

IMPACT OF TOURISM IN ALAMENDAH TOURISM VILLAGE ON THE PHYSICAL, ECONOMIC, SOCIAL AND CULTURAL ENVIRONMENT OF LOCAL COMMUNITIES

Zaki Alif Ramadhani¹⁾, Muhammad Nur Ali Darajat²⁾, Muhammad Adiyoso³⁾, Naufalika Anggi Zidany⁴⁾ dan Seprina Yana Alidha⁵⁾

^{1,2,3,4,5} Prodi Magister Perencanaan Kepariwisata, Institut Teknologi Bandung
^{1,2,3,4,5} Jl. Ganesa No.10, Lb. Siliwangi, Coblong, Kota Bandung, Jawa Barat 40132

E-mail: 28821017@mahasiswa.itb.ac.id¹⁾, 28821025@mahasiswa.itb.ac.id²⁾, 28821024@mahasiswa.itb.ac.id³⁾
28821007@mahasiswa.itb.ac.id⁴⁾ 28821016@mahasiswa.itb.ac.id⁵⁾

ABSTRACT

A tourist village is one or more administrative areas with defined limits where the local population manages the tourism-related products. An endeavour to use natural or cultural resources as a tourist attraction is called tourism development. One strategy for implementing community-based and sustainable tourist development, particularly in rural regions, is the creation of tourism communities. One of the villages with a concentration on agro- and nature-based tourism is Alamendah Village, which is operated as a tourist village. Tourism's expansion and growth will undoubtedly have a direct and indirect impact on the neighborhood and its surroundings. In Alamendah Village, Bandung Regency, West Java, this study intends to examine the effects of creating a tourist village on the sociocultural, economic, and physical aspects of the local community. An approach known as the qualitative-descriptive approach was used for this study. By building on observational techniques and performing a web search for documentation studies pertaining to the influence of tourism growth in Alamendah Village, data was collected. According to the study's findings, the Alamendah Tourism Village's tourism-related activities had a good impact on the local community's sociocultural and economic circumstances while having no adverse effects on the surrounding environment.

Kata Kunci: *Tourism Impact, Tourism Village, Economic, Physical Environment, Socio-Cultural*

1. INTRODUCTION

The industry of tourism has evolved into one that can promote economic advancement in addition to serving as a platform for showcasing a nation's uniqueness to the outside world. The tourist business has grown significantly and diversified into many other forms during its evolution, becoming not only a creative service industry sector but also the economic sector with the fastest growth rate globally. (Sukirman, 2017).

One form of alternative tourism based on nature conservation and local community empowerment is village tourism, where the tourism development process carried out is based on exploring the potential of existing resources in the village along with empowering local communities. However, the process of developing a tourist village in practice faces various problems. in the village (Herdiana, 2019)

Visitors to Indonesia have a variety of other places to choose from. If nature and culture are combined, they can be packaged as tourism goods that both domestic and international visitors will find appealing. A tourist village containing natural, cultural, and man-made attractions is one of the things that belongs to Indonesia. (Sahabudin, 2020)

One of the regions in West Java with a variety of natural and cultural tourism attractions is Bandung Regency. A total of 471,829 domestic tourists visited the 159 recorded natural and cultural tourism attractions in 2020. (BPS, 2020). Bandung Regency competes with other regions and cities in terms of tourism visitors. Both domestic and foreign tourists will visit Bandung Regency in 2020 in the amount of 1.2 million. According to this data, Bandung Regency is the seventh most popular tourist destination in West Java Province.

The goal of tourism development is to make use of available natural or cultural resources in order to attract visitors. Encouragement of the growth of tourist communities is one of the government's initiatives to maximize the potential already present. A tourist village is characterized as a place that is connected to the local area or to other local wisdoms (customs, culture, potential) and is managed as a tourist attraction based on its capabilities, which are displayed for the community's social and economic interests (Hermawan, 2016). Alamendah is one of tourism villages that the government of Bandung Regency has established, known for its high-quality processed foods, strawberries, handicrafts, agriculture, and plantations.

In order to manage any effects that may result, tourist settlements must be carefully designated and developed (Zebua, 2016). The Alamendah Tourism Village's tourism-related activities and potential, as well as the strong demand from visitors, undoubtedly have an impact on the sociocultural, economic, and physical aspects of the environment. According to Pitana and Gayatri (2005), changes in economic, sociocultural, and environmental factors will have an effect on society as a result of tourist development in developed countries. Alamendah Village's tourism industry generates additional revenue for the local economy. However, there has also been significant conversion of forests and agricultural land into tourist destinations, which has decreased the amount of agricultural land and water resources. Most visitors to Alamendah Tourism Village see its residents as farmers and traders, and the village is well-known for its natural, religious, and cultural tourism. With a 2019 population of 24,070 Alamendah Village is a village in Rancabali District, Bandung Regency (BPS, 2019). This research is focused on the impact of village tourism activities in DWA Alamendah because this village has the opportunity to become one of the leading tourist village destinations in Bandung district with its natural and cultural potential.

Based on these issues, the goal of this study is to examine how the growth of a tourist village in Alamendah Tourism Village has affected the sociocultural, economic, and physical characteristics of the local population.

2. FOCUS AND SCOPE

This study's objective was to examine the results of the construction of a tourist village. This study, however, focused solely on how tourism in Alamendah village affected the physical, economic, social, and cultural surroundings of the nearby towns. The goal of this research is to help create a sustainable and advantageous tourism village for the neighborhood surrounding the tourist attraction.

3. MATERIALS AND METHODS

In this section, the author will explain the theoretical studies and methods used in this study. Theoretical students will explain about tourism village and tourism impact. The next part will explain about research methods that used in this study.

3.1 Tourism Village

According to Syarifah, R., and Rochani, A (2021) Indonesia's village-based tourism has been growing and developing since the government started the Visit Indonesia program in 2007 to promote Indonesian travel to domestic and international tourists. Indonesia sees an increase in the establishment of tourist communities every year. In Indonesia, numerous tourist communities have existed since 2007. The growth of tourist villages, which is increasing year over year, is evidence that Indonesian tourism is developing and becoming more

sophisticated, including tourist villages, which serve as the foundation for tourism activities. The following is a classification of tourist villages based on level of development based on the current tourist villages: 1). An "embryo tourism village," or a community that is actively managing a village that has the potential to develop into a tourism village but already has some tourism-related competencies. 2) A developing tourism village, specifically an embryonic tourism village that has been implemented by the community and local government of the village where a village self-help organization will manage it and there have been or since there have been tourists interested in visiting the tourism village, 3). a tourist village run by a team of professionals, as well as the establishment of management forums like BUMDesa and cooperatives, accompanied by consistent and successful marketing promotions, so that it grows with tourists visiting frequently and increases awareness of the tourism village among many people outside the immediate area.

3.2 Tourism Impact

Tourism activities are a series of activities that involve the community. The large number of travel requests from tourists has an influence on tourist destinations, meanwhile, according to Godfrey & Clarke, 2000, that the impact of tourism occurs in various forms. This impact can be seen from two sides, both positive and negative (Swarbrooke, 2002). These impacts include aspects of the physical, economic, and socio-cultural environment.

1. Physical Environment

Infrastructure development, which comprises a road network, clean water network, sewage network, waste disposal site, and rainwater channel network for local drainage and flood protection, can have an impact on the physical environment of the area (Juniasa, 2020). Additionally, tourism-related activities may have an impact on environmental cleanliness and neatness, as well as local conservation and preservation efforts (Suwena & Widyatmaja, 2017). The impact of tourism development is linked to environmental cleanliness, which is characterized by an increase in garbage and rubbish that is disposed of carelessly, according to Sutrisnawati & Purwahita (2018) and Suwena & Widyatmaja (2017). Carelessly disposed of trash, particularly inorganic garbage, can deplete soil fertility and pollute the environment (Sutrisnawati and Purwahita, 2018). The level of pollution in the area, including both air and water pollution, can also be affected by the growth of the tourism industry (Anna, 2018; Juniasa, 2020). Additionally, environmental pollution from things like noise and traffic jams has a significant impact on how well residents can live their daily lives (Smyth et al., 2009). Another result of increased tourism in a region is land conversion, which transforms open spaces into tourist attractions and alters the style of nearby homes (Nofriya et al., 2019; Pramanik

et al., 2019). Additionally, poorly designed tourism development can harm native visual resources, have an adverse effect on local ecological ecosystems, and make a site less resilient to natural disasters in harsh weather, such as soil erosion, landslides, and misuse (Chang et al., 2016).

2. Economy

Tourism activities have an impact on the community's economy based on several indicators, namely: number of tourist visits, tourist expenditure, labor, and economic activities of the community around tourism activities.

1) Number of Visits

Tourism is a lucrative industry for tourist destinations. Benefits include revenue from foreign exchange, stable foreign trade balances, and revenue from firms in the tourism or business sectors (Muljadi, 2016).

The term "tourist" can be defined as any person who travels on a tour. The number of visitors is a sign of how well the tourism sector is doing, and this has an effect on the neighborhood and local government. According to Cohen (Pitana & Diarta, 2009:185) the number of tourists will have an effect on the socioeconomic conditions of the local communities in eight major ways: (1) on foreign exchange earnings; (2) on people's income; (3) on employment opportunities; (4) on prices; (5) on the distribution of benefits; (6) on ownership and control; (7) on development in general; and (8) on local government. According to Gorica (2010), the tourist sector has a very long history in the economy and provides a wide range of employment prospects for the neighborhood. By selling goods and services, this industry also increases people's income.

2) Tourist spending

The entire amount spent by tourists while they are in a place is known as tourist expenditure. One measure of the economic impact of tourism development in tourist places is the amount of money that tourists spend while they are there (Djulius, 2019). Tourist Expenditure Types Tourist spending can be divided into many categories based on different viewpoints. Researchers have divided it between accommodations made while traveling to tourist sites and accommodations made while there (Aguiló et al., 2017). Many businesses, groups, or local communities engaged in the tourism industry rely directly or indirectly on visitor spending for their income. The tourism industry generates revenue for the government in a number of ways, including through absorbing labor. The tourism industry provides benefits to plenty of people. The tourism industry is dependent on other industries or the government for support (Pitana & Diarta, 2009).

3) Employment

The amount of positions that have been filled, which is represented in the huge number of working individuals, is the absorption of labor. The working population is absorbed and dispersed over different economic sectors. The need for labor is what drives the absorption of the working population. Consequently, it is possible to define labor absorption as the demand for labor (Kuncoro, 2002).

The relationship between the wage rate (labor price) and the desired amount of labor to be employed over a specific time period is known as the labor demand. In general, the following factors affect the demand for labor: 1. Wage rate adjustments The business anticipates salary hikes in the near future by lowering production. The quantity of workers needed decreased as a result of the lowering in output goals. The scale effect of production refers to the decline in employment caused by a reduction in the scale of production. In the long run, businesses will change their input usage in response to wage rises. For their manufacturing processes, businesses will use capital-intensive technologies and substitute capital commodities like machines and other items for labor. When the wage rate increases under the presumption that the costs of other capital goods are fixed, this condition results. The labor substitution effect, also known as the substitution effect, is the reduction in the number of workers required as a result of the replacement or addition of machines (capital intensive). 2. Modifications in customer demand for output. The corporation often expands its manufacturing capacity as the demand for its products rises. The corporation will boost its employees to do this.

4) Surrounding Community Business Activities

Micro, small, and medium-sized companies (MSMEs) are independent, productive business units operated by people or organizations in various economic sectors, according to Tambunan (Tambunan, 2011:22). Small and medium-sized businesses (SMEs) play a significant role in a nation's or region's economy. A number of initiatives have been taken to help SMEs grow, one of which is to encourage and increase the number of new people or business owners in the UKM sector. By doing this, rural communities will gain access to skills in the hope that these skills will one day lead to a creative enterprise that will boost the local economy and the welfare of families and rural communities. Additionally, these innovative activities may create new chances and employment for the neighborhood (Wahyudi, 2010).

3. Socio-cultural

Social and cultural change affects all facets of life and poses challenges for all social institutions, including business, government, religion, the economy, families, and associations. Knowing the causes of social change is essential for studying it because it may result from something that is deemed to be no longer adequate, or as a result of fresh variables that replace the old ones and are more gratifying to society. Perhaps it is also a result of having to change a factor in conjunction with other factors that have already undergone modifications.

1) Community Behavior Change

Through the learning process, a person's behavior may change. The definition of learning is the process of altering behavior based on prior conduct. Input, Processing, and Output are the three primary components of the learning process that are interconnected. If the elements influencing continuing and changing behavior are understood, individuals or groups may be able to change their behavior.

The issue of economic development in a region is particularly significant for the development of tourism (Pedrana, 2013). In a region, tourism can contribute to the economy. Local economic growth can be assisted by tourism, which supports local economic activity. With regard to its effects on employment, local investment, and infrastructure development, modern tourism is a major force for socioeconomic growth.

2) Cultural Preservation

The goal of tourism development is to benefit both tourists and local populations. In essence, the growth of cultural tourism involves turning travel into a tool for appreciating, examining, and engaging with a destination's significant historical values and cultural legacy. The growth of tourism in general, including cultural tourism, refers to this. The following elements must be included in tourism development, according to McIntosh et al. (1995) : a). the ability to improve the standard of living of the community through the economic benefits of tourism; b). the development of infrastructure and provision of recreational facilities for visitors and local residents; c). the assurance that the development carried out is in accordance with the needs of the area; d). the development programs carried out must be in line with the cultural, social, and economic stipulated by the government and local communities; and e). optimize visitor satisfaction). Cultural factors to take into account:

1. Aspects of promoting travel generally, both inside and outside the nation.
2. The outcomes of the community will be enhanced by the products of the cultural arts.
3. The existence of cultural arts enhances the authority of arts and culture while also attracting tourists' attention.

4. The aesthetic appeal of cultural arts might enhance the preservation and administration of galleries, museums, and other cultural art landmarks.
5. The money made from the selling of creative and cultural goods enhances people's quality of life.
6. Experiencing art from other cultures increases respect and fosters an appreciation of what it is to be human.

3.3 Research Methods

With a focus on the effects of the growth of the Alamendah Tourism Village on the environment, economy, and socio-culture of the local people, the descriptive-qualitative methodology was utilized in this study. The development of Alamendah Hamlet, which was transformed into a tourist village with a primary focus on agro-tourism activities, served as the foundation for the selection of this location. Both primary data and secondary data were used in this study. Through semi-structured interviews with pre-written question stems, primary data were gathered. Unlike secondary data, which is gathered from reliable sources in the form of materials and other supporting data like documents, reports, or data, research We conducted semi-structured interviews with the POKDARWIS administration of the Alamendah tourism village to learn more about the tourism ventures that emerged there and the effects that these ventures had on the community. The collected data will next be examined utilizing the Miles and Hubberman (2014) method approach, with data reduction, data presentation, and conclusion-making as its three stages.

4. DISCUSSION

This section will provide the researcher's conclusions regarding the state of the Alamendah tourism village and the effects brought on by its administration.

4.1 Alamendah Village Profile and Tourism Village Development

Alamendah Village is situated in West Java's Bandung Regency. On February 2, 2011, Bandung Regent Decree No. 556.42/kep.71-DISBUDPAR/2011 established a tourist village. Alamendah Tourism Village (DWA) did not initially have any tourism services or packages that could be provided to prospective visitors. As a result, just a few tourists visited DWA over the first eight years. Early in 2019, the DWA management team started concentrating on creating tour packages and product developments by making the most of the village's potential. The variety of activities available includes farming, crafting UMKM mementos and food, practicing Pencak Silat, taking in Karinding art performances, milking cows, learning how to process coffee, and cycling through the hamlet. These attempts were successful.

Products and travel arrangements that are in fact routines and pursuits of the local populace can develop into tourist attractions that give visitors an unforgettable experience. DWA was able to draw more than 30 visiting

groups from a variety of institutions, including government agencies, educational institutions, family groups, and the general public, in the second semester of 2019. More than 2,500 tourists came to the area overall during this time. The Alamendah Trip package, which includes farming, milking, crafts, and arts activities, is what visitors typically partake in.

4.2 Environmental Impact

According to the findings of the interviews and observations that have been made, the construction of the Alamendah Tourism Village has no detrimental effects on the village's physical environment. This is predicated on the fact that there haven't been any changes in land use; instead, the presence of tourist villages encourages the development of the village's tourism infrastructure, which includes the establishment of more restaurants, lodgings, and tourist information centers. Despite the fact that Alamendah Village receives a lot of tourists, this does not affect how the homes' architectural styles evolve over time. This is due to the evolution of village settlement architecture. Since there is no environmental contamination, converting Alamendah into a tourism destination where plantations are the main industry has no detrimental consequences on the environment. This is based on the ecotourism-based tourism operations in Alamendah Village, which aim to reduce negative effects, notably on the physical environment. This is based on the ecotourism-based tourism operations in Alamendah Village, which aim to reduce negative effects, notably on the physical environment. Based on observations made on the ground, other economic activities, such the village markets, are to blame for the rubbish piles that are not adequately managed and are dispersed at various locations. Additionally, the tourism activity fostered by Alamendah Village has no threat of generating natural disasters like landslides or soil erosion and has no detrimental effects on how resilient the environment is. This is true because Alamendah Village's tourism industry only enhances the natural environment; it does not contribute to widespread development that could endanger the village's ecosystem.

The results of this study are the polar opposite of those of Pramanik and Ingkadijaya (2019), who found that the development of tourism will result in the conversion of local land. Instead, the results of this study show that tourism activities increase the value and utility of local residents' privately owned plantations. This is based on the fact that tourism operations in Alamendah Village converted agricultural property used for communal purposes into a tourist destination without altering the land's primary use or ownership and also included the local population in tourism-related activities. Additionally, this study's findings diverge from those of Kartika's (2016) since there were no unfavorable environmental effects, particularly in terms of the level of environmental cleanliness, in this study. The research of Suwena and Widyatmaja (2017),

however, found that tourism activities in a region can have a good impact in the form of a tidy environmental arrangement, which is consistent with the study's findings.

4.3 Economic Impact

The economic business operations carried out by the locals will be impacted if a region has strong tourism potential. According to Leiper's (1990) account, the tourist industry is a group of companies that provide services for the travel and tourism sectors, with travel having an effect on revenue and employment prospects. According to Arini and Arif (2016), the expansion of the region's tourism potential would improve the potential of MSMEs.

According to the chairman of Alamendah Village, the entrance of tourists to the Alamendah Tourism Village (DWA) has naturally resulted in greater revenue for both Bandung Regency and Alamendah Village, with the total income reaching Rp. 2,700,479,900. The revenue comes from the selling of entrance tickets, parking spaces for motorcycles and cars, rental transportation, and other sources. DWA was able to draw more tour groups from a variety of institutions, including government agencies, educational institutions, family units, and the general public. More than 2500 persons in total traveled there as tourists. Most visitors to this area reserve the Alamendah Trip package.

The ability to sell a variety of goods and services is extremely satisfying for business owners in the DWA area. Actually, people keep coming here. The locals in Bandung Regency continue to engage in activities in order to boost the local economy, even when the number of tourists from outside the region decreases during Ramadan. Table 1 illustrates how community involvement in tourist communities reveals the true impact of tourism activities:

Table 1. List of Types of Activities and Businesses in Alamendah Tourism Village

Type of activity	Total
Manager	14
Homestays	65
Agrotourism	30
MSMEs	16
Farm	3
Art	80
Tour guide	30
Outbound Guide	15
Interpreter	6
Creative Economy	5
Manager	14

(Source: Research Data Processed)

These results lead to the conclusion that the economic implications reported by research from Bintang et al. (2019), which revealed that the impact of tourism development in an area can have a positive influence in the form of opening up jobs for the local community, share a number of commonalities. Additionally, this conclusion is consistent with those made by Kartika (2016), who discovered that tourism-related activities have a favorable impact on local and regional income, enabling the industry to contribute to the local economy on its own.

4.4 Socio-Cultural Impact

The socio-cultural circumstances of the community are unaffected negatively by the existence of tourism activities in Alamendah. This is due to the fact that individuals continue to go about their daily lives unaffected or disturbed by tourism-related activities. Even though there were dress codes at first for visitors, especially ladies, prohibiting clothing above the knee, these regulations were put in place to lessen any potential detrimental effects of tourists' presence. These laws are no longer relevant because people are accustomed to receiving visitors from tourists. Tourism products are created from a variety of local activities like strawberry processing, milking cows, collecting crops, and manufacturing crafts.

Since more people are visiting the Alamendah Tourism Village, the silat martial art in Alamendah has started to be resurrected and used as a tourism product in addition to its cultural significance. This demonstrates that the preservation of cultural arts in the Alamendah Tourism Village benefits from tourism. Along with silat, other forms of art, like jaipong dancing and musical arts, are preserved and sold as tourist attractions in Alamendah (karinding, calung, and lute flute). When visitors first arrive to Alamendah Tourism Village, they are typically shown this art. For visitors who want to learn the art after viewing a performance, managers in Alamendah also provide art study programs.

5. CONCLUSION

Utilizing the potential of the hamlet, Alamendah Village has seen an increase in visitors since 2019 because to product innovation and tour packages. It is known that tourism development in Alamendah Village only makes use of the existing environment, does not contribute to massive development, and has no potential to harm the village environment. In terms of environmental impacts, Alamendah Village does not have a negative impact on the resilience of the physical environment and is not at risk of causing disasters such as landslides or soil erosion. Because they may sell a variety of goods and services to visitors, business owners near Alamendah Tourism Village genuinely profit in terms of the local economy. As a result, locals' income may rise. Due to the fact that Alamendah Village's regular daily activities are not disrupted or otherwise

impacted by tourism-related activities, the socio-cultural conditions of the community are not negatively impacted by Alamendah Village. Tourism-related activities such silat, jaipong dance, and music arts (karinding, calung, and lute flute) were reintroduced to help the Alamendah Tourism Village preserve its cultural heritage. Based on the findings of the aforementioned analysis, it is known that the tourism-related impacts from the Alamendah tourism village as a whole have a beneficial impact or will have a positive impact on local populations' socio-cultural, economic, and environmental conditions.

6. SUGGESTION

Future research should be able to bring up research topics regarding long-term sustainability assessment to assess the long-term sustainability of tourism development in Alamendah Village. This research could involve monitoring the ongoing impacts on the environment, socio-cultural aspects, and the local economy over an extended period of time. By analyzing trends and patterns, researchers can gain a deeper understanding of the village's ability to maintain positive impacts and identify any potential challenges or areas for improvement. Furthermore, future research could examine the capacity-building needs of local businesses in Alamendah Village. This research could involve assessing the challenges faced by entrepreneurs and identifying areas where support, training, or resources could be provided to enhance their competitiveness and sustainability. By conducting research in these areas, further knowledge can be gained to strengthen the sustainability, resilience, and positive impacts of tourism development in Alamendah Village.

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