In recent years, the government and surrounding communities have begun to pay attention to the potential of the Denai Lama Tourism Village to be developed into a more developed tourist destination. This development not only aims to increase the level of tourist visits to the tourist village, but also to improve the economy of the surrounding community, especially Micro, Small and Medium Enterprises (MSMEs). The development of the Denai Lama Tourism Village is carried out through various efforts, such as developing tourism infrastructure, developing tourism products, as well as training and mentoring for MSME actors around tourist villages. With this development, it is hoped that the Denai Lama Tourism Village can have a positive impact on the economy of the local community, especially MSME actors. The informant said that the impact of the development of the Denai Lama Tourism Village on the economy of MSME actors could be in the form of increasing income, increasing market access, increasing investment, and increasing skills and knowledge in managing a business. However, currently the development of the Denai Lama tourist village has a significant impact on the local community's economy. Through the addition of new tourist attractions, namely Pasar Kamu, Paloh Naga, and major events such as the Kenduri Sawah Festival which was held in Denai Lama, which local youth and the community realized, created opportunities for the community to improve their economy. In addition, the community continues to be involved in various events and this can be a stage to realize the importance of tourism in improving the economy of the people of Denai Lama.

### **The Community's Economy for the Development of the Denai Lama Tourism Village**

The Denai Lama Village area is one of the potential tourism villages owned by Deli Serdang Regency in Pantai Labu District. This old Denai Village has a very large agricultural land that can be used as a natural tourist attraction and collective agricultural products. In addition, the Denai Lama Tourism Village also has authenticity, uniqueness, and socio-cultural diversity consisting of ethnic Malays, Javanese and Batak.

Interestingly, this old Denai Tourism Village, tourists can find a variety of difficult market snacks found in the city of Medan in general. Among them are grontol, gatot, dodol, dodol, tiwul, getuk and apem brown sugar. Tourists can also enjoy typical dishes such as lontong sayur, ginger tea, and durian pulut compote. Not only traditional Javanese cakes, the manager of the Denai Lama tourist village also offers traditional Malay food which is very difficult to find elsewhere. Even some of the

names of the food menu have been forgotten in this generation and only live in the memories of our parents, for example, kue dangai, kue kekaras, kuerecept, torak plate cakes, prosperous cakes and baked pulut cakes. Along with the development of this Tourism Village, the community is starting to become aware of opening businesses that have the potential to develop the community's economy, previously the community was only involved internally by enforcing the community to participate in tour package activities, for example the community was involved to provide education on planting rice fields, the community involved to provide education on waste management and the community is involved in facilitating tourists to have lunch for participants and served with local specialties of Denai Lama, and this activity has a good impact on the economy and provides awareness of tourism to the community, but this is less stable on the people's economy Denai Lama by focusing on village development will further encourage the community to contribute to opening a tourism business that can impact the local community's economy. The following are some tourism activities in improving the economy of the people in the Denai Lama Tourism Village:

1. Pasar Kamu

Pasar Kamu is a culinary attraction offered at the Denai Lama Tourism Village. Pasar Kamu was formed because several young people began to become aware of the tourism potential in Denai Lama Village. However, most of the young people in Denai Lama only graduate from junior high school or high school and then become farm labourers, cage workers at chicken farms, and other odd jobs. Therefore, in order to change the public's view of the potential for tourism in Denai Lama, some communities invite young people to participate in the development of Pasar Kamu

The Deli Serdang Regency Government has designated three sub-districts, namely Pantai Labu District, Percut Sei Tuan District, and Sibolangit District, as tourism-based village development centers. The manager is guided by Law Number 5 of 2017 concerning the Promotion of Culture, as a legal basis for increasing cultural resilience in community empowerment, this encourages tourism activities in Denai Lama where Denai Lama has diversity culture that can be packaged into a tourist attraction. Activities at your market are people selling typical food from the old Denai area, your market is quite interesting to visit and tourists are also very interested. Enthusiastic come to eat at Pasar Kamu, apart from culinary activities there are also activities such as exhibitions of regional music and dances which are another attraction for tourists. Your Culinary Market is held once a week on Sundays so that tourists' enthusiasm and longing remain flexible and don't get bored attending. Your market has a great impact on the economic aspects of society so that people are starting to be aware of tourism.

2. Paloh Naga

Paloh Naga is one of the medium market *viral* with this traditional concept located in Denai Lama Village, Pantai Labu District. Tourism activities in Paloh Naga are held once every Sunday. The impact of tourism has been felt by the community as evidenced by the continued increase in MSMEs in Paloh Naga because people are starting to feel an increase in the economy through tourism



activities. Paloh Naga offers traditional Denai Lama culinary, several food stands are offered, and photo spots are the main attraction at Paloh Naga.

### 3. Sanggar Lingkaran

Sanggar Lingkaran is one of the non-formal education groups engaged in the development of children and youth and traditional dance training, with the aim of forming character and increasing resilience at time formation and transition to adulthood in Denai Lama. Children are involved in this activity, in dance training and learning, this organization is engaged in BumDes, which illustrates the goals of village children who have the potential to develop their villages, and this is also one of the community's economic boosters, with events and realized dance.

In addition, sanggar lingkaran can also be a place to maintain and preserve local traditions and culture. Through activities in circle studios, people can learn how to make handicrafts or play traditional musical instruments that are rarely practiced.

Based on the description of the condition of the Denai Lama Tourism Village, it appears that with the change in Denai Lama Village as a village that emphasizes tourism, many people outside the village have started visiting the village. During the visit, the village community began to develop their economic potential. Thus, social welfare can be achieved with an increase in economic activity. The potential for tourism, especially in Tourism Villages, is a new industrial sector that can improve the welfare of its people, it can be seen from an income perspective, people who initially did not have a livelihood can be directly involved as workers and are involved in tourism village activities, so that people get income to meet their needs daily.

### **Readiness of Local Communities as Tourism Business Actors in the Denai Lama Tourism Village Based on Community Participation in Contributing as Business Actors**

The development and readiness of Denai Lama Village as a tourism village cannot be separated from the role of the local community. Awareness and Readiness in the form of changing the mindset of people who are aware of tourism will facilitate efforts to develop Denai Lama village as a tourist village. The development of Denai Lama Village as a tourist village has received full support from the community. This can be seen in every activity carried out by the local government regarding the development of tourist villages where the community always plays an active role, for example the community is active in maintaining the cleanliness and safety of the tourist environment, active in cultural preservation, accompanied by efforts to prepare the local community to pay attention to developments that impact the community's economy:

#### 1. Participation

Local communities must also actively participate in local economic development. This can be done by becoming a member or administrator of a local trade association, or by engaging in promotional activities and marketing of local products and services. In this way, local people can benefit more from local economic development.

#### 2. Network Building

Local communities must form networks and maintain good relations with related parties in local economic development, such as local business actors, government

agencies, and civil society. This will facilitate local people's access to resources and information needed in local business development.

### 3. Strengthening Local Identity

Local people must strengthen their local identity and promote it to outsiders. This can be done by developing local products and services that are unique and have regional characteristics, and promote them through various media, such as the internet and social media.

4. The positive attitude and tolerance of the local community of Denai Lama who have a positive attitude and tolerance towards tourists can improve the quality of tourism services and help build a positive image of the area as a tourist destination

### 5. Awareness of tourism potential

The local people of Denai Lama have an awareness of the tourism potential of their region and are trying to make good use of it, so that the development of this design will further boost the economy.

6. Education and training related to tourism can help increase the knowledge and skills of local communities in running tourism businesses.

By making these efforts, local communities can optimally prepare themselves for developments that have an impact on the local economy, so that they can obtain optimal benefits from these developments.

## **The Impact of Tourism Village Development on the Economy of Local Communities**

Based on the analysis of village attractiveness and community responses above, it can be concluded that development Tourism Village Denai Lama in general has a positive impact on the economic development of local communities. First, the development of the Denai Lama Tourism Village is capable of being a catalyst for the development of infrastructure, several parties who see the positive progress of the development of the tourist village are interested in providing assistance, for example Bank BRI and Bank SUMUT which have contributed in the form of funds for the development of infrastructure in the Denai Lama Tourism Village.

By involving and placing the community as the main actor of development in every aspect of managing Pasar Kamau in the Denai Lama Tourism Village, the economic benefits of tourism in the form of additional income, job opportunities and new businesses can be distributed evenly to all levels of society. In this way, the community fully supports the development of a tourist village because the community-based management model and involving youth has a positive economic impact and can be felt by the community in a real way. Apart from having a direct impact on the local community, the results of the development of the Denai Lama Tourism Village are significantly capable of making a significant economic contribution to the local community's economy. The following are some of the positive impacts of developing a tourist village on the local community's economy.

### 1) Increase the number of tourist visits

With the development of the Denai Lama Tourism Village, the tourism potential of the village is becoming more attractive to tourists. This can increase the number of tourist visits that come to tourist villages thereby opening up opportunities for local

communities to sell tourism products and services. One example is the object of your market which is always crowded with tourists from various regions.

2) Increase sales of local products

Tourists who visit the Denai Lama Tourism Village generally want to try food, crafts or local products that are typical of the area, especially with the Kamu and Paloh Naga Markets. With an increase in the number of tourists, local people can increase sales of these local products.

3) Increase job opportunities

The development of the Denai Lama Tourism Village can create new job opportunities for local communities. For example, people can open food stalls, lodging, or tour guide businesses. This can help increase the income and welfare of the local community.

4) Improving community skills and knowledge

In developing the Denai Lama Tourism Village, local communities must acquire the knowledge and skills to manage tourism in a sustainable manner. With training and guidance from the government or related institutions, the community can improve their ability to manage tourism, so as to improve the quality of the products and services offered.

5) Improve infrastructure

The development of the Denai Lama tourist village can also improve infrastructure in the area, such as roads, lodging and other public facilities. This can open up opportunities for local communities to engage in development and benefit from infrastructure improvements.

6) Increase local community awareness of tourism

With the development of a tourist village, local people will be increasingly aware of the tourism potential that exists in their village. This can encourage people to appreciate and preserve local natural and cultural wealth, thereby strengthening tourism attractiveness and increasing local people's income.

### Conclusions

Based on the title we raised, namely "The Impact of Denai Lama Tourism Village Development on the Economy of Local Communities", it can be concluded that the development of the Denai Lama tourist village has a positive impact on the local community's economy. This can be seen from the increase in the number of tourists visiting Denai Lama after the development of tourist villages has stimulated local economic growth by increasing income from the tourism sector. In addition, the development of tourist villages also provides opportunities for local communities to develop tourism potential in their regions so as to increase their creativity and ability to produce quality products and services.

With the development of the Denai Lama tourist village, the local community also benefits from the development of tourism supporting infrastructure such as roads, parking lots and adequate sanitation. This also has an impact on improving the quality of life of the local community.

However, the development of tourist villages must also be carried out carefully so as not to damage the existing environment and local culture. Therefore, it is necessary to have good cooperation between the government, local communities,

and the private sector in managing and promoting tourism villages. Thus, the development of a tourist village can have a positive and sustainable impact on the economy of the local community.

### Suggestion

1. The government is expected to be able to fully support the development program for local communities about the importance of tourism in the community's economy
2. It is hoped that sustainable tourism development is not just a discourse from the government and tourism actors but can be applied correctly, at least in public awareness programs about the importance of tourism in improving the economy
3. Tourism development funds received should first focus on adding and improving the facilities needed for tourist attractions in Denai Lama rather than creating new attractions.

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