

The Role of the Tourism Office in Supporting Tourism Villages to Boost Inland Tourism in North Lombok Regency

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Abstract

This study aims to examine in depth the role of the North Lombok Regency Tourism Office in encouraging and mentoring the development of tourism villages as a strategy for tourism destination diversification. This is done to address the unequal distribution of tourists, which has been mostly concentrated in coastal or marine tourism areas. This study uses a literature study method by utilizing library sources such as journals, books, and news relevant to tourism village development policies. The review results show that North Lombok has highly rich inland tourism potential, including natural and cultural tourism such as the Mount Rinjani area, various waterfalls, and traditional villages. In its development efforts, the Tourism Office acts as a facilitator and network leader through three main steps. First, collaborating with the private sector to encourage coastal tourists to visit the inland areas. Second, encouraging tourism product development and branding strategies to create a competitive destination identity. Third, strengthening the creative economy and MSMEs through the provision of supporting facilities and assistance in improving product quality. In conclusion, sustainable and integrated mentoring from the local government is crucial to equalize tourism distribution and improve the local community's economy.

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1. INTRODUCTION

The tourism sector plays a strategic role as a key driver of economic development, both at the national and regional levels. Travel has now become an integral part of the lives of individuals and communities alike. This need arises from the diverse benefits derived from tourism activities, such as channeling creativity, relieving work-related stress, seeking peace and relaxation after mentally and physically draining activities, fulfilling the desire to shop, learning about the historical and cultural heritage of a particular community, and maintaining health and enhancing spirituality (Guntur et al., 2023). These factors have also driven the development of tourism in various regions, which offer natural attractions ranging from beach tourism and marine tourism to inland tourism as their main draws.

Furthermore, the tourism sector is capable of creating employment opportunities, increasing local residents' income, and stimulating growth in related sectors. Tourism also contributes to poverty alleviation and equitable regional development through a community-based approach within the context of sustainable development (World Tourism Organization, 2023). One of the efforts undertaken to support the development of this tourism sector is through inland tourism assistance provided by local governments, which

positions village communities as the primary driving force in managing and developing tourist destinations in their respective areas.

A tourism village is a rural area with its own distinctive characteristics, attractions, and unique features that is well-managed and planned to attract tourists. The criteria for a tourism village include: 1) being connected to other tourist attractions that are widely known to the public; 2) having a cool or moderate climate; 3) having an adequate supply of labor, telecommunications, and accommodations; 4) ensuring safety in the well-known village; 5) The tourism village and its community strongly support the village and the tourists who visit; 6) the village has many attractive tourist attractions, such as local cuisine, legends, arts and culture, nature, and others; and 7) the village is very accessible, making it easy for tourists to use various modes of transportation (Fahira et al., 2022).

Tourism villages not only attract more visitors but also empower local communities through capacity building, business opportunities, and environmental and cultural preservation. This means that local communities must derive significant benefits from the development of tourism villages. Therefore, the development of tourism villages must be carried out by directly involving the community in tourism activities (Geogra & Gadjah, 2013; Ipteks & Issn, 2022). However, interest in inland tourism remains very low at present, as tourists are more drawn to well-known marine or coastal destinations that offer more beautiful and captivating attractions (Putra et al., 2023).

North Lombok Regency is a tourism area that has long been dominated by marine or beach tourism, particularly in the Gili Matra, Gili Trawangan, Gili Air, and Gili Meno areas, which have become international tourism icons. This situation indicates an imbalance in tourist distribution, with visitors still concentrated in coastal areas, resulting in the inland regions not yet being developed to their full potential as alternative tourist destinations (BPS Lombok Utara, 2023). However, there are still many inland tourist destinations that visitors can explore in North Lombok, as shown in the table below.

Table 1. List of mainland tourist destinations in North Lombok

No	Tourist Attraction	Entrance Fee
1	Mount Rinjani & Segara Anak Lake	IDR 150,000
2	Mount Rinjani National Park	Included in Rinjani ticket
3	Sendang Gile Waterfall	IDR 10,000
4	Tiu Kelep Waterfall	Included in Sendang Gile ticket
5	Kerta Gangga Waterfall	±IDR 10,000
6	Tiu Pupus Waterfall	±IDR 10,000
7	Tiu Teja (Rainbow) Waterfall	±IDR 10,000
8	Tiu Ngumbak Waterfall	±IDR 10,000
9	Tiu Saong Waterfall	±IDR 5,000
10	Tiu Sekeper Waterfall	±IDR 10,000
11	Selong Hill	±IDR 10,000
12	Pergasingan Hill	±IDR 10,000
13	Bayan Beleg Ancient Mosque	Free / donation
14	Senaru Traditional Village	±IDR 10,000
15	Gumantar Tourism Village	Free / donation
16	Prawira Village (Sokong Village)	Free
17	Bayan Tourism Village	Free / donation
18	Genggeling Tourism Village	Free
19	Senara Chocolate Village	±IDR 10,000
20	Kakong Water Spring	Free
21	Lombok Wild Life Park	±IDR 50,000

Data Source: Data Processing, 2026

Based on the data in the table presented, it is evident that non-marine tourist destinations in North Lombok Regency offer a wide variety of options ranging from nature tourism and waterfalls to cultural tourism that can be tailored to tourists' interests. Furthermore, the admission fees are relatively low and affordable, making it easier for tourists from all walks of life to enjoy the beauty of North Lombok's inland attractions. This situation indicates that inland tourism has the potential to serve as an attractive alternative that complements beach and marine tourism, while also promoting a more even distribution of tourist visits across various regions in North Lombok Regency.

However, in reality, there is an uneven distribution of visitors among tourist destinations in North Lombok. This poses a unique challenge, as the economic benefits received by communities on the mainland have not been distributed evenly or widely. In response to this situation, the North Lombok Tourism Office is working to provide guidance to tourism villages to enhance the appeal of inland tourism, particularly in the foothills of Mount Rinjani, which possess immense natural and cultural potential. This guidance covers institutional capacity building, tourism product development, and destination promotion. These efforts aim to balance the distribution of tourist visits so that they are not solely focused on or concentrated in coastal areas but are also spread to inland areas, thereby enabling the tourism office to promote equitable development of inland tourism (Rahmawati, Haryono, 2024). The development of tourism villages is considered crucial because it enhances the potential of natural and cultural resources and fosters active participation by the local community in strengthening the community's socioeconomic resilience and preserving environmental sustainability (Sutrisno & Haryanto, 2023).

Nevertheless, previous research has tended to focus more on the development of tourism villages from the perspective of overall economic potential and impact, and has not yet thoroughly examined the role of local governments in providing organized and sustainable support. Furthermore, there has been very little discussion of the issue of uneven tourist distribution between inland and coastal areas. This indicates a gap in the tourism literature, particularly regarding how governments contribute to the diversification of tourist destinations. Therefore, this study aims to conduct an in-depth examination of the role of local governments in promoting and supporting the development of inland tourism as a strategy for diversifying tourist destinations, specifically in addressing the uneven distribution of tourists in North Lombok Regency.

2. METHOD

This study employs a literature review method, utilizing various bibliographic sources such as scientific journals, books, news articles, official government reports, and other reliable sources that discuss policies and programs for the development of tourism villages and sustainable tourism. This method was chosen to gain a deep and comprehensive understanding of the phenomenon under study through a review of relevant literature, without the need to collect primary data directly in the field (Zed, 2014). The researcher reviewed several literature sources regarding the role of the Tourism Office in assisting tourism villages to boost inland tourism in North Lombok Regency. This review process involved identifying, collecting, reading, analyzing, and synthesizing various findings and concepts found in the relevant literature, thereby providing a comprehensive picture of the research topic under study.

A literature review is a type of research based solely on written works, including both published and unpublished research findings (Embun, 2012). This method was chosen because it provides a strong theoretical foundation and allows researchers to compare and connect various perspectives from different sources. A literature review is used to gain a

deeper understanding of the research subject (Pusparinda and Santoso, 2016). Consequently, the findings from this review can serve as a basis for analyzing and addressing the research questions in a systematic and in depth manner.

3. RESULTS AND DISCUSSION

North Lombok Regency is one of the regions on the island of Lombok, West Nusa Tenggara, which has developed into a widely recognized tourist destination both nationally and internationally, particularly thanks to the appeal of the Gili Islands. However, its tourism potential is not limited to marine tourism. The region also boasts natural beauty, culture, and local wisdom that make it a competitive tourism destination. In addition to its beautiful beaches, North Lombok also offers equally fascinating inland tourist destinations spread across various tourist villages, such as Mount Rinjani National Park, Mount Rinjani itself, and Lake Segara Anak, which can be reached via the route through Bayan Village. This area boasts a rich biodiversity of Lombok's endemic flora and fauna and offers the experience of climbing a 3,726 meters above sea level volcano the second-highest peak in Indonesia as well as views of the volcanically formed Segara Anak Lake, which presents breathtaking beauty.

Sendang Gile Waterfall and Tiu Kelep Waterfall are both located in Senaru Village, Bayan Subdistrict, within the Mount Rinjani area, which can be reached via 315 steps. Meanwhile, Tiu Kelep Waterfall soars 42 meters high with a natural pool below that's deep enough for swimming, and local legend has it that anyone who bathes there will look forever young. Kerta Gangga and Tiu Pupus Waterfalls, located in the hamlets of Kerta and Kerurak in Genggeling Village, Gangga Subdistrict, offer three interconnected waterfalls in a single area, about 42 km from Mataram City. These unique natural waterfalls feature water emerging from the crevices of tree roots. The atmosphere remains very pristine.

Tiu Teja (Rainbow) Waterfall in Santong Village, Kayangan District, is a pair of 40-meter-high waterfalls that create a rainbow effect when hit by sunlight. Tiu Ngumbak Waterfall in Gumantar Village features a round natural pool with water flowing like waves, while Tiu Saong Waterfall in Jenggala Village is perfect for swimming as it's surrounded by forest and fed by mountain springs. Tiu Sekeper Waterfall is the tallest in Lombok, standing at about 100 meters, and remains in a very natural state. Selong Hill in Bayan District is famous for its iconic views of terraced rice fields, while Pergasingan Hill in Sembalun is a favorite among hikers for enjoying the sunrise against the backdrop of Mount Rinjani.

Culturally speaking, the Ancient Bayan Beleq Mosque is the oldest mosque in Lombok, dating back to the 16th century; the traditional village of Senaru has preserved traditional Sasak houses since the 13th century; and the Gumantar Tourism Village still maintains traditional bamboo houses with thatched roofs. Prawira Village, Bayan Tourism Village, and Genggeling Tourism Village enrich the cultural heritage of North Lombok with authentic traditional customs and agrotourism. Senara Chocolate Village offers educational programs on chocolate processing, Kakong Spring provides a tranquil atmosphere and crystal-clear water, and Lombok Wildlife Park allows visitors to interact directly with various exotic animals. With so many land-based tourist destinations, the North Lombok Tourism Office plays a vital role in providing support such as:

1. The Role of the North Lombok Tourism Office in Supporting Tourism Villages

The Tourism Office plays a vital role in enhancing the appeal of local tourism, as it serves as the primary driving force in optimizing a region's tourism potential. It is responsible for promoting and developing the region's tourism potential, from planning marketing strategies to developing destinations so they can compete with other regions. The

Tourism Office can increase the number of local tourist attractions through various activities, such as promotions via digital and conventional media, the construction of supporting infrastructure such as road access and public facilities—and training for local tourism stakeholders to improve capacity and the quality of tourism services (Pasha Keren Hapukh, 2024). The Department of Tourism is responsible for promoting and developing the region's tourism potential, ranging from strategic marketing planning to destination development, so that it can compete with other regions.

This mentoring program emphasizes the importance of innovation by rural communities in packaging tourism products so that they have their own market value and uniqueness amid increasingly fierce competition among tourist destinations. Community creativity is the key to enhancing the appeal of inland tourism, whether through the development of new attractions, the creation of appealing tour packages, or the development of distinctive products that reflect local wisdom. These findings align with the latest destination governance theory by Gretzel, U., Reino, S., & Koo, (2020) which emphasizes that local governments serve as “network leaders”—that is, entities that connect and synergize various elements within the tourism ecosystem, ranging from community groups and business operators to other tourism organizations (Difinubun et al., 2025).

2. Collaboration with the Private Sector

The government and the private sector need to collaborate to create an ecosystem that supports the growth of the creative industries. This can be achieved by providing adequate infrastructure, improving access to financing, and implementing policies that ensure legal protection for creative entrepreneurs. Through this approach, the private sector can optimize its economic potential and creativity, while accelerating inclusive and sustainable economic development (Dedek Rakhilia, 2025). The role of the tourism agency in collaborating with the private sector is a key factor in promoting the development of tourism villages. This collaboration is essential due to the government's limited resources for managing and developing tourist destinations; therefore, private-sector involvement is crucial as a solution and strategy to support sustainable tourism development. To provide guidance to tourism villages and boost inland tourism, coordination and collaboration are carried out with various parties in the accommodation sector, who will be encouraged to serve as both partners and liaisons between tourists (I Nyoman Arto Suprpto, 2023).

In this regard, the North Lombok Tourism Office serves as a mediator and facilitator, fostering collaboration between the local government, tourism village communities, and the private sector including investors, tourism business operators, and tourism service providers. One form of this collaboration is a partnership with the Gili Hotel Association. This collaboration aims to connect tourists staying in the Gili Islands with mainland tourist destinations. Through this partnership, tourists are encouraged to extend their stays by visiting tourism villages, thereby generating broader economic benefits for the local community. This collaboration not only enhances the tourist experience but also provides an economic boost to the local community. The development of quality tourism infrastructure is also a key focus.

3. Tourism Product Development and Branding

The planning and development of a tourism village are inextricably linked to the products offered by that tourism destination. Tourism products consist of a range of services and goods consumed by tourists from the moment they leave their home, throughout their stay at the destination, until their return. Within the tourism sector, tourism products are a central component alongside tourists themselves. If a tourist destination has distinctive and appealing tourism products, tourists will come to visit, and the destination will gain

wider recognition among tourists if it offers well-defined tourism products. Well-defined tourism products also make it easier to determine the necessary human resources and can generate income for the local community. A proper tourism product is one designed for a clearly defined segment of tourists. The form of a tourism product is fundamentally tailored to the demands, needs, and characteristics of tourists (Octovia et al., 2023).

Every subdistrict in North Lombok has diverse and attractive tourism potential waiting to be developed, both in terms of natural and cultural resources. However, these tourism villages face a major challenge: their ability to package tourism products in a more appealing way, given that traditional marketing strategies alone are no longer sufficient to enhance competitiveness in the digital age (Sutanto et al., 2025). Local governments, particularly the Department of Tourism, provide guidance to promote branding strategies, specifically to attract domestic tourists, as seen in capacity-building programs for tourism awareness groups (Pokdarwis) in various ecotourism areas of North Lombok (Prajarini et al., 2023). This demonstrates efforts to diversify the tourism market to increase its wider recognition, thereby making it easier to market MSME products to both domestic and international tourists.

Branding is a well-structured and planned communication effort by managers to build and grow a brand; it also serves as a key indicator for implementing marketing strategies and avoiding commoditization by creating distinctive brands (Chhabra & Sharma, 2014; Majene, 2021). Every place or location can be given a name or branding with the aim of creating and communicating the identity of that location. Branding certainly plays a very important role, especially for consumers. According to Keller, the primary benefits of branding for consumers include product identification and serving as a tool for projecting one's self-image (Tjiptono, 2019; Majene, 2021). Tourism Branding in the Development of Tourist Attractions) In other words, the benefits and role of branding are nothing less than enhancing the image of the entity being branded by the branding organizers themselves.

4. Trengthening the Creative Economy and Micro, Small, and Medium Sized Enterprises (MSMEs)

The creative economy refers to economic activities that rely on creativity, innovation, and cultural values as their primary assets. According to Rodríguez-Insuasti, et.al (2022), the creative economy encompasses the production and distribution of goods and services based on ideas, culture, and knowledge, and plays a vital role in sustainable and inclusive economic development. In the context of nature-based tourism, the creative economy encompasses various fields such as crafts, local cuisine, cultural performances, and tour guiding services. If managed in a structured manner, the creative economy can strengthen a sustainable tourism ecosystem and empower local communities more effectively (Prayogi & Kartika, 2021; Kartika et al., 2025).

MSMEs and the creative economy are inseparable because MSMEs are now required to be more innovative and creative in developing their businesses. Leveraging technological advancements can help the creative economy reach a wider audience more quickly and enhance the public's technological literacy. The use of apps and downloadable information websites is crucial for launching goods and services. It is the responsibility of local governments to continue educating and engaging with the public so that opportunities in the creative economy can be realized as soon as possible (Wahyuningsih & Satriani, 2019).

In this regard, local governments play a crucial role in creating opportunities for MSME operators to compete in both national and global markets, while also encouraging innovation and motivating them to build competitive businesses in the fields of creativity and science (Damanik & Sabila, 2022). The North Lombok Tourism Office plays a role

in developing the mainland tourism sector through the creative economy and MSMEs. These efforts are realized through the provision of supporting facilities for creative economy actors and MSMEs; for example, the provision of facilities such as rest areas along strategic routes serves as a concrete step in supporting tourist activities. Additionally, MSME operators receive assistance in improving product quality, packaging, and market access, including integration with hotel networks in the Gili region.

4. CONCLUSION

Based on the results of the literature review and discussion, it can be concluded that the North Lombok Regency Tourism Office plays a crucial role as a facilitator and network leader in addressing the uneven distribution of tourists, which has long been concentrated in coastal areas. Although inland tourism in North Lombok possesses immense and diverse natural and cultural potential, its development requires structured intervention and guidance through village tourism programs. This mentoring role by the local government is effectively realized through three main pillars. First, building strategic collaborations with the private sector, such as hotel associations, to encourage coastal tourists to extend their stays by visiting inland areas. Second, providing guidance in the development of tourism products and appropriate branding strategies to strengthen the destination's competitiveness and identity. Third, strengthening the capacity of local creative economy actors and MSMEs by providing supporting facilities, improving product packaging quality, and opening up market access. Overall, this sustainable and collaborative support for tourism villages is key to achieving tourism diversification, which can ultimately even out the distribution of tourist visits and create equitable economic benefits for local communities in the inland areas of North Lombok Regency.

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