



Samar Village Towards Tourism Village: Identification Of Stakeholder Influence In Village Tourism Development

Moh. Pebrianto^{1,*} Yayuk Yulianti² Asihing Kustati³
^{1,2,3}*Universitas Brawijayat, Malang East Java 34384, Indonesia*
mohpebrianto@student.ub.ac.id

Abstract. Samar Village has been the pioneer in village tourism development since 2019. This village also aspires to become a tourist village, facilitating tourists to understand the practice of Islam in the community. Essentially, Samar Village was developed to support the central government program led by the Ministry of Tourism and Creative Economy, aiming to increase the community's economic growth. Therefore, this study seeks to investigate the strategic framework for Samar Village tourism development. This village offers hilly topography, which substantially has the potential for various tourist experiences. However, thus far, this village mainly promotes citrus agro-tourism and has been running consistently. Meanwhile, ideally, a tourist village should offer more than one tourist attraction. Therefore, this study identifies the characteristics of Samar Village tourism, the influencing factors for its sustainability, and the final stage for a sustainable tourism village strategy. In specific, we focus on identifying stakeholders for rural tourism village development. For that purpose, we adopted qualitative methods. Meanwhile, the primary data was collected using interview techniques. The data obtained through interviews were processed to identify the role of stakeholders and formulate recommendations for the initial village tourism development using the penta-helix synergy model. The data analysis revealed a notable absence of multi-stakeholders in Samar village tourism development. Presently, the sole stakeholder effectively managing and nurturing the development of tourism in Samar village tourism is BUMDES. Nonetheless, the ideal approach to establishing an ecotourism village necessitates the participation of five primary components, namely government, entrepreneurs, community, academics, and mass media. This finding becomes the central obstacle in village tourism development. Therefore, we also formulate that the adoption of this model will catalyze discernible transformations in the progression of Samar Village tourism, particularly in structural composition or the engagement of tourism management entities. Once the village management structure is established and operational, subsequent research endeavours can focus on formulating tourism management strategies and promotional campaigns to enhance the visitor numbers and enhance the overall tourism experience.

Keywords: Ecotourism, Tourism Village, Stakeholder, Samar Village, Tourism Strategy.

1. Introduction

Tourism revenues have grown very rapidly in countries in ASIA since 2017[1]. Countries in ASIA are making various efforts to develop tourism because tourism growth has a significant impact on the country's GDP. Previous research results show that increasing tourism productivity has a positive impact on economic growth with a ratio of 1% economic productivity growth producing 0.9% of GDP [2]. Likewise in Indonesia, based on data from the Indonesian Statistics Agency, from 2016 to 2019 the country's foreign exchange in the tourism sector continues to experience growth. However, in 2020 foreign exchange earnings from the tourism sector in Indonesia experienced a drastic decline due to the Covid-19 pandemic.

Table 1. Amount of Foreign Exchange in the Tourism Sector in Indonesia[3]

Amount of Foreign Exchange in the Tourism Sector in Indonesia (Billion US\$)					
2016	2017	2018	2019	2020	2021
11,21	13,14	16,43	16,91	3,31	0,54

The existence of Covid since 2020 has resulted in pandemics occurring in various countries in the world, including countries in Asia. Covid 19 has had a major impact on various areas of life in the world community, including tourism which has caused a country's economy to decline [4]. Therefore, after the pandemic was over, the Indonesian government carried out various programs to support the revival of the country's economy through tourism. One form of tourism development program is developing tourist villages. The development of tourist villages is one form of accelerating integrated village development. The existence of village tourism is expected to encourage social, cultural and economic transformation of villages [5].

Tourism villages are primarily developed to improve the local community's economic prosperity. Ideally, a tourist village integrates excellent attractions, accommodations, and facilities designed and presented in alignment with the area's particular traditions [6]. A tourism village commonly presents two critical components. First, accommodation that serves as a place to live for residents and units that develop from the concept of a place for residents. Secondly, it encompasses attractions that expose the entirety of daily life within the community and enable active engagement and interaction with tourists. These attractions can take various forms, such as structured courses like batik making and nature-based activities like Samar Village's orange picking agro-edutourism. Additionally, attractions can also manifest in the form of festival hosting, community cleaning events, and other activities [7]. In addition, five components characterize a tourism village, including 1) involving the tourist in the development of tourist destinations; 2) offering an authentic tourism experience; 3) facilitating participatory, interactive, and formal learning;

4) avoiding mass tourism practices; and 5) maintaining strong and intimate ties with the local communities. Samar Village has demonstrated alignment with those components. However, it necessitates enhancement, particularly in the aspect of community participation and tourism knowledge. In addition, several village initiatives are still in the development stage, thereby, enhancement and re-map of its tourism strategy is essential for optimal and sustainable development.

Samar Village is one of the pilot tourism villages in Tulungagung Regency, which is still in need of proper development and management. Initially, it was developed as rural tourism, which emphasizes promoting nature conservation through different types of attractions, such as citrus agro-education, donut boats (river tubing), educational tours for cow milking, rafting, and other natural tourism. It also has potential human resources that bolster the development of tourist destinations in the village. Given the importance of diversifying tourist attractions within a tourist area, it becomes imperative to conduct an analytical mapping of the prevailing and prospective tourist objects, assessing their characteristics and potential for development. Besides, this analysis also facilitates tourism development alignment with the Sustainable Tourism developed by the United Nations World Tourism Organization (UNWTO). The principles based on UNWTO encompass crucial aspects, such as the people, planet, prosperity, peace, and partnership [8]. This ensures the tourism industry's growth is not only environmentally sustainable but also contributes significantly to rapid economic development. This is particularly crucial as tourism can serve as a viable option to meet developmental needs grounded in socioeconomic considerations[9]. Unfortunately, the initial interview and observation indicate four central problems in the Samar village tourism development, including 1) limited operational costs, 2) lack of human resources participation in the tourism village development, 3) lack of public knowledge of sustainable tourism, and 4) poor accessibility of tourism facilities.

Based on these findings, it is necessary to develop a comprehensive tourism development strategy for Samar Village. The development of this strategy serves as a pivotal step in supporting the Samar Village as an excellent tourism site, thereby enhancing the economic well-being of its community. Besides, to ensure the sustainability of this program, it is essential to adopt the principles of ecotourism. Ecotourism is the concept of sustainable tourism development that offers substantial economic benefits. The process of mapping out a tourism village strategy, in alignment with ecotourism principles, comprises several crucial steps. One of the initial steps is to consider the involved stakeholders in developing tourist villages. Therefore, before further mapping the tourism village development strategy, this study aims to find and identify the patterns and roles of stakeholders involved in the development of the Samar Village tourism village. The identification of these stakeholders will further facilitate the formulation of an appropriate strategy for developing the Samar Village tourism village following sustainability principles.

2. Methods

This research adopted qualitative methods for identifying the right strategy for Samar Village tourism following the principles of sustainability. Samar Village is in a hilly area with a total area of 238.30 hectares of rice fields and 412.75 hectares of forestry. The diverse topography of Samar Village holds the potential to accommodate a wide range of tourism activities, including citrus agro-tourism, donut boats (river tubing), educational tours for cow milking, rafting, and other nature tourism. However, to date, only citrus agro-tourism has been running consistently.

However, developing a tourist village necessitates more than just one consistently operational tour. Therefore, this study comprehensively assesses the characteristics of tourism in Samar Village, the factors that exert influence on the sustainability of tourism in the village, and formulate a sustainable tourism village development strategy. However, this study primarily focuses on identifying stakeholders in developing rural tourism. In identifying stakeholder roles and formulating a strategy for village tourism initial development, the penta-helix synergy model in ecotourism was performed, adapted from research [10]–[12].

3. Results and Discussions

Samar Village is one of the villages with natural and artificial potential for tourist attractions. This village has been committed to developing village tourism since 2019. Samar Village has strategically planned the development of two distinct types of tourism. The first is focused particularly on nature tourism and ecotourism, manifested in the river tubing and white-water rafting. Its second focus is on educational tourism, which includes citrus agro-education and educational tourism for cow's milk. In its initial development, significant progress has been observed, with increasing visitor engagement in tourism activities and active participation from the local village community. However, COVID-19 presents tremendous effects on Samar Village tourism, reducing the number of visits and community participation. Even nowadays, village tourism is only regulated by a limited member of the community. This situation is regrettable, especially considering the government's nationwide push for tourism development following the post-COVID-19 normalization. Tourism development is being intensified because Indonesia has earned foreign exchange of US\$43 billion throughout 2020. Besides, Indonesia is also positioned in the top 10 countries with the fastest global tourism growth (Wulandari & Ghonni, 2021). Therefore, the Indonesian government is actively pursuing this opportunity to promote Indonesia's tourism development. Consequently, to restore economic growth through tourism, the most fundamental governmental unit, namely the village, must lend its support and initiate improvement efforts. Currently, Samar Village is restoring and enhancing its

village tourism, with the hopeful prospect that this development will contribute to the economic resurgence of the local community.

In addition, the recent tourism development is oriented toward sustainable tourism development. This aligns with the government's Cleanliness, Health, Safety, and Environmental Sustainability (CHSE) program, designed to prepare the tourism and economic sectors to adhere to the principles of cleanliness, health, safety, and environmental sustainability in every activity. This principle is in line with the principles of sustainable tourism, which emphasizes the usage of natural and human resources in the long term [13], [14]. Sustainable tourism emerges in response to the detrimental effects of unchecked tourism growth and development on a global scale [8]. Mass tourism is characterized by inadequate planning and lack of control, as it only focuses on the economic sector, thus, causing hurting resources and socio-cultural resources. Therefore, the concept of sustainability in the tourism sector emerged as a corrective measure.

The concept of sustainable tourism was first introduced in the sector of international law through the "World Environmental Protection Strategy" in 1980 [15]. This concept is closely correlated to sustainable development, which seeks to preserve the community's natural, social, economic, and cultural environment. Therefore, sustainable tourism also prioritizes tourism development, focusing on preserving the community's biological, social, economic, and cultural background [16], [17]. The overarching objective is to ensure that the benefit of tourism is accessible for the present and future generations. Sustainable development carries three main principles, namely economic development, natural environment, and socio-cultural development. Further, UNWTO develops those aspects into five principles of balanced tourism development. First, people, in this principle, tourism development should prioritize the well-being and empowerment of the individuals and community; 2) planet, the tourism development must aim for preserving the planet or the earth; 3) prosperity, the tourism development should strive to enhance the welfare of humanity, characterized by the fulfilment of their daily life needs and progress of life, in harmony with the nature preservation; 4) peace, this tourism development must uphold justice, peace, and inclusiveness in society, 5) partnership, this principle requires tourism development to focus on strengthening solidarity and collaboration globally [18]. The application of sustainability principles, as described above, hinges on the collaborative efforts of various stakeholders involved in the development of tourist villages. These stakeholders can encompass members of the local village community, governmental bodies, non-governmental organizations, and even tourists[11]. Management of village tourism by these stakeholders carries an essential role in determining the success of ecotourism practices. As reported by, stakeholders influence the success of ecotourism application and its sustainability. Accordingly, proper tourism management following sustainability principles results in the smooth implementation of ecotourism, and long-term sustainability. Therefore, this study aims to identify stakeholders in Samar Village, while the findings are described in the following.

Current stakeholder involvement in Samar Village ecotourism development

As reported in numerous types of literature, the application of ecotourism in several regions is related to the challenge of dealing with multiple stakeholders who possess diverse goals and interests [8], [12], [19]. Interestingly, this study yielded strikingly different results, as it revealed the absence of multiple stakeholders in Samar Village's tourist community. This difference presents a challenge and a weakness in tourism development in Samar Village [10], [20], [21]et al. (2019) demonstrates that ecotourism development necessitates the involvement of at least five key parties, including government, companies, communities, media, and educational institutions. In Samar Village, the only identified permanent stakeholder is the village government, which is acknowledged as BUMDES. Regrettably, our obtained data identify no other stakeholders who exert a significant influence on the decision-making processes and contribute substantially to the recovery and development of village tourism aside from the village government. The absence of multi- stakeholders hinders the optimization and active management of tourism in Samar Village, as BUMDES is also tasked with various problems in the village other than those related to village tourism. Besides, there is only a limited number of BUMDES members who are involved in tourism development. The BUMDES members only consist of the chairman, secretary, treasurer, and sub-business coordinator, as illustrated in Figure 1. This situation leads to the need for more maintenance of facilities and a lack of tourism managers. Despite the institutional component being a crucial element in tourism activities, institutions can only run with stakeholders and actors directly engaging in this program. However, in Samar Village, these ideal conditions are yet to be realized.

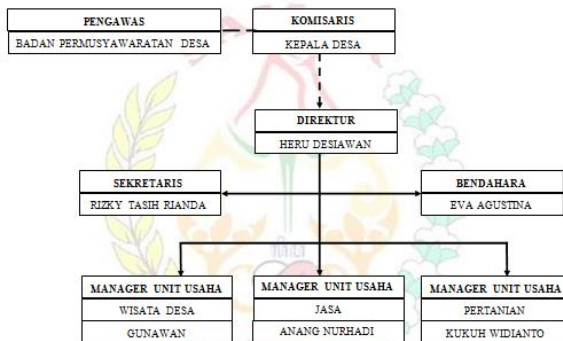


Fig 1. Organizational Structure of BUMDES in Samar Village, Pagerwojo District, Tulungagung Regency

Source: Samar Village Government Documents

The absence of other stakeholders also identifies that there needs to be a collaboration with other parties that can develop village tourism rapidly. Meanwhile, based on data obtained in the field before COVID-19, the implementation and management of Samar village tourism was assisted by the community and Pokdarwis. Organizing tours at that time reaped satisfactory results, where there were always many tourists who attended. However, after COVID-19, the community's involvement in managing tourism decreased until early 2021, the Samar Village Pokdarwis was disbanded. As a result, the management and development of village tourism are currently only handled by the village government under the auspices of BUMDES. The visible impact of the loss of involvement of other stakeholders (community and Pokdarwis) is in the ineffective management and low growth of village tourism. The imbalance in tourist visits has been observed, specifically before and after COVID-19, with a notable decrease in tourist activity compared to the pre-pandemic era. In addition, management that is only carried out by BUMDES results in less-than-optimal tourism management. The key impediment to BUMDES effective village tourism management lies in the absence of financial remuneration for its members in this role. Consequently, BUMDES members are constrained to function as part-time village tourism managers. BUMDES members must share their time with other jobs to meet the economic needs of their families.

"From our management, there are also many who work; there should be one who focuses on full bundles for one day, but this is not there. From myself, I want to focus on or work at Bumdes; I am sorry, what will my wife and children eat? The same goes for other administrators; even if the secretary is true, it has been vacuumed, it has never been active every time there is an invitation, and it cannot be either. The chairperson also becomes the secretary" (Informant Heru Desiawan, 2023)

Based on the data analysis results, the Village Government has sought various collaborations, but the collaboration mainly focuses on factors other than developing village tourism. One of the collaborations was with LMDH (a forest village community organization) belonging to the PERHUTANI (State Forestry Public Company) Service. The collaboration is in the form of maintenance of clenching honey. The collaboration is in the form of training for several selected government members. This dissemination is essential to inspire community engagement in tourism development activities and the village's economic endeavours. Consequently, one of the identified contributing factors to the low level of community involvement is the inadequate extent of socialization efforts by the village government.

Design of sustainable ecotourism stakeholder cooperation framework

Generally, the management of Samar Village tourism is still centered on the decisions of the village head. The village head is observed as the only stakeholder regulating all aspects relevant to tourism activities. The Pokdarwis, which should be a supportive community for tourism, disbanded in January 2021. Therefore, a small village tourism management

structure must be formed to ensure that village tourism is more centralized and not distracted by other matters. The objective of this structural adjustment is to prevent village tourism from being overlooked due to the village head's extensive responsibilities in overall village development. While the village head remains the central figure accountable for village tourism, the newly formed structure will exclusively concentrate on advancing and enhancing the quality of village tourism. This approach aims to foster the growth of village tourism, aligning with village aspirations and the community's welfare. In addition, cooperation or collaboration with other stakeholders is required. In this case, the researcher refers to the design of the development of a stakeholder collaboration framework in ecotourism management, adapting the methodology [10], [20], [21].

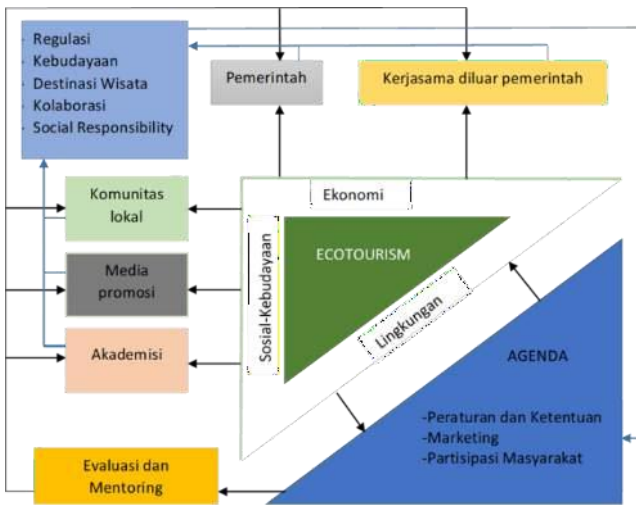


Fig 2. The ecotourism development model based on stakeholder engagement.

Figure 2 illustrates the need for collaboration among at least five key components in the development of ecotourism. The first component is the village government. However, the concept of government extends beyond just local governmental bodies as state entities [21]. In this broader context, government stakeholders encompass all institutions or business entities that operate under the government's management, including state-owned enterprises (BUMN). Therefore, Samar Village can initiate the planning of tourism programs by collaborating with other government agencies or business entities to boost the development of village tourism. This collaboration is crucial as relying solely on village government funds for tourism development may result in slow progress, especially considering that as of 2023, Samar Village has yet to establish a dedicated budget for village tourism development. That limited fund further positions tourism sustainability at risk. Consequently, villages have the option to submit proposals to business entities or

institutions operating under different government umbrella auspices, such as BUMN, Indonesian State Forest Company, the Ministry of Tourism, or others.

In addition, another strategic stage for tourism development involves collaborating with institutions or business entities outside the government. The village government can submit tourism development to private companies, such as for their Corporate Social Responsibility (CSR) program. CSR is a society empowerment model from companies. From a sociological perspective, CSR serves as a means for companies to gain legitimacy and fulfil the expectations in society [22]. In Indonesia, a CSR program is obligatory as stipulated in Law No. 25 of 2007 concerning Investment (Disemadi & Prananingtyas, 2020). Therefore, if the Samar Village government can leverage this opportunity effectively, it has the potential to expedite the development of the tourist village with assistance from CSR initiatives.

The third step is engaging the local community stakeholders or communities. The third strategy emphasizes bottom-up development, while the previous two strategies were top-to-bottom. The village tourism development involving the local community is an appropriate model, but it demands more substantial work because the involvement of the community or local community, independently or voluntarily, can be intricate. This complexity is evident in the context of Samar Village, where there exists significant untapped potential for increased community participation in tourism development.

The possible initial solution from the village government is the resuscitation of Pokdarwis' activities. Through the revitalization of Pokdarwis, people will feel responsible for tourism development, thereby, encouraging them to participate in effective and efficient tourism development and management. Their participation may encompass the implementation of regular socialization activities and the organization of interactive discussions involving Pokdarwis representatives from other regions. Through these activities, a valuable transfer of knowledge and experience concerning tourism development will transpire, facilitating their practical application within the context of Samar Village.

The subsequent step includes the utilization of promotional media. In the current digital era, cost-effective and easily accessible promotional channels such as Instagram, TikTok, and YouTube have gained widespread prevalence. These social media platforms offer distinct considerations and advantages, particularly in their extensive user base and their high accessibility to tourists from diverse regions. Besides, social media also offers algorithm-based searching marketing, which has been widely favoured by the public, especially millennials, as it offers quick information searching through images, videos, and review sentences incorporated in the comments column. The research conducted by Wong, et al [23], [24] described that social media has become an inseparable component of human life, as it is evident that nearly all individuals are actively engaged with social media platforms. Therefore, leveraging social media as a promotional medium presents a viable alternative

for raising awareness about Samar Village tourism among a broader audience, thus, increasing its number of visitors.

The final step involves collaboration with academics or educational institutions. Academic stakeholders can provide valuable strategies and evaluate the execution of tourism development initiatives. This collaboration is facilitated by the Tri Dharma Principle implemented in Indonesia's higher education, which promotes three essential aspects, including community service. This collaboration can take on diverse forms, including KKN (Community Service Program), KPL (Community Partnership Program), or other empowerment programs. Through successful partnerships, the government can propose that universities allocate students for the community devoted to the Samar village tourism development.

4. Conclusions

Samar Village has extraordinary tourism potential, especially in its natural potential, primarily attributed to its hilly topography. Currently, Samar Village is engaged in the process of rejuvenating and enhancing its village tourism. However, village tourism development tends to stagnate and even decline. Our data analysis identifies the absence of multi-stakeholders in tourism development in Samar village. The only stakeholder that sustainably manages and develops Samar village tourism is its BUMDES. Meanwhile, ideally, ecotourism village development should entail the active participation of five primary components, which encompass government, entrepreneurs, community, academics, and mass media. The analysis results suggest that only one stakeholder identified to be actively engaged in the village tourism development presents a substantial impediment to its developmental progress.

In addition, our data indicated that the most fundamental obstacle is the shortage of tourism managers. The small number of BUMDES members, coupled with the necessity of providing wages for their involvement in tourism management, has resulted in some members being unable to actively participate due to their primary work commitments. Besides, our data analysis also suggested that the village government has attempted to collaborate, but the collaboration has yet to focus on the field of tourism village development. Moreover, the provision of training from an agency outside the government was often limited to select officials, with the acquired knowledge and skills not being effectively disseminated to the broader village community. Consequently, the community continuously presents low motivation to participate in tourism development.

For those issues, a comprehensive approach based on the penta-helix synergy model in ecotourism development is highly recommended. Through the penta-helix synergy strategy, villages can collaborate with various potential stakeholders outside the village

government. This cooperation allows the greater involvement of agents and funds in village management. Besides, by fostering cooperative partnerships through this model, transformative changes can be anticipated in the development of village tourism, particularly in the structural sector and the engagement of tourism management entities. Once the village has established an excellent management structure, tourism management can be carried out consistently with the help of various stakeholders. Subsequent research can be carried out specifically on the exploration of tourism management implementation and promotional strategies to enhance the number of tourists.

Authors' Contributions

Moh. Pebrianto: project design, main conceptual idea, evidence outline, data collection, article preparation, and data analysis. Prof. Yayuk Yulianti & Asihing Kustanti: preparing technical details, data analysis, and template adjustments. All authors discussed the results and commented script.

Acknowledgments

We would like to express our most sincere gratitude toward the Government of Samar Village, Pagerwojo District, Tulungagung Regency, for their valuable insights and collaboration research in Samar Village.

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