

## **Measuring The Priority Of Tourism Village Development In The New Tourism Era**

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### **ABSTRACT**

The study aims to analyze the priority of developing tourist villages during the new normal period in Petang District, Badung Regency Bali. The theory and concepts used to answer the problems in this research are the concept of tourism product components, the concept of a tourism village, the concept of new normal tourism. The research method used is qualitative research using Analytical Hierarchy Process (AHP). Sources of data in this study are primary data and secondary data obtained through the process of observation, interviews and focus group discussions. The results of this study indicate that the priority of developing a tourism village in Petang District in the new normal era is an ancillary aspect as the main development priority. Then, the order of priority aspects of development that can be done next is attraction, accessibility, amenity, available packages and activity. Related to ancillary as the main priority aspect, there are institutional sub-criteria as things that can be prioritized first compared to the development of additional services. Based on the analysis that has been carried out, the form of institutional development that will be implemented is by holding a collaboration between the Petang District Government and the tourism institutional where the assistance collaboration is carried out in stages starting with the establishment of a tourism management system.

**KEY WORDS:** tourism village, priority development, tourism product, new tourism era.

### **INTRODUCTION**

During the incessant development of tourist villages carried out by the central government as an alternative to sustainable tourism, which can provide economic prosperity for people in rural areas, the Covid-19 pandemic outbreak hit the world tourism sector, especially

Bali. Bali must feel the downturn due to the Covid-19 pandemic which has a negative impact on tourism activities, starting from the closure of the airport to the port as the gateway to the island of Bali, which causes no tourist visits and ends in the closure of accommodation to tourist attractions, in the end, the workers in the tourism sector. Tourism must be put at home. Many people see this pandemic period as a form of uncertainty. Although many studies have been and are being conducted regarding the pandemic until now there is no official and valid data regarding when the pandemic period will end (Dianasari, et al, 2020).

The development of tourist villages in the midst of the Covid-19 pandemic is a challenge for tourism village managers. Where many adaptations must be carried out by tourism village managers, ranging from implementing health protocols, managing visitors, and villages must also hope in uncertainty when the pandemic will end (Sjuchro et al., 2022). Many parties also consider that the existence of this pandemic is an opportunity or opportunity for tourism village managers to clean up, improve all facilities and improve tourism services for tourists in the future.

In the new normal era, tourist villages are believed to be a tourism trend, this is because tourists will choose destinations that promote a sense of security, comfort, cleanliness, health and are in line with environmental success. (Rijal et al., 2019) The Minister of Tourism and Creative Economy revealed that tourism villages are the flagship program in the Covid-19 pandemic to revive the tourism sector and the creative economy that is in direct contact with the community. In the future, tourism





segmentation will be more personalized, customized, localized, and smaller in size. That is, tourists will prefer private or family tourism and tourism with special interests, such as nature-based tourism (Prasetya, 2021). This gives hope for tourist villages to rise and develop their tourism activities again.

Petang District is one of the sub-districts located on the north side of Badung Regency tourism village as a strategic choice to be able to compete in the tourism industry. The tourism village development model is considered quite effective in improving the welfare of local communities. The tourism village development program is also considered successful in suppressing urbanization (movement) of rural people to cities (Andi, 2020).

Petang District consists of 7 villages, namely Belok Sidan Village, Canangsari Village, Getasan Village, Pangsari Village, Pelaga Village, Petang Village, and Sulangai Village. Each village located in the Petang District has tourism potential in the form of a very interesting nature and culture. Based on the Circular Letter of the Kadisparda of Bali Province Number 556/317/I/DISPAR concerning Development of 100 Tourism Villages 2014-2018, and Badung Regent Regulation Number 47 of 2010 concerning Designation of Tourism Village Areas in Badung Regency, Badung Regency has 11 (eleven) tourist villages located in Central Badung and North Badung. Of the 11 tourist villages, 5 tourist villages are in Petang District, the five tourist villages include; Pangsari, Petang, Plaga, Belok and Carangsari Tourism Villages.

The five tourist villages in Petang District, when viewed from the stages of development of tourist villages, are generally in the position of pioneering and developing tourism villages. This can be seen from tourist visits, although there are visits from outside the area still in small numbers, some villages also lack the facilities and infrastructure to support tourism activities, although they are available in limited numbers and conditions, public awareness has started but not yet fully growing, opportunities for developing tourist villages have begun to be looked at as one of the creators of jobs and government assistance is still needed in the development of tourist villages in Petang District.

The purpose of developing a tourist village in Petang District is for the equitable development of the tourism sector so that it is not only focused on South Badung. As well as for the welfare of local communities in the Petang District area. Considering that Petang Subdistrict is an

area that has considerable tourism potential in terms of its natural beauty and cultural uniqueness, this is a big enough opportunity to develop villages in this region into tourist villages (Anom, et al, 2015). However, looking at the conditions on the ground, the lack of tourist visits to the Petang District area before and after the pandemic, which was not balanced by the readiness of tourist village managers to adapt to this new normal, became a problem that was quite difficult in determining the priority of developing a tourist village.

The availability and readiness of tourism product components is still a challenge in the development of tourist villages. Especially in the new normal era, tourism village managers must be able to provide and provide services that ensure safety and comfort for tourists who travel. Based on the phenomena that occurred, it is interesting to study in more depth related to the priority of developing tourist villages during the new normal period in Petang District, Badung Regency. This is done to be able to see and know the priority of developing tourist village products carried out by tourism village managers in Petang District. So that the tourist village can properly prepare tourism products that will be used as superior products in attracting tourist visits in the new normal period.

The concept of product has an important meaning in determining the development of tourism in a destination. A tourism product is something that can be offered to tourists to visit a tourist destination. Tourism products can be in the form of nature, culture and the results of community crafts. Suwantoro (1997), argues that tourism products are all services that are obtained and felt or enjoyed by tourists since he left his place of residence, to the tourist destination he had chosen and returned to the house where he originally departed.

Tourism destinations consist of several core components. He categorizes these components into a 6 A framework are attractions, accessibility, ancillary, amenities, available packages and activities (Buhalis, 2000:98).

A tourism village is a form of integration between attractions, accommodation, and supporting facilities that are presented in a structure of community life that is integrated with applicable procedures and traditions (Nuryanti in Anom & Suryawan, 2016). Furthermore, it is also mentioned that a tourist village is an alternative form of tourism that is able to contribute positive changes to social, economic and cultural resources in rural areas (Damanik, 2009). While Inskeep (1991) states that village tourism is a type of tourism where a small group of



tourists live in or close to a traditional setting, often in remote villages and learn about rural life and the local environment.

In the development of tourist villages, the principles of developing tourist village products:

- 1) Authenticity: the attractions offered are genuine activities that occur in the community in the village.
- 2) Local community: It is a tradition carried out by the community and is a daily activity carried out by the community.
- 3) Community involvement: the community is actively involved in activities in the tourist village.
- 4) Attitudes and values: maintaining the values adopted by the community and in accordance with existing everyday values and norms.
- 5) Conservation and carrying capacity: not destructive in terms of both physical and social aspects of the community and per the carrying capacity of the village in accommodating tourists.

According to Gumelar (2010), there are several things related to the development of tourist villages, as follows: utilize local community facilities and infrastructure, benefit the local community, small scale, involve the local community, and implementing rural tourism product development.

Meanwhile, according to Putra, (2006), the development of tourist villages must reflect the following things; tourism is integrated with the community, offers a variety of distinctive attractions, the accommodation is typical of the local village.

There are four stages of developing a tourist village, consisting of a pilot tourism village, a developing tourism village, an advanced tourism village and an independent tourism village. Each stage has its indicators that are used as benchmarks in determining the stages of developing a tourist village (Ariani, et.al, 2019). The following are indicators in the stages of developing a tourist village.

**Table 1** Indicators of Tourism Village Development Stages

<b>Start-up Tourism Village</b>	
<b>No.</b>	<b>Indicator</b>
1	Still in the form of potential
2	Limited facilities and infrastructure
3	Not yet/little tourist visits
4	Public awareness has not grown
5	Dependence on the government
<b>Developing Tourism Village</b>	

<b>No.</b>	<b>Indicator</b>
1	There have been tourist visits from outside the area
2	Tourism facilities and infrastructure have developed
3	Start creating jobs
4	Public awareness is growing
5	Still need government assistance
<b>Advanced Tourism Village</b>	
<b>No.</b>	<b>Indicator</b>
1	People are aware of tourism
2	There have been many tourist visits, including foreign tourists
3	Communities are able to manage tourism businesses
4	Already able to use village funds for tourism
<b>Independent Tourism Village</b>	
<b>No.</b>	<b>Indicator</b>
1	There has been an innovation from the community
2	World recognized tourist destination
3	Facilities and infrastructure have followed international standards
4	Penta helix collaborative management
5	Village funds become part of tourism product innovation
6	Already able to take advantage of digitization

Source: *Tourist village guide, 2019*

The development of tourist villages in this study is a priority effort made in utilizing the components of tourism products owned by the village as superior products in attracting tourist visits during the new normal period.

## METHODOLOGY

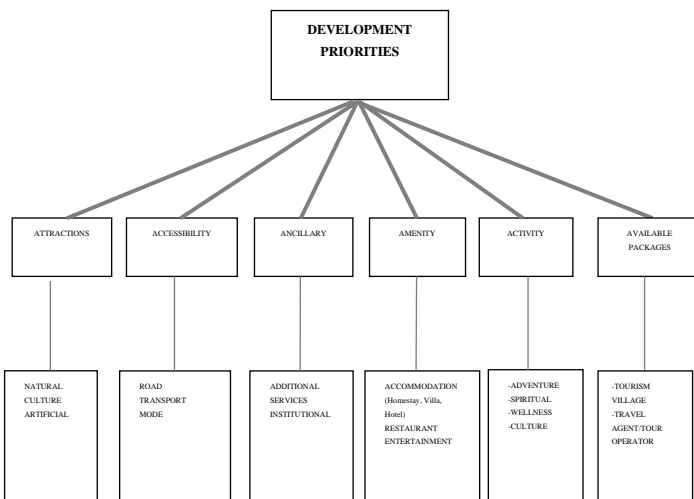
This research was designed with a qualitative approach in order to provide a complex and detailed picture related to the focus of the problem, namely the priority of developing a tourist village during the new normal by conducting observations, in-depth interviews and FGDs. This study used qualitative data analysis techniques and *Analytical Hierarchy Process (AHP)* to dissect the problems that occur and provide alternative solutions in the priority of developing a tourist village during the new normal in Petang District.

This research will be conducted in Petang District, Badung Regency, especially in 5 villages that have been designated as tourist villages. The five tourism villages, including; Pangsang, Petang, Plaga, Belok and Carangsari Tourism Villages. In this study, several data collection

techniques were used to meet the required data criteria, including observation, in depth interview, and focus group discussion (FGD). Observation was carried out to obtain data on the existing condition of tourist villages during the new normal and an overview of tourist villages in Petang District, Badung Regency. The data obtained by interview techniques include general description data of tourist villages in Petang District, conditions of tourist villages during the new normal period and priorities for developing tourist villages. The number of participants in the discussion group were gather to 15 people. The discussion participants referred to in this study are representatives from the tourism village management

The technique of determining the informants in this study used purposive sampling. Informants in this study include; the head of the management or the head of the five tourist's village management and one of the representatives/ management staff of the tourism village. The data analysis technique used in this research is descriptive qualitative. This study uses a sociological approach to tourism where tourism is a social activity. According to Kazibudzki and Tadeusz (2013), the Analytic Hierarchy Process (AHP) is a multi-criteria decision making with the support of a methodology that has been recognized and accepted as a priority which in theory can provide different answers to decision-making problems and rank alternative solutions. The stages in the Analytical Hierarchy Process start from the decomposition stage. Decomposition is to describe a problem in a form of a hierarchical decision-making process. Where each element that makes up the hierarchy is interconnected (Saaty, 1993). The hierarchical structure in this AHP stage is described in Figure 1 below.

Figure 1. Research Hierarchical Structure

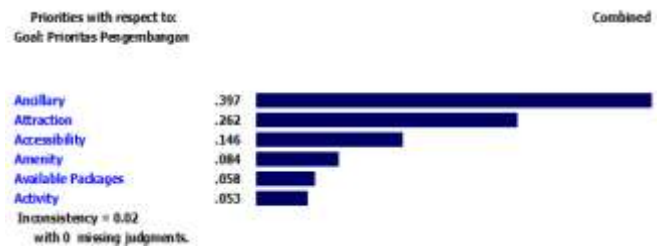


**Result**

Based on the existing conditions of tourist villages in Petang District during the new normal period, the research was carried out by determining development priorities using the Analytic Hierarchy Process technique. This is very necessary considering the limitations in developing them simultaneously, so it is very important to determine the aspects of development that can be carried out first so that the implementation can be carried out more planned and not spontaneous. The stages of pairwise comparison or pairwise comparisons are carried out by stakeholders using a questionnaire as an instrument in collecting weighted value data. The stages of the Analytical Hierarchy Process are described in the following discussion. The initial stage in the Analytical Hierarchy Process (AHP) method is to perform pairwise comparisons by giving weighting based on the importance of each criterion, while the results of this comparison are described in Figure 2 below.

**1. Priority Criteria in Determining Priority Development Aspects**

Figure 2. Priority Criteria



Based on Figure 2, the eigenvector value or the order of priority criteria for the research objective, namely determining the priority aspects of the development of the Tourism Village in Petang District, the main criteria priority with the highest eigenvector value is the ancillary criterion of 0.397, then followed by the attraction criteria of 0.262, the criteria for accessibility is 0.146, amenity criteria is 0.084, available packages criteria is 0.058 and activity criteria is 0.053. The consistency Ratio value on the weighting criteria is 0.02. This value states that the level of consistency of the results of pairwise comparisons between criteria is acceptable and considered consistent because it has met the requirements of the Consistency Ratio value, which is less than or equal to 0.1 (Saaty, 1993).

**2. Development Priority Seen from Attraction Criteria**

Priority-based on attraction criteria shows that the



development of natural tourist attractions is a top priority with the Consistency Ratio (CR) = 0.01 (CR < 0.1). This shows that the comparison of preferences is consistent. The results of the AHP analysis based on the attraction criteria can be seen in Figure 3.

**Figure 3.** Priority Criteria for Attraction

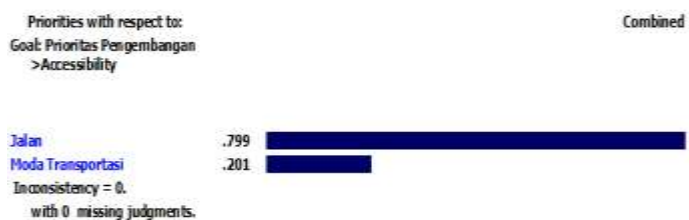


Determination of natural tourism as a top priority in the attraction criteria is also based on the existing conditions of tourist attractions in the tourist village of Petang sub-district. This is shown by the variety of tourist activities that rely on the natural beauty of the Tourism Village in Petang District such as cycling and trekking. This is also supported by the results of the researcher's observations that the tourist villages in Petang District have extraordinary natural tourism potential if developed because there are various sightseeing spots in every tourist village that are able to attract tourists to visit. Therefore, it is not surprising that local communities together with stakeholders also build the concept of agro-tourism in accommodating existing natural tourism activities.

### 3. Development Priority Seen from Accessibility Criteria

Priority-based on accessibility criteria, road conditions are the main development priority that can take precedence over transportation modes. The Consistency Ratio (CR) value is 0 (CR < 0.1), which indicates that the preference comparison is consistent. Results AHP analysis based on accessibility criteria can be seen in Figure 4.

**Figure 4.** Priority of Accessibility Criteria



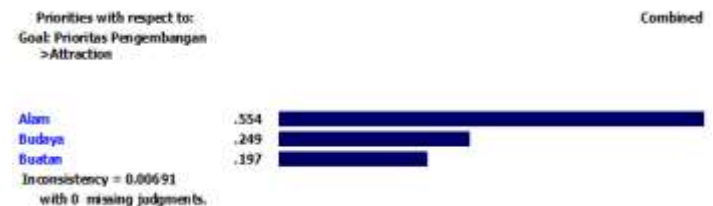
Overall, the asphalt road leading to the Tourism Village in the Petang District is quite easy to reach, both using private and public vehicles. There are signs or directions

and tourists can use google maps to make it easier to reach their destination. However, the existing road conditions seem uneven. This can be shown by the condition that one village has better road quality than other villages, so this needs to be considered for the convenience of tourists in visiting the Tourism Village in Petang District. Road construction and road repair must be prioritized during the tourism recovery period in the new normal era. So that when tourism has reopened, the tourist village in Petang District is ready to receive tourist visits.

### 4. Development Priority Seen from Ancillary Criteria

Priority-based on ancillary criteria shows that institutions are the main development priorities that can take precedence over additional services. The Consistency Ratio (CR) value is 0 (CR < 0.1), which indicates that the preference comparison is consistent. The results of the AHP analysis based on the ancillary criteria can be seen in Figure 5.

**Figure 5** Priority Ancillary Criteria



Based on the observations of researchers, there are already institutions that are considered capable of managing tourism in each of the existing villages. Institutions in the Tourism Village of Petang District were formed through community participation or formed by the government as an extension of the arm in carrying out programs to support tourism.

However, in practice, the formed institutions are considered less than optimal and have several limitations, including limited costs and human resources. So, in carrying out development, this institution needs good synergy between tourism stakeholders. Therefore, the development of institutional aspects as a top priority can be said to be relevant.

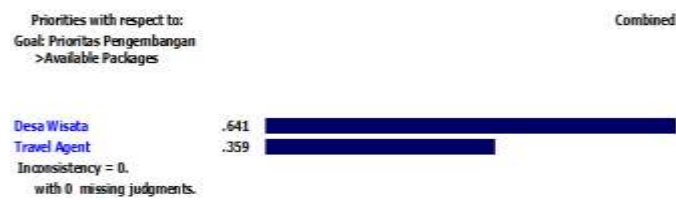
This is in line with the research results in Nglanggeran Tourism Village that the success of the management of Nglanggeran Tourism Village is due to the ability of the younger generation who are also indigenous people who inhabit the village to work and innovate to create and

create tour packages for tourists. The collective awareness of the community is also the key to this success (Junaid and Salim, 2019).

### 5. Development Priority Seen from Amenity Criteria

Priority-based on amenities criteria shows that restaurant development is the main development priority than accommodation and entertainment. The Consistency Ratio (CR) value is 0.00037 ( $CR < 0.1$ ), this indicates that the comparison of preferences is consistent. The results of the AHP analysis based on the amenities criteria can be seen in Figure 6.

Figure 6 Priority Criteria for Amenity



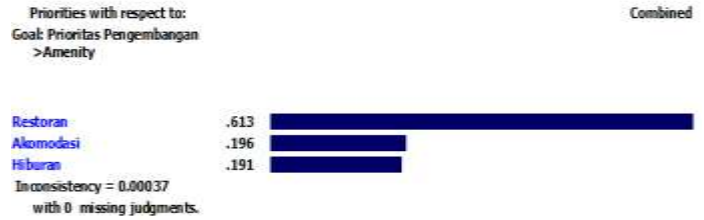
The existing amenities in Petang District continue to develop, both in terms of accommodation, restaurants and entertainment. The condition of each aspect of the existing amenity can be categorized as good condition. However, in the current new normal era, restaurants are a type of business that can still "survive" between accommodation and entertainment businesses.

So at this time, the restaurant has a very important role in shaping the image of the Tourism Village of Petang District to tourists. However, based on the researcher's observations, several restaurants are still not disciplined in implementing the CHSE aspect, so there is a need for an order from the village government and traditional villages to always provide assistance and supervision to restaurant managers and visitors to prevent the risk of transmission of the virus that causes Covid-19.

### 6. Development Priority Seen from Activity Criteria

Priorities based on activity criteria indicate that the development of adventure tourism activities is the main development priority that can take precedence. The Consistency Ratio (CR) value is 0.03 ( $CR < 0.1$ ), which indicates that the comparison of preference has been consistent. The results of the AHP analysis based on the amenities criteria can be seen in Figure 7.

Figure 7 Priority Criteria for Activity



Determination of adventure tourism activities as a top priority in developing the activity aspect is also inseparable from the natural tourist attractions owned by the Tourism Village in the Petang District. Currently, the available adventure tours include trekking, cycling, rafting, ATV, tubing, paintball and swing. However, adventure tourism activities in the Tourism Village in Petang District tend to be the same as adventure tourism in other areas in Bali, so tourism stakeholders must be able to take an inventory of other adventure tourism assets and find other activities that are authentic and look different that cannot be found. In other areas, this will be a distinct advantage for Tourism Villages in Petang District.

### 7. Development Priority Seen from Available Package Criteria

Priority-based on the available packages criteria shows that the development of the Tourism Village tour package is a top priority than the development of cooperation with travel agents. The Consistency Ratio (CR) value is 0 ( $CR < 0.1$ ), which indicates that the preference comparison is consistent. The results of the AHP analysis based on the amenities criteria can be seen in Figure 8.

Figure 8. Priority Criteria for Available Packages



In supporting the aspect of available packages in the Tourism Village of Petang District, the stakeholders argue that the readiness of the tourist village must first be considered before starting to market it because this will make it easier for tourists to feel and enjoy all their tourism activities in the Tourism Village of Petang District. Stakeholders must be able to create a diversified tourist village package that offers its characteristics for the Tourism Village of the Petang District. By having various



choices of tourist village packages, it is expected to increase the spending of money and length of stay of tourists which will have an impact on the economic welfare of the local community.

## DISCUSSION

From all stages of the Analytic Hierarchy Process that have been carried out, the results obtained regarding the purpose of this research, namely, determining the priority of tourism development in Tourism Villages in Petang District. As for the results of the Analytic Hierarchy Process that has been carried out in the discussion of 5.2.1, it is found that the ancillary aspect is an aspect of development that can be done first compared to other aspects with an eigenvector value of 0.397. According to Cooper (1995), ancillary services are tourism organizations needed for tourist services such as destination marketing management organizations and visitor bureaus. Based on the observations that have been made, the existing institutions in the Petang Tourism Village are already available. However, in practice, this institution has limitations in managing, among them are funding and limited human resources. Therefore, the development of this area requires good synergy between stakeholders through the establishment of an institution. And the role of stakeholders in providing education and or socialization to the community is able to realize community-based tourism (Junaid, et.al. 2020).

According to Muljadi and Warman (2014), tourism products consist of a series of interrelated service elements including tourist attractions, tourist transportation, and equipped with other supporting facilities. All of these elements are controlled and managed autonomously by different institutions, either by the government, private businesses, or the general public. Thus, the success of tourism development is highly dependent on the efforts of cooperation and coordination between all parties involved. The development of a management system, or ancillary, can be a factor that provides convenience in making the Petang tourist village a quality tourist village.

Based on the Focus Group Discussion that has been carried out, it was agreed that stakeholders will prioritize institutional aspects first compared to others. The agreed institutions are institutions that can adapt to the needs and desires of each tourist village, and are able to overshadow the potential that exists in each village. Several experts who joined the discussion argued that currently there are indications that the existing management system is not optimal, as expressed by representatives from Plaga Village that;

*“There is a lot of potential in Plaga Village such as waterfalls, hot springs, etc. The existence of a tourist village manager there is not running optimally. There has been no good coordination between the managers of tourist attractions and tourist villages.”*

(Focus Group Discussion, October 25, 2021)

In line with the representative of Plaga Village, Dewa Putu Kertayasa, a representative from the Petang Village, emphasized the same thing and explained in more detail about the situation, namely,

*“It is hoped that in the future the management of tourist villages will be improved. In the field, there is a miscommunication between each stakeholder who feels that they have each other's tourist attractions, so social jealousy often occurs. After clear management, it is hoped that all tourist villages will collaborate to form a complete package for tourists.”*

(Focus Group Discussion, October 25, 2021)

The Head of Carangsari Village emphasized the same thing that the management of tourist attractions in Carangsari Village is mostly managed by individuals. Agreeing on these various matters, I Made Terimayasa as a representative of Badung Tourism Village Association, gave the opinion that all workshop workers can sit together to agree on how the desired management is, this is because each tourist village has different needs. In its application, one way to do this is to establish a collaboration between the Petang District and the tourism institutional such as Bali Tourism Polytechnique where the assistance collaboration is carried out in stages, starting with the establishment of a management system. The management system is planned to be integrated with the government, organizations, tourism actors, regulations, and technical implementations that take place continuously so that tourism goals in the Tourism Village of Petang District can be achieved. More specifically, in the preparation of the institution, it will focus on several things, including being responsible for packaging tourism village products in Petang District, creating supporting attractions, determining a master plan and tourism business roadmap in the Tourism Village of Petang District, strengthening work mechanisms.





## CONCLUSION

Based on the results of the Analytic Hierarchy Process that has been carried out in determining the priority of developing a tourism village in the Petang District in the new normal, the ancillary aspect is produced as the main development priority. Then, the order of priority aspects of development that can be done next is attraction, accessibility, amenity, available packages and activity. Related to ancillary as the main priority aspect, there are institutional sub-criteria as things that can be prioritized first compared to the development of additional services. The form of institutional development that will be implemented is by holding a collaboration between the Petang District Government and academic elements especially tourism institutional where, Assistance cooperation is carried out in stages, starting with the establishment of a management system. The management system is planned to be integrated with the government, organizations, tourism actors, regulations and technical implementations that take place continuously so that tourism goals in the Tourism Village of Petang District can be achieved.

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