



Tourism Development In Lubuk Resam Village, North Seluma Sub-District, Seluma Regency

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Abstract. This study investigates the development of tourism in Lubuk Resam Village, located in the North Seluma Sub-District of Seluma Regency. The research applies a qualitative descriptive method to analyze the village's tourism potential using the framework proposed by Buhalis (2000), which includes attractions, accessibility, amenities, and ancillary services. Data were collected through semi-structured interviews and documentation, involving three key informants and two supporting informants from local stakeholders. The findings reveal that Lubuk Resam possesses a variety of natural attractions—such as hot springs, waterfalls, and unique cave formations—that serve as primary tourist magnets. However, access remains a significant challenge due to inadequate road infrastructure, particularly for four-wheeled vehicles. Amenities and supporting facilities, including accommodation, restrooms, and parking areas, are still underdeveloped due to limited village funding. The study suggests that maximizing tourism development in Lubuk Resam requires stronger involvement from external stakeholders, such as regional government bodies and private investors. Their participation is vital for improving infrastructure, enhancing visitor experience, and ensuring sustainability. Furthermore, community engagement must be encouraged to preserve cultural identity while promoting tourism. The study concludes that with strategic planning and cross-sector collaboration, Lubuk Resam has the potential to emerge as a leading tourism village in Bengkulu Province.

Keywords: *Tourism Development, Village Tourism, Rural Accessibility, Community-Based Tourism.*

INTRODUCTION

Tourism has evolved into a strategic development sector that significantly contributes to regional and national economic growth. In Indonesia, the tourism industry not only offers economic benefits through increased income and employment opportunities but also plays a vital role in preserving cultural heritage and promoting environmental sustainability. According to the Indonesian Law No. 10 of 2009 on Tourism, tourism comprises various activities supported by facilities and services provided by the community, entrepreneurs, government, and local authorities. This legal framework underlines tourism as a holistic system that must be developed collaboratively across sectors (Ministry of Law and Human Rights, 2009).

In recent years, the focus of tourism development has shifted towards rural and community-based tourism. This trend is driven by the growing preference of tourists for authentic, immersive experiences that highlight the uniqueness of rural life, local traditions, and natural beauty (Beeton, 2006). Rural tourism also offers an alternative strategy for sustainable development by integrating local economic empowerment with cultural conservation and environmental protection. Within this context, the concept of a “tourism village” (*desa wisata*) has gained traction in Indonesia's policy and planning discourse.

Lubuk Resam Village, located in the North Seluma Sub-District of Seluma Regency, Bengkulu Province, is one such village with untapped tourism potential. The village is endowed with abundant natural resources, including scenic waterfalls, hot springs, caves, and diverse flora, including the rare *Rafflesia* flower. These attractions hold considerable appeal for both domestic and international tourists, provided they are managed and promoted appropriately. However, despite its potential, the tourism sector in Lubuk Resam has not reached optimal development. Accessibility issues, limited facilities, and minimal external support are among the key constraints hindering its progress.

Tourism development in rural areas like Lubuk Resam requires a comprehensive approach that involves not only physical infrastructure development but also institutional capacity building and stakeholder collaboration. Buhalis (2000) proposes a tourism development framework that encompasses four critical components: attraction, accessibility, amenities, and ancillary services. These components serve as a basis for assessing the current state of tourism infrastructure and designing interventions to address existing gaps.

First, the attraction component refers to the primary factors that draw visitors to a location, such as natural beauty, cultural heritage, and unique activities. In Lubuk Resam, attractions include the Suma Melintang Waterfall, Goa Kecil cave, and the Suban hot spring, which are appreciated for their aesthetic and recreational values. However, the lack of systematic promotion and tour packaging limits their visibility to broader audiences.

Second, accessibility remains a major barrier. Many roads leading to the village are in poor condition, making it difficult for tourists, especially those using four-wheeled vehicles, to reach the location. This challenge underscores the need for coordinated investment in transportation infrastructure, both at the regional and village levels (Inskeep, 1991).

Third, amenities—which include accommodations, dining facilities, restrooms, and souvenir shops—are essential in enhancing visitor satisfaction and length of stay. Currently, Lubuk Resam has minimal amenities due to constrained village funds and the prioritization of more urgent community development needs. Without adequate amenities, the tourism experience remains incomplete and less competitive compared to more developed destinations.

Fourth, ancillary services refer to institutional support mechanisms such as policy frameworks, community organizations, and promotional efforts. In the case of Lubuk Resam, there is a notable lack of involvement from tourism-related agencies and the private sector. The absence of legal protection and formal recognition of the tourism village status further weakens the village's capacity to attract investment and technical assistance (Sugiyama, 2011).

Despite these challenges, the community in Lubuk Resam has demonstrated a strong commitment to developing tourism. Efforts such as the construction of bathing pools using the 2022 Village Fund Budget indicate local willingness to invest in tourism infrastructure. However, sustainable development requires more than sporadic efforts; it calls for strategic planning, inclusive participation, and ongoing monitoring and evaluation (Yoeti, 1996).

The involvement of multiple stakeholders—local government, private sector, non-governmental organizations (NGOs), and academic institutions—is crucial for the success of tourism development in rural areas. Government institutions, in particular, play a vital role in formulating policies, providing financial and technical support, and facilitating partnerships. Local communities, on the other hand, must be actively involved in decision-making processes to ensure that tourism development aligns with their needs and aspirations (Suhardono, 2018).

Tourism development must also be aligned with the principles of sustainable tourism. These principles include ecological feasibility, cultural preservation, economic viability, and social inclusiveness (Anindita, 2015). Any intervention in tourism development should, therefore, be carefully evaluated to ensure that it contributes positively to the community without compromising the integrity of the local environment or cultural identity.

The number of tourists visiting Lubuk Resam remains low. According to village tourism data, there were only 107 recorded visits in 2023, with most visitors arriving on motorcycles. The low visitation rate reflects underlying issues in accessibility, lack of promotion, and inadequate services. These figures highlight the urgency of a more proactive and integrated tourism development strategy that addresses both demand and supply-side constraints.

This study aims to examine how tourism development is being implemented in Lubuk Resam, with a focus on analyzing the four components proposed by Buhalis (2000). By identifying strengths, weaknesses, and areas of improvement, this research provides recommendations for enhancing the village's appeal as a tourist destination and improving the livelihoods of its residents through tourism.

In conclusion, the development of tourism in Lubuk Resam Village represents both an opportunity and a challenge. On the one hand, the village possesses significant tourism potential that could stimulate local economic growth and promote cultural heritage. On the other hand, realizing this potential requires strategic coordination, investment, and sustained commitment from all relevant stakeholders. This research contributes to the growing literature on rural tourism and offers practical insights for policymakers, practitioners, and community leaders aiming to transform Lubuk Resam into a thriving tourism village.

LITERATURE REVIEW

Concept of Development

The term "development" refers to planned efforts aimed at improving the physical, economic, social, and environmental aspects of a region. According to Seels and Richey (1994), development is the systematic design and evaluation of processes and products intended to improve effectiveness. In the context of public administration, development is not merely infrastructure-based, but includes strengthening institutional performance and public service delivery (Sugiyono, 2013). In tourism, development also includes the identification of strategic assets, planning for infrastructure, preparing regulations, and facilitating stakeholder collaboration. These multidimensional processes must be oriented toward long-term sustainability and inclusive growth.

Tourism Development

Muljadi (2009) defines tourism development as the utilization and enhancement of tourism resources such as landscapes, biodiversity, traditions, arts, and cultural heritage. Development efforts include physical construction, service improvements, and policy-making aimed at increasing the attractiveness and competitiveness of a destination. According to Inskeep (1991), successful tourism development should involve multiple integrated components: tourism activities and attractions, transportation systems, accommodation, institutional elements, infrastructure, and service quality. These components must work in harmony to provide a meaningful and satisfying visitor experience while also contributing to local livelihoods. Suswantoro (2004) adds that promotion, accessibility, and tourism zones must be coordinated between public and private sectors. Without such coordination, development risks becoming fragmented and ineffective. Furthermore, Fletcher (2003) warns that tourism development must be flexible to respond to internal and external changes, including social, economic, and environmental dynamics.

Tourism Development Model by Buhalis

Buhalis (2000) offers a widely accepted model of tourism development consisting of four main components:

- a. Attractions: The features that initially draw tourists, such as natural beauty, cultural assets, or historical significance. In Lubuk Resam, this includes caves, hot springs, waterfalls, and traditional dances.
- b. Accessibility: The infrastructure and logistics needed to reach the site. Good roads, transportation, and signage are necessary for tourists to visit safely and comfortably.
- c. Amenities: Supporting services like accommodation, dining, toilets, and retail outlets. These amenities determine how long tourists stay and how much they spend.
- d. Ancillary Services: Supporting institutions such as tourism boards, travel agencies, community organizations, and policies that ensure tourism operates efficiently and fairly.

This model provides a structured framework to assess tourism readiness and identify areas requiring intervention.

Principles of Sustainable Tourism Development

Sustainable tourism development emphasizes four major principles as outlined by Sobari (in Anindita, 2015):

- a. Ecological Feasibility – Protecting and conserving natural resources including forests, rivers, and wildlife.
- b. Cultural Preservation – Respecting and safeguarding local traditions, values, and way of life.
- c. Economic Sustainability – Generating steady income for local communities and stakeholders.
- d. Social Inclusiveness – Enhancing the quality of life for all community members, not just a few.

These principles ensure that tourism not only boosts economic indicators but also contributes to social cohesion and environmental stewardship.

Tourism Village (Desa Wisata) Concept

A tourism village is defined as a community-based tourism destination where natural and cultural resources are integrated with daily life and managed collectively. According to Nuryanti (in Kusumastuti, 2020), tourism villages offer authentic experiences and require community participation, traditional practices, and localized hospitality. The development of tourism villages requires several criteria: ease of access, unique attractions, community support, security, adequate infrastructure, and integration with regional tourism networks (Pria Sukmana & Mulyadin, 2001). Artika Dwi Istiyani (2021) suggests that successful tourism villages begin with a clear identification of potential, strong commitment from stakeholders, participatory planning, and continuous capacity building for the community.

METHODS

This study employs a qualitative descriptive research design aimed at exploring and analyzing the tourism development in Lubuk Resam Village, North Seluma Sub-District, Seluma Regency. The qualitative approach was selected to allow in-depth understanding of social phenomena, perceptions, and local conditions that influence tourism dynamics within the village. According to Sugiyono (2013), qualitative descriptive research seeks to systematically describe facts, characteristics, and relationships within a phenomenon without employing statistical analysis. The focus of this research is the implementation of tourism development components based on Buhalis' (2000) framework: attraction, accessibility, amenities, and ancillary services. Each of these components was operationalized into several indicators, such as natural and cultural attractions, road and transport access, supporting facilities like accommodation and rest areas, and the role of external stakeholders in policy support and institutional collaboration.

Data collection was carried out using semi-structured interviews and documentation. The semi-structured interview format provided flexibility for respondents to elaborate on their experiences and opinions while maintaining a consistent line of inquiry. The informants were selected using purposive sampling, targeting individuals directly involved in or knowledgeable about tourism development in the area. These included three key informants—such as the village head, tourism manager, and local council leader—and two supporting informants, including community group representatives and local resident. Data analysis followed the interactive model proposed by Miles and Huberman (1994), consisting of data reduction, data display, and conclusion drawing/verification. Field notes and interview transcripts were coded thematically to identify recurring patterns and significant insights related to tourism development challenges and opportunities. The triangulation method was employed to validate findings by cross-checking information from multiple sources, ensuring credibility and reliability of the results.

RESULTS

The development of tourism in Lubuk Resam Village, North Seluma Sub-District, Seluma Regency, reflects a dynamic yet constrained process characterized by natural potential, limited infrastructure, and the enthusiasm of local actors. Using Buhalis' (2000) tourism framework—comprising attractions, accessibility, amenities, and ancillary services—this study reveals key insights into the current state of tourism development and the lived experiences of stakeholders in the village.

Tourism Attractions: Nature and Culture Underutilized

Lubuk Resam boasts a wealth of natural attractions that have yet to be fully capitalized upon. The village is home to the Suban Hot Spring, Goa Kecil (Small Cave), and Suma Melintang Waterfall, all of which possess ecological and recreational value. These sites are relatively untouched and maintain their raw, authentic beauty, making them particularly appealing to ecotourists and adventure seekers. However, the lack of formal packaging and promotion means that these attractions remain largely unknown beyond the immediate region. As one local tourism manager (Informant 1) explained during the interview:

"We have waterfalls, caves, and a hot spring that people outside the village don't even know about. The hot spring, for example, is warm and soothing, and many people here believe it has healing properties. But we have no proper facilities there, and even the villagers rarely promote it."

Additionally, the village is rich in cultural heritage, including traditional dances and folklore associated with forest spirits and river rituals. Unfortunately, these cultural elements are not integrated into tourism experiences. A local youth leader (Informant 3) shared:

"We have traditional stories and dances, but we only perform them during Independence Day or weddings. If we had support, we could turn them into part of a tourism performance to welcome visitors."

These statements illustrate the untapped potential of Lubuk Resam's cultural and natural assets, which require strategic curation to be transformed into sustainable tourism products.

Accessibility: The Road to Tourism Is Rough—Literally

Accessibility remains the most significant challenge faced by Lubuk Resam. Although geographically not too far from the regency capital, poor road infrastructure inhibits access, especially for four-wheeled vehicles. The main road leading into the village is narrow, unpaved, and becomes slippery during the rainy season, making it difficult and unsafe for visitors.

In 2023, the village recorded only 107 visitor entries, the majority of which were motorcycle riders. These low figures highlight the impact of poor accessibility on tourism traffic. A village official (Informant 2) candidly noted:

"We've tried using the village budget to fix parts of the road, but it's not enough. When it rains, the road becomes a river of mud. Visitors who come here must be really determined."

Moreover, public transportation is limited, and there are no signs or tourist information boards guiding visitors to attractions. The lack of basic navigation tools discourages first-time visitors from exploring the area. This problem of physical inaccessibility is compounded by the absence of digital maps or updated information about the village on tourism platforms or apps.

The head of the village awareness group (Pokdarwis) added:

"Even if people are interested in coming, once they find out about the road conditions, they cancel. We need help from the regency or provincial government to fix the main access roads."

Thus, unless significant improvements are made in transportation infrastructure, Lubuk Resam's tourism appeal will remain limited to local and highly motivated travelers.

Amenities: Basic but Insufficient

Another critical issue hindering tourism development is the lack of amenities. As of now, Lubuk Resam does not have any formal accommodations such as guest houses or homestays. Visitors are often expected to return the same day, as overnight stays are not feasible.

While the community has constructed a bathing facility near the Suban Hot Spring using the 2022 Village Fund (Dana Desa), its condition is basic and does not meet standard hygiene or comfort expectations. A local woman who helps manage the site (Informant 4) explained:

"We built a small place to change clothes and take a bath using funds from the village. But it's very simple, made from wooden boards and zinc sheets. We clean it every weekend, but it's not enough if more people start coming."

There are no public restrooms, food stalls, or souvenir kiosks—common features that enhance tourist satisfaction. The lack of these amenities leads to a poor visitor experience and reduces the likelihood of return visits. Moreover, waste management is minimal, and there are no designated bins or cleanup systems around tourism sites, which poses risks to the environment as well as the public image of the village.

A concerned community elder (Informant 5) noted:

"We're worried that if people start coming without a waste system in place, the river and the forest will become polluted. We want development, but not at the cost of nature."

This comment emphasizes the need for environmentally conscious planning that balances development with conservation.

Ancillary Services: Lack of Support, Lack of Structure

Institutional support for tourism in Lubuk Resam is still in its infancy. There is no formal tourism development plan, nor is there a clear division of responsibilities between the village government and tourism groups. The Pokdarwis (Tourism Awareness Group) has been formed but lacks technical training, legal recognition, and operational funding.

When asked about the absence of a structured plan, the village head (Informant 1) responded:

"We are doing this based on our own initiative. There's no tourism department from the regency visiting us or guiding us. We don't even know the process to become an official tourism village."

This lack of external guidance limits the community's capacity to develop tourism in a strategic, sustainable manner. No partnerships exist with travel agencies, universities, or non-governmental organizations that could help design tour packages, provide training, or promote the village more broadly. In terms of marketing, promotion is almost entirely reliant on word of mouth. The village does not have an official website, and none of the attractions are listed on platforms such as Google Maps, TripAdvisor, or social media pages. A local youth informant (Informant 3) expressed frustration:

"Even if we post pictures on Instagram, no one sees them. We don't know how to make our place viral or even just visible. Maybe we need someone from outside to help with that."

This insight reflects the digital divide and lack of promotional capacity that impedes tourism growth in rural areas.

Summary of Conditions

The combination of natural beauty and cultural richness in Lubuk Resam is undeniable. However, without major improvements in access roads, basic visitor facilities, and coordinated institutional support, the village risks falling into the category of "potential wasted." Despite these limitations, there is strong community enthusiasm and a sense of hope. Village actors—from the head of Pokdarwis to informal community hosts—show willingness to learn and engage in tourism if supported with training and infrastructure. The situation is perhaps best summarized by the quote from Informant 2:

"We don't want to be left behind. If other villages can become tourist destinations, why not us? But we cannot do it alone."

DISCUSSION

The development of tourism in Lubuk Resam Village remains at a nascent stage, marked by considerable natural potential but hindered by infrastructural limitations and institutional gaps. The findings show that the village possesses significant tourist attractions, particularly in terms of its natural environment. The presence of sites such as Goa Kecil, Suma Melintang Waterfall, and Suban Hot Spring reflect a richness in ecological assets that could serve as strong pull factors for tourism. These attractions align with Buhalis' (2000) notion of "attraction" as one of the core components of tourism development. However, these assets remain largely unutilized due to a lack of systematic packaging, promotional strategies, and experience-based tourism design. For instance, despite the cultural richness of Lubuk Resam in terms of local dances and rituals, these traditions are not yet incorporated into tourism offerings. One of the informants expressed that such traditions are usually only performed during village events, not

for tourists, highlighting the absence of cultural commodification strategies that are essential in community-based tourism.

Furthermore, accessibility is a serious concern that restricts the village's potential. The roads leading to Lubuk Resam are in poor condition and difficult to traverse, especially during the rainy season. This situation echoes the concept of physical barriers within tourism infrastructure as discussed by Inskeep (1991), which notes that even well-positioned tourism sites will not thrive if visitors cannot access them conveniently. The fact that only 107 vehicles visited in 2023 demonstrates the magnitude of this problem. Interviews reveal that both the village government and the tourism awareness group (Pokdarwis) are aware of these limitations but lack the financial and technical capacity to improve them. As one local leader stated, many interested visitors cancel once they learn about the road conditions, a fact that has discouraged community efforts to develop further tourism infrastructure.

The amenities available for tourists are also inadequate. The village has no formal lodging or dining facilities, and even the basic structures built using village funds—such as the changing rooms near the hot springs—are limited in comfort and maintenance. These shortcomings reflect what Buhalis (2000) categorizes as the failure of the “amenities” pillar, which is critical in converting natural interest into sustained tourist presence. Without clean restrooms, food options, or resting areas, tourists are less likely to stay longer or recommend the destination. Furthermore, the lack of waste management facilities poses environmental risks that, if unaddressed, may degrade the very resources tourism depends on.

Institutionally, the village has made some progress by establishing a Pokdarwis, but the group lacks guidance, training, and legal recognition. There is no village-level tourism master plan, nor is there integration with district-level tourism promotion strategies. The absence of digital presence also severely limits visibility. As one informant admitted, they have tried to post on Instagram, but “no one sees it,” illustrating a digital literacy gap that must be addressed. These weaknesses fall under the “ancillary services” category in Buhalis' model, where tourism success is heavily dependent on policy support, stakeholder collaboration, and external investment. While the village government has shown initiative by allocating part of its budget for minor improvements, larger-scale change will require coordinated intervention from higher authorities, NGOs, or academic institutions.

Nevertheless, community enthusiasm remains one of Lubuk Resam's most promising assets. Despite structural limitations, local stakeholders—including youth leaders, cultural performers, and informal site caretakers—show genuine willingness to engage in tourism development. This community commitment reflects the spirit of community-based tourism, where local participation and ownership are key to sustainable development. However, without external support to transform enthusiasm into capability, the tourism potential of Lubuk Resam may remain unrealized.

CONCLUSION

This study concludes that while Lubuk Resam Village possesses substantial natural and cultural resources that are suitable for tourism development, its current capacity to function as a sustainable tourism destination remains significantly limited. The four key components of tourism development proposed by Buhalis (2000)—attractions, accessibility, amenities, and ancillary services—are present in the village but are underdeveloped and disconnected from broader institutional support systems.

The attractions, including the Suban Hot Spring, Suma Melintang Waterfall, and Goa Kecil, have the potential to serve as flagship eco-tourism sites in the Seluma region. However, these attractions lack formal interpretation, structured tourism activities, and effective promotion, resulting in minimal visitor interest. Cultural elements such as traditional dances and local

folklore also remain underutilized, even though they represent a unique form of intangible heritage that could enhance tourist experience and village identity.

Accessibility remains the most urgent barrier. Poor road conditions and a lack of public transport infrastructure significantly reduce visitor access and directly affect tourist arrivals. Although the village has made small-scale improvements through its local budget, the scale of infrastructural intervention needed exceeds village-level capacity, requiring support from district or provincial governments.

The lack of basic amenities—including accommodation, dining facilities, clean sanitation, and waste management systems—discourages longer visitor stays and limits the economic benefits of tourism. Meanwhile, ancillary services such as policy frameworks, stakeholder collaboration, capacity-building programs, and digital promotion are either weak or non-existent.

Despite these challenges, the enthusiasm and commitment of the local community present a strong foundation for future development. Local actors have demonstrated an eagerness to engage in tourism and contribute to village progress, yet they require strategic guidance, technical training, and financial support.

In summary, Lubuk Resam's tourism development is constrained not by the absence of potential, but by a lack of integration, planning, and institutional support. A coordinated, multi-stakeholder approach involving government agencies, NGOs, academic institutions, and the private sector is essential to transform Lubuk Resam into a competitive and sustainable tourism village. If these conditions are met, the village can not only boost its local economy but also serve as a model for rural tourism development in Bengkulu Province.

LIMITATION

While this study provides valuable insights into the current state of tourism development in Lubuk Resam Village, it is important to acknowledge several limitations that may have influenced the depth and generalizability of the findings.

First, the research was conducted using a qualitative descriptive approach, which, by design, prioritizes depth over breadth. The number of informants—limited to five key and supporting individuals—means that the perspectives captured in this study may not fully represent the diversity of opinions within the broader village population. Voices from other relevant stakeholders such as district tourism officials, private tourism entrepreneurs, or external tourists were not included due to time and resource constraints.

Second, the study focused predominantly on internal village conditions—including physical infrastructure, community readiness, and local government initiatives—without conducting a comparative analysis with other tourism villages in Bengkulu or beyond. As such, the findings are contextual and site-specific, limiting their applicability to other rural areas with different socio-economic and geographic characteristics.

Third, seasonal factors were not fully explored. Data on tourism visits were collected only for one calendar year (2023), which may not reflect seasonal trends or long-term patterns. External influences such as regional events, weather conditions, or national tourism campaigns were not included in the analysis.

Fourth, due to the lack of digital or written documentation from village authorities, the study relied heavily on oral interviews and observational data, which may be subject to recall bias or personal interpretation. While triangulation efforts were made, the absence of structured tourism data made it difficult to validate certain claims or quantify impact reliably.

Despite these limitations, the study offers a meaningful contribution to understanding rural tourism dynamics and highlights key areas for policy attention and further research. Future studies could expand on these findings by incorporating longitudinal data, broader stakeholder involvement, and comparative frameworks.

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