

## Tourism Village Development as An Effort to Improve Community Welfare in Sodong Village

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**Abstract:** Sodong Village is located in the highlands of Batang Regency. The area around Sodong has many unique cultures and traditions. For this reason, it is necessary to develop a tourist village by holding activities to support tourism potential, where these activities will emphasize the elements of experience and interaction between tourists and the local community; for this reason, the existence of potential development in the village is used for the welfare of the Sodong people. The research location was in the highlands, specifically in Sodong Village, Wonotunggal sub-district, Kab. Stem. The research method used is descriptive analytics. The descriptive method is a method that has the function of explaining general things about an object. The stages carried out were observation, interviews, documentation, and data collection. The results of the study illustrate that the development of the potential of the Sodong tourism village can prosper the community, namely by implementing the 4A components (Attraction, amenities, Ancillary, and Accessibility). Therefore, the people of Sodong can prevent and reduce the emphasis on the rate of urbanization by opening up jobs from tourism development activities.

**Keywords:** Village Potential, Urbanization, Community Welfare, Tourism

**Abstrak:** Desa Sodong terletak di dataran tinggi Kabupaten Batang. Daerah sekitar Sodong mempunyai banyak keunikan budaya dan tradisi. Untuk itu perlu dilakukan pengembangan desa wisata dengan mengadakan kegiatan-kegiatan pendukung potensi wisata, dimana kegiatan tersebut akan menekankan pada unsur pengalaman dan interaksi antara wisatawan dengan masyarakat lokal; Oleh karena itu, adanya potensi pengembangan yang ada di desa dimanfaatkan untuk kesejahteraan masyarakat Sodong. Lokasi penelitian berada di dataran tinggi tepatnya di Desa Sodong Kecamatan Wonotunggal Kab. Tangkai. Metode penelitian yang digunakan adalah deskriptif analitik. Metode deskriptif merupakan suatu metode yang mempunyai fungsi untuk menjelaskan hal-hal umum mengenai suatu objek. Tahapan yang dilakukan adalah observasi, wawancara, dokumentasi, dan pengumpulan data. Hasil penelitian memberikan gambaran bahwa pengembangan potensi desa wisata Sodong dapat mensejahterakan masyarakat yaitu dengan menerapkan komponen 4A (Atraksi, Fasilitas, Ancillary, dan Aksesibilitas). Oleh karena itu, masyarakat Sodong dapat mencegah dan mengurangi penekanan laju urbanisasi dengan membuka lapangan kerja dari kegiatan pengembangan pariwisata.

**Kata Kunci:** Potensi Desa, Urbanisasi, Kesejahteraan Masyarakat, Pariwisata

## Introduction

Wonotunggal Sub-district is a highland area located in Batang Regency. Wonotunggal sub-district consists of 15 villages, namely brayo village, brokoh village, dringo village, gringsingsari village, kedung malang village, kemligi village, kreyo village, penangkan village, sendang village, sigayam village, silurah village, siwatu village, sodong village, wates village, wonotunggal village. Related to the research conducted in the Wonotunggal District area, specifically in the Sodong Tourism Village. Sodong Village is situated on a mountainous plateau. It is at an altitude of 625 meters above sea level with an area of approximately 724 km<sup>2</sup>, including 500 km<sup>2</sup> of forest, while the rest belongs to community settlements. Sodong village has a population of roughly 1047 people. Sodong town is bordered on the east by Wonodadi village, Bandar sub-district, Batang district; on the west by Sengare village, Talun sub-district, tulungrejo village, talun sub-district; on the north by gringsingsari village, wonotunggal sub-district, and on the south by silurah town, as for the development in Sodong Village, three mosques consisting of a Muhamadiyah mosque, NU mosque, and a mixed mosque between Muhamadiyah and NU. The education centers in Sodong Village are SD 01 and SD 02; there are two PAUD and non-formal education, namely TPQ or Reading Park AL-Qur'an.

Sodong Village was designated as a tourism village in 2012; judging from the increase in visitors every week, it is because the management is excellent. This determines the increase in visitors to Sodong Village, both domestic tourists and tourists from outside the region. This Sodong village has a lot of potential for the welfare of the village community; among its potential is that there are creative town works such as woven crafts made of bamboo, for example, making tampah, broomsticks, table decorations, baskets, bags, and plant pots. Then there is the making of natural color batik, batik coloring activities using wood or leaves; this has long been done. There is also a salak sodong plantation cultivated in the area. In addition, the livelihood of residents is agriculture, where they grow rice, vegetables, cloves, cardamom, coffee, sengon trees, and mahogany. Another potential also exists from traditional arts, such as the art of kuda lumping, which has been preserved since ancient times due to the enthusiasm of the residents and the younger generation in Sodong Village. Sodong village also has tourist attractions such as Sigandul waterfall, the town's icon, Talang Waterfall, Agro Salak Pondoh, and Losari forest.

The rural area in Sodong Village has distinctive and unique characteristics and beautiful nature. There are various flora and fauna, and the uniqueness of the culture and villagers. Sodong village, with its beauty, will add a memorable experience for visitors. That will increase the potential of the tourist village's business. From that, Sodong Tourism Village can reduce urbanization and be interpreted as a village potential that can prevent the urbanization of the community. Until now, most people think cities are more promising for a better life because there are more industries and many means of living. This is how people feel about life in the city. Therefore, it is not surprising that urbanization (the movement of people from villages to cities) is relatively high in

Indonesia, and urbanization is caused by the need for more jobs in towns, which encourages villagers to move to cities. Therefore, efforts are needed to prevent the large number of urbanization. One is to empower rural communities by creating new jobs using existing opportunities and potential. The potential is in the form of natural, cultural, and society.

Tourism development is all activities and efforts coordinated to attract tourists, provide all facilities and infrastructure, provide goods and services, and provide the necessary facilities to meet the needs of tourists. Another definition of tourism development can be interpreted as an effort to complete or improve the facilities and services needed by the community. (Antara, M., & Arida, I. N. S. (2015). "Concept of Tourism Village Area Development in Bandungan Village, Pakong District, Pamekasan Regency," *Journal of Pomits Engineering* Vol.3 No.2 (2014)]. The tourist village must fulfill all the supporting components of tourism as well as the needs and services to attract tourists, and these components must be present in tourist destinations. The tourism component is 4A: attraction, Amenities, Ancilliary, and Accessibility.

With the fulfillment of the four components above, Sodong Village can be included as a tourist village. So, the development of a tourist village can be done with the direction of the four components. The principle of tourism village development is not something separate but a unity. Because the main goal is to build a tourist village that prospers the tourists or the people of Sodong. Assessing the many weaknesses encountered in the development of Sodong tourism village so far, the purpose of this research is to describe and analyze the development of tourism village as an effort to improve the welfare of the community in Sodong village along with the factors that influence the development of tourism village as an effort to improve the interest of the community.

## Methods

This research uses a qualitative method with a descriptive-analytical model. The descriptive-analytical model is one of the models in qualitative research that describes or provides an overview of the object under study. In this study, researchers tried to find and explain the potential in Sodong Village, both physical and non-physical possibilities. Furthermore, paying attention to both options is essential to discover the development direction, prospects, and support for Sodong Tourism Village. Based on the form and method of implementation, this research is a literature research. Literature searches are used to obtain data and information to describe and analyze tourism development efforts to improve welfare and reduce the rate of urbanization in Sodong Village.

## Results and Discussion

### Development of Tourism Village Potential in Sodong Village as an Effort to Prevent Population Urbanization

A tourist village is an area with unique and distinctive characteristics, which makes visitors interested in coming to the town. In a tourist village, the residents who reside in the area also generally have a culture and traditions that are still original. In addition, there are various supporting factors in the form of agricultural systems, social systems, and special foods the tourist area produces. Another critical factor is the natural environment that is still maintained in its authenticity in the tourist village. (Antara & Arida, 2015:11)

Potensi: The existence of potential and economic activities that can be developed in this tourist village is a solution to reducing and even preventing the urbanization of people from a village to the city. Not only that, tourist villages can also be an effort to empower and preserve the value of local wisdom and cultural potential in the community. Below are various kinds of tourist villages that can be used as a reference, namely as follows:(Bahri & Basalamah, 2003:8-17)

- a. A unique tourist village is a tourist village that has attractions in the form of natural scenery, for example, views of hills, mountains, sea, swamps, lakes, and other decor.
- b. Tourist villages that are unique in the form of tradition and culture are tourist villages that are attractive to the practices and daily life of the community, for example, activities in earning a daily living, religious activities, and several other activities.
- c. A creative tourism village is a village that is unique in its economic activities in the form of activities generated from home industries, for example, the production of fantastic art products such as puppets, which can bring visitors to the village.
- d. A tourist village that has a combination of resources is a tourist village that combines a culture of creativity and productivity with the natural scenery contained in the tourist village.

It is necessary to develop a tourism village to advance the tourism potential in Sodong Village, including natural tourism, cultural wisdom, and agro-tourism. The advancement in question is the development of various tourism objects scattered in Sodong Village, then made into a tourist destination called "Sodong Tourism Village." It is expected that the existence of Sodong Tourism Village can open up extensive employment opportunities so that its development can overcome the urbanization of the community and advance the economy in Sodong Village. In addition, tourism in Sodong Village also plays an essential role in improving the quality of life of the Sodong community. As a form of alternative tourism in Sodong Village, it can be a potential tool to support sustainable development (Arida, 2017:14).

In developing a tourism village, the community in Sodong Village also plays an essential role in the town's development. Activities that show hospitality can add value to a destination. In general, if visitors are satisfied with tourism services, then they will return to visit the tourist destination. Community activities in the area can benefit economically due to the existence of the Sodong Tourism Village. Some provide lodging,

restaurants, souvenirs, tour guides, and other services. This can advance the economy of Sodong Village residents so that the community hopes to prosper and reduce the level of urbanization in Sodong Village. Of course, the local government needs to support the development of Sodong tourism village through existing policies (Soleh, 2014:32-52).

Village tourism is an alternative product that will be developed according to the village's potential as a tourist attraction with all its unity, nature, and culture. Village tourism as a tourism product is a response to efforts to develop various tourism components in an area or destination that directly affects the community and can significantly reduce the tendency to change the phenomenon of urbanization in the region.

Using two models, urbanization becomes a factor in expanding the economy and the community's welfare. First, with tourism, urbanization changes from rural to urban migration to urbanization that focuses on developing rural areas with urban characteristics. Second, through urban tourism development, tourism leads small and medium-sized cities and new tourist destinations to experience increasing urbanization, which is marked by the development of economic infrastructure such as the tourism industry. With the help of these two models, urbanization occurs balanced and promotes equitable development in Indonesia.

### **Good Government-Based Tourism Village Management in Sodong Village**

Tourism as an activity that promotes community welfare can achieve its goals if it fulfills the four components of tourism: convenience, accessibility, attractiveness, and additional services. Services in the form of facilities and accommodation, accessibility in the form of road networks and tourist destination information, attractions in the form of performances or natural scenery and rides, and supporting services in the form of good organizational management, all of which can be implemented for integrity with existing local wisdom. This means that the existence of road connection facilities, significant concept attractions, and management of tourist attractions must be adjusted to three aspects: knowledge, preservation, and preservation of inherited noble values (excluding closing space for innovation). Tourism attraction is said to be maximized if it has four components that must be owned: interest, amenity, accessibility, and ancillary (Setiawan, Ida Bagus Dwi, SST.Par., 2015:1-21).

### **Attraction**

Attraction Is a type that has a long influence and can attract visitors' attention. Areas with good attractions will be used as destinations in building tourist spots, and if the area has good conditions that can be improved, it will become an attraction. As for how to find tourism potential in a village, it must be tailored to the needs of tourists, or we must know something visitors are looking for. Meanwhile, the capital attractions that can bring visitors are nature, culture, and artificial creativity. The tourism model must be improved into an attraction. The tourism potential developed has the advantage that it can make tourists feel at home for days and enjoy the beauty of tourism for a long time, with tourists

also having the opportunity to visit other tours in several regions. This attraction helps motivate tourists to visit nature tourism (Chaerunissa & Yuniningsih, 2012).

In the attraction component, this type of attraction is included in the context of the natural scenery in the Sodong tourism village. Sodong village received the title of a tourist village in 2012, which is an attraction for the town that can attract tourists. Sodong village has a salak pondo cultivation, where tourists can stay at the resident's inn or homestay. In salak pondo cultivation, tourists can get insight into how to manage and distribute salak pondo. Culinary along the road to the Sodong village route is also an attraction to fulfill logistics or can be used to spend time on a culinary tour with family and friends.

The main attraction of Sodong Village is Curug Sigandul, an icon in the village that presents a view in the form of a beautiful waterfall that spoils the eyes and is the target of tourists inside and outside the village. Sodong Village also has Losari Forest Tourism, which presents gorgeous natural scenery in the form of flower gardens, pine trees, and flying fox, and there is a hall that can be used for various events. Traditional arts, such as the lumping horse dance, are still developing and upheld by the youth of Sodong Village. In terms of the religious aspect of this village, there are several educational places, such as TPQ. All the above elements make this village worthy of being called a tourist village. From the review of observations made in Sodong Village, there is an attraction component: nature, culture, and man-made crafts.

### **Amenity**

Amenities are all kinds of facilities and infrastructure tourists need in a tourist destination. The facilities and infrastructure include accommodation, restaurants, transportation, and travel agencies. With the help of adequate infrastructure, tourist attractions such as hotels, tourist attractions, theaters, etc. The infrastructure needed to develop tourism services are roads, clean water, electricity, landfills, airports, ports, telephones, and others. Looking at the relationship between facilities and infrastructure, it is clear that infrastructure development should usually precede facilities. It is time for infrastructure to be built with developing tourism services. A place or area can grow into a tourist destination if it is easily accessible. There is a two-way relationship between facilities and infrastructure. Infrastructure is a requirement for facilities, and conversely, facilities can lead to improved infrastructure (Setyanto & E. P, 2019:157-167).

Since 2012, when Sodong Village was designated as a tourist village, it has been gradually renovated and refurbished. The provision of full facilities such as lodging, homestays, and food stalls, as well as the construction of public places such as prayer rooms and bathrooms, has been maintained reasonably well. It was built to facilitate tourists and become an opportunity to advance the village and increase productivity for the welfare of the people of Sodong Village. With these facilities, tourists can enjoy the natural attractions of Sodong Village. Sodong Village has fulfilled the amenity component because there are adequate tourist facilities.



### **Accessibility**

Accessibility is the most essential thing in tourism. All types of transportation or transit services are crucial destinations in tourism. On the other hand, this approach is synonymous with portability, which is the ease of moving from one area to another. If the area does not have good accessibility, such as airports, ports, and roads, then no tourists will affect the accessibility. If the site has tourism potential, then there must be sufficient accessibility to get to know the area.

Accessibility is a path that leads to the tourist area. Accessibility includes vehicles on land and at sea, air, communication, and the Internet. The access component in tourism management in Sodong Village shows good governance. This is because the geographical location of Sodong village is included in the strategic area, which is located in the highlands of the Batang region. Access to Sodong village tourism has good access. The road that tourists will pass through in the direction of the Wonotunggal sub-district is quite good, while if tourists go through the approach of the Talun sub-district, the access could be better (Abdulhaji, 2016).

The Wonotunggal sub-district government has issued a positive and good road development policy. The area leading to Sodong Tourism Village restricts large vehicles from entering the route. If some visitors or residents drive a large bus, the bus will transit at the Bandar sub-district terminal, and then the tourists will continue their journey to Sodong Tourism Village using a car or angkot. Some people in Sodong Village use motorbikes and bicycles for transportation to facilitate their daily activities. Then, in communicating, the people of Sodong Village use digital telephones because internet access is adequate.

### **Ancillary**

The destination provincial government must provide additional services to tourists and tourism industry players. Services offered include marketing physical development (road, rail, drinking water, electricity, telephone, etc.). Tourism assistance also includes assistance from authorities, tourist advice, travel agencies, and tourism stakeholders (Sugiama, 2014:72).

In the ancillary aspect, the organization is discussed in managing tourist attractions. This is also found in Sodong village when viewed from the perspective of this tour, which has been driven by a group of residents and assisted by the forest organization. This forestry organization has a role in supporting tourism management and all policies issued by the government to facilitate the implementation of tourism activities. This organization was formed because, considering there are various tourist destinations that have been opened, the place is owned by the government. The establishment of tourism in Sodong Village requires a permit from Perhutani. This is a form of effort to improve the community's welfare through the management of Losari Forest and Sigandul Waterfall, not to mention the ticket fee of IDR 10,000 per person with parking. The cost is used to increase the income of the village government.

Sodong Tourism Village introduces Sodong tourism spots by using various social media, such as FB, IG, and WA, distributed by the Sodong community and the village government. Sodong Tourism Village already has tour guides who will direct tourists, especially on the salak pondoh garden tour. However, they must still be certified because the Sodong community managers carry them out. In this ancillary aspect, many things must be improved in a Sodong tourism village, such as increasing the number of tour guides and expanding or establishing cooperation with large to small investors. Therefore, Sodong Village can be considered a tourist village because it has good management managed by a group of people and forestry institutions.

### **Village Tourism Development as an Effort to Improve Community Welfare in Sodong Village**

According to the Indonesian dictionary, welfare means safe, secure, and prosperous, or it can be interpreted as a word or expression that refers to a good condition where the population is healthy, peaceful, and prosperous (Wardianto, 2011). In other words, welfare is a condition in which a person can fulfill his basic needs, including clothing, food, shelter, and work, depending on what he wants to meet his needs.

The development of a tourist village is the formation of something new from ideas and ideas that are planned by the local community. Developing a tourist village into a Sodong tourist village contains various opportunities and attractions, but only some of the potential and attractions of this tourist village can be designed optimally. It requires the effort and creativity of the local community. The ideas of the Sodong local government and the idea of developing a tourist village depend on the area's potential. Meanwhile, the ideas of community leaders and Sodong tourism groups aim to support people who are willing and able to develop a tourism village.

The development of tourist villages can involve the community in village development, where the local community is the main factor in village development; the community is directly involved in its management to create new jobs. The opening of employment opportunities is the freedom of a person to manage tourism in a tourist village and participate in tourism management. Its openness means that residents do not have different assessments about finding work.

Several factors influence the development of tourism villages, including:

- a. Quality of human resources: Human resources play a critical role in developing the tourism industry, especially now that the Indonesian government has begun implementing regional autonomy policies.
- b. Tourism Promotion The introduction of Indonesia's cultural and natural potential is done through tourism promotion. In the 21st century, when the development of information and communication is so rapid, there is expected to be competition in the global market, especially in the travel industry. Therefore, tourism promotion is a strategy that must continue to be implemented at the international and regional levels. In this case, advertising is one of the determining factors for developing



tourism potential, especially in the Indonesian region, so advertising is the key to the future performance of the Indonesian tourism industry.

- c. Facilities and Infrastructure Incentive travel makes the same demands on tourism infrastructure and services such as telecommunications networks, accommodation, etc. The availability of tourism services and infrastructure is one of the determining factors for the success of regional tourism economic development. (Hidayah Novieistoria, 2017).

Three essential points can improve community welfare, namely in the indicators of income, education, and health. It can be seen from the payment that Sodong people who do not have jobs or livelihoods can contribute by helping a little community labor to launch activities in Sodong's tourism village so that Sodong people will get income to meet their daily needs. Then, regarding education, Sodong Village has an income that increases well every year. This means that teaching in Sodong looks good, considering the primary education centers such as elementary schools, PAUD, and TPQ. In terms of health, it can be seen from the income obtained by the community through tourism village activities, which also helps the community to feel the service facilities provided by the village government.

Sodong Village is located in the Wonotunggal sub-district, Batang district, which has many potentials that have developed and become the leading potential in Sodong's tourism village. Among them are Sigandul Waterfall, Losari forest, and Salak Pondo cultivation; even Sodong village is called Salak village. In addition, the potential of Sodong Village is traditional arts such as kuda lumping, which is still preserved from ancient times to the present, and there are creative village works such as woven crafts made of bamboo such as making tampah, broomsticks, table decorations, baskets, bags, and plant pots. Then there is the making of the natural color batik, which is coloring using wood or leaves.

The development of tourism potential in the Sodong Village area is a concept of community empowerment that will bring many benefits to developing tourism potential. People who are directly involved in tourism development activities in the form of services and services owned by residents so that the results obtained can increase the color income of Sodong residents and separate from the actions of residents in their daily lives, such as farming and animal husbandry. There are many benefits obtained from the development of tourism potential, and there is a good influence or effect on the Sodong community with the development of tourism potential carried out by the village government and also the Sodong community Sodong Tourism Village for the welfare of the community such as increasing the income of the Sodong community.

The development of tourism potential in this tourism village is an increase in income carried out in various fields of community livelihood such as agriculture, where the people of Sodong plant a lot of rice, vegetables, cloves, cardamom, coffee, Saigon trees, mahogany, and breeders, most of them raise cows, buffaloes, and goats. Tourism development in Sodong village also has new opportunities for the community to have additional income apart from the agricultural sector and farmers or laborers, as for the benefits of extra income felt by the community such as lodging, shop owners, dancers, and also tourist

tours whose side income can add to the payment of permanent job (Mongkolcintania, 2016).

## Conclusion

A tourist village is a rural area with unique characteristics that can be developed to prevent the urbanization of people from a town to a city. Maximizing the existing tourism potential is by creating various tourist spots around the area, such as in Sodong Village, which can help the economy. A tourist spot can be a maximum attraction if it has four components: interest in natural scenery and rides, amenities in the form of facilities and accommodation, accessibility of road networks and tourist destination information, and ancillary in the form of good organizational management. Sodong Tourism Village promotes tourism objects through Facebook, Instagram, and WhatsApp, which the government and the community socialize. Promoting cultural potential is very important for the development of the tourism industry, especially for governments in Indonesia who are starting to implement regional autonomy policies. With that, promotion is a strategy.

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