

## Research Article

# Building a Tourism Village Ecosystem in Rawabogo Tourism Village Development

Imam Indratno\*, Chusharini Chamid, Tony Judiantono, Husni Syam, Siti Al Zyanasya, Vermanda S Maharani, Nurrishma Yuniar, Muhammad D Zulfikar

Universitas Islam Bandung, Bandung City, Indonesia

**ORCID**

Imam Indratno: <https://orcid.org/0000-0002-4245-73621>

**Abstract.**

Tourism plays a crucial role in community development and economic growth, contributing to income distribution, employment opportunities, and investment across various sectors. One form of tourism is village tourism, which serves as an alternative tourism option. However, Rawabogo Village, as a tourist village, has been unable to generate significant results and benefits for the environment and society. It requires a systematic effort to establish a tourism village ecosystem that can drive its development. The objective of this study is to construct a tourism village ecosystem for the development of Rawabogo Tourism Village. This involves examining the components of the tourism village ecosystem to determine the direction for its development, ensuring both economic and non-economic outcomes and benefits. The findings reveal that the current tourism village ecosystem in Rawabogo Village does not support its development adequately due to low community participation and a lack of tourism infrastructure. To address this, the first step is to implement community-based tourism development. This approach aims to encourage active community participation and engagement in managing and advancing Rawabogo Tourism Village. Additionally, future planning should prioritize the provision of necessary infrastructure and tourism facilities to support its growth and success.

**Keywords:** tourism village ecosystem, tourism Village, Rawabogo Tourism Village

Corresponding Author: Imam  
Indratno; email:  
Akudandiriku1@gmail.com

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## 1. Introduction

Tourism has an important role and influence in the development and economic growth of the community [1]. Tourism has a multi-sectoral economic impact to encourage growth rates than other sectors. Tourism can make a significant contribution to the regional economy in terms of employment, investment, increasing regional income, increasing labor productivity, and regional products to encourage regional and community welfare [2]. The development of tourism villages is one form of alternative tourism related to cultural diversity and natural uniqueness. A tourism village is a tourism area that refers

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to its own traditions, artistic heritage, lifestyle, place, and values passed down from generation to generation in rural communities, that when tourists visit the area they will obtain information about culture and experience of customs, traditions, folklore and natural landscapes [3]. Tourism village is a form of tourism that emphasizes the principle of bottom-up approach by allocating the flexibility and involvement of the local community in the process of managing and developing regional tourism [4]. The development of a tourism village is one of the tourism approaches which in its implementation involves the active participation of the community in order to encourage regional development and improve the welfare of the community [5]. Through the development of tourism villages, it is expected to grow strength, independence and be able to break the chain of poverty in the community [6]. In the process of developing a tourism village, it is necessary to understand that the local community is not a passive object but as an active subject while the environment in rural areas can be viewed as an object or a tourism subject at the same time [5]. As an object it can be interpreted that the tourism village is the destination of tourism activities, while as a subject it can be interpreted as the organizer of tourism activities, where what will be produced by the tourism village will be enjoyed and utilized by the local community.

Rawabogo Village is one of the tourist villages in the Ciwidey District, Bandung Regency which has been established in 2011 [7] based on the Regent's Decree Number 55 6.42/Kop.71 of 2011 concerning the Designation of Tourism Villages in the Bandung Regency Region. Rawabogo Village is designated as a tourist village with the type of agro-ecotourism development based on its potential, namely, the existence of arts and culture, handicrafts, culinary, animal husbandry, agriculture and plantations [8]. The determination of Rawabogo Village is carried out as an effort to alleviate poverty through developing the potential of the area owned and as an effort to preserve cultural customs that develop in the midst of the local community [9]. Although it has long been designated as a tourism village, until now Rawabogo Village has not been able to grow and develop into a tourism village that is able to deliver results and benefits to the environment, community and government. Based on documentation studies and field surveys conducted, there were problems in the management and development of Rawabogo as a tourism village, indicating that there were weak linkages between tourism village components in supporting the management and development of Rawabogo Tourism Village. For example, the lack of availability and quality of infrastructure in Rawabogo Village affected the accessibility and facilities that support tourism activities. In addition, there were differences in perceptions affecting public awareness in traveling and the level of community participation in the development of the Rawabogo

Tourism Village [10]. As a result, the potential of the tourism village was not able to be empowered optimally. For this reason, a systemic effort is needed by building a tourism village ecosystem to encourage tourism village activities to be able to develop.

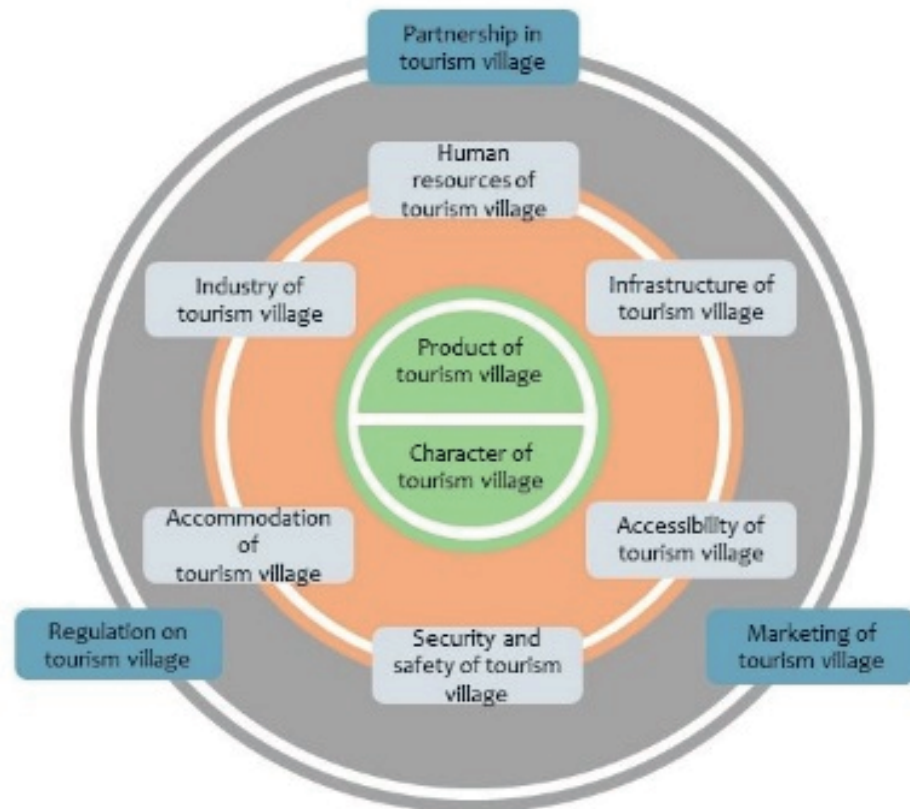
The tourism village ecosystem needs to be built comprehensively, starting from infrastructure, promotion, human resources, security and safety to accessibility because tourist villages cannot stand alone or are only built by one component. In the development of tourist villages, ecosystems are needed to see how an environment contributes from various components to sustain and support its tourist destinations [11]. After the foundation of the tourism village ecosystem is built, it can be planned how the direction of the development of the tourism village will be. From this description, it can be seen that building a tourism village ecosystem is a basic and important thing to do in developing a tourism village. This research was conducted as an effort to support the development of the Rawabogo Tourism Village through a study of the components of the tourism village ecosystem in order to identify what steps can be applied to build a tourism village ecosystem in the Rawabogo Tourism Village.

## 2. Literature Review

The development of tourism villages must be driven by a strong and balanced tourism village ecosystem, and be built comprehensively from upstream to downstream [12]. In this case, the ecosystem emphasizes a holistic view by identifying all small changes in each component of the tourist village that can provide substantial changes and effects, encourage complex relationships and emphasize dynamic changes [13]. The concept of the tourism village ecosystem itself describes the relationships and interrelationships of the various components of the tourism village as part of a sustainable tourism destination development and is used as a minimum standard in the development of alternative tourism businesses [14]. The tourism village ecosystem is an implementation of the complexity of the alternative tourism phenomenon, in which it does not only consist of a collection of activity actors but contains natural and social, physical, cultural, and economic resources supporting tourism villages. The tourism village ecosystem can describe how each component in the development of a tourism village works and it is interconnected. Figure 1 depicts a diagram of a tourist village ecosystem.

In this study, the components of the tourism village ecosystem were developed into three scopes, including:

1. The micro scope, covering the potential and assets of the tourism village owned, consisting of the product and character of the tourism village.



**Figure 1:** Tourism village ecosystem diagram.

2. The scope of the meso, includes the driving and supporting components of the tourism village, consisting of industry, accommodation, security and safety, accessibility, infrastructure, and human resources of the tourist village.
3. The macro scope, the component of the tourism village ecosystem in this scope is external, which relates to parties outside the tourism village development area with a wider scope and this is empowered as an additional resource in encouraging the development of tourism villages. The macro scope component consists of tourism village partnerships, tourism village marketing, and tourism village regulations.

### 3. Methods

The research method used is a mixed method. This method is a type of research consisting of two research methods combined consisting of qualitative and quantitative research methods [15], where qualitative methods were used to identify the condition of the ecosystem components of the tourism village based on the results of interviews, documentation and observations, while the quantitative method was

used to measure respondents' assessment of the performance of the tourism village ecosystem component in supporting the development of the Rawabogo Tourism Village through a questionnaire. The sampling method used was purposive sampling with the respondent's criteria, namely, knowing the development of the Rawabogo tourism village and having a role in the implementation of its development. In this study the research sample consisted of 10 respondents. The analysis was carried out using interactive analysis techniques and Likert scale analysis. The target of the research method and analysis of the data collected is the formulation of efforts or steps to build a tourism village ecosystem that supports the development of the Rawabogo Tourism Village.

The variables used in this study were compiled and developed from various literatures and used as a measure and reference in conducting this research. The variables in the study can be seen in the following table.

## 4. Result and Discussion

### 4.1. Validity and Reliability Testing

Validity and reliability tests were carried out to produce valid and reliable research data [20]. The questionnaire instrument used in the study was measured for validity and reliability using the Pearson formula and Cronbach's alpha. The questionnaire instrument is declared valid if  $r_{count} > r_{table}$  and declared reliable if the alpha value ( $\alpha$ ) is equal to or higher than 0.6. Based on the test results, from the 30 statements submitted in the questionnaire, 28 valid and reliable statements were obtained.

### 4.2. Ecosystem of Rawabogo Tourism Village

The results of the analysis of the tourism village ecosystem in Rawabogo Village are described as follows.

#### 1. Product of Tourism Village

Rawabogo Village has a variety of objects and tourist attractions ranging from nature, social culture to works and creativity. The leading tourism object owned by Rawabogo Village is a megalithic stone site located on Mount Nagara Padang. The existence of tradition and rituals that are still developing in the community such as Miasih Bumi Nagara Padang and the Hajat Lembur adds to the diversity of potential objects and tourist attractions of Rawabogo Village. In addition, the

TABLE 1: Variabel ekosistem desa wisata.

Variable	Sub Variable	Indicator
Product of tourism village	Object and attractions of tourism village	Object and nature attractions, culture, man made (creation and creativity)
Character of tourism village	Authenticity	Daily activities/genuine activities; Unique nature feature.
	Uniqueness and speciality	Objects and unique and distinctive tourism attraction
	Locality	Local resourches; Confidential system.
	Social capital	Culture values; Customary values/norms, Social value, Economic values
Human resources of tourism village	Community	Quality of human resourches and community involvement
	Community/ institution	Role in management and development of tourism village
Infrastrucure of tourism village	Basic infrastrucure	Distribution , condition and availability of basic infra structure
Industry of tourism village	Bussines in the tourism village	distribution, condition and availability of facility and economic services in tourism village
Accessibility of tourism village	Convenience of access to the tourism objects	Convenience in reaching the tourism destination; Facilities and safe and adequate transportation system; Convenience of tourist in traveling around tourism destination; Openness of local community to the tourists.
Accommodation of tourism village	Facility for accommodation	Lodging facility; Resting facility (dining place, worship place etc).
Security and safety of tourism village	Security facilities	Special security officer; Security post; Disaster mitigation.
Regulation on tourism village	Policy on development and management of tourism village	Accordance of the policy on management and development of the tourism village.
Marketing of tourism village	Promotion of tourism village	Promotion of tourism village as tourism destination and tourism product; Cooperation of promotion between villages or other tourism destinations.
Partnership in the tourism village	Government	Government role in management and development of tourism vllage.
	Private company	Involvement of private company in management and development of tourism village.
	Academics	Academics role in the forming of knowledge based community.

Source: [8], [3], [16], [17], [18], [19].

agricultural and plantation sectors in Rawabogo Village are also supported to be developed into tourism objects and tourist attractions. The diversity of objects and tourist attractions owned by Rawabogo village was also confirmed by the results of a questionnaire that shows a value of 85% which states that Rawabogo village

has a diversity of culture, culture and natural resource potential as well as works and creativity as objects and tourist attractions in Rawabogo Village.

## 2. Character of Tourism Village

Objects and tourist attractions possessed by Rawabogo Village have a strong and distinctive character in terms of socio-cultural and natural features. The existence of megalithic stone sites, community rituals and the principles of *welas asih* (compassion), *rohman rohim*, and *sapajajaran* become the identity and characteristics of the Rawabogo tourism village. The result of the questionnaire on the character of the tourism village in Rawabogo Village has a value of 82.3%, showing that Rawabogo Village still maintains the authenticity and locality and has the uniqueness and privileges of the tourism village products it has.

## 3. Human Resources of Tourism Village

Rawabogo Village has a diversity of human resources as well as community institutions and community association such as the Tourism Village Management Institute, *Rikrik Gemi BUMDes* (Local Government Owned Bussiness), *Padepokan Kasepuhan Ajar Padang* and the Rawabogo Squad Community. However, its existence has not been able to support the development of the tourism village because there were still few people who were aware of tourism and the existing institutions and community association have not been able to work together in developing the Rawabogo tourism village. Value of 69.5% on human resourches indicates the contribution of the community as well as existing institutions and community association to the development of the Rawabogo Tourism Village that has not been able to contribute optimally.

## 4. Infrastructure of Tourism Village

Rawabogo Village does not yet have complete basic infrastructure, where there is no development of clean water piping networks, waste networks, pedestrian networks and sanitation, especially in the tourist attraction areas. The basic infrastructure available is still concentrated in the activity center area and the residential area of Rawabogo Village. Basic infrastructure has a value of 66%, where this value was obtained from the condition and availability of basic infrastructure in Rawabogo Village which has not been able to support the development of Rawabogo Tourism Village.

## 5. Industry of Tourism Village

Currently, Rawabogo Village has not developed an industry that is specifically engaged in tourism. The existing industry consists of formal and informal business fields whose management is carried out by village institutions such as BUMDes and some others that are managed independently by the people of Rawabogo Village. The products produced also vary from culinary, convection, handcraft, to services. The value on the tourism village industry is 70%, where this value shows that the industry from the business sector developing in Rawabogo Village is sufficient to support the development of tourism villages and can be further developed to be more optimal in supporting the development of Rawabogo Tourism Village.

#### 6. Accessibility of Tourism Village

The lack of optimal provision of basic infrastructure affects the accessibility to the Rawabogo Village tourist attraction. The road to the tourist attraction has not been built properly and inadequate public transportation to reach the tourist attraction makes difficulty of tourists to come to the Rawabogo Village tourist attraction, especially to the megalithic stone site or the Nagara Padang site. Accessibility has the smallest value compared to other tourism village ecosystem components, which is 56.5%. This value shows that the tourist attraction of Rawabogo Village is still difficult to reach by tourists because of the difficulty of access and the lack of tourism facilities and infrastructure in supporting the development of the Rawabogo Tourism Village.

#### 7. Accommodation of Tourism Village

The number of accommodation and facilities available in Rawabogo Village is still very limited. Not many accommodations and facilities have been built to support the development of the Rawabogo Tourism Village due to the limited funds owned by the village government in providing accommodation and facilities in Rawabogo Village. The accommodation gained a value of 62%, where this indicates that the availability of existing accommodation facilities and facilities is not sufficient to support the development of the Rawabogo Tourism Village.

#### 8. Security and Safety of Tourism Village

Rawabogo Village has not been developing security and safety facilities such as security posts, health centers, mitigation routes and special disaster evacuation markers for tourism activities. For now, the need for facilities related to the security and safety of tourism village in Rawabogo Village is fulfilled by utilizing the RW (pillar of residents) and LINMAS (community protection) offices and the Rawabogo health center. On the security and safety of the tourist village, a value of 72% was



obtained, indicating that the availability of existing security and safety facilities still supports the development of the Rawabogo tourism village.

#### 9. Regulation on Tourism Village

The development of Rawabogo Village as a tourism village is regulated in various policies and regulations issued by the Bandung Regency Government. These policies and regulations have been adapted to the potential and conditions of Rawabogo Village to support its development as a tourism village. On regulation of the tourism village a value of 79% was reached showing that the regulations issued are in accordance with the tourism potential they have and are used as a reference in the development of the Rawabogo tourism village. However, in its application it cannot be carried out optimally due to the lack of actors in the implementation of the development of the Rawabogo tourism village.

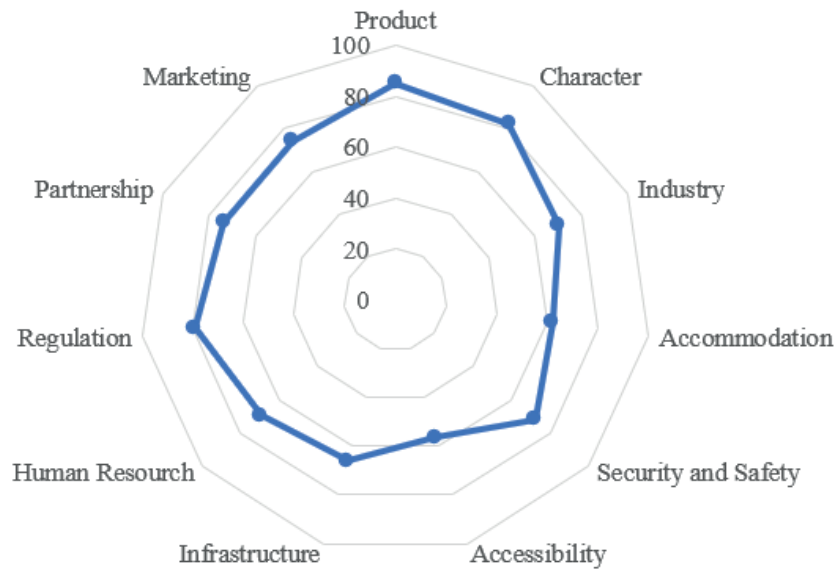
#### 10. Marketing of Tourism Village

Promotional activities for Rawabogo Village tourism destinations and products are still carried out spontaneously and unorganized where promotional activities do not have their own container or media. However, on the marketing of tourism villages in Rawabogo Village a value of 74% which was obtained from promotional activities through the collaboration of Rawabogo village with academics or other tourism communities as well as promotional activities carried out during certain events.

#### 11. Partnership in Tourism Village

In its development, the actors of the Rawabogo tourism village partnership have their respective roles. For example, the Bandung Regency government and the Rawabogo Village government have roles as regulators and motivators and academics have a role in research and community service. On the tourism village partnership, it could be scored a value of 73%, showing that the partnership actors work according to their respective roles. However, based on observations and interviews in the field, it is known that the actors of the partnership have not established strong cooperation in the development of the Rawabogo Tourism Village. In addition, in the development of the Rawabogo Tourism Village, there is no role from the private sector, both in the management and development of tourism objects.

Based on the description above, the condition of the tourism village ecosystem can be described in the following graph.

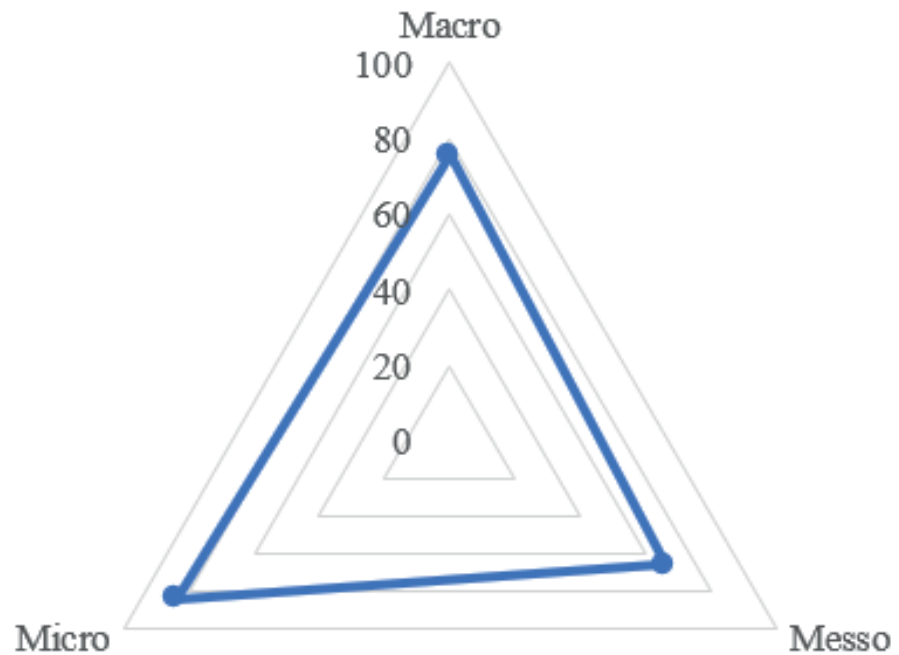


**Figure 2:** Diagram of Tourism Village ecosystem components.

In the graph above it is known that the components of the tourism village ecosystem in Rawabogo Village on the products and character of the tourist village have the highest questionnaire value in supporting the development of the Rawabogo Tourism Village, but this high value is not supported by infrastructure and human resources as the supporting and driving component of the tourism villages development in Rawabogo Village so that the potential possessed in the product and character of the tourist village cannot be optimally empowered to produce results and benefits for the environment, society and government. Then based on the scope of the tourism village ecosystem, it is described in the following graph.

Based on its scope, the graph above shows that the components of the tourism village ecosystem in the micro scope have the highest value compared to the scope of other tourism village ecosystems. In addition, based on the description of the previous study of the components of the tourism village ecosystem, it is known that the tourism village ecosystem in Rawabogo Village has only been developed to the scope of the messo. Although the macro scope has a relatively high value, the conditions in the field prove that the tourism village ecosystem component in that scope has not been able to work optimally in supporting the development of the Rawabogo Tourism Village.

Based on the overall explanation above, it can be concluded that the tourism village ecosystem in the Rawabogo Tourism Village has not been developed and has not formed a good and strong condition where the components of the tourism village



**Figure 3:** Diagram of the scope of the tourism village ecosystem.

ecosystem have not been working to form a systemic integrity in providing quality activities, service facilities, experiences and added value to the environment and society. This is shown by the not yet optimal provision of basic infrastructure in supporting tourism activities that affect accessibility, accommodation and other physical components of tourist villages. In addition, the low level of public awareness in traveling and the absence of cooperation between activity actors also affected the implementation of policies and regulations made as well as in utilizing and optimizing the potential of tourism objects and attractions owned by Rawabogo Village.

### 4.3. Development of Rawabogo Tourism Village

In the development of the Rawabogo Tourism Village, it is necessary to build a tourism village ecosystem. Based on the results of the research conducted, it is known that the main obstacle to the ecosystem of the Rawabogo Tourism Village development is the absence of community participation as a provider and driving factor for tourism villages and the lack of both basic infrastructure and facilities for supporting tourism villages. As the consequence of this, the potential possessed by the village can not develop and provide sustainable benefits. Efforts that can be done to overcome this are by:

1. Developing community participation-based tourism (CBT). The concept of tourism development is in accordance with Law Number 10 of 2010 concerning tourism which emphasizes that the principle of implementing tourism activities must empower local communities and involve the community to participate in planning management and voting in the decision making on development. Regarding the constraints on the Rawabogo Tourism Village ecosystem, the implementation of community participation based tourism development can be done including making the Rawabogo community as the subject of tourism village development by providing opportunities to take part in the tourism village development process starting from planning, implementation, monitoring to evaluation [21]. At the planning stage, the community is involved in identifying potentials and problems, goals and making decisions regarding the development of the Rawabogo Tourism Village; At the implementation stage, the community plays a role in managing tourism objects and businesses in tourism village activities; At the monitoring and evaluation stage, the community is the supervisor and authority in the implementation of tourism village activities. In addition, the application of CBT in the development of the Rawabogo Tourism Village can be done by strengthening the skills of the local community to meet the needs in the management and development of the Rawabogo Tourism Village through the provision of coaching and training for individuals and community groups regarding tourism as well as providing facilities to support community activities in developing the Rawabogo Tourism Village. Through the concept of community-based tourism development, it is hoped that the tourism village ecosystem can be built through the active role of every level of society that supports the development of the Rawabogo Tourism Village;
2. Establishing a future development plan and optimize the availability of basic infrastructure and tourism facilities to support the development activities of the Rawabogo Tourism Village. This need to done so that Rawabogo Village has a target for developing its tourism village in an organized and planned manner.

## 5. Conclusion

A tourism village ecosystem is a form of scientific development carried out to gain knowledge and discoveries of the object under study, especially in the field of tourism. A tourism village ecosystem is a basic approach to building a tourist village. The tourism village ecosystem is needed to realize sustainable tourism village development

in providing results and benefits to the environment, community, and government. In the process, there is a causal relationship that influences each other, where the causal relationship can produce something useful if it is carried out in the right way, on the contrary, if it is done in the wrong way it will result in harm. In Islam it is also explained that there is a law of cause and effect that governs the universe, one of the verses of the Qur'an that contains this explanation is Q.S An-Najm (53:31):

*"And to Allah SWT belongs only what is in the heavens and what is in the earth so that He may reward those who do evil for what they have done and reward those who do good with a better reward. (Paradise)."*

Ibn Katsir interprets the above verse that : Allah SWT is the Lord of the heavens and the earth, and that He does not need any other party at all. He who governs His creatures fully creates and creates creatures correctly. The interpretation explains that Allah SWT will rewards His creatures according to their deeds. Good deeds are rewarded with good things, otherwise, bad deeds are rewarded with bad things. The verse emphasizes that everything that happens has a basis or reason. In the research conducted, the development and establishment of the tourism village ecosystem in Rawabogo Village are since each component of the tourism village ecosystem has not yet been implemented and integrated into forming a single unit to support the development of Rawabogo Village as a tourist village. The main obstacle in the tourism village ecosystem of Rawabogo Village is the low participation of the community as a driver and managers of the tourist village as well as the limited infrastructure and facilities of tourism facilities. For this reason, it is necessary to rearrange efforts and plans under the conditions on the ground in the right way so that changes occur for the better. Some efforts that can be done to overcome this are by applying the concept of community-based tourism development to encourage participation and interest and motivation of the community as well as developing infrastructure and facilities so that the tourism village ecosystem can be built to support the development of the Rawabogo Tourism Village that can provide results and benefits. to the environment, society and government both economically and non-economically. These efforts and plans are in line with what is described in Q.S Ar-Ra'd (13:11):

*"For him (humans) there are angels who always take turns guarding him, from the front and behind him. They guard it by Allah SWT's command. Verily, Allah SWT will not change the condition of a people until they change their condition of themselves. And if Allah SWT wills evil for a people, then none can resist it and there is no protector for them but Him".*

Marwan Hadidi bin Musa in *Hidayatul Insan* interprets the verse above that: Allah SWT will not change their condition, as long as they do not change the causes of their decline. There is also an interpretation explaining that Allah SWT will not take away the favors He has given until they change their condition. Likewise, if servants change their condition from disobedience to obedience, then Allah SWT will change their condition from misery to happiness. The verse explains that changes are at the will of Allah SWT must be preceded or done first by humans themselves. Muhammad bin Jarir at-Tabari in his commentary explains that Allah SWT will not change the pleasures possessed by someone unless they turn the pleasure into a bad thing because of their behavior. In this case, building a tourism village ecosystem to support the development of the Rawabogo Tourism Village must first be started by Rawabogo Village as an internal party, especially the local community. Efforts or actions taken to develop the tourism village ecosystem to support the development of tourist villages have a relationship with the concepts of hijrah and jihad which have the meaning of actions or changes made by exerting all efforts and potential to achieve better conditions.

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