



THE ROLE OF VILLAGE-OWNED ENTERPRISES IN THE REGIONAL TOURISM ECOSYSTEM: PRACTICE IN INDONESIA

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Article history:	Abstract:
<p>Received: 20th July 2023 Accepted: 20th August 2023 Published: 24th September 2023</p>	<p>The tourism industry exhibits significant potential for enhancing the regional economy, encompassing the economic development of rural towns. However, the achievement of its objectives relies on the effective collaboration among various stakeholders, particularly BUMDes (Village-Owned Enterprises). The objective of this study is to examine the function of Village-Owned Enterprises (BUMDes) within the regional tourist ecosystem, with a particular focus on the tourism ecology in rural areas. The present study employs a qualitative research design utilising descriptive methodology. This study demonstrates the significance of including the tourism ecosystem framework in the advancement of sustainable tourism. The notion exhibits considerable promise in safeguarding the natural and cultural environment, fostering enhanced engagement from local communities, and yielding substantial economic advantages. Within the framework of the tourist ecosystem, Village-Owned Enterprises (BUMDes) assume a crucial role. The BUMDes (Village-Owned Enterprises) assumes a pivotal role in the management of tourism destinations, the development of tourism products, the empowerment of local communities, the preservation of the environment, and the successful promotion of destinations. The establishment of a sustainable tourist ecosystem necessitates the active engagement of various stakeholders, such as local government bodies, community members, and business entities. Additionally, educational initiatives that prioritise the principles and practises of sustainable tourism play a crucial role in achieving this objective.</p>

Keywords: Village-Owned Enterprises (BUMDes), Ecosystem, Regional Tourism, Village

A. INTRODUCTION

According to Yoety (2008), tourism has emerged as a prominent industry contributing to both economic and regional growth in numerous countries across the globe. According to Satria (2009), certain regions possess inherent natural beauty, cultural richness, and distinctive characteristics that render them a substantial generator of revenue and an unavoidable catalyst for economic development. According to Law No. 10 of 2009, tourism is deemed as an essential component of national development, requiring a structured, organized, integrated, sustainable, and responsible approach. The growth of tourism should prioritize the safeguarding of religious values, cultural heritage within society, environmental sustainability, and national interests. Therefore, the focus of tourism development is to promote equitable distribution of economic opportunities, generate societal benefits, and address the problems arising from shifts in local, national, and global contexts (Leewellyn & Abdillah, 2020).

To develop regional tourism ecosystems, several regions have begun to switch to a sustainable tourism paradigm as an intelligent solution, where economic improvement aligns with preserving the surrounding environment and local cultural heritage (Hamsal & Abdinagoro, 2021). This approach provides long-term economic benefits and helps

maintain the sustainability of natural ecosystems, encourages community participation, and promotes unique local culture, thereby creating a broader positive impact on regional development (Adnyana, 2020).

Sustainable development refers to the collective human endeavor aimed at enhancing the overall standard of living while concurrently ensuring that the ecological systems that sustain life are not surpassed (Rahadian, 2016). The concept of sustainable development has emerged as a significant concern that needs ongoing dissemination within society. This is crucial to enable both our society and nation to effectively compete and progress in accordance with global advancements (Arida & Sunarta, 2017). Sustainable development entails the deliberate pursuit of a nation's advancement, encompassing economic, social, environmental, and cultural dimensions, while ensuring that the demands of the current generation are met without compromising or diminishing the needs of future generations. The objective of sustainable development is to attain a state of equilibrium in terms of environmental, social, and economic sustainability (Rozikin, 2012).

Villages have broad autonomy in carrying out regional development. This is an excellent opportunity for regions, including villages, to manage each village's resource potential to improve the community's welfare (Abidin, 2019). Village potential is all natural and human resources that exist and are stored in the village (Ayu & Suryatama, 2019). Through the 2014 Village Law, villages, as the most minor institutions in a country, have been given broad autonomy to plan their development. This Village Law empowers villages through their limited potential to create a sustainable economy (Pangestuti et al., 2018). The development paradigm, which previously only placed villages as development objects, has now changed to become the main development subject.

To enhance the potential of individual villages based on local requirements and enhance community well-being, the establishment of Village-Owned Enterprises (BUMDes) has been undertaken (Syarifudin & Astuti, 2020). BUMDes, also known as Village-Owned Enterprises, are business entities that are founded by the village government. These entities are characterized by joint capital ownership and management, which is carried out collaboratively by both the village government and community members. The BUMDes (Village-Owned Enterprises) play a crucial role in the economic development of rural areas by facilitating job creation, overseeing the management of village assets, stimulating local entrepreneurship, and augmenting the overall revenue of the village community (Titioka et al., 2020). BUMDes formation follows applicable regulations and the principles of professional finance, efficiency, transparency, independence, accountability, and fairness. The existence of BUMDes reflects an excellent opportunity to manage various village assets, such as tourist attractions, the diversity of these assets being an attractive opportunity for management by BUMDes. However, to carry out their role well, BUMDes requires efficient and systematic governance following the agreement of the village community (Saputra, 2017).

In the context of the role of Village-Owned Enterprises (BUMDes) in the regional tourism ecosystem, especially in villages, it can be focused on understanding the extent of BUMDes' contribution to sustainable tourism development. This involves questions about how BUMDes can optimize village tourism potential, create employment opportunities, preserve the environment, promote local cultural heritage, and overcome the challenges in managing these tourism businesses. By understanding the formulation of this problem, research can identify the role of BUMDes in the regional tourism ecosystem, aiming to improve the welfare of village communities and the sustainability of local tourism.

Therefore, this research aims to investigate further the role of BUMDes in the regional tourism ecosystem. By understanding the contribution of BUMDes to local tourism development, we can formulate better recommendations and strategies to increase synergy between BUMDes, local governments, and other stakeholders in supporting sustainable tourism. The results of this research can provide practical guidance for stakeholders to develop more effective strategies for supporting sustainable tourism at the local level.

B. LITERATURE REVIEW

1. Ecosystem

As to the legislation of the Republic of Indonesia, specifically Law Number 23 of 1997 on Environmental Management, an ecosystem can be defined as a complex assemblage of environmental components that collectively interact and contribute to the establishment of equilibrium, stability, and productivity within the environment (Manik, 2018). An ecosystem is a dynamic spatial unity that continuously responds to changes in its surroundings (Abdullah, 2017). Meanwhile, according to Vink (1983), geocology or landscape ecology is a science that investigates the reciprocal relationship between the biosphere and anthroposphere and the earth's surface or abiotic components.

Ecosystems involve complex relationships between living organisms and their environment, including climate, soil, water, sunlight, and ecological interactions (Utomo et al., 2012). Apart from living organisms, the physical environment also plays an essential role in ecosystems. Factors such as climate, temperature, rainfall, sunlight, soil, and water influence life in an ecosystem. Living organisms depend on the physical environment to obtain resources and create a suitable habitat for survival (Maknun, 2017).

2. Tourist

According to Mathieson & Wall (1982), tourism is a complex phenomenon involving people's movement to a place outside their usual residence, where the activities carried out involve various other parties, including activities that use tourism-related facilities. According to Gartner (2004), tourism is also seen from various aspects, including physical or environmental aspects, where tourism is where someone goes out of their habits based on their desire to fulfill their needs. However, on the other hand, it cannot be separated from the consequences caused by these activities, especially the impacts produced on socio-cultural, economic, and physical environments.

According to the legislation known as the Law of the Republic of Indonesia number 10 of 2009 pertaining to tourism, tourism is defined as a range of activities engaged in by tourists, which are facilitated by a diverse array of amenities and services offered by the community, businesses, the Government, and the Regional Government (Prathama et al., 2020). In the realm of tourism, the term encompasses a wide range of activities that are interconnected and draw upon various fields of study. It arises as a response to the distinct requirements of individuals and nations, as well as the interactions between tourists and local communities, fellow travelers, business owners, governmental entities, and regional governing bodies (Kristina, 2020). Based on the elucidation of diverse definitions of tourism, it can be inferred that tourism encompasses an endeavor undertaken to a destination beyond the customary realm. This endeavor entails a multifaceted sequence of activities that encompass numerous dimensions, including dynamic facets such as human involvement, physical and environmental facets such as geographical conditions, as well as social, cultural, economic, and political facets.

3. Village Owned Enterprises (BUMDes)

As stipulated in Article 1 Number (6) of Law Number 6 of 2014, Village-Owned Enterprises (BUMDes) are commercial enterprises that predominantly or entirely possess capital derived from a village's resources, obtained directly from the village's potential, which has been segregated and utilized. According to Adhari and Ismaidar (2017), the aim is to optimize the well-being of rural communities through the provision of various services, asset management, and other business activities. The BUMDes, or Village-held Enterprises, is a commercial entity that is established and held by a rural community. Its primary objective is to support and facilitate the fulfillment of the community's daily necessities, enhance the knowledge and skills of the villagers, and create business and employment opportunities inside the village (Agunggunanto et al., 2016).

The administration of Village-Owned Enterprises is conducted through a collaborative effort between the Village Government and the local community. The administration of BUMDes, through active community participation, is anticipated to stimulate the local economy and enhance the well-being of the community (Pradesyah & Albara, 2018). Each village that has established a Village-Owned Enterprise receives financial support from the government. The advantages of each village company are contingent upon the specific requirements and potential of the respective settlements. The BUMDes presents a significant opportunity as a fundamental component of national autonomy, serving as an establishment that facilitates community economic endeavors tailored to the unique attributes of each village. Its primary objective is to enhance the well-being of village communities while also addressing the declining trajectory of the Small and Medium Enterprises sector.

C. METHOD

The research conducted falls under the category of descriptive qualitative research. Specifically, it seeks to gain an understanding of the phenomena encountered by the subjects, including their behavior, perception, motivation, and action. This type of research employs a holistic approach, utilizing descriptions in the form of words and language within a contextual framework. Additionally, it employs various natural methods, as outlined by Gunawan (2013). Descriptive research is to gather data pertaining to a specific theme, symptom, or circumstance in order to acquire comprehensive understanding about the research subject (Soendari, 2012). Descriptive research is typically conducted with the purpose of methodically and accurately depicting the facts and qualities of the object or subject under investigation. This study employed primary and secondary data sources. The primary data source utilized was BUMDes, while the central literature focused on the tourism ecosystem. In addition, the author utilizes secondary data sources, specifically those obtained firsthand in the field, as well as through newspapers or debates.

D. RESULTS AND DISCUSSION

1. Tourism Ecosystem Concept

The tourist ecosystem is a conceptual framework that pertains to the sustainable development of tourism. Its primary objective is to facilitate the preservation of the environment, encompassing both natural and cultural aspects, while also fostering community engagement in management practices. Consequently, this approach generates economic advantages for local communities. Tourism ecosystem planning serves as a strategic instrument for directing the growth of tourism within protected areas. Its primary objective is to integrate and leverage the perspectives and aspirations of many stakeholders towards the preservation and conservation of the designated site (Rahtomo, 2018).

The notion of a tourism ecosystem was initially derived from the criteria set forward by The Global Sustainable Tourism Council (GSTC) in 2017. These criteria introduced the concept of an ecosystem as a means to comprehend sustainable tourism in a comprehensive manner, establishing a baseline standard that all tourism enterprises are required to meet. The GSTC Criteria were developed with the aim of establishing a comprehensive comprehension of sustainable tourism, serving as the essential benchmarks that any tourism enterprise must meet. The aforementioned criteria are categorized into four primary topics, as outlined by the Council (2015). These themes include: (i) the establishment of efficient sustainability planning, (ii) the optimization of social and economic advantages for local populations, (iii) the enhancement of cultural heritage, and (iv) the mitigation of adverse environmental impacts.

The development of the tourism ecosystem is greatly influenced by the existence of elements that must be present in the development itself, namely:

- a) Natural resources, historical and cultural heritage. The richness of biodiversity is the main attraction for the tourism ecosystem market, so the quality, sustainability, and preservation of natural resources and historical

and cultural heritage are essential for developing the tourism ecosystem. Tourism ecosystems also provide enormous opportunities to promote the conservation of Indonesia's biodiversity at the international, national, and local levels.

- b) Public. Knowledge about nature and culture, as well as regional tourist attractions, is owned by the local community. Therefore, community involvement is absolute, from the planning to management levels.
- c) Education. The tourism ecosystem increases awareness and appreciation of nature's historical and cultural heritage values. The tourism ecosystem provides added value to visitors and the community in the form of knowledge and experience. This added value influences changes in the behavior of visitors, the community, and tourism developers so that they are more aware of and appreciate nature's historical and cultural heritage values.
- d) Market. The reality shows a trend of increasing demand for tourism ecosystem products at the international and national levels. This is due to increasing promotions encouraging people to behave positively towards nature and visit unspoiled areas to increase awareness, appreciation, and concern for nature, historical values, and local culture.
- e) Economy. The tourism ecosystem provides opportunities for organizers, government, and local communities to gain profits through non-extractive activities, thereby improving the local economy. An implementation that considers the tourism ecosystem's principles creates a sustainable economy.
- f) Institutional. The development of the tourism ecosystem was initially driven more by non-governmental organizations, community service, and the environment. This was based on a commitment to environmental conservation efforts, economic development, and sustainable community empowerment. However, this commitment is sometimes accompanied by something other than excellent and professional management, so quite a few tourism ecosystem areas only last for a short time. Meanwhile, few private entrepreneurs are interested in working in this field because businesses like this are relatively new and less popular because they have to consider social and ecological costs in their development.

To create a superior tourism ecosystem, you must have a strategy. These strategies are essential in creating a superior tourism ecosystem (Yatmaja, 2019). First, changing the mindset of all stakeholders is a crucial first step. This means there is a collective awareness that tourism must be managed sustainably and environmentally friendly, not only for short-term profits but also for long-term benefits and resource conservation.

Second, developing sustainable tourism indicators is a concrete effort to measure the impact of tourism policies and practices. This allows monitoring of the development of the tourism ecosystem and provides a basis for the adjustment and implementation of appropriate measures.

Third, getting used to a new mindset about decent and environmentally sound work in the tourism sector is an important step. This means creating awareness that jobs in the tourism sector must respect environmental and cultural values and provide equitable social benefits for local communities.

Finally, introducing strategic management mechanisms and their enforcement is critical to ensuring these strategies are effective. This includes setting policies, monitoring and implementing actions consistent with the vision of sustainable tourism, and ensuring that all parties are involved in carrying out their commitment to a superior tourism ecosystem. Implementing these strategies, it is hoped that a tourism ecosystem that is sustainable, profitable, and has a positive impact can be created for all parties involved.

To achieve a sustainable tourism ecosystem, active involvement and awareness are needed from all levels of society, including the Regional Government (Pemda), tourism actors (stakeholder involvement) such as local communities, non-governmental organizations, and the tourism industry, as well as business actors who must operate responsibly. Apart from that, developing quality human resources is also very important, with training and education focusing on sustainable tourism aspects (Luturlean, 2019). With collaboration and commitment from all parties, a sustainable tourism ecosystem can become a reality, generating sustainable economic benefits, protecting the environment, and promoting the preservation of local culture.

2. The Role of BUMDes in the Regional Tourism Ecosystem

BUMDes has the task of carrying out its functions, namely economic business activities and developing village potential. Management is carried out, of course, to obtain profits as original village income. These profits are used as much as possible for the village's original income and to develop the benefits of the village community's economic resources. BUMDes was formed based on its potential, and the village government strives to develop and manage this potential to create added value to the village's potential and improve community welfare.

Village-owned enterprises (BUMDes) have a significant role in the regional tourism ecosystem, including:

- a) Tourism Destination Management

Village-owned enterprises (BUMDes) have an essential role in managing and developing tourism destinations at the village level. It includes enchanting natural attractions, valuable cultural heritage, and other unique tourism potential. BUMDes is responsible for designing exciting and memorable visitor tourism experiences while preserving the local environment and culture. In this effort, they must maintain the destination's sustainability and natural and cultural authenticity and adopt environmentally friendly practices. Apart from that, BUMDes also plays a role in effectively promoting village tourism destinations, making them attractive destinations for tourists and contributing to local

economic growth. With good management, BUMDes can be at the forefront of building a sustainable tourism ecosystem and benefit village communities and visitors significantly.

b) Tourism Product Development

Village-owned enterprises (BUMDes) play a central role in managing and developing tourism destinations at the village level. This involves managing enchanting natural tourist attractions, preserving valuable cultural heritage, and exploring other unique tourism potential. BUMDes has a heavy responsibility, namely designing tourism experiences that are interesting and memorable for visitors while preserving the environment and local cultural riches. To achieve this, BUMDes must implement strict sustainability principles, maintain natural and cultural authenticity, and implement environmentally friendly practices. Apart from managing duties, BUMDes also plays an active role in effectively promoting village tourism destinations, making them attractive destinations for tourists and, thus, increasing local economic growth. In this case, good marketing and branding will help attract the attention of tourists. At the same time, a sustainable approach will ensure that tourism growth does not damage the environment or village culture. This will significantly benefit village communities by creating jobs, increasing income, and preserving local wisdom while providing a valuable experience for visitors looking for a memorable and responsible tourism destination.

c) Local Community Empowerment

Village-owned enterprises (BUMDes) are tourism destination management entities and act as an inclusive forum for actively involving local communities in tourism management. This includes involving them as workers in the tourism sector, business actors who create local products and services, and partners in the decision-making process related to village tourism development. BUMDes function as a driving force for economic and social development in villages, creating employment opportunities for residents, especially those without access to formal employment opportunities. In addition, by helping local communities to become tourism entrepreneurs, BUMDes spurs innovation and creativity in producing unique products and services, creating strong differentiation for village tourism destinations. Not only at the economic level, but the role of BUMDes in decision-making also opens the door to active community participation in managing the future of their village's tourism. This provides an opportunity for them to contribute to the sustainable development of the destination, ensuring that local interests and values remain a priority in decision-making.

d) Environmental Conservation

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e) Village Income

Profits derived from tourism efforts managed by Village-Owned Enterprises (BUMDes) bring significant economic benefits to villages. The income generated from the tourism sector is not only an essential source of income for villages but is also the key to better development and development. This income can be allocated to various infrastructure development projects, such as improving roads, sanitation, and water resources, which improves local communities' quality of life. In addition, income from tourism can also be used to improve community services. This includes improving access to health services, education, and other public facilities. In this way, BUMDes and sustainable tourism help create a better environment for villagers, with improvements in infrastructure and quality of life felt by the entire community.

f) Promotion and Marketing.

Village-owned enterprises (BUMDes) have a significant role in effectively promoting and marketing village tourism destinations. They function as critical agents that help increase the visibility and attractiveness of rural tourist destinations. BUMDes can hold creative marketing campaigns using social media, websites, brochures, and other promotional materials to attract the attention of potential tourists. Apart from that, BUMDes can also collaborate with other parties in the tourism industry, such as travel agents, tour operators, hotels, and local restaurants. This collaboration can help expand the reach and reach a broader market while providing visitors a better experience. In addition, BUMDes can also act as a liaison between local communities and tourism industry players, promoting their involvement in sustainable tourism activities. By playing an active role in promotion and marketing, BUMDes can help increase tourist visits to their villages, providing significant economic benefits, such as increasing local income and creating jobs.

g) Sustainable Development.

Village-owned enterprises (BUMDes) have a significant responsibility in integrating sustainable tourism principles into managing tourism businesses at the village level. It covers key aspects of sustainability, namely economic, social, and environmental aspects. From an economic perspective, BUMDes must ensure that the tourism businesses they manage generate sustainable income for the village and provide economic benefits to the local community. This can include community economic empowerment through the creation of local jobs, involvement of small and medium businesses, and fair income distribution. From a social perspective, BUMDes must ensure that village tourism positively

impacts local communities. They can create social programs that improve community welfare, such as education, training, and health services. Apart from that, BUMDes can also promote community participation in decision-making related to tourism so that their voices and aspirations are accommodated. In an environmental context, BUMDes must integrate environmentally friendly practices in village tourism management. This includes monitoring environmental impacts, wise use of natural resources, and preservation of local natural ecosystems. Apart from that, BUMDes can also play a role in educating tourists about the importance of preserving the environment and local culture.

Through these roles, BUMDes can become the central pillar in creating a sustainable regional tourism ecosystem, providing more comprehensive economic benefits for local communities, and protecting and promoting the unique culture and environment of the region.

E. CONCLUSION

The tourism ecosystem concept is a sustainable approach to tourism development that aims to protect the natural and cultural environment and provide economic benefits to local communities. To develop well, the tourism ecosystem requires natural resources, community participation, education, markets, economics, and institutions. In the context of the tourism ecosystem, the role of Village-Owned Enterprises (BUMDes) is significant. BUMDes have a significant role in managing tourism destinations, developing tourism products, empowering local communities, preserving the environment, increasing village income, promoting destinations, and ensuring sustainable development. BUMDes can also become effective promotional and marketing agents, collaborate with tourism industry players, and help integrate sustainable tourism principles. A sustainable tourism ecosystem can be realized with active involvement and awareness from all levels of society, including local governments, local communities, non-governmental organizations, and business actors, as well as education that focuses on aspects of sustainable tourism. With collaboration and commitment from all parties, a sustainable tourism ecosystem can provide sustainable economic benefits, protect the environment, and promote the preservation of local culture. This will create a better environment for local communities and visitors and ensure that tourism can have a long-term positive impact.

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