

SUSTAINABLE TOURISM DEVELOPMENT THROUGH ECOTOURISM DEVELOPMENT IN PACCEKKE VILLAGE

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ABSTRACT

Currently, the development of the tourism sector is very massively developed by the government. This is triggered by the increasing need for recreation and adventure in new areas that present natural beauty where they have never been to and interact with the local community. This research article aims to describe the potential of ecotourism and the supporting and inhibiting factors for the development of ecotourism in Paccekke Village. This research article uses descriptive-qualitative methods. The research informant was chosen deliberately. Primary data is obtained through interviews and observations while secondary data is obtained through data from research-related agencies. Data analysis using qualitative descriptive analysis. The results of the research study show that the ecotourism potential of Paccekke Village is not only the beauty of natural beauty that is still natural and clean natural bathing but there is also a Paccekke Monument which has historical value. Then it also has artificial tourism potential in the form of Embung Paccekke and Agro tourism potential as well as the potential for cultural events. The supporting factors are, the natural and cultural potential of the village; sustainable natural conditions; positive attitude of the community towards tourism and mutual aid culture; the existence of cultural events; and the commitment of village stakeholders. Inhibiting factors, namely, limited facilities and infrastructure; weak planning in the field of tourism; extreme accessibility; weak network and internet; and low awareness and ability of the community to manage tourism potential.

Keyword: Development, Tourism, Sustainable, Ecotourism

ABSTRAK

Saat ini perkembangan sektor pariwisata sangat masif dikembangkan oleh pemerintah. Hal ini dipicu oleh meningkatnya kebutuhan akan rekreasi dan petualangan di daerah-daerah baru yang menyuguhkan keindahan alam yang belum pernah mereka kunjungi dan berinteraksi dengan masyarakat setempat. Artikel penelitian ini bertujuan untuk mendeskripsikan potensi ekowisata serta faktor pendukung dan penghambat pengembangan ekowisata di Desa Paccekke. Artikel penelitian ini menggunakan metode deskriptif-kualitatif. Informan penelitian dipilih secara sengaja. Data primer

diperoleh melalui wawancara dan observasi sedangkan data sekunder diperoleh melalui data dari instansi terkait penelitian. Analisis data menggunakan analisis deskriptif kualitatif. Hasil kajian penelitian menunjukkan bahwa potensi ekowisata Desa Paccekke tidak hanya keindahan alam yang masih asri dan pemandangan alam yang bersih tetapi juga terdapat Monumen Paccekke yang memiliki nilai sejarah. Kemudian juga memiliki potensi wisata buatan berupa Embung Paccekke dan potensi wisata Agro serta potensi event budaya. Faktor pendukungnya adalah, potensi alam dan budaya desa; kondisi alam yang berkelanjutan; sikap positif masyarakat terhadap pariwisata dan budaya gotong royong; adanya acara budaya; dan komitmen pemangku kepentingan desa. Faktor penghambat yaitu keterbatasan sarana dan prasarana; lemahnya perencanaan di bidang pariwisata; aksesibilitas ekstrim; jaringan dan internet lemah; serta rendahnya kesadaran dan kemampuan masyarakat dalam mengelola potensi wisata.

Kata Kunci: Pengembangan, Pariwisata, Berkelanjutan, Ekowisata

INTRODUCTION

The development of the Indonesian tourism sector is one part of national development which from year to year continues to be promoted by the Government, especially by the Indonesian Ministry of Tourism and Creative Economy because it is considered one of the strategic sectors that can bring in foreign exchange sources and can trigger the acceleration of national economic growth. Based on the results of a World Bank study that the strategic role of the tourism sector can increase a country's GDP so that the role of this sector as a new locomotive of economic growth has in fact become the right policy choice for Indonesia. Currently, the tourism sector is an industry that contributes to Indonesia's foreign exchange after petroleum mining products, coal mining products, and palm oil plantation industry products. Therefore, tourism is made a very promising business and a *prima donna* commodity in improving the economy, social, and culture of tourist destination (Pitana & Gayatri, 2005).

Nowadays, visits to tourist objects have become a necessity for all levels of society due to the desire of tourists to a tourist attraction that has never been visited, adventure in a newly visited area, want to enjoy the atmosphere of a new environment, and do tourism after being saturated with daily routine activities. The positive impact of visits to tourism objects in an area or location, namely an increase in the economic growth of local / local communities, can be seen from the increasing income of the people involved in this sector and also encouraging a reduction in the number of local community unemployment rates, which also shows an increase in community productivity (Rani, 2014).

On the other hand, the tourism sector is an industry that is classified as environmentally friendly which is certainly very related to sustainable development which has been the direction of Indonesia's development. Maximizing tourism potential with the aim of improving community

welfare is needed today through the creation of consumption and investment demand to encourage the creation of tourism products and services. So that job opportunities in this sector can be created through para-tourism service businesses, preservation of cultural values, and community souvenir businesses based on small household industries. This is in accordance with Sinclair's view (1998) in Okazaki (2008) states that the benefits of tourism are being able to provide an increase in the economy of an area / region, which among others is in the form of strengthening regional income / where tourist objects are located, providing additional community income in tourist attractions, and opening up new job opportunities for people in tourist attractions.

The potential of beautiful natural resources, culture, and the original heritage of ancestors that have been passed down for generations are potential tourist attractions for Indonesian tourism. Therefore, it is very fortunate that the area / region has the potential for tourist destinations because it can increase people's income through optimizing the provision of tourism services around the location of tourism destinations. This was revealed by Ramadhan (2018), that the tourism service business sector such as accommodation businesses and transportation businesses can contribute directly to boosting the economy in tourist destinations through the role of several parties involved in tourism activities (Sunaryo, 2013). This means that the tourism sector can be used as an alternative for local governments

In line with the objectives of tourism development, the Government continuously develops the potential of an area/region in Indonesia through the development of tourism villages. A tourist village can be interpreted as a village that has the potential for tourism peculiarities, both in the form of the physical character of the rural natural environment and the socio-cultural life of the community that is managed and packaged attractively and naturally with the development of tourism supporting facilities, in a harmonious and well-managed and planned environmental system so that it is ready to receive and can be a attract for tourist visits to the village (Muliawan, 2000). The development of tourism villages is carried out by the Government in an integrated manner as a form of accelerating development in rural areas of Indonesia with the aim of realizing an increase in the social transformation of rural communities, preservation of local culture, and the economy of rural areas. Therefore, every region and village that has a tourist destination needs to pay attention to all the potential to be displayed and or developed in the hope of providing benefits in the form of added value for the tourist destination.

Tourism villages are part of the central and local government's agenda in developing tourism. Tourist villages become a necessity for tourists to visit an atmosphere that is different from urban conditions. The idea of a tourist village emerged as an effort to provide tourists with an experience of rural life and opportunities for tourists to interact with the village community.

A village has natural and cultural potential that is the destination for tourist visits packaged in the form of a tourist village. Village management is not solely focused on the economic aspects of the community, but also related to the value of togetherness in village development (Andriyani, 2014).

Tourism village is a tourism activity where tourists visit the village and learn about the traditional life of the community and the rural environment (Inskeep, 1991). Therefore, a tourist village should have a tourist attraction, accommodation that is supported by accessibility, amenity and packaged in a system that is interrelated and involves the community (Hulu, 2018). The role and position of the local community is very important in realizing a tourist village (Herdiana, 2019). The development of a tourist village will have an impact on environmental sustainability where humans manage nature and culture for the benefit of the community and the environment of a village (Ira & Muhamad, 2020). Community participation in tourism villages can be realized in the form of tourist activities designed and provided by local communities (Komariah et al., 2018).

In the past few years, many local governments and / or village / kelurahan governments have tried to explore the potential of village tourism in their area based on the concept of ecotourism as the leading sector of their village tourist destinations in the hope that it will be able to provide benefits for the village community and satisfaction values for tourists who visit these tourist destinations. According to Dowling (1996), in Hill & Gale (2009) stated that the development of ecotourism has several core elements that are interrelated, namely tourist destination objects are natural, ecologically can have sustainability, offer a tourist destination environment that has an educational element, people who are in tourist destination objects can benefit, and for tourists to build a feeling of satisfaction in themselves during their visit to the object tourist destinations.

The concept of ecotourism development is part of the concept of sustainable development and development. Long-term orientation is one of the principles of sustainable development. The development of ecotourism is also the goal of sustainable tourism that pays attention to tourist interests and active community involvement, as well as sustainable environmental protection. In an effort to develop tourism in an area, awareness and a change in mindset are needed by all stakeholders. The realization of ecotourism development will be closely related to the way people look at and think in understanding tourism positively. For this reason, in the development of ecotourism, it is necessary to involve various interrelated elements, namely, managers, stakeholders, the government, tourism actors, and the community which are categorized into tourism stakeholders.

Community-based ecotourism pattern is a pattern of ecotourism development that

supports and allows full involvement by the local community in the planning, implementation, and management of ecotourism businesses and all profits obtained (WWF, 2009). Community-based ecotourism can create employment opportunities for local communities, and reduce poverty, where ecotourism income is from tourist services for tourists: guide fees; transportation costs; Homestay; selling crafts, etc. Ecotourism has a positive impact on the preservation of the environment and local indigenous culture which in the end is expected to be able to foster identity and a sense of pride among local residents who grow due to the increase in ecotourism activities.

Paccekke Village, in Soppeng Riaja District, Barru Regency according to the policy of the Ministry of Tourism and Creative Economy which has given recognition to Paccekke Village as a tourist village because it has tourism potential that can attract tourist visits which then by the government government and its community supports the development of the tourism village program through the development of the concept of tourism objects as natural tourism areas, educational tourism, cultural tourism and artificial tourism or commonly called ecotourism. This certainly aims to support the development of regional tourism and national tourism. However, from the information on the enthusiasm of visitors monitored between 2018-2019, that approximately 1,600 people came to visit in groups to hold events while visiting tourist attractions in Paccekke Tourism Village when the Embung Paccekke tourist attraction was opened publicly for visit without being charged an entrance fee (Tim Publikasi Katadata., 2023).

But the enthusiasm of visitors at this time, was less noticeable in the following years or even could be said to be stagnant and sometimes diminished. If there is an increase in visitors in recent years from the results of preliminary observations made by researchers, it can be said that it is not significant due to cultural events by the Barru Regional Government and trailing events at the Paccekke Monument which are always held every year. So that studies to encourage an increase in tourist visits to Paccekke Tourism Village objects are needed through the development of village-based ecotourism areas as potential tourism objects owned by Paccekke village, especially related to physical facilities and infrastructure supporting ecotourism areas, the availability and management of tourism services, as well as driving factors and inhibiting factors in the development of village community-based ecotourism in Paccekke Village.

METHOD

The research study was conducted using a qualitative approach and descriptive research methods. According to Moleong (2007), qualitative research is a study that aims to understand the social symptoms experienced by the research subject, which is holistic and described in the form of words, in a natural context and by utilizing various natural methods. The descriptive

method is a research method used by researchers that aims to reveal a problem and social fact in the form of an objective picture of the condition of the object of study (Ahmadin, 2013).

The data sources used in this study are: 1. Primary Data, which is data obtained from direct observation in the field, using the indepth interview method with research informants in accordance with the needs of analysis and research objectives. 2. Secondary Data, which is supporting data obtained from relevant agencies related to data for research purposes. Data collection techniques are the means used to collect data in a study. The data collection techniques are as follows: 1. Observation, which is data collection carried out by holding direct observations 2. In-depth interview. 3. Documentation, that is, materials in the form of printed books, journals or e-journals related to research (Ratna, 2010).

The informants of this study were determined deliberately to the degree of saturation of the research data. The criteria for withdrawing informants are Village Heads, Community Leaders, Chairmen and members of Tourism Awareness Groups (Pokdarwis) and village communities.

Data analysis techniques use a qualitative descriptive data analysis approach from the model of Mathew B. Miles and Michael Huberman (Huberman & Miles, 2002) . This data analysis model goes through the stages of data reduction, intended as a process of selection, focusing attention on simplifying, abstracting and transforming rough data that arises from written records in the field. Data Presentation is intended as a set of composed information that allows the withdrawal of information that is arranged in an integrated manner so as to make it easier for researchers to see the overall picture or picture in a certain section. Conclusion Drawing/Verification, is the conclusion that the researcher draws from the research that has been carried out.

DISCUSSION

Ecotourism Potential in Paccekke Tourism Village

Paccekke tourist village is one of the villages in Soppeng Riaja District, Barru Regency which is geographically located above the mountains or precisely in the highlands of Barru Regency. With such geographical conditions, this village is far from the atmosphere of crowds, but it can make the mood feel calm and serene, has a cool mountain air during the day and cold at night, and has the charm of the beauty of the natural panorama of the mountains. Through several locations, visitors can enjoy the parorama of the charm of natural potential in the Paccekke Village area, such as being able to enjoy the charm of the panoramic view of the hills

and unspoiled forests, being able to enjoy the beauty of the sunset and the beauty of the Makassar Strait waters from the top of the slope, enjoying the beauty of the rice fields that are ducking, as well as enjoying soaking and bathing in a small river that is still natural and clean from dirt.

The existence of the Paccekke Monument is one of the other potential attractions for tourists visiting this village. The monument located between the hills and the expanse of rice fields can certainly be its own charm, in addition to tourists can learn the birth of the history of the TNI where in this place the formation of the Hasanuddin / Tri Sulawesi Tri Division was initiated according to the Warrant / Mandate of the Commander-in-Chief of TRI General Soedirman by several regiments, such as the I Paccekke Regiment, PKR Luwuk II Regiment, III Bajeng Maksasar Selatan Regiment, and IV Regiment PKR Kolaka Kendari. The formation of the Hasanuddin Tri Division in 1947 then became the forerunner of the formation of Kodam IV Hasanuddin or Kodam VII Wirabuana.

The potential of water tourism in Paccekke village can be seen through the existence of Embung Paccekke and Sitongkoe Stone Natural Bath. The establishment of the best embung in all of Indonesia in 2019 by the Ministry of Villages, Development of Disadvantaged Regions, and Transmigration of the Republic of Indonesia has added to the village's tourism potential because tourists and their families can take pictures with the scenery in the background while enjoying the beauty of nature, then it can be used as a pool for swimming, and chatting in the gazebos that have been built. Likewise, the existence of the Sitongkoe Stone Natural Bath which is not far from the Embung location can certainly be another option for tourists and families to enjoy water tourism in this village.

However, the tourism resources owned by Paccekke Village offered through the development of ecotourism and edutourism above seem to have not been managed properly to be used as tourist destinations for local, domestic and international tourists. This can be seen from the results of the researcher's initial observations, where the inadequate infrastructure supporting tourism services, such as the inadequacy of communication network signals, damaged road conditions and the lack of general transportation to tourist objects, lodging services managed by the community are inadequate, poorly maintained tourist object destinations and cleanliness of tourist attraction locations, absence of directional planks to tourist attraction locations, some spot spots with beautiful scenery background that does not yet exist / has not been determined, The development of typical regional/village culinary is still not carried out by the village community, food stalls are still lacking and have not been processed hygienically, and the village attractions offered by the Regional/Village Government are not well exposed. In addition, the development of plantation agro-tourism potential such as cloves and pecans, which

are planted by the community in a community forest covering an area of 102 ha, has not been developed by the Village Government. Such conditions if not brought to the attention of the Paccekke Village Government and the Barru Regency Regional Government will certainly have an impact on reducing tourist visits to Paccekke Tourism Village from time to time.

Real honey processing is a potential that can be offered to tourists in addition to honey products that can be of economic value to the community. Also, the process of making palm sugar will further support the realization of sustainable village tourism activities. The potential of nature through agro-tourism can be a driving force for the community in making tour packages that can be offered to tourists. Similarly, cultural tourism that has been developed in Paccekke Village should be improved in a sustainable and scheduled manner through the implementation of traditional ceremonies and cultural performances by the Barru Regency Tourism Office.

The ecotourism potential of Paccekke Village in the view of Goeldner (1995), in Butcher (2007), states that ecotourism is a form of travel to a pristine area that aims to understand the culture and natural history of its environment, maintain the integrity of the ecosystem, while creating economic opportunities to make these conservation and natural resources profitable for local communities.

Supporting Factors and Factors Inhibiting the Development of Ecotourism Village

With the area of Paccekke village approximately 2,450 km² and has 2 village hamlets and the geographical condition of the village above the mountains is one of the supporting factors for the development of ecotourism. Some of the supporting factors and inhibiting factors are as follows:

1. Supporting Factors

- Geographical Conditions: The panorama of the mountains and rice field steps as well as the condition of the forest and the environment that is still beautiful and maintained are the potential areas and nature owned by Paccekke Village. So that the development of ecotourism is an idea that has been carried out by the people of Paccekke Village, where environmental conservation is the key determinant and support for the application of ecotourism with the principle of mutual cooperation as embraced by the village community. The environment that is still maintained is an attitude of community concern in environmental conservation. Mutual cooperation that is always carried out by the community towards the natural environment is the social capital of the community in achieving the goal of harmony with the environment (Fathy, 2019).
- Napak Tilas Event: This activity is held annually in November and December, in celebration

of Infantry Day held at the Paccekke Monument. The Napak Tilas Garongkong Paccekke event, is a potential competition activity whose participants also come from outside Sulawesi, such as East Kalimantan and Papua and others. This activity is an opportunity and support to become an annual tourism event in Paccekke Village. Educational and historical tourism is a type of tourism that can be an option for tourists visiting Paccekke Village.

- **Cultural Preservation:** The desire and motivation of the community to preserve culture through traditional party activities or events is a form of preservation of indigenous and ancestral values that are still maintained by the community even though there are many changes that keep up with the times. Like the Mappadendang tradition or postharvest feasts are held as a hereditary culture that is still preserved by its inhabitants. For the people of Paccekke Village, Mappadendang is a form of gratitude to the Creator for the sustenance and harvest that has been obtained. The giant swing with a height of about 10 meters or called Mattojang, is a cultural product of the people of Paccekke Village. The culture of the community is a supporting factor in order to support the concept of implementing and developing ecotourism. The village government is committed to building villages through ecotourism. The provision of a budget for tourism activities is a form of the village government's commitment to build tourism.
- **Village Government Commitment:** There is a conscious tourism that should be followed by the community. This commitment is a support for the development of ecotourism. The efforts of the village head and his tools can be a supporting capacity for his community to build village tourism. The community is faced with various obstacles and / or challenges in achieving the goal of developing sustainable tourism village ecotourism.

2. *Inhibiting Factors*

- **Tourism Supporting Facilities and Infrastructure Standards:** These obstacles and challenges are inseparable from the internal context of the village which consists of various community groups that will manage and develop Paccekke Village ecotourism. In the context of tourism, facilities and infrastructure are needed that can support tourist visits while at tourist sites. In terms of accommodation, people stated that homestays are available that can be used by domestic tourists. However, the homestays used have not met the criteria for good accommodation standards. The fulfillment of standards for homestays has not been fully recommended to visitors. A resident's house is an asset to run a homestay business, but it requires a good understanding and the implementation of good homestay management.

- Attractions of Village Ecotourism Destinations: The development of ecotourism requires clarity on the main attractions that drive tourist visits. Tourism villages are inseparable from the 3 A concept, namely attractions (tourist attractions or tourist attractions), amenities (amenities or facilities) and accessibility (accessibility). Aspect 3A is the main component of tourist products owned by an area or village (Prafitri & Damayanti, 2016). Embung Paccekke is one of the choices of tourists, but it is not the main tourist attraction of Paccekke Village. For informants, in addition to facilities and infrastructure that support tourism activities, another of the most important things is the absence of a sustainable tourism development program. For this reason, urgent matters are certainly related to supporting facilities and infrastructure, because currently it is not clear which object is actually the main goal. A kind of master plan is needed so that the development of ecotourism and tourism development is more directed so that the village government needs to make the master plan part of the village development plan. The idea of ecotourism development needs to be adopted and along with village development as outlined in the development plan or Village RPJM. The development of Paccekke Village has not been based on the development planning of a tourist village with clear planning. This is a challenge that needs to be solved so that stakeholders at the rural level can run village ecotourism programs. The main issue that needs attention is the common views and understanding of the community regarding the management of sustainable tourism villages. The same perception can be used as a material in village planning and development through continuous community involvement.
- Village Accessibility: a challenge that needs to be of concern to stakeholders is the accessibility of the village when tourists are going to visit Paccekke Village has to go through extreme roads because it is a mountainous region. Such extreme travel can be a travel challenge for tourists who love extreme tourism. But on the other hand, the trip is an obstacle for those who attach importance to the safety of the trip. Therefore, accessibility is an obstacle as well as an opportunity for Paccekke Village. Good accessibility will be a good experience for tourists even though the journey taken must go through extreme roads. Turning and extreme roads need to be equipped with directions or signs towards Paccekke Village. Thus, tourists can easily get to the location of the village.
- Communication Network and Internet Access: limited internet access or network in tourist destination locations that are above altitude / mountainous areas. The village has sought the entry of telecommunications and internet network service providers so that communication needs can be met. Internet network can be obtained if visitors are at one

gathering point (Bentengnge), about one kilometer from the Paccekke Village office area. An ecotourism destination requires the use of technology for the benefit of promotion and communication for tourists and the local community.

- People who are not yet aware of tourism: this is one of the obstacles in realizing village ecotourism. The potential of natural, cultural and artificial tourism has not been fully managed for the benefit of rural communities. The people of Paccekke Village are still focused on the agricultural and plantation sectors in order to fulfill their daily lives. The tourism sector is not yet the main choice, even people tend to only look at visitor activity. The youth group that is part of the tourism awareness group is also still weak in terms of understanding tourism. Therefore, low public awareness needs to be anticipated with socialization programs or activities.

According to Damanik and Weber (2006) stated, sustainable development related to the preservation of natural and cultural resources has underlies the idea of the emergence of the concept of sustainable tourism, on the other hand, increasing public awareness of the importance of environmental preservation and strategic issues about environmentally sound development at least contribute to the perspective of sustainable tourism principles. Sustainable tourism is a form of management of all potential resources, both socially and economically can be fulfilled through the maintenance of cultural integrity, fundamental ecological processes, biodiversity, and other life support elements.

According to Fennell (2003), ecotourism is a sustainable form of natural resource-based tourism whose main focus is on experience and learning about nature, which is managed by minimizing impacts, non-consumptive, and locally oriented (control, profit and scale). Therefore, through the potential of ecotourism, it is hoped that environmental and cultural sustainability can be maintained, and can provide economic benefits to the local community, and local governments.

The shift in the concept of world tourism to the ecotourism model is caused by the saturation of tourists to visit artificial tourism objects. Therefore, this opportunity should be utilized to the fullest to attract foreign tourists to visit nature-based objects and local culture. The development of ecotourism products and services is directed to the empowerment of the environment and local areas (Nugroho, 2011), which consists of (Manurung, 2002): (1) environmental and cultural sights and attractions, (2) landscape benefits, (3) accommodation, (4) equipment and equipment, (5) education and skills and (6) awards, namely achievements in conservation efforts. The fulfillment of these six products can be an indication that ecotourism management in an area is optimally managed (Nugroho et al., 2018).

CONCLUTION

The ecotourism potential of Paccekke Village is not only the beauty of unspoiled natural beauty and clean natural baths but there is also a Paccekke Monument which has historical value. Then it also has artificial tourism potential in the form of Embung Paccekke and Agro tourism potential as well as the potential for cultural events. Supporting factors are, the natural and cultural potential of the village; sustainable natural conditions; positive attitude of the community towards tourism and mutual aid culture; the existence of cultural events; and the commitment of village stakeholders. Inhibiting factors, namely, limited facilities and infrastructure; weak planning in the field of tourism; extreme accessibility; weak network and internet; and low awareness and ability of the community to manage tourism potential.

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