THROUGH VILLAGE OWNED BUSINESS AGENCY, TOWARDS TOUGH TOURISM VILLAGE

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Abstract

The development of the tourism sector is one of the efforts to improve the local and global economy by independently implementing the region's potential, including tourism management. Because the tourism and culture in Lampung province are pretty interesting, it is necessary to develop tourism into a tourist village through BUMDes. Tourism village management based on local potential necessitates community awareness and participation to constantly innovate and be creative in developing village areas that are used as tourist villages. To examine the development of ecotourism based on Village Owned Enterprises (BUMDes), especially in Lampung Province, the problem discussed in this research is how to develop ecotourism through BUMDes toward an internationally competitive tourism responsibility village. The research method used is a normative research method with a statute approach and analyzed using content analysis. The reported research demonstrates; First, the research shows that developing ecotourism through village-owned enterprises (BUMDes) to reach a tourist village can be accomplished by empowering rural communities with the goal of community welfare. BUMDes' existence can be accepted as a means of improving welfare. The presence of BUMDes in Indonesia has grown in tandem with the number of villages that comprise BUMDes. Second, tourism development can be realized through local community-based BUMDes with the participation of Pokdarwis, who previously managed tourism and whose initial capital was funded by village contributions and donations. It is a pity if a village has tourism potential and BUMDes but does not collaborate to develop a website into a tourist village. Because, in essence, Lampung Province already has culture and ecotourism that can be promoted nationally and internationally.

Keywords: Development, Ecotourism, Competitive, International, BUMDes, Tourism Village.

A. Introduction

The development of tourism has become one of the sectors that can provide economic benefits both for regional income and community income. Tourism has a strategic role in the
development of an area, this is because tourism is a service sector for the life of modern society. The higher the education and economy of a person or community, the greater the need for tourism and tourism has a very close relationship with various other sectors. Tourism will develop along with the development of transportation, telecommunications, human resources, the environment and so on and tourism as a competitive power lies in well-managed resources. Ecotourism is a tourist destination that presents natural beauty and knowledge about nature. Ecotourism not only presents unspoiled tourism, but also contributes to environmental conservation. Therefore, in the development of tourism, ecotourism requires more attention and management than other tourist destinations. Ecotourism is one type of tourism destination that is favored by tourists and is a source of increasing income for tourist villages and local communities. Ecotourism is a tourist destination that must be continuously updated and rejuvenated by means of regular care and maintenance and management that pays more attention to the ecotourism environment.

Regional Autonomy based on Law Number 23 of 2014 is the right, authority, and obligation of an autonomous region to regulate and manage its own government affairs and the interests of the local community in accordance with statutory regulations. The meaning of autonomy is the existence of an authority for local governments to determine their own policies aimed at the implementation of the wheels of regional government in accordance with the aspirations, interests, conditions, and potential of the community. Regional autonomy policies make district governments have broad authority in regulating their regions. The authority in question is in running the government, implementing policies, and utilizing various resources in its territory. The village government has a function, one of which is carrying out community development and guidance, and carrying out village economic development.

One of the village potentials that can be developed by BUMDes is the management of village tourism, which is generally formed as a tourist village. Law Number 6 of 2014 explains the definition of Village-Owned Enterprises, hereinafter referred to as BUMDes, are business entities whose entire or most of the capital is owned by Villages through direct participation originating from separated village assets in order to manage assets, services, and other businesses for the greatest welfare of the Village community. Three economic advantages based on BUMDes: First, the control and control of village assets is fully managed by the residents so that the development of social businesses that benefit the residents together Second, the economic growth is more dominant in the circle of the villagers so that it can be felt quickly to bring overall economic prosperity. Third, the ecological aspect will be the main concern of the residents so that it can prevent various effects of environmental damage and will ensure the sustainability of a sustainable source of livelihood. BUMDes is presented to create an independent village through synergy between community institutions so as to create community welfare.

Tourism is everything related to the implementation and exploitation of tourist objects and attractions, business of tourist facilities, business of tourism services, and other related businesses. Way Kanan is one of the regencies in Lampung province which has quite a lot of tourism potential, almost every sub-district and village has an area that can be used as a tourist

area. This is so that there are more job opportunities for the surrounding community so that they do not only work in the agricultural sector. Utilization of regional locations by indigenous people is empowering indigenous people who live in tourist location areas. In this case, the aspects needed so that the economic condition of the Way Kanan Regency community, especially people in tourist areas, need good access and security guarantees in order to increase the number of tourists in the Way Kanan Regency area. can be used as a tourist attraction, but the problem with tourism in Way Kanan Regency is the lack of tourist attraction to come due to inadequate access for example bad roads and security to tourist attractions that are less guaranteed.

One example is the CurupKereta tourist destination, with the development of the Rembang Jaya Village Owned Enterprise. The community participates in managing to improve the quality of CurupKereta tourism. So that the Rembang Jaya Village Owned Enterprise can increase the attractiveness of local and international tourists as a tourist attraction in Way Kanan Regency and increase Regional Original Income and become an independent village based on the Rembang Jaya Village Owned Enterprise.regarding the management of tourism destinations such as facilities and infrastructure at ecotourism destinations that are poorly maintained, the decline in visits to ecotourism destinations, this is based on the lack of capital owned to finance these tours. The solution is to have the participation of the village government to help with capital, namely through village-owned enterprises managed by local communities.6

According to the Head of KampungRembang Jaya (Ely Sejahtera) if the Waterfall Train is managed optimally it will bring in tourists and can increase income, the community, for example, can open stalls to sell around the waterfall location or can empower (BUMDesRembang Jaya). The success or failure of the management of tourist sites by indigenous people in Way Kanan Regency is very dependent on the policies and contributions of the government to build and improve what is needed so that the existing potentials can be utilized properly. For example, by making regulations that require villages or sub-districts that have tourism potential to manage and utilize them properly in order to achieve community welfare and to improve economic quality by increasing employment opportunities for indigenous people around tourist areas. Based on the description of the background above, the problem in this research is how to develop ecotourism through BUMDes towards an internationally competitive tourism responsibility village.

The research method used is a normative research method,7 by using a statute approach related to ecotourism development through BUMDes to get to a tourist village8. The statute approach is to examine matters relating to legal principles, legal views and doctrines, and laws and regulations related to sustainable agricultural land, and accurate and accountable data.9 In addition, an in-depth examination of the legal facts is also carried out to then seek solutions to the problems that arise in the symptoms in question.10

B. Discussion

1. Ecotourism Development Through (BUMDes)

The purpose of tourism is to increase the welfare of the community, this is in accordance with what is mandated by the Law of the Republic of Indonesia Number 10 of 2009 concerning Tourism Article 4 (a, b, c, d), which states that tourism aims to increase people's economic

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8Soetrisno, Metodologi Research, (Yogyakarta, UGM, 1978), 49.
9Peter Mahmud Marzuki, Penelitian Hukum, (Jakarta Kencana Prenada Media Group, 2011), 35; Abdulkadir Muhammad, Hukum dan penelitian Hukum, (Bandung :Citra Aditya Bakti, 2004), 32
10Mukti Fajar and Yulianto Achmad, Dualisme Penelitian Hukum Normatif & Empiris, (Yogyakarta, Pustaka Pelajar, 2010), 34
growth, improve people's welfare, eradicating poverty, overcoming unemployment and conserving nature, the environment. Law of the Republic of Indonesia Number 6 of 2014 concerning Villages article 1 paragraph 1 also states that a village is a village and customary village or what is called another term hereinafter referred to as a village is a legal community unit that has territorial boundaries that are authorized to regulate and manage all government affairs, the interests of the local community.\(^{11}\)

Ecotourism development can have a positive impact in the form of increasing efforts to reserve natural resources, development of national parks, coastal protection, and marine parks. But on the other hand, inappropriate management of ecotourism activities can cause negative impacts in the form of pollution, damage to the physical environment, overuse, and construction of facilities without regard to environmental conditions. Ecotourism as a tourism industry is part of a cultural industry that involves the whole community.\(^{12}\) Although only a part of the community is involved, the social influence is wider, such as the occurrence of social inequality / inequality in society. The influence of tourism on the community includes changes in community social processes in which there is cooperation and competition between tourism actors. Social processes are reciprocal relationships between individuals, individuals with groups, and between groups, based on the potential or strength of each.\(^{13}\)

Based on the Regulation of the Minister of Home Affairs Number 33 of 2009 that the principles of ecotourism development include: (1) Compatibility between types and characteristics of ecotourism; (2) Conservation, namely protecting, preserving, and sustainably utilizing natural resources used for ecotourism; (3) Economical, namely providing benefits to the local community and being a driver of economic development in the region and ensuring ecotourism business can be sustainable; (4) Education, which contains elements of education to change one's perception so that they have concern, responsibility, and commitment to environmental and cultural preservation; (5) Providing satisfaction and experience to visitors; (6) Community participation, namely community participation in planning, utilizing, and controlling ecotourism activities by respecting the socio-cultural and religious values of the community around the area; and (7) Accommodating local wisdom. The elements of ecotourism development according to Damanik and Weber include:\(^{14}\)

a) The attraction of the object;
b) infrastructure;
c) facilities and services;
d) market potential;
e) security;
f) socio-economic conditions of the community;
g) institutional elements, environmental quality, and;
h) accommodation.

Basically, the development of tourism in an area is closely related to the economic development of the area. The development of tourism in each region must be directed to


community-based tourism and local culture or the indigenous people of the tourist area. The development of tourism based on society and culture has begun to be seen by various regions as a tourist attraction. Tourists enjoy more tourism objects whose conditions are still natural and offer cultural values. If managed optimally and professionally developed by the government. The tourism sector can certainly be a source of local revenue. The positive impact that can be directly felt by the local community is the expansion of employment opportunities. This is the result of a well-developed tourism industry. The development of ecotourism in the regions is carried out so that the ecotourism industry experiences an increase in quality in terms of management, visits, infrastructure, and so on. To develop ecotourism, good management is needed. Pokdarwis as the manager of ecotourism must be given regular guidance from the relevant agencies so that they can manage natural tourism destinations or ecotourism to run optimally. Apart from that, funds are needed that can be used to finance the ecotourism development process, namely by utilizing BUMDes.

BUMDes is a business entity whose capital is wholly or largely owned by the village through direct participation from village assets which are separated in order to manage assets, services and other businesses for the greatest welfare of the village community. BUMDes is a village business institution managed by the community and village government, which is formed based on the needs and potential of the village. According to Law Number 4 of 2015 Village-Owned Enterprises are business entities whose entire or most of the capital is owned by the Village, through direct participation originating from Village assets, which are separated to manage assets, services, and other businesses for the welfare of the community. Village. The establishment of BUMDes as a village economic institution is a form of the government's role as a force to help create welfare improvements through the creation of economic productivity for the village.

Tourism development model chart through BUMDes

17Dwi Perdana, Pengembangan Pariwisata Berbasis Masyarakat (Community Based Tourism), Ilmu Komunikasi, vol. 8, 2019.45
20Maria Rosa Ratna Sri Anggraeni, Peranan Badan Usaha Milik Desa Pada KesejahteraanMasyarakat Pedesaan Studi Pada Bumdes Di Gunung Kidul, Yogyakarta ( Jurnal MODUS Vol.28 (2) : 155-157, 2016
So it can be explained in the model chart above, that the main purpose of the establishment of BUMDes is to increase Village Original Income in order to strengthen the village economy. As a village business institution, the establishment of BUMDes is really aimed at maximizing the potential of rural communities, both economic potential, natural resources (SDA), and human resources. In achieving its goals, BUMDes works by utilizing the assets and potentials owned by the village, as well as sourced from the investment capital from the village. With this business entity, it is expected to be able to contribute to village income sources to strengthen the village economy. BUMDes which is an economic institution in rural areas has two main functions, namely as a social institution and a village commercial institution. BUMDes as a social institution has a function as a provider of social services, while the function of BUMDes as a commercial institution has the aim of seeking profit through offering local resources in the form of goods and services to the market. In addition, BUMDes also has a function as a driver of village economic growth to generate Village Original Income, and as a means to encourage the improvement of village community welfare.

Based on the above explanation, BUMDes can be used as a forum to make the existing tourism sector develop, because basically BUMDes is a social institution that brings together local communities to jointly develop villages. However, this can be realized if a village has the same spirit of development among its citizens, otherwise tourism development will not work but will continue as usual. Supposedly with BUMDes, villages in the regions will grow, especially the tourism sector. Basically, tourism in the Lampung Province area can already develop into a tourist village if the synergy and commitment of the community can be implemented for the public interest. However, there are still many shortcomings from the community, especially in Lampung, which lacks an understanding that is oriented to the interests of the community for mutual prosperity.

2. Tourism Awareness Group (Pokdarwis)

Efforts to develop the potential of tourism villages must involve the community and other important groups. The existence of the community and these groups will be the entrance gate, to be able to freely develop community-based tourism potential. Rural tourism is one way to

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21Mentions in Indonesian (SDA)
25In Indonesia, the Tourism Awareness Group is known as (Pokdarwis)
implement community-based tourism development. By developing a tourist village, it is hoped that there will be an even distribution in accordance with the concept of community-based tourism development.  

Community-based tourism is a form of tourism where the local community plays a major role in tourism development. Although it focuses on the community involvement factor as the main development actor, the role of the government and the private sector is also very much needed in encouraging the success of development in the area. Local communities are considered as determinants in development and decision making, community involvement is needed both from the planning stage, implementation stage as well as potential management and evaluators. According to Johnson describes that Community Based Tourism is a process where tourism is used as a tool in community development, local community participation is needed in building community capacity to manage tourism. In this way, private or government developers can interact directly with the community in the tourism development process. 

Incorporating local communities in tourism planning and management, enabling communities to adapt to change. The key factor in the development of local community-based tourism is placing the local community as a shareholder in the local community, this applies coordination in policies and helps create synergies by exchanging knowledge, thoughts and abilities among all community members. In other words, this type of tourism has emerged as a solution for developing rural tourism areas that have an impact on local communities in obtaining economic, social and environmental benefits which are now often referred to as Tourism Awareness Groups (Pokdarwis).

Tourism Awareness Group (Pokdarwis), is an institution at the community level whose members consist of tourism actors who have concern and responsibility and act as a driver in supporting the creation of a conducive climate for the growth and development of tourism and utilizing it for the welfare of the surrounding community. With the existence of Pokdarwis in each region, it is hoped that it will increase public understanding of tourism and develop tourism potential in that area. In addition, the community can also participate in the development of the tourist area. So that it is not only Pokdarwis who will benefit but also the community around the area itself. The purpose of the formation of Pokdarwis is to develop community groups that can act as motivators, movers, and communicators in an effort to increase the readiness and awareness of the community around tourism destinations or tourist attraction locations so that they can act as good hosts for tourism development and have awareness of opportunities. and the value of benefits that can be developed from tourism activities to improve the economic welfare of the community. 

The objectives of the Establishment of Tourism Awareness Groups (Pokdarwis) are as follows:

a. Improve the position and role of the community as an important subject or actor in tourism development, and can synergize and partner with relevant stakeholders in improving the quality of tourism development in the region.

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27Widagdyo, K.G. 2017. Pemasaran, Daya Tarik Ekowisata dan Minat Berkunjung Wisatawan. Esensi: Jurnal Bisnis dan Manajemen. 7 (2) 261-276


b. Build and foster positive attitudes and support from the community as hosts through the realization of SaptaPesona values for the growth and development of tourism in the region and its benefits for regional development and community welfare.

c. Introducing, preserving and utilizing the potential of existing tourist attractions in each region.

In general, the function of Pokdarwis in tourism activities is to act as a driving force for Tourism Awareness and SaptaPesona in the area of tourist destinations and as partners with the government and local governments (districts/municipalities) in an effort to realize and develop Tourism Awareness in the regions. The scope of Pokdarwis activities referred to here are various activities that can be programmed and implemented to realize the functions and objectives of forming Pokdarwis organizations, namely:

a) Develop and carry out activities in the context of increasing the knowledge and insight of Pokdarwis members in the tourism sector.

b) Develop and carry out activities in the context of increasing the capabilities and skills of members in managing the tourism business sector and other related businesses.

c) Develop and carry out activities to encourage and motivate the community to become good hosts in supporting tourism activities in their area.

d) Develop and implement activities to encourage and motivate the community to improve the quality of the environment and the attractiveness of local tourism through efforts to realize SaptaPesona.

e) Collecting, processing and providing tourism information services to tourists and the local community.

f) Provide inputs to government officials in developing tourism in the local area.

From these explanations it can be concluded that Pokdarwis activities include developing and carrying out activities to increase tourism knowledge and insight, increase abilities and skills in managing a business, manage and provide tourism information services to tourists and the community, and also provide advice or input to local government in order to develop tourism in the area. This can be realized by synergies and commitments between agencies, for example BUMDesRembang Jaya in Way right Regency, Lampung Province to increase tourism there by empowering local communities.

3. Tourism Responsibility Village

Tourism is one form of application of the new version of the industry, where this sector can provide an increase in economic welfare in a fast time and become a stimulator for other sectors that support tourism activities themselves such as transportation, trade-services, and so on, so that the tourism sector will grow well if it is supported by an attraction in a location, whether it is generated from tourism activities or derivatives from the tourism sector that has been assimilated with other sectors. The purpose of the development of the tourism village itself is to preserve an environmental condition and spur local economic growth in an area so that through the concept of this tourist village it can become a form of environmentally friendly tourism in the future. The tourism village concept contains a uniqueness that can be optimized


by the local community and this uniqueness can be tangible (physical form) and intangible (invisible).34

The tourist village is a form of combination of attractions, accommodation, and supporting facilities that are packaged in a pattern of community life that blends with the applicable procedures and traditions so as to make the village a tourist destination. A tourist village is a form of tourism industry in the form of identical tourist travel activities including a number of activities that encourage tourists as consumers to use products from the tourist village or take a tour to a tourist village. The elements of tourism products consist of tourist transportation, tourist attractions, and tourism accommodation. A tourist village is a form of combination of accommodation, attractions, and supporting facilities that are introduced in a community life system that becomes one with applicable rules and traditions. A village that can be called a tourism village is a village that has tourism potential that can be developed, a tradition and culture that is characteristic, accessibility and infrastructure that support the tourism village program, guaranteed security, maintenance of order, and cleanliness. The basis for developing a tourist village is an understanding of the character and capabilities of the elements in the village, such as: environmental and natural conditions, socio-culture, community economy, layout structure, historical aspects, community culture and buildings, including indigenous knowledge (local knowledge and abilities) owned by the community.35

In the process of developing a tourist village, the surrounding community is used as an active subject, meaning that the surrounding environment and social life of the community in the village are used as tourist destinations. The community also acts as an agent of tourism promotion and innovator in providing ideas for developing tourist villages. The development and development of tourism will directly penetrate and involve the community, so that it can provide various influences to the local community, both positive and negative influences. Utilization of resources, both human resources and natural resources around the tourist village which is organized optimally, will have an impact on the surrounding community. The results obtained from tourism village activities will be returned to the surrounding community so that it can improve the welfare of the community. In addition to improving welfare, the concept of a tourist village will make a village preserve nature and the environment, culture, and village traditions.36

Ecotourism Management Model Chart Towards a Tourism Responsibility Village

The concept above will lead to a cultural-based tourism village that can be the main driver of the community in improving the quality of life. Community-based tourism villages have a local wisdom structure that integrates with ancestral culture, these elements of local wisdom can become a potential tourist village. The presence of tourists visiting tourism destinations can motivate the community to improve infrastructure and the quality of the tourism industry. Some of the uniqueness that is tangible, for example, is the architectural form of the building and landscape of the tourist village, the pattern of community activities, as well as the tour packages offered in it, while for the intangible, for example, the customs and norms that apply in the area, forms of cooperation between communities, mutual trust shown by the local community. The involvement of the surrounding community in the process of developing a tourist village is also an activity of empowering the community in developing the village together. The motivation of decentralization to provide freedom for citizens to organize and manage tourism in their area is a method for creating tourism based on community social groups.

The development of tourist villages is closely related to the tourism industry. According to Law Number 10 of 2009 the tourism industry is a collection of interrelated tourism businesses in order to produce goods and/or services to fulfill the needs of tourists in the implementation of tourism. According to R.S Darmajadi about the tourism industry is a collection of various types of business fields, which jointly produce products or services or services, either directly or will be needed by tourists during their visit. With the development of tourist villages. To meet the needs of tourists while visiting tourist destinations, the presence of the tourism industry is needed to support activities. In the concept of a tourist village, the majority of the available tourism industries are restaurants or restaurants, transportation services, hotels or inns.

The tourist village is actually a form of special interest tourism that is packaged comprehensively so that tourists can interact completely with nature, the surrounding community, including local culture and traditions. Tourists can also see, buy, feel and learn

about the values of local wisdom that are still very much felt in the lives of people in rural areas such as mutual cooperation, traditional ritual ceremonies, traditional arts, local crafts. The tourism village program established by the government directly has been able to empower rural communities in carrying out tourism activities. The tourism village program gives great authority to the village government together with the community to manage the tourism village program from the planning stage to implementation and supervision.

Locally-based tourism village management requires the care and participation of the community itself to always innovate and be creative in developing the village area which is used as a tourist village. According to Cohen and Uphoff the role or participation carried out by the community can be seen from the stages of planning, implementation, management or utilization, monitoring, enjoying the results and evaluation. The development of this tourist village must pay attention to the ability and level of acceptance of the local community which will be developed into a tourist village. This is intended to determine the character and abilities of the community that can be utilized in the development of tourist villages, determine the type and level of community empowerment appropriately.

Lampung Province, especially Way Kanan Regency or other districts, has tourism and cultural potential that can be developed into a tourist village if managed properly. Through collaboration between BUMDes and local Pokdarwis which manage tourism aimed at the welfare of the community and to improve the quality of tourism to become a tourist village. Basically, tourism in the Lampung Province area can already develop into a tourist village if the synergy and commitment of the community can be implemented for the public interest. However, there are still many shortcomings from the community, especially in Lampung, which lacks an understanding that is oriented towards the interests of the community for mutual prosperity.

C. Conclusion

The development of ecotourism through village-owned enterprises (BUMDes) to go to tourist villages can be done by empowering rural communities with the aim of community welfare. The existence of BUMDes in Indonesia as a whole has progressed with the increasing number of villages that make up BUMDes. The existence of BUMDes can be accepted as a means of improving welfare, but there are still villages that have not yet formed BUMDes. This is caused by obstacles such as the lack of understanding of village officials regarding BUMDes, limited human resources for BUMDes managers, lack of knowledge and ability of the community to manage businesses, not yet maximal socialization, guidance and supervision by the government, not maximal allocation of capital and lack of exploration of village potential. Management of the tourism sector through BUMDes is carried out by taking into account management elements such as the type of tourism sector, capital, managers, management patterns, marketing strategies, accountability, and profit sharing in an effective and structured manner so that they can be used as examples by other villages that have not been able to manage their tourism potential.

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