

The Contribution of Pancasari Tourism Village to Sustainable Rural Economic Development

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ABSTRACT

PURPOSE - This study examines the contribution of tourism villages to achieving sustainable rural economic development, the strategies used to strengthen this contribution, the challenges encountered, and the roles of stakeholders in supporting sustainable outcomes.

METHODOLOGY - A descriptive qualitative approach was applied in Pancasari Tourism Village, Sukasada Subdistrict, Buleleng Regency. The village was selected for three reasons. First, Pancasari is officially designated as a tourism village under the Buleleng Regent's Decree No. 430/239/HK/2022. Second, Sukasada Subdistrict recorded the lowest Village Development Index (IDM) in Buleleng Regency based on 2023 data from the Ministry of Villages and Rural Development. Third, among ten tourism villages in Sukasada Subdistrict, Pancasari has the highest IDM score and the largest number of tourist attractions. Participants included village government officials, such as the village head, village secretary, directors of village-owned enterprises, and community representatives managing tourism sites. Data were collected through interviews and documentation.

FINDING - The findings indicate that Pancasari Tourism Village achieved a contribution score of 0.32 toward sustainable rural economic development, categorized as low. Improvement efforts include organizing poverty assistance data, facilitating microenterprise access to capital through Bank Rakyat Indonesia, and encouraging women's participation. Key stakeholders include village governments, local communities, and village-based financial institutions supporting local development.

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INTRODUCTION

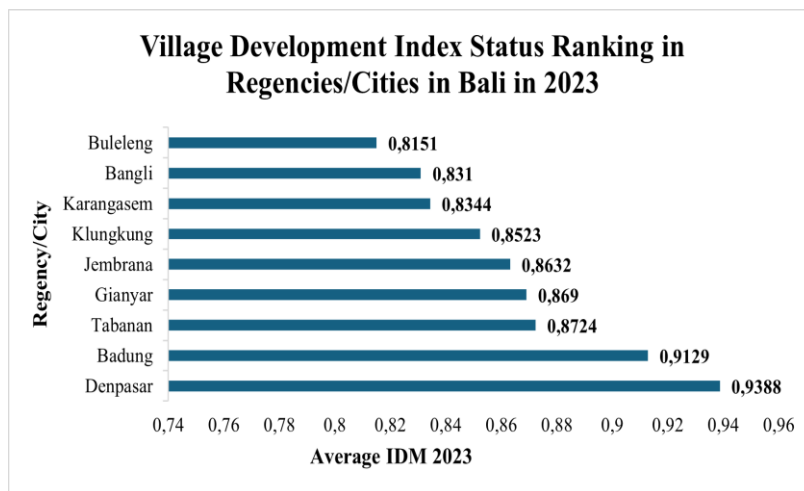
Sustainable Development has become an interesting topic to observe since the establishment of the SDGs agenda, as a development agenda for countries in the world. The Indonesian government is one of the countries that pays serious attention to the achievement of SDGs, even establishing SDGs at the village level, abbreviated as SDGs Village. One of the goals

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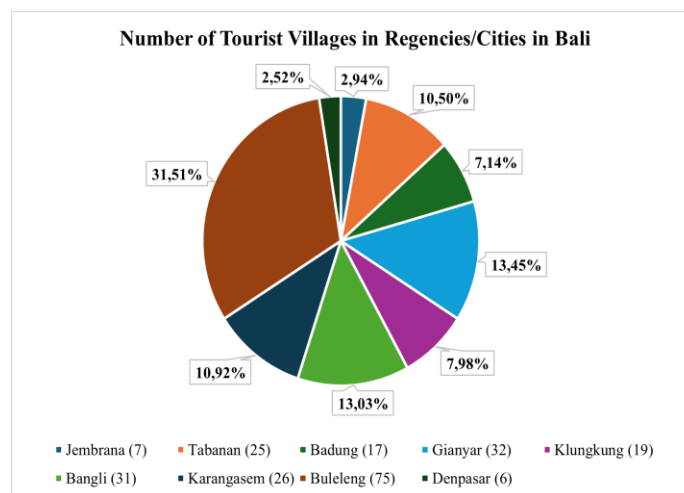
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of the Village SDGs is to improve the status of villages to realize Independent Villages. Bali Province, which consists of 9 Regencies/Cities, referring to data from the Director General of Village and Rural Development of the Ministry of Villages, Disadvantaged Regions and Transmigration in 2023, shows that the status of the Village Development Index (IDM), only Buleleng Regency has not been able to achieve Independent Village status and still has the status of a developed village. Data from the Tourism Office shows that Buleleng Regency has the largest number of tourist villages compared to other Regencies/Cities. Ironically, data on the percentage of poor people by regency/city in Bali, which is sourced from the results of a socio-economic survey, the percentage of poor people in Buleleng Regency is ranked second. The third fact above is presented in Figure 1, 2 and 3.



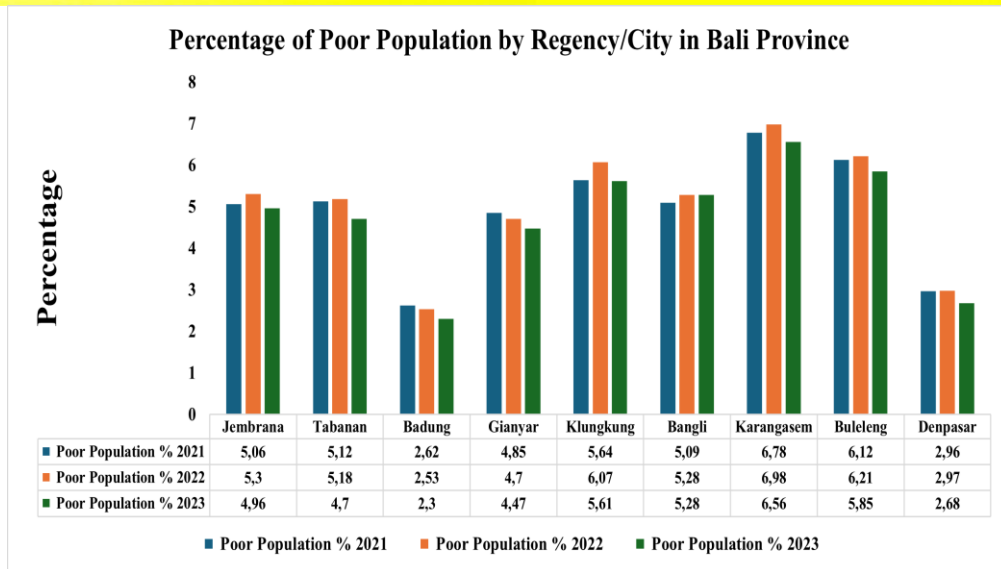
Source: Village Development Index

Figure 1. Village Development Index Status Ranking in Cities in Bali in 2023



Source: Bali Provincial Tourism Office

Figure 2. Number of Tourist Villages in Regencies/Cities in Bali



Source: Bali Provincial Tourism Office

Figure 3. Percentage of Poor Population by Regency/City in Bali Province

Buleleng Regency, which has the most tourist villages, has the second-highest percentage of poor residents, and is the only regency without independent village status. This contradicts research findings that rural tourism contributes positively to the local economy, expanding employment opportunities, and rural development (Yanan, Azzam, & Aminuddin, 2024); (Budiyah, 2020); (Tya & Mukhtiali, 2015). This study aims to analyze: How tourism villages contribute to achieving the goals of sustainable rural economic development, 2) Efforts that have been made to increase the contribution of tourism villages in achieving the goals of sustainable rural economic development, 3) Obstacles faced in increasing the contribution of tourism villages to achieving the goals of sustainable rural economic development 4) The role of stakeholders in increasing the contribution of tourism villages to achieving the goals of sustainable rural economic development.

LITERATURE REVIEW

Tourist Village

A tourist village is defined as an administrative village area that offers attractions with unique and authentic rural experiences, life and traditions of rural communities (Aryani et al., 2019). The tourism village program is a community-based tourism management program based on local investment. The tourism village program, implemented in Indonesia, encourages the sustainable use of natural resources (Devi, C, D, & Putra, 2023). The criteria for a tourist village include having the potential for tourist attractions, having a community, having the potential for local human resources who can be involved in tourism village development activities, having a management institution, having opportunities and support for the availability of basic facilities and infrastructure to support tourism activities and having the potential and opportunities for developing the tourist market (Wirdayanti et al., 2021). The existence of tourism in rural areas has been found to be able to become a driver of economic and social development (Robina-Ramírez, Torrecilla-Pinero, Leal-Solís, & Pavón-Pérez, 2023).

Sustainable Rural Economic Development

Sustainable development is development that is oriented towards economic, social and environmental aspects, aiming to meet the needs of the current generation without neglecting future generations (Alifia, 2023). Sustainable development has become a research focus since the establishment of sustainable development goals/SDGs by countries in the world. The

Indonesian government is one of the countries that is very serious about realizing sustainable development goals, even sustainable development is implemented down to the village level called Village SDGs. Village SDGs are an implementation of the third Nawacita program, namely building Indonesia from the periphery (Setiawan, 2019).

Rural development is a development process carried out in rural areas that is oriented towards improving the economic, social, and environmental conditions of rural communities and the environment. Rural economic development has found that village-owned enterprise (BUMDes) resources play a role in realizing rural economic development (Sinarwati & Suarmanayasa, 2023). Research on sustainable rural development is still limited, but research on sustainable development has found that the availability of water, energy, food and GDP growth are determinants of sustainable development (Hejnowicz et al., 2022);(Hussain et al., 2023). Sustainable economic growth in rural areas is influenced by the implementation of digital villages (Ayu Purnamawati, Yuniarta, & Jie, 2023). Rural innovation capacity with dimensions of input innovation and environmental support innovation is found to contribute to the achievement of rural development in China (Liu et al., 2023).

METHODOLOGY

This research is descriptive with a qualitative approach. Qualitative descriptive research is a research method based on post-positivism philosophy, where the method is used to examine the status of human groups, objects, conditions, systems of thought, and future events. This approach uses data in the form of written or spoken sentences, events, phenomena, knowledge, behavior, or objects of study of interest to the researcher (Wibowo, 2020). Another consideration for using a qualitative approach is its capacity to provide a comprehensive and insightful depiction, in line with the research objectives (Dewi & Darma, 2024).

The data collected were available tourism facilities and achievements of sustainable rural development using the Village SDGs indicators developed by the Ministry of Villages, PDTT, specifically Village SDGs indicators 1, 2, 4, 5, 8, and 17. This research was conducted in Pancasari Village, Buleleng Regency with the following considerations: (1). Pancasari Village is one of the tourist villages in Sukasada District (referring to the Buleleng Regent's decree number 430/239/HK/2022 dated March 11, 2022). (2). Sukasada District's IDM is the lowest compared to other districts in Buleleng Regency (Referring to IDM data from the Ministry of Villages, PDTT in 2023), (3) Among the 10 tourist villages in Sukasada District, Pancasari Village is the tourist village with the highest IDM and has the most tourist attractions compared to other tourist villages in Sukasada District. The research respondents were: 1) village government officials consisting of the village head, village secretary, 2) Director of Village-Owned Enterprises, and 3) Representatives of village communities who manage tourist destinations. The indicators for achieving sustainable rural development goals in this study refer to the Village-level Sustainable Development Goals/Village SDGs 1, 2, 4, 5, 8, and 17 developed by the Ministry of Villages, PDTT are presented in Table 4.

Tabel 4. SDGs Villages and Achievement Indicators

| Village SDGs Number | Village SDGs Name | Achievement Indicators |
|---------------------|-------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1 | Poverty Village | <ul style="list-style-type: none"> a. The village poverty rate reaches 0% b. The percentage of village residents participating in the SJSN for Health and Employment reaches 100% c. The number of poor families receiving social assistance reaches 100% d. The number of poor families receiving health services, education, clean water, and adequate housing reaches 100% |

| Village SDGs Number | Village SDGs Name | Achievement Indicators |
|---------------------|------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | e. The numbers of poor families affected by disasters reached 100% |
| 2 | Village Without Hunger | a. The prevalence of malnutrition, wasting, stunting, and anemia decreases by 0%. b. The prevalence of infants receiving exclusive breast feedings reaches 100%. c. Sustainable food agriculture areas exist. |
| 4 | Quality Village Education | a. 100% access to elementary schools, junior high schools, and senior high schools with at least B accreditation. b. 100% literacy rate for the population aged 15 and over. c. 12 years of average schooling for residents over 20 years old. d. Availability of community reading centers or libraries. |
| 5 | Women's Involvement in Villages | a. Gender-responsive village regulations/village head decrees support the empowerment of at least 30 women. b. Village regulations/village head decrees guarantee women access to services, information, and education related to family planning and reproductive health. c. Comprehensive services are provided to 100% of cases of violence against women. d. The percentage of women in the Village Consultative Body and village officials is at least 30%. e. The percentage of women attending village meetings and participating in village development is at least 30%. |
| 8 | Equitable Village Economic Growth | a. Average Village GDP above IDR 30 million b. Formal sector employment is at least 51% c. Access to formal capital is available, and MSMEs have access to it d. Open unemployment rate is 0% e. Newly trained workforce reaches 100% f. Tourists are increasing, and tourism's contribution reaches 8% of Village GDP |
| 17 | Partnership in Village Development | a. Village collaboration exists with other villages, third parties, and international institutions. b. High-speed fixed internet (Wi-Fi) and mobile (cellphone) networks are available. c. Village commodities are increasing. d. Information on the village's social and economic conditions is publicly accessible. e. Annual village statistical data, statistical applications, and statistical officers are available in the village. |

Source: Ministry of Villages of the Republic of Indonesia

RESULTS AND DISCUSSION

Pancasari Village is located in Sukasada District, Buleleng Regency. This village has a residential area of 1,280 ha, conservation forest 35.76 ha. Natural tourism potential is owned by lakes, mountains, agrotourism and cultural heritage. There is a Village-Owned Enterprise that has a business unit of lending, trade, tourism management. Community institutions in the village, LPMD (Village Community Empowerment Institute), Family Welfare Program, farmer groups, fishermen groups, women's organizations (Women Hindu Dharma Indonesia). Village economic institutions include: a savings and loan cooperative with 114 administrators and members, eight savings and loan groups with 1,293 members, a Village-Owned Enterprise with 5 business units and 10 managers, and a Village Credit Institution with 2 administrators. Tourism facilities in the village include one 4-star hotel, four restaurants and several glamping tourist attractions.

The contribution of tourist villages to achieving the goal of sustainable rural economic development

The results of observations, documentation and interviews with the village government regarding the contribution of tourist villages to the achievement of sustainable rural development (SDGs) in particular the first village SDG is a village without poverty, the second village SDG is a village without hunger, the fourth village SDG is quality village education, the eighth village SDG is equitable village economic growth and the seventeenth village SDG is partnership in village development are presented in Table 5.

Table 5. Observation Results

| Village SDGs Number | Village SDGs Name | Indicator | Achievement |
|---------------------|---------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|
| 1 | Poverty Village | The village poverty rate reaches 0% | Not yet achieved |
| | | The percentage of village residents participating in the SJSN Health and Employment Sector reached 100% | Not yet achieved |
| | | Poor families receiving social assistance reached 100% | It has been achieved |
| | | Poor families receive health services, education, clean water and decent housing reaching 100% | Not yet achieved |
| | | The number of poor families affected by the disaster that were handled reached 100% | It has been achieved |
| 2 | Village Without Hunger | The prevalence of malnutrition, thinness, stunting, and anemia decreased to 0% | Not yet achieved |
| | | The prevalence of babies receiving exclusive breastfeeding reaches 100% | It has been achieved |
| | | There is a sustainable food agriculture area | Not yet achieved |
| 4 | Quality Village Education | Children's access to elementary/Islamic elementary schools, junior high schools, and senior high schools with at least B accreditation reaches 100%. | It has been achieved |
| | | The Latin and non-Latin literacy rate for the population aged over 15 years reached 100% | Not yet achieved |
| | | The average length of schooling for | Not yet achieved |

| Village SDGs Number | Village SDGs Name | Indicator | Achievement |
|---------------------------|---------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|
| 5 | Women's Involvement in Villages | residents >20 years old is 12 years | |
| | | Community Reading Park or library available | Not yet achieved |
| | | Gender-responsive Village Regulations/Village Head Decrees support the empowerment of at least 30 women. | Not yet achieved |
| | | There are village regulations/village head decrees that guarantee women access to services, information, and education related to family planning and reproductive health. | It has been achieved |
| | | Cases of violence against women receiving comprehensive services reached 100% | It has been achieved |
| | | The percentage of women in the Village Consultative Body (BPD) and village officials is at least 30% | Not yet achieved |
| | | The percentage of women attending village meetings and participating in village development is at least 30%. | Not yet achieved |
| 8 | Equitable Village Economic Growth | The average village GDP is above IDR 30 million per month | Not yet achieved |
| | | Formal sector workers at least 51% | Not yet achieved |
| | | There is access to formal capital, and MSMEs get access to it. | It has been achieved |
| | | Open unemployment rate 0% | Not yet achieved |
| | | New workforce trained reaches 100% | Not yet achieved |
| | | Tourists are increasing, and tourism contribution reaches 8% of Village GDP | Not yet achieved |
| 17 | Partnership in Village Development | There is village cooperation with other villages, third parties, and international institutions. | Not yet achieved |
| | | High-speed fixed internet (wifi) and mobile (cellphone) networks are available | It has been achieved |
| | | Village commodities increase | It has been achieved |
| | | Information on the social and economic conditions of the village can be accessed by the public. | Not yet achieved |
| | | Annual village statistics data, statistical applications and statistical officers in the village are available. | Not yet achieved |

Source: Documentation and Interview Results

Table 5 shows that the number of village SDGs indicators observed in this study was 28, of which 15 had been achieved. The achievement ratio is the number of indicators achieved divided by the total number of indicators.

$$\begin{aligned}
 \text{Achievment Ratio} &= \frac{\text{Number of indicator achieved}}{\text{Total number indicator}} \\
 &= \frac{9}{28} \\
 &= 0,32
 \end{aligned}$$

Referring to research (Trisnayoni et al., 2023), if the achievement ratio is 0.00-0.25 in the very low achievement category, 0.26-0.50 low achievement, 0.51-0.75 medium, 0.76-1.00 high achievement. The calculation results show that the achievement ratio of sustainable rural economic development is 0.32 in the low category.

The first Village SDGs, namely villages without poverty, are measured by five indicators, and only two indicators have been achieved, namely 100% of poor families receiving social assistance and 100% of poor families affected by disasters being handled, while the other three indicators have not been achieved. The second Village SDGs, namely villages without hunger, are measured by three indicators, and only one indicator has been achieved, namely the prevalence of babies receiving 100% of breast milk, while the other two indicators have not been achieved. The fourth Village SDGs, namely quality village education, is measured by four indicators, and only one indicator has been achieved, namely 100% of children's access to elementary schools/Islamic elementary schools, junior high schools/Islamic junior high schools, and senior high schools/Islamic senior high schools with accreditation of at least B. The other three indicators have not been achieved. The fifth Village SDGs, namely women's involvement in the village, is measured by five indicators, of which only two indicators have been achieved, namely the existence of a village regulation/village head decree that guarantees women to receive services, information, and education related to family planning and reproductive health and cases of violence against women receiving comprehensive services reaching 100%. The eighth Village SDGs, namely equitable village economic growth, is measured by six indicators, of which only one indicator has been achieved, namely access to formal capital, and MSMEs have access. The seventeenth Village SDG, partnership in village development, is measured by five indicators, of which only two have been achieved: availability of high-speed fixed internet (Wi-Fi) and mobile (cellphone) networks and increased village commodities. The other three indicators have not been achieved.

The results of interviews with the village head stated that the village has a glamorous camping (glamping) tourist attraction managed by villagers as landowners. Tourist attractions managed directly by villagers as landowners improve the economy and income of villagers, however, because the number of villagers who manage tourist attractions is very small, and most of them do not own land, so far, the target of zero percent of poor villagers has not been able to be achieved. Tourist attractions in Pancasari Village are not owned by the village administration, or tourist attractions are not village assets, so there is no contribution to the village's original income.

Efforts that have been made to increase the contribution of tourist villages in achieving the goal of sustainable rural economic development

Sustainable rural economic development in this study is rural economic development that is able to realize or achieve villages without poverty, villages without hunger, quality village education, women's involvement in village development, equitable village economic growth and partnerships in village development. Of the twenty-eight indicators, only nine indicators have been achieved, or 32 percent. Efforts have been made by the village government to register all poor villagers and register them for social assistance. In an effort to stimulate the village economy, the village head makes it easier for villagers to gain access to capital, especially from Bank Republik Indonesia, through the People's Business Credit program.

The effort to realize a village without hunger, with an indicator of 100% exclusive breastfeeding prevalence, involves the active participation of Family Welfare Movement (PKK) mothers in monthly integrated service posts. These activities, attended by officers from community health centers, actively promote the importance of breastfeeding for infant growth

and development. Elementary, middle, and high school-aged children are now able to access education at schools accredited at least B. The indicator of quality education in the village is being realized, and educational facilities at each school are adequately provided.

Access to formal capital is available, and MSMEs are able to access it because the village has a Village-Owned Enterprise (BUMDes) that provides loans to micro-entrepreneurs to develop their businesses. The interest rate set by the BUMDes for micro-entrepreneurs is lower than that of other financial institutions in the village. The loan requirements are also easy to meet, making micro-entrepreneurs highly attracted to BUMDes for additional capital. The presence of BUMDes, with its capital assistance to micro-entrepreneurs, can increase business volume and the economy of rural micro-entrepreneurs. These findings align with research (Robina-Ramírez et al., 2023) who found that the presence of the Ngudi Berkah Village-Owned Enterprise (BUMDes) in Kedu Village, Central Java, contributed to improving the village economy through its contribution to village original income. Furthermore, the village has financial institutions such as Bank Rakyat Indonesia, cooperatives, and village credit institutions, so there is easy access for micro-entrepreneurs to obtain capital. The availability of high-speed fixed internet (wifi) and mobile (cellphone) networks is a program from the central government, specifically the Ministry of Communication, which provides 4G internet access to almost all villages in Indonesia, including Pancasari Village.

Obstacles faced in increasing the contribution of tourist villages to achieving the goal of sustainable rural economic development and solutions to overcome these obstacles.

The biggest obstacles faced in increasing the contribution of tourism villages to achieving sustainable rural economic development goals, according to interviews with village heads and findings from field observations, are the condition of damaged roads that are difficult to repair and problems with drainage during rainy seasons, which cause flooding. The difficulty in addressing these problems stems from the lack of village government authority over the problems that occur, even though the problems are within their jurisdiction.

The role of stakeholders in increasing the contribution of tourist villages to achieving the goals of sustainable rural economic development

Stakeholders are involved in efforts to increase the contribution of tourism villages to sustainable rural economic development including the village government, village communities, and village economic institutions. The role of each party in increasing the contribution of tourism villages is that the village head provides administrative services when BUMDes managers or village communities want to open a glamping tourism object management business. Village communities managing land develop tourism in the form of agrotourism that receives funding assistance from financial institutions with recommendations from the village government. Financial institutions in the village include Bank Rakyat Indonesia, BUMDes, Cooperatives, Village Credit Institutions, informal financial institutions such as savings and loan communities, have a major role in increasing the contribution of tourism villages to achieving sustainable rural economic development. The presence of these financial institutions that provide easy requirements and speed up the loan process increases the ability of village communities to run businesses both in the tourism sector and other sectors such as agriculture and trade.

CONCLUSION

The results of data collection and processing indicate that the contribution of tourism villages to achieving rural economic development in Pancasari tourism village is still low. The indicators of rural economic development in this study are villages without poverty, villages without hunger, quality village education, women's involvement in villages, equitable village economic growth, and partnerships in village development. The achievement ratio for these indicators is 32 percent, which, according to Trisnayoni, is a low score.

Efforts to increase the contribution of tourism villages to achieving sustainable rural economic development goals include increasing access to capital for micro-entrepreneurs,

enabling them to obtain larger loans from Bank Rakyat Indonesia. Although village-owned enterprises (BUMDes) offer easy loans with lower interest rates, the funds available are insufficient. Another effort is to increase the active participation of women, particularly members of family welfare programs, in stunting prevention and improving family nutrition.

The biggest obstacle facing increasing the contribution of tourism villages to sustainable economic development is infrastructure repair, particularly damaged roads and roads prone to flooding. Although village funds are available and sufficient to address these issues, because these roads are not village roads but district roads, they cannot be used.

Stakeholders are involved in efforts to increase the contribution of tourism villages to sustainable rural economic development including the village government, village communities, and village economic institutions. The role of each party in increasing the contribution of tourism villages is that the village head provides administrative services when the BUMDes manager or the village community plans to open a glamping tourism attraction. The village community, which manages the land, develops tourism in the form of agrotourism, which receives funding from financial institutions with recommendations from the village government.

The research findings which state that the presence of tourist villages is able to contribute to the achievement of rural economic development, even though it is still in the low category, support the findings (Puspitasari, 2022); (Populis, 2024). The results of this study have implications for policymaking in managing supporting infrastructure for village tourism. District, provincial, and central governments are advised to conduct intensive monitoring and ongoing coordination of village tourism supporting facilities so that the existence of village tourism is more capable of increasing economic development in rural areas. The limitation of this study is analyzing the contribution of tourist villages to the rural economy in only one village, using a qualitative descriptive approach. Future research is expected to be developed using a quantitative approach to analyze several villages. This study is a qualitative descriptive study; subsequent researchers are advised to conduct quantitative analysis.

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