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## RESEARCH ARTICLE

Section: *Sociology and Community Development***Sustainable tourism village development model in five tourist villages in super priority destinations in Indonesia**Rezka Aida Patriasti Seja Purnama Ningsih<sup>1</sup>, I Nyoman Sunarta<sup>1</sup>, I Wayan Suardana<sup>1</sup> & I Nyoman Sukma Arida<sup>1</sup><sup>1</sup>Udayana University, Indonesia\*Correspondence: [rezkaaidapatriastisejapurnaman@gmail.com](mailto:rezkaaidapatriastisejapurnaman@gmail.com)**ABSTRACT**

The development of Super Priority Destinations (DSP) is a form of embodiment of the National Tourism Development Master Plan (RIPPARNAS) for 2010 - 2025. During the COVID-19 pandemic, President Jokowi directed the Ministry of Tourism and Creative Economy to focus on developing 5 DSPs first, consisting of Tourism Villages in Lake Toba (North Sumatra), Borobudur (Central Java), Mandalika (West Nusa Tenggara), Labuan Bajo (East Nusa Tenggara), and Likupang (North Sulawesi). The development of 5 DSPs was carried out as a pilot project in the tourism village development program, which the village believes is the spearhead of development, so that one of the indicators of development success is realized from the prosperity of residents in the village. The development of tourist villages is carried out continuously. This study aims to determine the advantages and weaknesses of the sustainable tourism village development program in 5 advanced tourism villages in DSP in Indonesia by providing input on the appropriate model to be applied to these 5 destinations. The program is carried out by the government to attract tourists to visit, so that it can increase the number of tourists. The research method used in this study is qualitative. The data collection techniques that will be used are observation, interviews, documentation studies, and triangulation. The data analysis technique that will be used is NVIVO 12 Plus software. The technique for presenting the results of data analysis to be used is the Miles and Huberman model. The results of the study show that the best model of the five tourist villages in Super Priority Destinations in Indonesia is Waerebo Tourism Village, located in Labuan Bajo (East Nusa Tenggara). Therefore, every manager of a developed tourism village in DSP needs to improve its development model in order to increase the number of achievements based on the Sustainable Development Goals (SDGs). Waerebo Tourism Village needs to maintain the quality of service that involves the local community, so that tourists who have visited can visit again and invite colleagues and even relatives to visit. The Meat Tourism Village needs to be improved because tourists are crowded only during festivals and International Events. Sade Tourism Village needs to provide traditional house homestays so that tourists who come to visit have a longer time to enjoy the uniqueness of the village. Wanurejo Tourism Village needs to increase collaboration in tourism development in the 9 hamlets that are included in the village area. Baho Ecotourism Village needs to carry out continuous promotions to attract tourists to visit.

**KEYWORDS:** tourism village, tourism village development, sustainable tourism, super priority destination, sustainable development goals

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## 1. Introduction

The development of Super Priority Destinations (DSP) is a form of embodiment of the National Tourism Development Master Plan (RIPPARNAS) for 2010 - 2025, which is regulated in Government Regulation (PP) No. 50 of 2011. During the implementation of the development of 10 priority tourist destinations in Indonesia, based on President Jokowi's instructions in the midst of the Covid 19 Pandemic, it was focused on only developing 5 Super Priority Destinations first through the development of tourist villages, which the village believes to be the spearhead of development so that one of the indicators of development success is realized from the prosperity of residents in the village. Based on data from the Ministry of Tourism and Creative Economy of the Republic of Indonesia, the author chose 5 tourist villages in 5 Super Priority Destinations that have been quite long (more than 6 months), are in the advanced tourism village stage, and are featured in the village stage. The five tourism villages are Meat Tourism Village, Toba Samosir in DSP Lake Toba (North Sumatra), Wanurejo Tourism Village, Magelang in DSP Borobudur (Central Java), Sade Tourism Village, Central Lombok in DSP Mandalika (West Nusa Tenggara), Waerebo Tourism Village, Manggarai in DSP Labuan Bajo (East Nusa Tenggara), and Bahoi Ecotourism Village, West Likupang in DSP Likupang (North Sulawesi)

### Problem Formulation

1. How is the development of sustainable tourism villages in super priority destinations in Indonesia?
2. What is the role model for the development of sustainable tourism villages in super priority destinations in Indonesia?

## 2. Theoretical Foundations

### Tourism Village Development

According to Maharani et al. (2019), supported by Inskeep (1991), Sastrayuda (2010), Suwantoro (2004), and Siahaan (2007), Chiliya (2009), and Kartajaya (2010), the development of tourism villages consists of 3 parts, namely tourism development components (3A), industrial human resources (SDMI), and promotion and marketing (BAS).

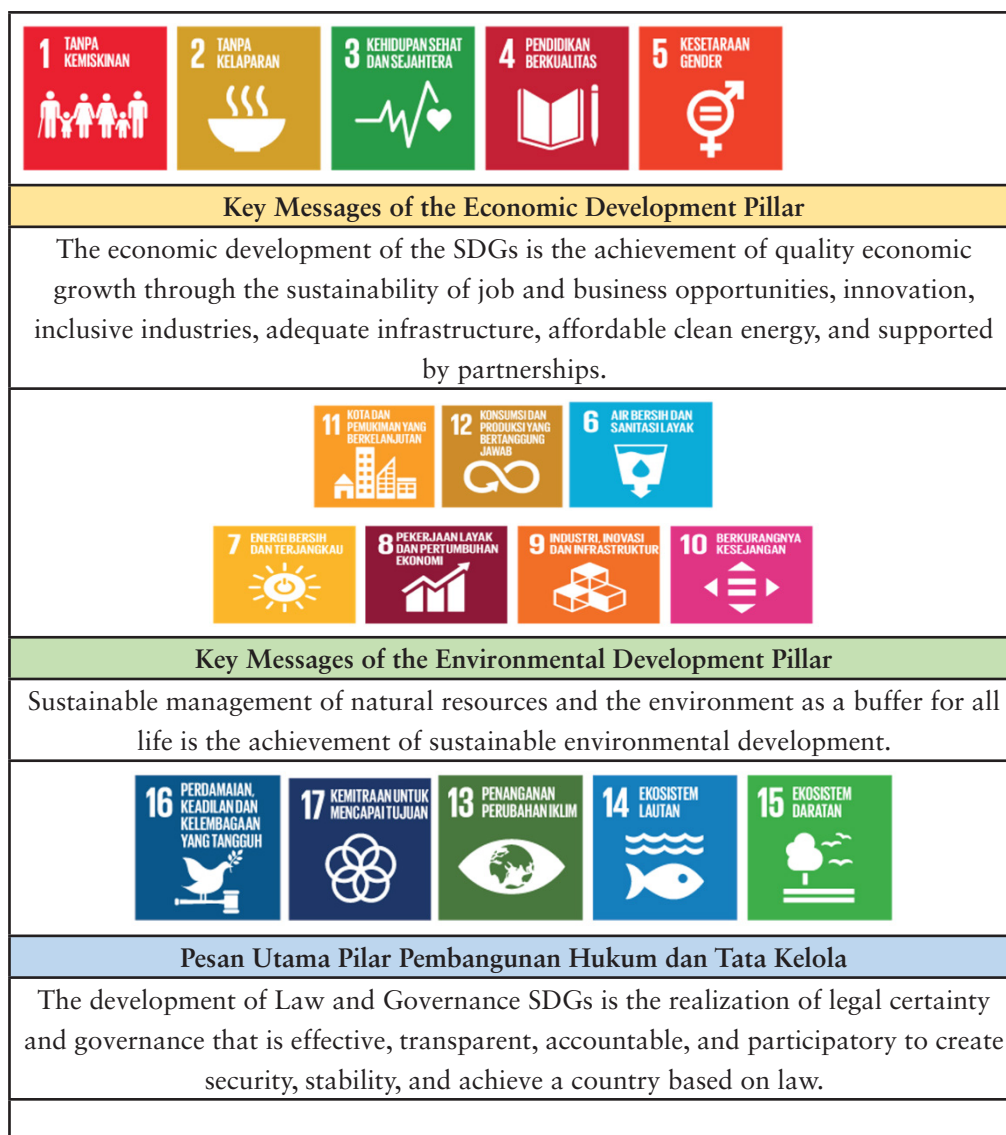
### Sustainable Tourism Development

According to Muller (Pitana, 2005) and Maharani (2019), sustainable tourism development must meet 3 conditions, namely community, economy, and environment.

### Sustainable Development Goals

In order to ensure the sustainability of sustainable tourism, the development of tourism villages should be aligned with the implementation goals in the 2030 Sustainable Development Goals (SDGs) agenda, which is a global agreement and declared by 193 countries of the United Nations (UN) in September 2015. Indonesia is one of the UN members that has a high commitment to implement and achieve the SDGs 2030 through the Ministry of National Development Planning (PPN)/National Development Planning Agency (Bappenas) which has coordinated the alignment of 17 goals based on the 4 Development Pillars and is accommodated in the National Medium-Term Development Plan (RPJMN) 2015-2019 and RPJMN 2020-2024. An overview of the SDGs that have coordinated the alignment of 17 goals based on the 4 Development Pillars, as shown in Picture 1. SDGs based on the Development Pillar.

Key Messages of the Sustainable Development Goals (SDGs)
Improving the quality of human life, the environment, and the sustainable welfare of the Indonesian nation without leaving a single one behind
Key Messages of the Social Development Pillars
Social development SDGs are the achievement of the fulfillment of basic human rights that are of quality in a fair and equal manner to improve the welfare of all people.



Picture 1. SDGs based on the Development Pillar  
Sources: SDGs Bappenas, 2019

### 3. Results

Based on the results of observations and interviews in 5 (five) tourist villages in Super Priority Destinations, which are compiled in the form of transcripts, and then imported into NVivo 12 software, to display the text visually, namely using the Word Frequency Query feature. This feature helps writers display the frequency of interesting and informative words in a Word Cloud. Based on the search results with this feature, the collection of words that most often appear in the data displayed in the image is obtained as follows.

#### a. Meet Tourism Village, Toba Samosir



Picture 2. Word Cloud Regarding Sustainable Tourism Village Development at the Meat Tourism Village  
Source: Author's Processed Data, October 2024

b. Wanurejo Tourism Village, Magelang



Picture 3. Word Cloud Regarding Sustainable Tourism Village Development at Wanurejo Tourism Village  
Source: Author's Processed Data, October 2024

c. Sade Tourism Village, Middle Lombok



Picture 4. Word Cloud Regarding Sustainable Tourism Village Development in Sade Tourism Village  
Source: Author's Processed Data, October 2024

d. Warebo Tourism Village, Mangarai



Picture 5. Word Cloud Regarding Sustainable Tourism Village Development in Waerebo Tourism Village  
Source: Author's Processed Data, October 2024

e. Baho Ecotourism Village, West Likupang



Picture 6. Word Cloud Regarding Sustainable Tourism Village Development at Baho Ecotourism Village  
Source: Author's Processed Data, October 2024

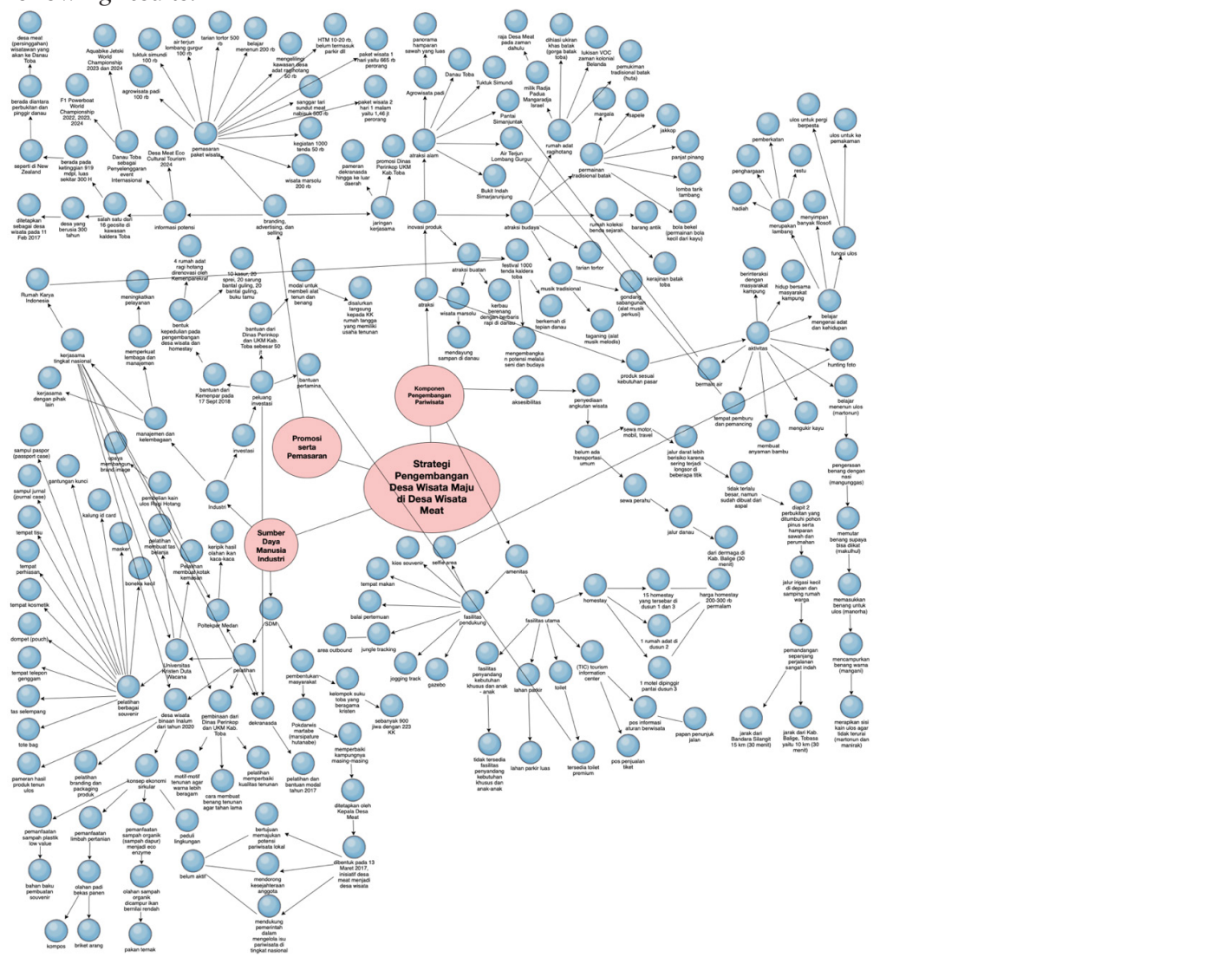


Based on 5 (five) images of *word clouds* of sustainable tourism villages in advanced tourism villages that are featured in Super Priority Destinations in Indonesia, it can be seen that in the Meat Tourism Village, the word tourism dominated the conversation of participants with a frequency of 2.33% of all data, followed by the word festival (0.78%), house (0.72%), and lake (0.65%). In Wanurejo Tourism Village, the word tourism dominated the conversation of participants with a frequency of 3.63% of all data, followed by the word wanurejo (1.68%), community (1.12%), and training (1.12%). In Sade Tourism Village, the word tourism dominated the conversation of participants with a frequency of 1.74% of the total data, followed by the word house (1.63%), community (1.31%), and sasak (0.59%). In Waerebo Tourism Village, the word waerebo dominated the conversation of participants with a frequency of 2.63% of all data, followed by community (1.71%), local (0.97%), and indecon (0.92%). In the Bahoi Ecotourism Village, the word community dominated the conversation of participants with a frequency of 2.01% of the total data, followed by the word tourism (1.65%), bahoi (1.60%), and *mangrove* (0.96%).

*The role model* of sustainable tourism village development in Super Priority Destinations in Indonesia is an example that other tourism villages around Super Priority Destinations can follow. In order to understand the sustainable tourism village development model in 5 (five) advanced tourism villages in super priority destinations in Indonesia, it is necessary to make a *project map*. A *project map* is an analysis map based on *the results of coding, cases*, and various data sources that displays the flow of the data process and presents the relationships of each data point. *The project map* on 5 (five) tourist villages from each Super Priority Destination in Indonesia is as follows.

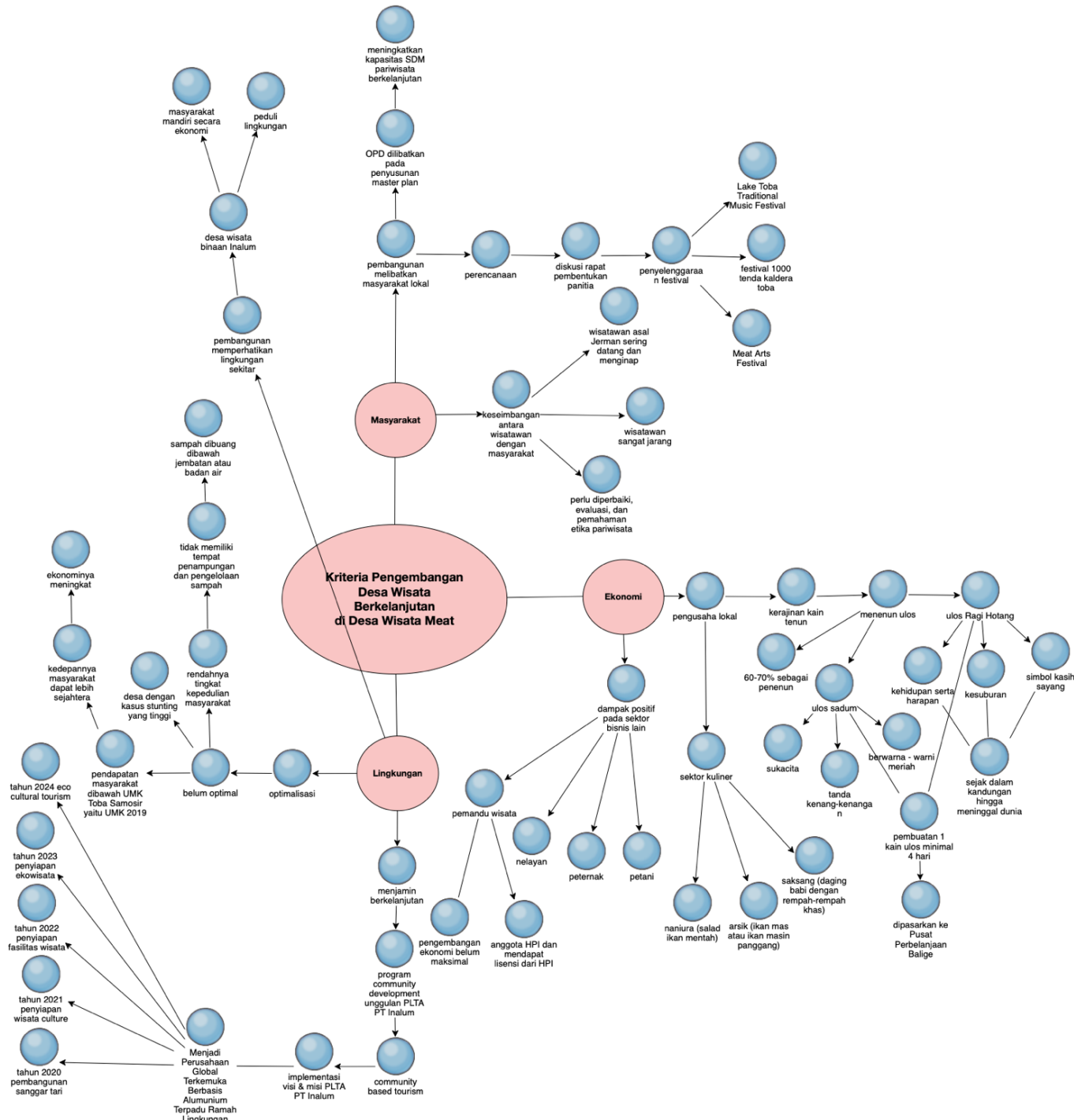
#### a. Meat Tourism Village, Toba Samosir

Based on the results of *coding, cases*, and various data sources regarding the strategy and criteria for the development of advanced tourism villages in the Meat Tourism Village, a *project map* was made with the following results.



Picture 7. Development Strategy of Advanced Tourism Villages in Meat Tourism Villages

Source: Author's Processed Data, October 2024

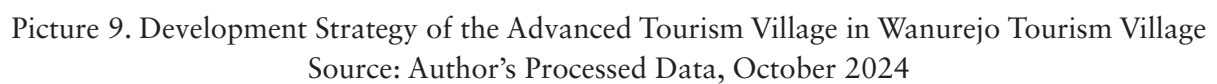


Picture 8. Criteria for the Development of Sustainable Tourism Villages in Meat Tourism Villages

Source: Author's Processed Data, October 2024

#### b. Wanurejo Tourism Village, Magelang

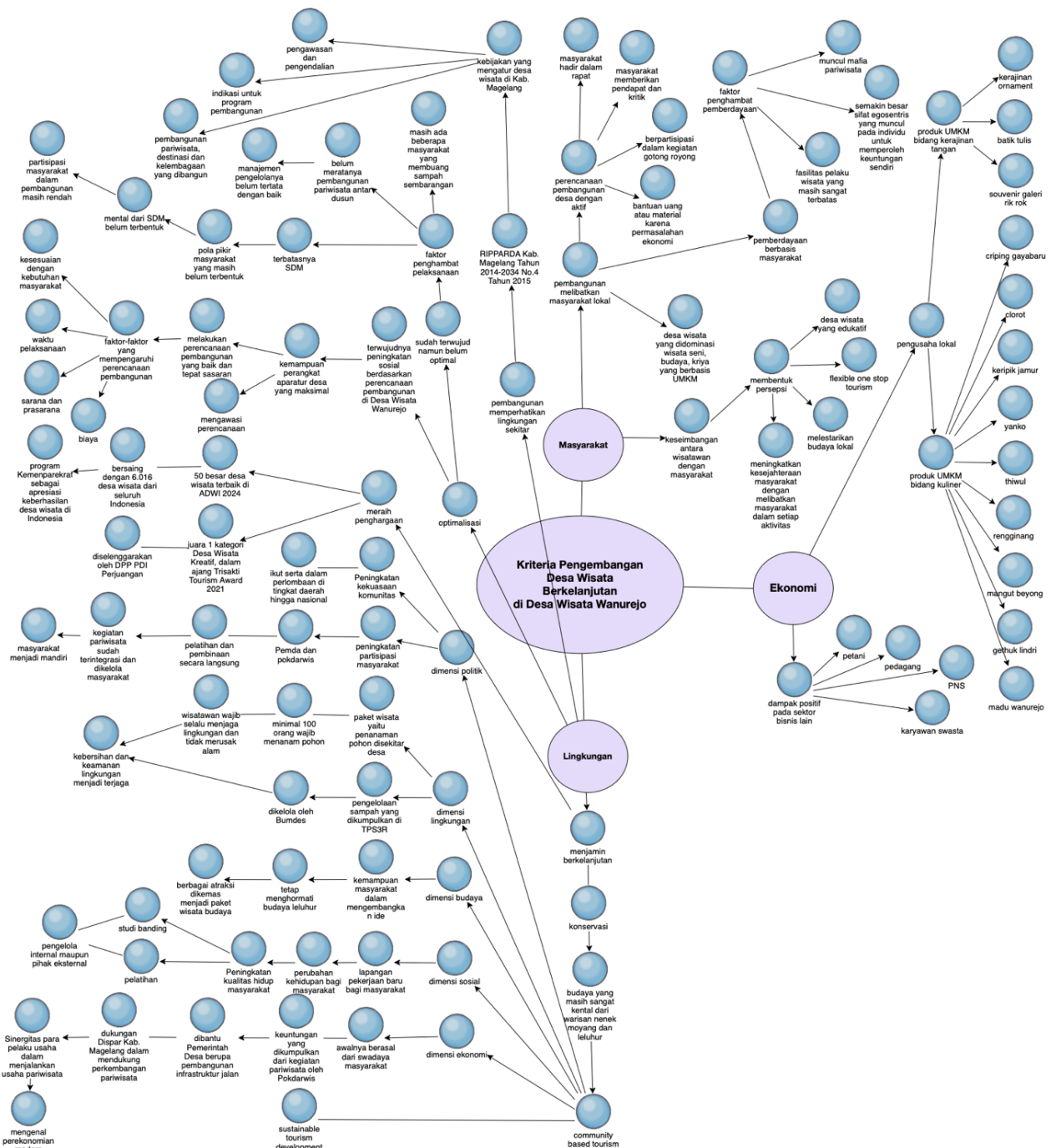
Based on the results of *coding*, *cases*, and various data sources regarding the development strategy of advanced tourism villages in Wanurejo Tourism Village, it was made into a *project map* with the following results.











Picture 11. Criteria for the Development of Sustainable Tourism Villages in Wanurejo Tourism Village  
Source: Author's Processed Data, October 2024

### c. Sade Tourism Village, Middle Lombok

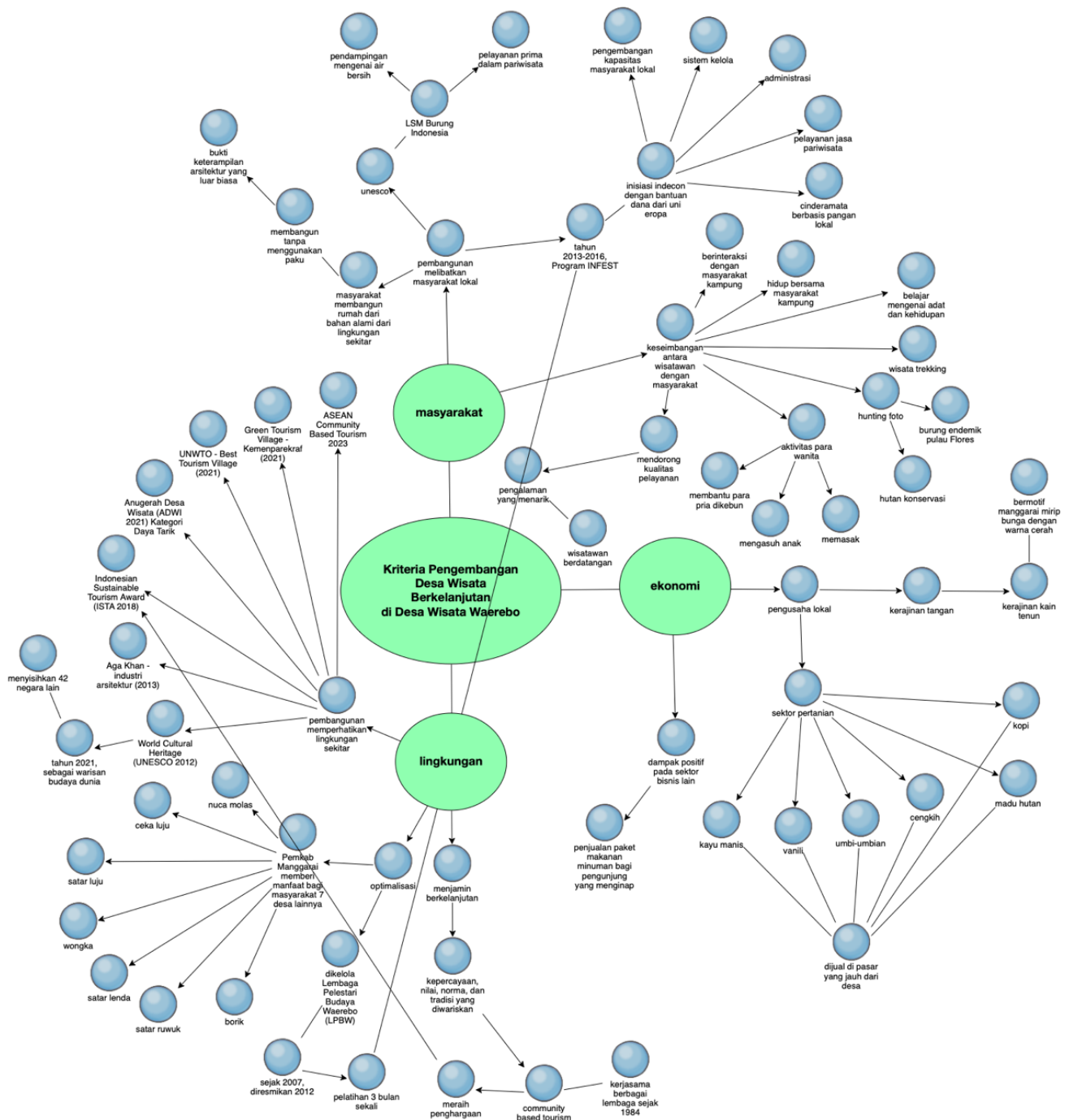
Based on the results of coding, cases, and various data sources regarding the development strategy of advanced tourism villages in Sade Tourism Village, it was made into a project map with the following results.









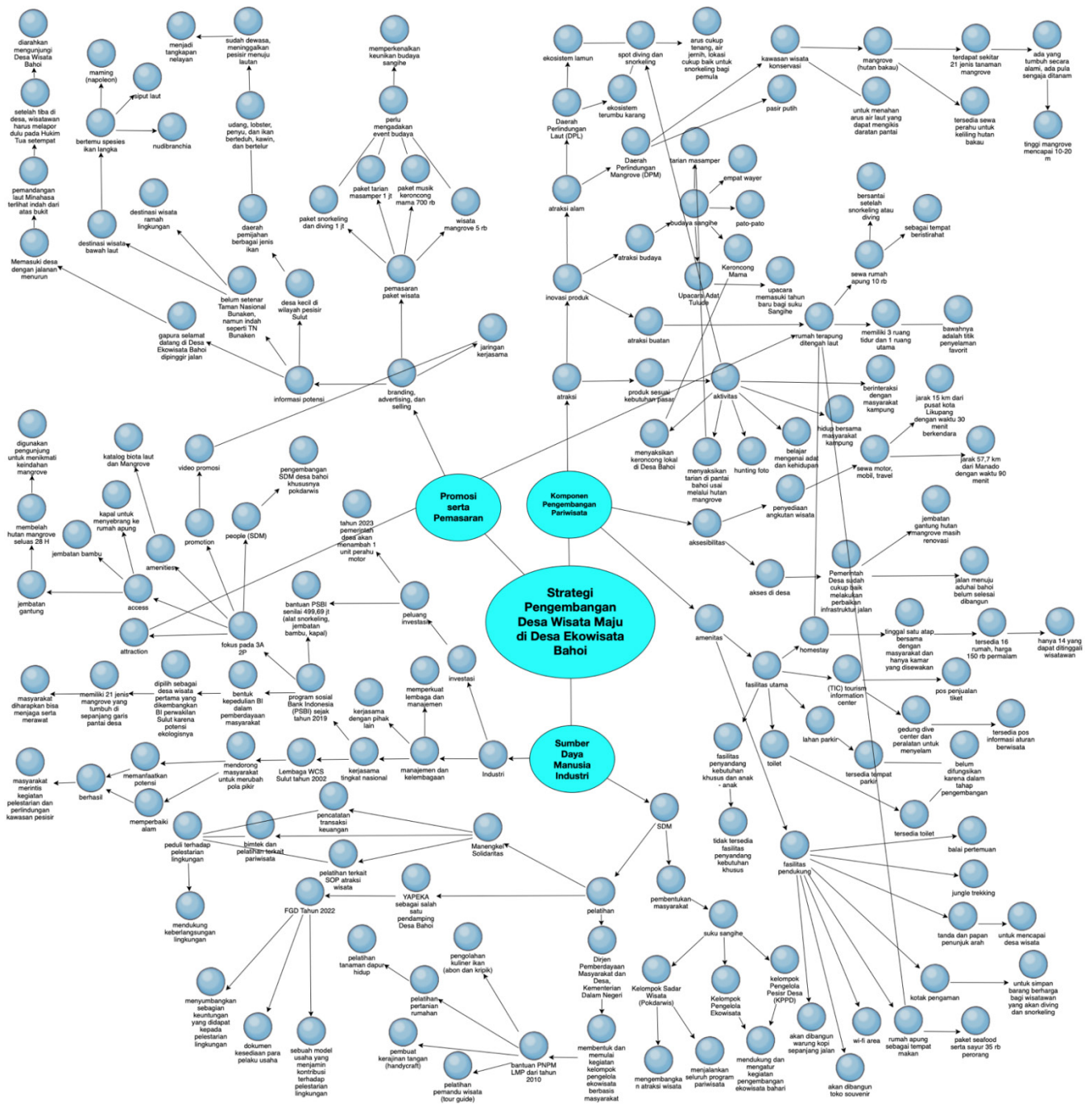


Picture 15. Criteria for Sustainable Tourism Village Development in Waerebo Tourism Village

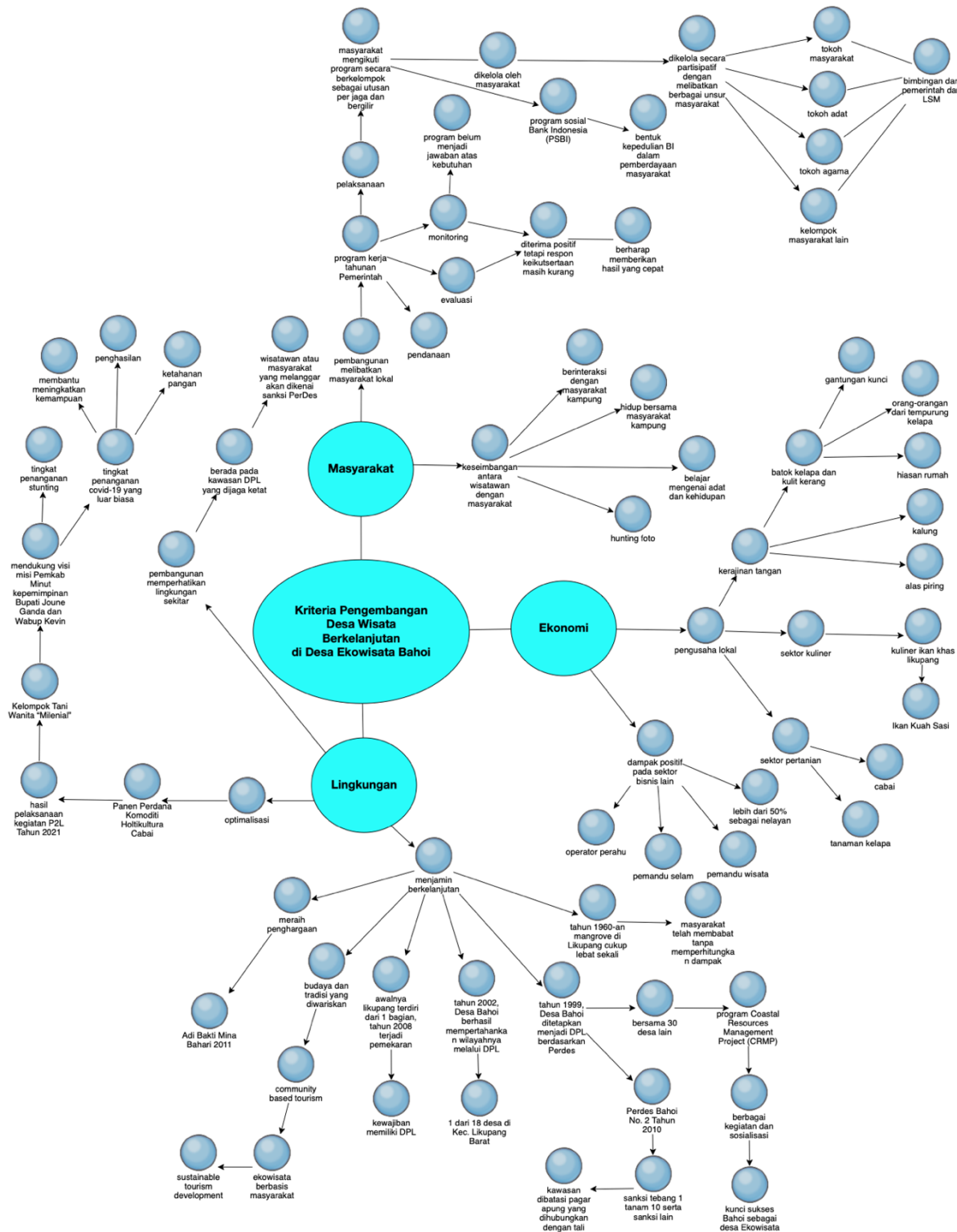
Source: Author's Processed Data, October 2024

#### e. Bahoi Ecotourism Village, West Likupang

Based on the results of coding, cases, and various data sources regarding the development strategy of advanced tourism villages in Bahoi Ecotourism Village, it was made into a project map with the following results.



Picture 16. Development Strategy of the Advanced Tourism Village in the Bahoi Ecotourism Village  
Source: Author's Processed Data, October 2024



Picture 17. Criteria for the Development of Sustainable Tourism Villages in Bahoi Ecotourism Village  
Source: Author's Processed Data, October 2024

Based on the *Project Map images* of 5 (five) tourist villages in Super Priority Destinations in Indonesia, it can be seen that the tourism village development model is a regional development concept that makes the village a tourist destination. A good tourism village development model must be based on the tourism village development strategy and sustainable tourism village criteria.

#### 4. Discussion

The five tourist villages in super priority destinations in Indonesia have their own ways to develop sustainable tourism villages. This statement is in accordance with what was expressed by Dewi (2013) that Tourism Village

Development is a process that emphasizes ways to develop or advance tourism villages by paying attention to the capabilities and acceptance levels of the local community that will be developed into tourist villages. *The sustainable* tourism village development model in Super Priority Destinations in Indonesia needs to apply the concept of regional development that has the advantages of the tourist village compared to tourist villages in general, so that the village is able to become a tourist destination. Based on the identity of the 5 (five) tourist villages in Super Priority Destinations in Indonesia, it can be known that each of these tourist villages has its own advantages and disadvantages. In order to become a *role model* for tourist villages, namely as an example that other villages can follow, it is necessary to improve its weaknesses and increase the uniqueness that is the advantage of the tourist village. Comparative development of sustainable tourism villages in advanced tourism villages based on SDGs and RPJMN 2020-2024, as shown in Table 1. Comparative Development of Sustainable Tourism Villages in Advanced Tourism Villages based on Sustainable Development Goals.

**Table 1.**  
**Comparative Development of Sustainable Tourism Villages in Advanced Tourism Villages**  
**based on Sustainable Development Goals**

Devel- opment Pillars	RPJMN 2020-2024		No	Sustainable Development Goals	Deswita Meat	Deswita Wanurejo	Deswita Sade	Deswita Waerebo	Deswita Bahoi
Pillars of Social Develop- ment	Quality and Com- petitive Human Resources	Regional Develop- ment for Equity	1	Without poverty	Achieved	Achieved	Not yet	Achieved	Achieved
			2	Without hunger	Achieved	Achieved	Achieved	Achieved	Achieved
			3	Healthy and prosperous life	Enough	Achieved	Enough	Achieved	Achieved
		Charac- ter of the Nation	4	Quality edu- cation	Enough	Enough	Enough	Enough	Enough
			5	Gender equality	Not yet	Achieved	Not yet	Not yet	Sudah
Pillars of Economic Develop- ment	Infrastructure for Economic Devel- opment and Basic Services 9		7	Clean and affordable energy	Achieved	Achieved	Enough	Achieved	Achieved
			Industry, innovation, and infrastructure	Achieved	Achieved	Enough	Achieved	Achieved	
	Economic Resilience for Quality Growth 17		8	Decent work and economic growth	Enough	Achieved	Enough	Achieved	Achieved
			Partnerships to achieve goals	Achieved	Achieved	Enough	Achieved	Enough	
	Regional Develop- ment for Equity		10	Reducing the gap	Achieved	Achieved	Not yet	Achieved	Achieved



Pillars of Environmental Development	Infrastructure for Economic Development and Basic Services	6	Clean water and proper sanitation	Achieved	Achieved	Enough	Achieved	Achieved
	Environment and Disaster Resilience	11	Sustainable cities and settlements	Achieved	Achieved	Achieved	Achieved	Achieved
	12	Responsible consumption and production	Achieved	Achieved	Achieved	Achieved	Achieved	
	13							
	14							
	15							
Pillars of Legal Development and Governance	Political, legal, defence, security, and Public Service Transformation	16	Peace, justice, and resilient institutions	Enough	Enough	Enough	Achieved	Enough
The number of SDGs that have been achieved				12	13	6	15	14
The number of SDGs that have been achieved				4	4	8	1	3
The number of SDGs that have not been achieved				1	0	3	1	0

Information :

Not yet = not achieved. Enough = enough achieved. Achieved = Achieved

*The best model* of the five tourism villages in Super Priority Destinations in Indonesia is Waerebo Tourism Village, because based on the achievements of Sustainable Tourism Village Development in Waerebo Tourism Village, 15 out of 17 Sustainable Development Goals (SDGs) have been achieved. This statement is in accordance with what was expressed by Maharani (2019) that the development of tourist villages needs to be community-based, economic, and environmental, and in line with the Sustainable *Development Goals* (SDGs) of 2030. Based on the pillars of development that have all been achieved, namely the pillars of economic development (100%), the pillars of environmental development (100%), and the pillars of legal and governance development (100%). The development pillar that has been almost entirely achieved is in the social development pillar (70%). So it can be seen that the Sustainable Tourism Village Development in Waerebo Tourism Village has prioritized the pillars of economic development, the pillar of environmental development, and the pillar of legal and governance development. It is hoped that other development pillars, consisting of social development pillars, can be achieved gradually.

In the Bahoi Ecotourism Village, 14 Sustainable Development Goals have been achieved. Based on the development pillar that has been fully achieved, namely the environmental development pillar (100%). The pillars of development that have been almost entirely achieved are the pillars of social development (90%) and the pillars of economic development (80%). The development pillar that has been achieved is in the pillar of legal development and governance (50%). So it can be seen that the Sustainable Tourism Village Development in Bahoi Ecotourism Village has prioritized the pillar of environmental development, followed by the pillar of social development and the pillar of economic development, and it is hoped that other pillars of development, namely the pillar of legal development and governance, can be achieved gradually. In Wanurejo Tourism Village, 13 Sustainable Development Goals have been achieved. Based on the development pillar that has been fully achieved, namely the economic development pillar (100%). The pillars of development that have been almost entirely achieved are in the social development pillar (90%) and the environmental development pillar (83.5%). The development pillar that has been achieved is in the pillar of legal development and governance (50%).

So it can be known that the Sustainable Tourism Village Development in Wanurejo Tourism Village has prioritized the pillar of economic development, followed by the pillar of social development and the pillar of environmental development, and it is hoped that other pillars of development, namely the pillar of legal development and governance, can be achieved gradually. In the Meat Tourism Village, 12 Sustainable Development Goals have been achieved. Based on the development pillar that has been fully achieved, namely the environmental development pillar (100%). The pillar of development that has been almost entirely achieved is in the pillar of economic development (90%). The pillars of development that have been achieved are in the pillars of social development (60%) and the pillars of legal and governance development (50%). So it can be known that the Sustainable Tourism Village Development in Meat Tourism Village has prioritized the pillar of environmental development, followed by the pillar of economic development, and it is hoped that other development pillars, consisting of the pillar of social development and the pillar of legal and governance development, can be achieved gradually. In Sade Tourism Village, 6 Sustainable Development Goals have been achieved. Based on the development pillar that has been almost entirely achieved, namely in the environmental development pillar (91.8%). The pillars of development that have been quite achieved are the pillars of legal and governance development (50%), the pillars of social development (40%), and the pillars of economic development (40%). So it can be seen that the Sustainable Tourism Village Development in Sade Tourism Village has prioritized the pillar of environmental development, and it is hoped that other development pillars, consisting of the pillars of legal and governance development, the pillar of social development, and the pillar of economic development, can be achieved gradually.

Waerebo Tourism Village has unique traditional houses, such as Meat Tourism Village and Sade Tourism Village. However, because Waerebo Tourism Village is located at an altitude of 1,200 meters above sea level and there is no transportation to reach the center of the tourist village, tourists who are interested in visiting need to trek on foot for 3-4 hours. Meanwhile, in the Meat Tourism Village and the Sade Tourism Village, you can use a motorized vehicle to reach the center of the tourist village. Waerebo Tourism Village develops sustainable tourism through the assistance of local communities with the support and cooperation of Indecon. Tourists who visit need to stay for one night, so that they can enjoy life in the countryside with the village community. Desa Wisata Meat carries out sustainable tourism development by holding a community-based festival in the residential area of the Ragihotang Traditional House, namely on the shores of Lake Toba, in addition to being the organizer of 2 *International Events*, namely *the F1 Powerboat World Championship* in 2023 and 2024, and *the Aquabike Jetski World Championship* in 2023 and 2024. Sade Tourism Village develops sustainable tourism based on local culture, namely the tradition of the Sasak Tribe's traditional house, whose floor is cleaned with buffalo or cow dung so that it does not crack, dust, and the floor is smoother. Besides that, it is useful as an insect repellent and wards off mystical attacks.

Wanurejo Tourism Village and Baho Ecotourism Village have different uniqueness. Wanurejo Tourism Village is a tourist village that develops sustainable tourism through various trainings to the community in cooperation with partners, which has a slogan and motto "*palugada and always be ready*" which means that everything needed by tourists can be enjoyed in Wanurejo Tourism Village and will be served with excellent service and even with totality. Baho Ecotourism Village is a tourism village that develops sustainable tourism based on community empowerment, namely the development of Sea Surface Areas (DPL) and *Mangrove Surface Areas* (DPM).

## 5. Conclusions and Suggestions

### Conclusion

Based on *the world cloud* regarding the development of sustainable tourism villages in Super Priority Destinations in Indonesia, it can be seen that in the Meat Tourism Village, sustainable tourism development is carried out by holding a community-based festival in the residential area of the Ragihotang Traditional House, namely on the shores of Lake Toba. In Wanurejo Tourism Village, sustainable tourism development is carried out through various trainings to the community with the cooperation of partners. In Sade Tourism Village, sustainable tourism development is carried out based on local culture, namely the tradition of traditional houses in the Sasak Tribe community. In Waerebo Tourism Village, sustainable tourism development is carried out through the assistance of local communities with the support and cooperation of Indecon. In the Baho Ecotourism Village,

sustainable tourism development is carried out based on community empowerment, namely the development of *mangrove ecotourism*.

*The best model* of the five tourism villages in Super Priority Destinations in Indonesia is Waerebo Tourism Village, because, based on the achievements of Sustainable Tourism Village Development in Waerebo Tourism Village, 15 out of 17 Sustainable Development Goals (SDGs) have been achieved. In the Baho Ecotourism Village, 14 Sustainable Development Goals have been achieved. In Wanurejo Tourism Village, 13 Sustainable Development Goals have been achieved. In the Meat Tourism Village, 12 Sustainable Development Goals have been achieved. In Sade Tourism Village, 6 Sustainable Development Goals have been achieved. Waerebo Tourism Village has a sustainable tourism development model through assistance from the local community. Baho Ecotourism Village has a sustainable tourism development model based on community empowerment, namely the development of Sea Surface Areas (DPL) and *Mangrove Surface Areas* (DPM). Wanurejo Tourism Village has a sustainable tourism development model through various trainings to the community because it has a slogan and motto, "*palugada and always be ready*". Desa Wisata Meat has a sustainable tourism development model by holding community-based festivals and organizing *International Events*. Sade Tourism Village has a sustainable tourism development model based on local culture, namely the tradition of the Sasak Tribe's traditional house, whose floor is cleaned with buffalo or cow dung.

### Suggestion

Based on *the world cloud* regarding the development of sustainable tourism villages in Super Priority Destinations in Meat Tourism Village, it needs to be improved, because tourists are crowded to visit only when there are activities. Wanurejo Tourism Village needs to increase various trainings for people in 9 hamlets that are included in the village area, so that community representatives can receive the training obtained from each hamlet. In Sade Tourism Village, it is necessary to increase promotion regarding the uniqueness of the local culture of the Sasak Tribe. In Waerebo Tourism Village, it is necessary to assist so that the community is independent and able to carry out tourism development without dependence on partners. In the Baho Ecotourism Village, it is necessary to improve and maintain the development of mangrove ecotourism, which is an area of the *Mangrove Protection Area* (DPM).

Five advanced tourism villages in Super Priority Destinations, each of which already has a sustainable tourism village development model. However, not all development models implemented are able to achieve all *Sustainable Development Goals* (SDGs). Therefore, every manager of advanced tourism villages in Super Priority Destinations needs to improve their development model in order to increase the number of achievements based on the Sustainable Development Goals (SDGs). Waerebo Tourism Village needs to maintain the quality of service that involves the local community, so that tourists who have visited can visit again and invite colleagues and even relatives to visit. The Meat Tourism Village needs to be improved because tourists are crowded only during festivals and *International Events*. Sade Tourism Village needs to provide *traditional house homestays* so that tourists who come to visit have a longer time to enjoy the uniqueness of the village. Wanurejo Tourism Village needs to increase collaboration in tourism development in the 9 hamlets that are included in the village area. Baho Ecotourism Village needs to carry out continuous promotions to attract tourists to visit.

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