

The Role Of Tourism Awareness Group (Pokdarwis) In The Development Of Nyarai Tourism Village

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Abstract—The purpose of this article is to examine community empowerment, which is a set of efforts in the implementation of tourism sustainability that encourages communities to explore the potential of tourism in their area. In the world of tourism, an example is Pokdarwis (tourism awareness group). Community-based tourism is the concept of managing tourism by prioritising the active participation of the community with the aim of providing for their well-being while maintaining the quality of the environment and protecting their social and cultural life. One of the main attractions in Nyarai Tourism Village is the Nyarai Waterfall and Nyarai Ecotourism Area, which is a village icon in the Gamaran Forest area, visited by many local and foreign tourists. Using a qualitative approach, data was collected through interviews with relevant stakeholders, field observations and literature review. From the findings of the study, it can be concluded that the role of Pokdarwis in the development of Nyarai Tourism Village and the realisation of Sapta Pesona (elements of safe, orderly, clean, cool, beautiful, friendly and memorable) in Nyarai Tourism Village is going well.

Keywords—Role, Tourism Awareness Group, Development of Tourism Village

I. INTRODUCTION

This template, Nyarai tourist village is located in Nagari Salibutan Lubuk Alung, Lubuk Alung District, Padang Pariaman Regency, West Sumatra. The village is located at the foot of the first rowan hill which is a protected forest location. Its position in the highlands makes this village endowed with charming natural scenery (Ferdian et al., 2024). To reach it, you only need to travel by road for 21 kilometres or about 40 minutes from Minangkabau Airport (BIM). One of the main attractions in Nyarai Tourism Village is the Nyarai Waterfall and the 2800-hectare Nyarai ecotourism area located at an altitude of 250m above sea level, which is the icon of Nyarai Tourism Village. The activities of the surrounding community with 500 heads of families are farming, gardening and becoming tour guides in Nyarai ecotourism which has been granted access permission by the Ministry of Environment and Forestry of the Republic of Indonesia through the social forestry pattern of LPHN Salibutan Lubuk Alung in 2019 (Jadesta, 2023). The village borders Lubuk Alung Village to the south and west, Pasie Laweh Village to the north, and Solok Regency to the east. Nyarai Tourism Village consists of 5 hamlets and 18 neighbourhoods (Wirdawati et al., 2024).

The waterfalls in Lubuak Nyarai are the result of a breccia phenomenon, where a whirlpool erodes the walls of the pool, causing it to gradually enlarge. This process has led to the natural formation of the pool over time. Such a phenomenon, which has occurred over millions of years, exemplifies the dynamic forces of nature shaping the landscape (Wirdawati & Ferdian, 2024).

Tourism is a potential sector to be developed as a source of regional income. The development of tourism villages needs to be planned properly in order to create balance and harmony in the rural environment which in turn can create efficiency and balance for tourism villages (Yi et al., 2024). The development of a tourism destination can open a new business and it can become another source of income (Kyrylov, et al., 2022). The development and sustainability of the tourism sector will have an impact on the development of other sectors such as trade, accommodation, services and even the agricultural and industrial sectors so as to contribute to Regional Original Income (PAD). Sustainability is a must for all tourism destinations. Tourism development is moving towards the position of reciprocally useful partnership and balanced development (Singh et al., 2024). The large potential of tourist destinations in Padang Pariaman Regency, if managed properly, will be a sector that drives the regional economy. For this reason, tourism development must pay attention to alternative tourism, one of which is ecotourism. The development of the tourism sector requires support from all parties, including the community, the private sector and the government (Elliott, 2020). The availability of adequate facilities and infrastructure, as well as information on tourist sites, road access, lodging places that support tourism (Mohiuddin, 2023). In addition, it is necessary to pay attention to an increase in tourism promotion as well as safety and comfort factors for tourists.

Data on tourist visits in Padang Pariaman Regency in 2022 increased by 245%, namely with a total of 245,002 tourists, when compared to the covid 2021 of only 100,144 people (BPS, 2023). Post-covid, nyarai tourism visitors stretched again with a percentage increase of 257%, namely from 970 tourists in 2021 to 2,496 tourists in 2022. This number of tourists is less when compared to 2020 with 3,538 people, and even reached its peak in 2014 with 35,767 tourists. With the percentage of male visitors as much as 75% and female visitors as much as 25%.

Nyarai tourism village is not only visited by local tourists, but also foreign tourists. The data obtained is 90% of domestic tourists from West Sumatra, Riau, Jambi, DKI Jakarta, and foreign tourists from Malaysia, Japan, Singapore, Australia, the Netherlands, France, England, and America. With 84% of tourists aged 15-40 years, 11% aged 41-60 years, and 5% aged 10-14 years.

One of the concepts of local wisdom-based tourism development is community-based tourism, one of which is through Tourism Village (Kemenparekraf, 2020). Tourism village is an area that has unique and distinctive tourism potential and attractions, so that visitors can experience the unique life and traditions of rural communities with all their potential (Muryanti, 2023). The most important thing in community development lies in the realization of the use of all available resources. The tourism village component includes the participation of local communities, the local norm system, local customary systems, and local culture (Purnamawati, 2021). Local wisdom is the main thing in the management of tourism villages. Local wisdom is the authentic values of a village that can attract tourists to visit, such as the uniqueness and traditions of the community and the authenticity that is inherent in the culture of the local community.

Pokdarwis is the heart of tourism activities. Since the inauguration of the Nyarai Pokdarwis Decree by the West Sumatra Tourism Office, the role of Pokdarwis has become more effective in developing the Nyarai Tourism Village. Based on the above background, the researcher can formulate the following problems: 1. What is the role of the Nyarai Pokdarwis in supporting the development of the Nyarai Tourism Village? 2. Are there any obstacles to Pokdarwis in supporting the development of Nyarai Ecotourism? 3. What are the efforts made by Pokdarwis Nyarai in supporting the progress of Nyarai Tourism Village? 4. What achievements have been obtained in the development of the Nyarai Tourism Village? The objectives to be achieved by researchers in the research conducted, namely to find out; 1. The role of Pokdarwis in supporting the development of the Nyarai Tourism Village, 2. The obstacles faced by Pokdarwis in supporting the Nyarai Tourism Village, 3. The efforts made by Pokdarwis Nyarai in supporting Nyarai Tourism, 4. The achievements obtained in the development of the Nyarai Tourism Village.

II. METHODS

First, In this research, the author uses descriptive analysis with qualitative methods (Moleong, 2023), namely research that seeks to provide explanations and descriptions of various kinds of data that have been collected from the object of research, namely the Nyarai Tourism Awareness Group (Pokdarwis). Collection techniques are carried out through 1) observation, which is an activity to obtain information in answering research problems using our five senses such as sight, smell, and hearing, 2) Interview is a communication or interaction process to collect information by means of questions and answers between researchers and informants or research subjects, 3) Documentation is a document or data in the form of letters, notes, photo archives, meeting results, activity journals and so on. Data in the form of this document can be used in exploring information that occurred in the past. The technique in analysing data carried out in this study is to analyse data obtained through interviews, field observations, and documentation, then arranged systematically and determined which one will be studied first and make conclusions so that it can be understood by all parties. To obtain appropriate data, the techniques used after data collection are (Sugiyono, 2024): 1) Data reduction (data reduction). Data obtained from the field needs to be recorded in detail and thoroughly. 2) Presentation of data. 3) Verification. The final step is to draw conclusions from the research conducted. Through this analysis technique, it is expected to be able to explain the problem clearly and regularly and systematically by using concepts, theories, and views from experts as a source of analysis.

III. RESULT AND DISCUSSION

Before The community can be actively involved in developing existing tourism potential and receiving benefits from tourism development, one of them is the role of the community in Pokdarwis. Pokdarwis is one of institution formed by the community that has concerns and responsibilities and plays a role in supporting the creation of a conducive climate and the realisation of the seven Sapta Pesona (safe, orderly, clean, cool, beautiful, friendly and memorable elements) so that it can encourage the development and build tourism in an area and benefit the welfare of the surrounding community.

There are four main concepts that impact the development of sustainable tourism, especially in Nyarai tourism village: responsible governance, CSR (corporate social responsibility), responsible travellers, and responsible citizenship (Rath & Swain, 2023). Environmental preservation is the main goal of sustainability, without environmental preservation, society cannot exist, nor can industry. It relies on three main pillars called the triple bottom line: economic (Profit), social (People) and environmental (Planet), although the emphasis is very strong on the latter two. From a traveller's perspective, sustainability can be summarised as "respect nature, culture and hosts" (Rafai, 2017).

In developing Nyarai tourism, the Nyarai Pokdarwis uses the Triple Bottom Line Concept and asserts that in running a business, it should not only pay attention to profits, but also contribute to society, and play an active role in protecting the environment. Community involvement also concerns the role and function of the people element in the Triple Bottom Line concept (Kappo and Ogujiuba, 2020). Although in the last 10 years there are still obstacles such as the existence of some rogue individuals who secretly carry out illegal logging, or the quality of human resources that must continue to be nurtured in order to create an advanced community mindset, forming human resources who are truly aware of tourism not just money oriented, and other internal obstacles, but it does not really affect the effectiveness of the Pokdarwis' performance in developing Nyarai Tourism Village.

Potential in Nyarai Tourism Village

a. Natural Potential

The Waterfall at Lubuak Nyarai, which was formed by the breccia phenomenon, is a whirlpool that erodes the walls of the pool which makes the pool continue to grow so that the pool is formed naturally. If you visit Nyarai, you'll be among the lucky visitors who witness a natural phenomenon that happened millions of years ago.

Lubuak Larangan, Larangan Fish Tourism is one of the fish conservation activities of the Minangkabau people for generations. The harvesting of prohibited fish called "bongka niaiak" is an activity of harvesting fish from prohibited fish in Nyarai tourism village where the fish cannot be harvested before the time determined together by custom. If anyone violates this, they will be penalised. Therefore, these fish continue to grow and develop in the Batang Salibutan river. But there is a time to harvest according to mutual agreement, namely during the commemoration of the birthday of the Great Prophet Muhammad SAW. This local wisdom is intended so that all communities enjoy together the harvest of prohibited fish and are used at religious events together.

Gamaran Forest. Here a special interest tour is offered along the 5.5-kilometre Gamaran tropical forest trail to Nyarai waterfall. Passing through endemic flora and fauna and along the Batang Salibutan river. The uniqueness of the flora that will be encountered such as Amomum, Barangan /chesenut, Oak / Acorn Seeds or local language paniang-paniang fruit which is used as a typical souvenir of Nyarai Tourism Village in the form of key chains, and Amozonica taro. As well as the uniqueness of Fauna such as Red-tailed Monkey (red leaf monkey) or Simpai which is an endangered endemic primate in Sumatra, Malay Tapir or local language Cipan, King Koros Snake or King Rat snake and Hornbill or Anggang bird, and Kuau rajo which is one of the endemic birds in West Sumatra which is threatened with extinction, and can be enjoyed as a treat for Bird Watching Adventure attractions, namely nature tourism to watch endemic birds in the tourist village of Nyarai.

Batang Salibutan River. Traditional fishing in the Batang Salibutan river using arrows and water glasses made by the children of Nyarai tourism village, commonly called spear fishing. Lubuak Napa Bathing Place is usually used as a bathing and swimming place by local residents and tourists. This place such a favourite place because this place often used as a Balimau spot, which is a Minang tradition for residents to bathing together before entering the month of Ramadan.

b. Cultural Potential

1.Randai Sekapur Sirih, is an educational tour about martial arts, music, dance and folklore.

2.Silek Tuo Nyarai, is an educational tour of martial arts for country boy of Nyarai guided by Tuo Silek and local pandeka.

3. Pasambahan Dance, is a tribute dance in Minangkabau. This cultural potential is also offered as a tourist attraction that can be enjoyed and learned by tourists with the theme "Baraja Randai Nyarai".

c. Culinary Potential

Asam Kandih Bundo Gamaran, is managed and processed by the local community. The fruit of the *Garcinia xanthochymus* trees that grow in Nyarai Village is processed into syrup, candy, dishwashing and kitchen spices, and is well packaged in the village so that it penetrates the supermarket market.

Long fish and *Gariang* fish are the speciality fish of Nyarai Tourism Village. Nyarai Tourism Village has a speciality dish, namely Ikan Panjang and Ikan Gariang, which are obtained from the traditional catch of residents in the Salibutan river around Gamaran Forest, then processed by the community into fish pangek and fish curry as delicious dishes to be served to tourists.

The role of Pokdarwis Nyarai

Since its establishment and inauguration on 1 April 2013, and continued with the inauguration of the Decree of Walinagari Salibutan 2022, Pokdarwis Nyarai certainly plays an important role in the development of Nyarai Tourism Village, because it requires human resources who are qualified in their fields to produce professional managerial management patterns in order to advance the managed tourism village.

In supporting the development of Nyarai Tourism Village, Pokdarwis Nyarai has played its role according to the division of tasks and responsibilities of each division with professionalism and strong commitment. Professional tourism management requires commitment and strong managerial skills. The role of the Nyarai Pokdarwis Institution in supporting the Nyarai Tourism Destination as an ecotourism area is as follows:

1) Active Role

a) Pokdarwis educates the community on the importance of tourism for their welfare and the sustainability of nature conservation, which will have a positive impact through improving the quality of life and strengthening cultural and community values. Thanks to regular education of the local community, nature-destroying activities such as illegal logging have been reduced by 80% and illegal loggers have switched jobs to become certified tour guides. The latest data obtained from the Vice Chairman of Pokdarwis Yudhi Rahman SH, MH, CPL totals 60 people from surrounding villages who have been certified as tour guides in Nyarai Tourism Village. Through the concept that is carried out to save the forest from illegal logging for the sake of ecotourism sustainability, making one of the environmentalists who works at National Geographic based in the United States, Tom Corcoran interested in raising the concept to the international world by including Nyarai Ecotourism in one of the world's prestigious competitions, namely EOCA (European Outdoor Conservation Association) with CLI sponsorship and Exped outdoor products, where in the competence gathered all conservation actors who have succeeded in saving the environment with various innovations carried out, one of which is with the concept of tourism with the theme "From Logging and Poaching to Adventure and Tourism" in 2016 and became the first winner beating four other countries namely Peru, Paraguay, South Africa and the Philippines for the Outdoor category so as to deliver Nyarai Ecotourism to become a Cover Story in the world conservation magazine Landscape Magazine Teralllingua Volume 4.

b) Pokdarwis invites the community to build and manage lodging built by the West Sumatra provincial government and the Padang Pariaman Regency government as well as lodging owned by individuals (local residents). The results of an interview with the head of Pokdarwis Nyarai, Ritno Kurniawan S.P that the West Sumatra Provincial Government through the Tourism Office paid great attention to the development of Nyarai with considerable funds. Management is divided by the Pokdarwis chairman according to the knowledge and abilities of the community and Pokdarwis members. Nyarai Tourism Village also provides 10 homestays, each of which provides an average of 2 rooms, with adequate facilities. There are also 2 cottage rooms and 1 Glamping room provided for guests or visitors who want to stay before trekking to the forest or after trekking from the forest. One of the homestays from Nyarai has been certified and declared in the satisfactory category at the Ministry of Tourism's CHSE, namely Stevani Homestay.

c) Pokdarwis facilitates the implementation of programmes from the West Sumatra Provincial Government and the Padang Pariaman Regency Government provided to the community in the form of training on how to package existing potential so that it becomes a tourist attraction that has an impact on improving the economy of the Nyarai Tourism Village community. Continuous training is provided at least every three months at the Nyarai Post Hall which has been used as a training centre by the Padang Pariaman Tourism, Youth and Sports Office (Disparpora) which is not only beneficial for the Nyarai community, but also often used as a place of imitation study for Pokdarwis throughout Padang Pariaman Regency, West Sumatra and even nationally.

d) Pokdarwis Nyarai also helps the community to implement the concept of community-based tourism (CBT). In implementing CBT, Pokdarwis educates the community to be involved in the development of Nyarai Tourism Village by empowering the existing potential. The adventure activities pioneered by Pokdarwis since 2013 are carried out with a pattern of community empowerment (Community Based Tourism) has led Pokdarwis Ecotourism Nyarai to become the second winner of the Best Pokdarwis in Indonesia in 2014.

e) Pokdarwis Nyarai conducts digital marketing patterns on various social media platforms such as Instagram, Facebook, YouTube, and websites through the Media and Public Relations division team. This has a huge impact on the number of domestic and foreign tourist visits. Through the website, prospective tourists can choose their travel plans and visits before coming to Nyarai Tourism Village. Prospective tourists can choose from a variety of tour packages, ranging from Adventure Tourism Packages, Nature Tourism Packages, Cultural Tourism Packages, Culinary Tourism Packages and Tour Packages based on experience. The

adventure tour packages on sale are: Trekking, Camping, Spear Fishing, Bird Watching, and Mahseer Fly Fishing. The fact is that the Mahseer Fly Fishing tour package is a tour package actually very popular among foreign tourists, especially tourists from Malaysia, Singapore, Japan, Australia and Europe. Next is the rafting tour package which is in great demand by all groups, in this case KUPS Nyarai, Pokdarwis Nyarai in collaboration with LA Rafting. Then the Cultural Tourism Package which is sold in the form of Baraja Randai, Baraja Silek Tuo Nyarai, Baraja Pasambahan. Culinary Tourism Packages, finally there is a choice of Training and Education Tour Packages, Field Schools, Training, and Field Studies.

2) Participatory Role

a) Pokdarwis participated in the construction of glamping and cottages funded by the West Sumatra provincial government to support the development of the Nyarai Tourism Area.

b) Together with the community, Pokdarwis conducts cleaning and repairs around the Nyarai Ecotourism area such as damaged tracking paths or road repairs.

c) Together with the community, Pokdarwis conducted training on how to properly package products from Nyarai local product and how to increase the selling value of an item, such as processing kandis tamarind fruit into various processed products, creating souvenir products from Oak/Acorn forest fruit into keychain souvenirs, bracelet accessories from dicranopteris linearis forest plants and tarompa from woven pandanus.

3) Passive Role

Not all of Pokdarwis members play an active and participatory role in every activity. There are also members who work as farmers or have other busy schedules, so they play a passive role, only obeying the rules and agreements.

Achievements in the Development of Nyarai Tourism Village

Activities managed by Pokdarwis, in collaboration with LPHN Salibutan Lubuk Alung, have brought many benefits to the community and from some of these activities the Tourism Village Manager, Tourism Awareness Group and Tourism Village received appreciation:

TABLE I.

YEAR	APRESIATION
2013	Padang Pariaman's youth tourism and environmental activists
2014	1st place in Provincial Youth Pioneer in the field of social culture, environment and tourism, Disapora of West Sumatra 1st runner-up in the national youth pioneer election, Kemenpora Second place in the National Level Tourism Awareness Group (Pokdarwis L.A Adventure), Indonesian Ministry of Tourism
2015	2nd place in independent start-up entrepreneurship by Disapora of West Sumatra 2nd place Youth Tourism Empowerment for the Community, Leon Agusta Institute
2016	1st place Eouropean Ouotdoor Conservation Asossiation, (EOCA) Frans Seda Award Nominee, Atma Jaya University Driving West Sumatra Tourism, Riau Post Outstanding Young Alumni Award, Gadjah Mada University
2017	First of Indonesian Environmental Award, Astra International
2018	Kalpataru Award for West Sumatra Kindergarten Kick Andy speaker "The Young with Noble Hearts" Kick Andy Metro TV
2019	Kick Andy Heroes Nominee, Kick Andy Metro TV Satya Lencana Kepari Pariwisata, President of the Republic of Indonesia National Tourism Role Model, DPD RI
2020	1st place for Community Self-Help Forestry Extension in West Sumatra Province
2021	2nd place in LPHN at West Sumatra Province Level

	2nd place for Community Self-Help Forestry Extension at the national level Group
2022	Third place for Best Tourism Attraction in West Sumatra
2023	Indonesia Tourism Village Award 2023

IV. RESULT AND CONCLUSIONS

The creation of Nyarai Tourism Village can reduce the urbanisation of people from Salibutan village to the city because many economic activities in the village have been created. In addition, Nyarai Tourism Village can be an effort to preserve and empower the potential of local culture and local wisdom values in the community. With professional development and management, through a programme from the West Sumatra Provincial Tourism Office, Nyarai Ecotourism received CHSE Certification. The tour packages offering by Nyarai Tourism Village are very diverse, ranging from adventure tour packages, nature tour packages, cultural tour packages, culinary tour packages and experience-based tour packages. The role of Pokdarwis Nyarai in supporting sustainable tourism in Nagari Salibutan and building Nyarai Tourism Village is very good so that the realization of Sapta Pesona (elements of safe, orderly, clean, cool, beautiful, friendly, and memories). Judging from the active role of Pokdarwis Nyarai in providing education, socialisation, training, and becoming a facilitator in every government program, both the district government and the West Sumatra provincial government which delivers every activity managed by Pokdarwis, in collaboration with LPHN Salibutan Lubuk Alung, brings many benefits and contributes to the village community.

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